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**DETERMINANT FACTORS THAT ATTRACT INTERNATIONAL TOURISTS TO VISIT ETHIOPIA**

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**ABSTRACT**

The main purpose of this study is to identify the most important and significant variables/ dimensions, factors and facilities that attract tourists to visit Ethiopia and determine their level of satisfaction. The study analyses the responses of international tourists visiting Ethiopia. They were asked to identify the most significant variables /dimensions or attributes/facilities that determine their level of satisfaction. The most significant variables such as airport dimensions, hotel facilities, and services experiences dimensions, pull and push motivational factors were identified. The data collected from 300 tourists visited Ethiopia were analyzed using appropriate statistical tools such as independent t-test, One-way ANOVA, a stepwise multiple regression analysis, factor analysis and descriptive statistics. Tourism marketers and policy makers are provided with the information related to significant dimensions and variables that will determine the level of satisfaction. Thus; they may be focused to most significant variables rather than many insignificant variables that may not have a significant impact on the level of satisfaction. This enables the tourism stakeholders to develop appropriate strategy in tourism marketing which in turn will enable the country to generate more foreign currency and attract more number of tourists into the country.

**KEYWORDS**

Dimensions, quality, Motivation, Ethiopia, Satisfaction, Destination, Tourism, Tourists

**INTRODUCTION**

Although marketing is a new field of academic study as compared to such fields as chemistry and philosophy, marketing is not a new human activity. After all, people have always produced surplus goods or services that they wanted to barter or sell. To do so they first needed to find someone willing to make the exchange. The practice of marketing simply takes this basic human behavior and plans its strategic implementation.

Tourism is also a field of academic study, but it too is an activity with a long history. After all, people traveling to visit other places are not a recent phenomenon. As early as the religious pilgrimages of the Middle Ages, seeing the sites was always a part of the reason for undertaking a trip.

According to Robert and Joy (2001), "Tourism encompasses all short term movement of people away from their place of residence including that undertaken for business, holiday/pleasure and visiting friends and relatives". Tourism is travel and temporary stay involving at least one night away from the region of a person's usual domicile which is undertaken with the major expectation of satisfying leisure, pleasure, or recreational needs which are perceived as being better able to be satisfied than in the region of their domicile. "Tourism comprises "the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (WTO, 1985).

Jha (2006) has indicated the following definition for tourism: "Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with the remunerated activities." "Tourism is an activity involving a complex mixture of material and psychological elements. The material ones are accommodations, transportation, the attractions and entertainment available. The psychological factors include a wide spectrum of attitudes and expectations." "Tourism is a study of the demand for the supply of accommodation and supportive services for those staying away from home and the resultant patterns of expenditure, income creation and employment."

"Tourism is the sum total of operations mainly of economic nature, which directly relate to the entry, stay and movement of foreigners, inside and outside a certain country, city or origin." Tourism is a composite industry. It consists of various segments which can produce a wide range of products and services."

Burkhardt and Medlik (1981) opined that tourism marketing activities are systematic and co-coordinated efforts extended by national tourist organizations and or tourist enterprises or international, national and local levels to optimize the satisfaction of tourist groups and individuals in view of sustained tourism growth. Krippendorff (1987) defined marketing in tourism is to be understood as a systematic and co-coordinated execution of business policy by tourist undertakings whether private or state-owned at local, regional, national or international levels to achieve the optional satisfaction of the needs of identifiable consumer groups and in doing so achieves an appropriate return. In view of the foresaid definitions, the following points emerge:

- Tourism marketing is an integrated effort to satisfy tourists by making available to them the best possible services.
- It is a device demand to transform the potential tourists into actual tourists.
- It is the safest way to generate demand and expand market.
- It is also supposed to be an effort to make possible harmony between the social interests and interactions of tourist organizations.
- It is an approach to promote business and to feed the organizations necessary information's for framing and revamping the marketing Decisions.

The marketing of tourism is simply applying the appropriate marketing concepts to planning a strategy to attract visitors to, a destination, whether resort, city, region, or country. While there are many definitions of marketing, the definition of marketing used by the American marketing association on their website, [www.marketingpower.com](http://www.marketingpower.com) perhaps defines marketing best "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals."

Tourism is considered to be an economic bonanza. It is a multi-segment industry. Tourism has the following positive economic effects:

- Generates national income
- Expands employment opportunities
- Raises tax revenues
- Generates foreign exchanges
- Transforms regional economy

The definition describes marketing as an exchange that satisfies both the individual (the visitor) and the organization (in this case, the different destinations and the country).

Unfortunately marketing is sometimes misunderstood as only selling a destination convincing the tourist to visit even if they really don't want to come. While selling is an important part of promotion, there would be no long-term gain for a destination to focus only on convincing people to visit without first making sure the destination offers the experience they desire. Even if a destination or a country used high-pressure sales techniques to convince tourists to visit, this would be a short-sighted strategy because tourism success relies on repeat visitors. A tourist swayed by a sales pitch that paints an unrealistic picture of what this destination has to offer would most likely be unhappy with the experience and not visit again. The definition states that the marketing exchange should also meet the needs of both the destination and those who live there. The destination has a mission to provide for the needs of its host communities, including maintaining the infrastructure, providing for public safety, and encouraging economic development. Therefore, developing the site as a tourist destination should be undertaken only if the economic benefits tourism can provide include increasing tax revenue so that more money is available for infrastructure maintenance, attracting visitors who may someday relocate to the destination, and providing economic development through attracting new businesses.

Studies of consumer behavior emphasizes that customer satisfaction is a major issues in post-purchase period (Westbrook and Oliver, 1991). Oliver (1981) defined customer satisfaction as a customer's emotional response to the use of a product or service. However, it is more likely that the customer satisfaction is a complex human process that involves cognitive and affective processes as well as other psychological and physiological influences (Oh and Parks, 1997).

A traditional definition of customer satisfaction followed the disconfirmation paradigm of consumer satisfaction/dissatisfaction (CS/D), suggesting the CS/D is the result of interaction between the consumer's pre-purchase expectations and post purchase evaluation (Berkman and Gilson, 1986; Engel et al, 1990; Handy, 1997). Anton (1996) gave a more contemporary approach and defined customer satisfaction as a state of mind in which the customer's needs, wants and expectations throughout the product or service life have been met or exceeded, resulting in subsequent repurchase and loyalty. Nevertheless, some resources support the notion that satisfaction can be measured from a perspective of performance evaluations, making the inclusion of the disconfirmation process unnecessary (Churchill and Taylor, 1992; Olshavsky and Miller, 1972). Choi and Chu (2000) identified traveler's perceptions of 33 hotel attributes. These factors were factor –analyzed using principal component analysis with orthogonal Varimax rotation to identify the underlying dimensions or hotel factors that explained the variance in the attributes. From the Varimax rotated factor matrix, seven factors were extracted from the original 3 variables.

Motivation is defined as forces that influence and predispose to a specific behavior (Dann, 1981; Pearce, 1982). In tourism research, a perception is the image of a tourist destination that makes effective the behavior intentions (Gnoth, 1997). Baloglu and McCleary (1999) state that perceptions about the destination are a function of internal motivations (push motives) and external motivations (pull motives). Each tourist has his/her own internal and external motivations to travel which lead to different perceptions about a tourist destination.

Founded on Crompton's (1979) push-pull motive model and supported by the literature review, the present study proposes an integrated approach to understanding the motivations of tourists in relation to the underlying associations between push and pull motives and their contributions to the perception of the tourist destination as a whole.

Motivation is the need that drives an individual to act in a certain way to achieve the desired satisfaction (Beerli and Marti'n, 2004). Many different reasons and motives compel people to travel. These forces are perceived as being able to decrease the condition of tension felt by the individual. The state of tension then gives way to the necessity that encourages an action or attitude (Fodness, 1994). Although the decision to satisfy needs may rely on other psychological variables, in reality, all human behavior is motivated (Crompton, 1979). Most studies looking to explain the tourist decision are based on the expectancy Value theory (Fishbein, 1967). This theory defines expectation as the probability that a certain attitude will lead to positive or negative benefits, thus allowing the isolation of determining factors of behavior and, furthermore, specifying how expectations and values can be combined in order for choices to be made. The possibilities for combining expectation with value are numerous. The motivation for adopting a certain form of behavior is determined by the value and by the expectation for each benefit. The greater or lesser tendency to adopt certain behavior depends on expectations and the consequent value of these attitudes for the individual.

## METHODS

The survey undertaken has identified three target groups. To realize the objectives of the study both secondary and primary sources were used. The secondary sources include magazines, Brochures, newspapers, articles; statistical bulletins, websites etc. were used. When it comes to primary data three types of questionnaires targeting three respondent groups were used which will be further explained below.

The first respondent group consisted of international travelers who visited Ethiopia and all were 18 years and above. An international tourist other than transit tourists who stayed in the selected hotels or guest houses were asked to fill the questionnaire by the front desk manager in charge and receptionist staffs depending on their convenience.

A questionnaire containing various sections was developed and tested on 10 three to five star hotels on 60 tourists in total 6 from each hotel. Based on the response and comments given from the respondents, necessary adjustments were made on the wording, phrasing, sequencing as well as other issues related to those questions. Based on the feedback given from sample tests and making all the necessary adjustments to the point of certain omissions or deletions, the final questionnaire was developed.

The questionnaire tried to solicit answers for various variables/dimensions motivating tourists to visit Ethiopia, factors that helped the tourist to decide to visit Ethiopia, level of destination attractiveness, detrimental factors for destination loyalty, identification of most valued market segments, and evaluation of various infrastructural facilities available, quality of experiences and services and role of marketing intermediaries to meet the needs of tourists.

The developed questionnaire was distributed to 4 government hotels, 4 private hotels, 4 guest houses, where tourist traffic is quite high based on recommendations from the hotel industry relevant personnel's and 11 actively performing travel and tour operators. The number of copies distributed to all hotels and guest houses was 480 (12x40) and 220 copies (11x 20) to actively performing travel and tour operators. Out of the 700 hundred copies 350 copies were returned, however, during editing; only 300 copies were found valid / usable for analysis.

Although, the nominal response rate was 50 % (350/ 700) the actual response rate turned out to be 43% (300/700). Since the number of questionnaires distributed in total was 700 where as the actual number of usable questionnaires were only 300 copies the actual response rate was pushed down to 43 % (300/700).

Once the data's were collected, then the questionnaires were edited, coded, entered and processed using SPSS. During analysis both descriptive and inferential statistics methods were used, wherever they were deemed appropriate. The inferential methods used for the purpose of analysis in testing the hypothesis included independent T-test, one way – ANOVA, stepwise multiple regressions analysis and factor analysis. From the descriptive statistics, descriptive, frequency tables, ranking methods, bar charts, simple line graphs etc; were used.

## DATA ANALYSIS AND INTERPRETATIONS

In line with the above objectives, the following null hypothesis were developed or formulated to be tested using appropriate statistical tools such as independent t-test, One-way ANOVA, a stepwise multiple regression analysis, factor analysis and descriptive statistics.

Before discussing the hypothesis of the study sample profile of international tourists are compiled below.

- **Gender profile of international tourists:** 69% of the foreign tourists who visited Ethiopia were Male and 31% female.
- **Age Group Profile of International Tourists:** The Tourists were grouped among Six-age groups. The highest age group of tourist (35%) was 30-39 age groups while the least age group 69 years and above accounted 3 %.
- **Marital Status Profile of International Tourists:** The tourists were also classified into four groups on the basis of their marital status. The survey reveals that a 43 % foreign tourists visiting Ethiopia were married while 5% of the tourists were widows.
- **Income Profile of International Tourists:** The tourists were distributed by their annual income into five categories. The survey revealed that 30 % of the tourists earn < \$ 20, 000 USD while 12% earn > \$ 50,000 USD annually.
- **Education profile of international Tourists:** The tourists were also classified into three categories on the basis of the highest Educational level attained. 52 % of the tourists constituted Graduates and 23% accounted for post graduates.
- **Occupation Profile of international Tourists:** Classification of tourists was made into six groups according to their occupational status. Services constituted 43 % of the tourists while 3% accounted for housewives.

## HYPOTHESIS TESTING

Based on the purpose of this study hypothesis are reiterated below and then the results of the appropriate statistical analysis for testing them are reported.

### DEMOGRAPHIC CHARACTERISTICS VS. OVERALL SATISFACTION

To assess the internal reliability of the factor identified a Cronbach's alpha coefficient was calculated before testing each hypothesis in line with objectives. The results for all question showed that the alpha coefficients for all the variables were found above the minimum value of 0.50 considered as acceptable.



**H1:** There is no significant mean response difference in the overall satisfaction of tourists in terms of tourists' demographic characteristics, such as gender, age, education level, and total household incomes and occupation.

Two-tailed Independent sample t-test and One-Way ANOVA results of the mean difference of overall satisfaction by socio- demographic Characteristics of the respondents.

**TABLE 1: MEAN DIFFERENCE OF OVERALL SATISFACTION BY DEMOGRAPHIC CHARACTERISTICS**

S/NO	Variable	Independent T-test		One way-ANOVA	
		t-value	Sig. (2-tailed)	F-value	sig
I	<b>Gender</b>	1.185	.239		
	Male				
	Female				
II	<b>Age(years)</b>			9.005	.000
	"18-29"				
	30-39				
	"40-49"				
	"50-59"				
	"60-69"				
	">69 +"				
III	<b>Marital status</b>			28.816	.000
	Married				
	Divorced				
	Single				
	Widow				
IV	<b>Income</b>			13.960	.000
	"<\$20,000"				
	"\$20,000"-\$29,000"				
	"\$30,000-\$39,000"				
	"\$40,000-\$49,000"				
	"\$>\$50,000"				
V	<b>Education levels</b>			3.230	.041
	Undergraduate				
	Graduate				
	Post graduate				
VI	<b>Occupation</b>			24.270	.000
	Services				
	Professional				
	Self-employed				
	Clerk				
	House wives				
	Student				

According to Field (2005) and Nandagopal et al. (2007), when the "Levene's Test for Equality of Variances" significance level is greater than  $p > 0.05$ , "equal variances assumed" is opted, otherwise, "equal variances not assumed" is considered for testing mean differences at 95% confidence interval. For this study, this decision rule is used.

In line with the above explanation, Table 1 illustrates the two-tailed independent t-test and one-way ANOVA results of the mean difference of overall satisfaction by the demographic characteristics of the respondents.

- The t-test result indicated that there was no significant difference in the overall satisfaction of the respondents by gender only. The sig value is *greater than 0.05*. Thus, the null hypothesis could be rejected for the gender categorical variable only.
- The one-way ANOVA test result explained by age, marital status, income, and education level and occupation category indicated that, the significance value associated with the F-test for equality of means is *less than 0.05*. Thus, the null hypothesis could be accepted for age, marital status, income, and education level and occupation categories.

#### TRAVEL BEHAVIORS VS. OVERALL SATISFACTION

**H2:** There is no significant mean response difference in the overall satisfaction of tourists in terms of tourists' travel behaviors such as past experience, decision time to travel, Duration of advance booking, length of stay, membership in a group, etc.

TABLE 2: MEAN DIFFERENCE OF OVERALL SATISFACTION BY TRAVEL BEHAVIOR

S/NO	Variable	One-way ANOVA	
		F-value	Sig
I	<b>Advance Decision to Visit Ethiopia</b>	84.672	.000
	2 weeks		
	4 weeks		
	5-8 weeks		
	9-12 weeks		
	13-20 weeks		
	>20 weeks		
II	<b>Duration of Advance Booking</b>	12.931	.000
	"1 week"		
	" 2 weeks "		
	"3 weeks"		
	"4 weeks"		
	"5-8 weeks"		
	"9-12 weeks"		
	" > 20 weeks "		
III.	<b>Travel arrangement</b>	24.589	.000
	Independent		
	Group tour		
IV	<b>Size of Travel Group</b>	15.725	.000
	Alone		
	1-3		
	4-7		
	8 -10		
	18-20		
	>20		
V	<b>Length of Stay (Days)</b>	6.726	.000
	<=3 days		
	10-16 days		
	17-29 days		
	>60 days		
VI	<b>Number of Previous Visits</b>	31.186	.000
	Not visited earlier		
	Visited once		
	Visited 2 times		
	Visited 3 times		
	Visited 4 times		
	Visited > 5 times		
VII	<b>Potential for Revisiting</b>	12.133	.000
	Would like to visit again		
	Would advise others to visit		
VIII	<b>Purpose of Visiting</b>	3.172	.014
	Business		
	Conference		
	Vacation		
	Visiting relatives & friends		
	Not stated		

Table 2 illustrates the one-way ANOVA results of the mean difference of overall satisfaction by the travel behavior of the respondents. The one-way ANOVA test result indicated that there was no significant difference in the overall satisfaction of the respondents by advance decision to visit Ethiopia, duration of advance booking, travel arrangement, size of travel group, length of stay ( days), number of previous visits, potential for revisiting and purpose of visiting. The significance value associated with the F-test for equality of means for all categories is less than 0.05. Thus, the null hypothesis could be accepted for all categories.

**AIRPORT FACILITIES/DIMENSIONS**

**H3: Airport facilities /dimensions are not significant driver's of tourists overall satisfaction.**

To test this hypothesis, the stepwise multiple regression analysis has been used.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \dots + \beta_k X_k + e_i$$

Where,

Y= tourist overall satisfaction

X<sub>i</sub> = airport facilities

β<sub>i</sub> = slope of the line and

e<sub>i</sub> = error term associated with the i<sup>th</sup> observation.

The stepwise multiple regression outputs are analyzed as follows:

TABLE 3A) DIMENSIONS OF AIRPORT FACILITIES (MODEL SUMMARY)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
14	.891(n)	.794	.787	.36571

\* (Alpha = .9203)

Researchers reported that an item is considered statistically reliable for a pioneer explanatory study when Cronbach's alpha coefficient is greater than 0.50 (Kusku, 2003; Nunnally, 1967). This decision rule is applied for this study. The Alpha coefficient (0.9203) for dimensions of airport facilities is reliable, i.e., it exceeds the 0.5 threshold recommended. The value of R= .891 shows a strong relationship between airport facilities/ dimensions and overall satisfaction level of tourists. The value of R<sup>2</sup>=.794 explains that 79.4 % of the variation is explained and 20.6 % remained unexplained. In behavioral statistics, an R<sup>2</sup> of between 0.50 and 0.60 is considered as an acceptable (LEWIS, 1985). Thus, the predictive ability of the model is high.

TABLE 3B) DIMENSIONS OF AIRPORT FACILITIES (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
14	Regression	138.934	10	13.893	<b>103.883</b>	<b>.000(n)</b>
	Residual	35.976	269	.134		
	Total	174.911	279			

The ANOVA output table describes the overall variance accounted for in the model. It appears the 14 predictor variables are not all equal to each other and could be used to predict the dependent variable, overall satisfaction of tourists as is indicated by an extremely large F value (**103.883**) and a small significant level (.000). Moreover, the associated Sig value is less than the significance level (p<0.05). Thus, **the null hypothesis is rejected** based on the F statistics shown above.

1. TABLE 3C) DIMENSIONS OF AIRPORT FACILITIES (REGRESSION COEFFICIENTS)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
14	(Constant)	3.047	.242		12.574	.000
	General ambience	.910	.049	1.258	18.746	.000
	Check in facilities	.277	.065	.245	4.273	.000
	Airport bus services	.754	.078	.962	9.691	.000
	Money- changing facilities	.373	.063	.315	5.953	.000
	Customs clearance	.781	.097	.718	8.094	.000
	Toilets	.385	.031	.523	12.427	.000
	Refreshments stalls/cafeteria	.291	.076	.398	3.814	.000
	Luggage handling	.444	.051	.374	8.717	.000
	Information & sign boards	.469	.077	.438	6.071	.000
	Lounge	.255	.050	.325	5.057	.000

**DEPENDENT VARIABLE: OVERALL SATISFACTION LEVEL OF VISITING ETHIOPIA**

According to the stepwise multiple regression analysis, the following 10 out of the 14 airport facilities (general ambience, check in facilities, airport bus services, money- changing facilities, customs clearance, toilets, refreshments stalls/cafeteria, luggage handling, information and sign boards and lounge) are found significantly related to tourist satisfaction level on airport facilities at p< 0.05 (Table 14C). While 4 airport facilities are excluded for being less important at p > .05.

**TOURIST PERCEPTION OF HOTEL FACILITIES**

A factor analysis using principal component analysis was carried out in order to measure whether the factors claimed would be measured or was in fact, measured. Prior researchers stated that an item/statement with a factor load below 0.50 is not valid (Cattel, 1966; Fornell and Larcker, 1981); a factor load above 0.35 is sufficient for data analysis (Bruce and Colleen, 2000); and factor loadings of 0.40 or lower are not considered to be significant (Hair et al., 1998). Hence, this paper considers factor load of 0.40 and above as significant factor load for including the variable in the statistical analysis.

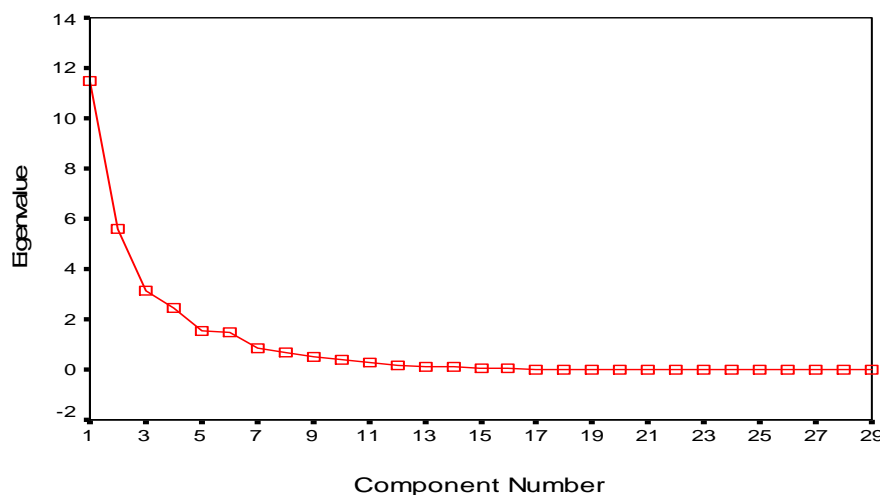
All of the above hotel facilities are significant; none of them are dropped because the rotated factor loadings are above 0.4. According to the Eigen value and variance (%) all the six components explain 88.747 % of the variance, while 11.253% of the variance is unexplained. From the six components, component 1 is found to be the most important explaining 39.533 % of the variance, while component 6 is the least important of all explaining 5.142 % of the variance.

TABLE 4: TOURIST PERCEPTION OF HOTEL FACILITIES IN ETHIOPIA

Hotel Factors	Factor Loadings	Eigen Value	Variance ( % )
<b>Component 1</b>		<b>11.464</b>	<b>39.533</b>
Staffs provide efficient services	.875		
Staffs understand your requests	.852		
Staffs are helpful	.842		
Check-in & check out are efficient	.792		
Staffs multi-lingual skills	.688		
Staffs have neat appearance	.631		
<b>Component 2</b>		<b>5.617</b>	<b>19.369</b>
Hotel provides comfortable ambience	.847		
Hotel is part of a reputable chain	.807		
Room is value for money	.763		
Safe box is available	.759		
Food & beverage are of high quality	.757		
Loud fire alarms are available	.746		
Hotel food & beverage are of value for money	.533		
<b>Component 3</b>		<b>3.13</b>	<b>10.793</b>
Secretarial services is available	.940		
Business related facilities are available	.904		
Business- related meeting rooms are available	.832		
Wake up calls is reliable	.621		
Mini bar available	.620		
<b>Component 4</b>		<b>2.476</b>	<b>8.536</b>
Valet/laundry services are comfortable	.849		
Room service is efficient	.807		
Information desk is available	.735		
Room is quiet	.683		
<b>Component 5</b>		<b>1.558</b>	<b>5.374</b>
Room is clean	.937		
In-room temperature control is of high quality	.929		
Staffs are polite & friendly	.568		
<b>Component 6</b>		<b>1.491</b>	<b>5.142</b>
International dial is available	.829		
Food & beverage facilities are of great variety	.817		
Security personnel are responsible	.557		
Bed/ mattress/ pillow are comfortable	.545		
<b>Cumulative variance (%)</b>			<b>88.747</b>

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 7 iterations.

Graph 8: Scree Plot for Perception of Hotel Attributes



The above Scree plot explains the change in variation at each factor. The Scree plot suggests in the 29 factor solution, the six components contribute a larger part of the data, while other component numbers are contributing a little in the variation as we move to the right.

**DESTINATION ATTRACTIVENESS ATTRIBUTES**

**H4: Destination attractiveness attributes/ dimensions are not significant drivers of tourists overall level of satisfaction to visit Ethiopia.**

To test this hypothesis, the stepwise multiple regression analysis has been used.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \dots + \beta_k X_k + e_i$$

Where,

Y= tourist overall satisfaction level of visiting Ethiopia

X<sub>i</sub> = destination attractiveness attributes

β<sub>i</sub> = slope of the line and

e<sub>i</sub> = error term associated with the ith observation.

The stepwise multiple regression outputs are analyzed as follows:

**TABLE 5A) DESTINATION ATTRACTIVENESS ATTRIBUTES (MODEL SUMMARY)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
20	.966(t)	.932	.929	.20944

\* (Alpha = .9203)

The Alpha coefficient (0.9203) for destination attractiveness attributes is reliable, i.e., it exceeds the 0.5 threshold recommended. The value of R= .966 shows a strong relationship between destination attractiveness attributes and overall satisfaction level of tourists. The value of R<sup>2</sup>=**.932** explains that 93.2 % of the variation is explained and 6.80 % remained unexplained. Thus, the predictive ability of the model is high.

**TABLE 5B) DESTINATION ATTRACTIVENESS ATTRIBUTES (ANOVA)**

Model		Sum of Squares	df	Mean Square	F	Sig.
20	Regression	172.415	14	12.315	280.745	.000(t)
	Residual	12.502	285	.044		
	Total	184.917	299			

The ANOVA output table describes the overall variance accounted for in the model. It appears the 14 predictor variables are not all equal to each other and could be used to predict the dependent variable, overall satisfaction of tourists as is indicated by an extremely large F value (280.745) and a small significant level (.000). Moreover, the associated Sig value is less than the significance level (p<0.05). Thus, the null hypothesis is rejected based on the F statistics shown above.

**TABLE 5C) DESTINATION ATTRACTIVENESS ATTRIBUTES (REGRESSION COEFFICIENTS)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
20	(Constant)	2.706	.207		13.089	.000
	The quality level of tourism facilities & amenities	1.258	.031	.984	40.420	.000
	Scenic beauty	.651	.040	.556	16.308	.000
	Family-oriented experiences	.858	.034	1.171	25.375	.000
	Wild life experience	1.627	.061	1.518	26.861	.000
	Adventure experience	.470	.025	.530	18.712	.000
	Accessibility to the destination	.575	.043	.509	13.278	.000
	Participation in major events/festivals	2.705	.084	2.871	32.377	.000
	Perceived safety of the destination	1.866	.060	1.856	31.323	.000
	Perceived image of the destination relative to competing destination	1.491	.054	1.465	27.412	.000
	Visits for business purposes	.246	.021	.350	11.799	.000
	Entertainment & recreational experiences	1.262	.044	1.487	28.394	.000
	Cultural experience	1.524	.065	1.835	23.274	.000
	Visits to friends & family	.621	.027	.797	22.961	.000
	Eco-tourism experiences	.423	.025	.399	16.605	.000

**Dependent Variable: overall satisfaction level of visiting Ethiopia**

According to the stepwise multiple regression, the above 14 out of the 15 destination attractiveness attributes ( the quality level of tourism facilities and amenities, family-oriented experiences, wild life experience, adventure experience, participation in major events, perceived safety of the destination, perceived image of the destination relative to competing destination, visits for business purposes, entertainment and recreational experiences, cultural experience, visits to friends and family, accessibility to the destination, eco-tourism experiences, scenic beauty) are found significantly related to tourist satisfaction level on airport facilities at p< 0.05 (Table 16C), While 1 destination attractiveness is excluded for being less important at p > .05.

**DESTINATION CHOICE PREFERENCE VARIABLES**

**H5: Destination choice preference variables are not significant drivers to make Ethiopia as a recommendable place to be visited.**

To test this hypothesis, the stepwise multiple regression analysis has been used.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \dots + \beta_k X_k + e_i$$

Where,

Y= recommended place to visit

X<sub>i</sub> = destination choice preference

β<sub>i</sub> = slope of the line and

e<sub>i</sub> = error term associated with the ith observation.

The stepwise multiple regression outputs are analyzed as follows:

**TABLE 6A) DESTINATION CHOICE PREFERENCE VARIABLES (MODEL SUMMARY)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
16	.947(p)	.898	.893	.16178

\*\*\*Alpha = .956

The Alpha coefficient (0.956) for Destination choice preference variables is reliable, i.e., it exceeds the 0.5 threshold recommended. The value of R= .947 shows a strong relationship between destination choice preference dimensions and overall satisfaction level of tourists. The value of R<sup>2</sup>=**.898** explains that 89.8 % of the variation is explained and 20.6 % remained unexplained. Thus, the predictive ability of the model is very high.

**TABLE 6B) DESTINATION CHOICE PREFERENCE VARIABLES (ANOVA)**

Model		Sum of Squares	df	Mean Square	F	Sig.
16	Regression	65.457	14	4.676	178.630	.000(p)
	Residual	7.460	285	.026		
	Total	72.917	299			

The ANOVA output table describes the overall variance accounted for in the model. It appears the 14 predictor variables are not all equal to each other and could be used to predict the dependent variable, overall satisfaction of tourists as is indicated by an extremely large F value (178.630) and a small significant level (.000).

Moreover, the associated Sig value is less than the significance level (p<0.05). Thus, the null hypothesis is rejected based on the F statistics shown above.

TABLE 6 C) DESTINATION CHOICE PREFERENCE VARIABLES (REGRESSION COEFFICIENTS)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
16	(Constant)	2.269	.127		17.886	.000
	Food	.117	.044	.170	2.657	.008
	Cost	.220	.025	.306	8.647	.000
	Scenic beauty	.517	.028	.698	18.242	.000
	Friendliness	.339	.022	.509	15.610	.000
	Entertainment	.424	.026	.707	16.576	.000
	Safety	.093	.040	.131	2.317	.021
	Climate	.421	.031	.525	13.357	.000
	Shopping	.170	.014	.321	11.757	.000
	Accommodations	.353	.033	.414	10.603	.000
	Attractions	.228	.023	.314	9.886	.000
	Culture	.180	.028	.368	6.502	.000
	Language	.102	.022	.201	4.706	.000
	Historic	.097	.023	.143	4.246	.000
	Cleanliness	.082	.020	.108	4.197	.000

**Dependent Variable: Ethiopia as a recommendable place to be visited**

According to the stepwise multiple regression, the above 11 out of the 17 Destination choice preference Variables (culture, cost, shopping, language, climate, season, attractions, accommodations, safety, food, historical sites, friendliness, entertainment, cleanliness) are found significantly related to destination loyalty/ tourist satisfaction level on destination choice preference variables at  $p < 0.05$  (Table 17C), While 5 Destination choice preference Variables are excluded for being less important at  $p > .05$ .

**PUSH AND PULL MOTIVATIONAL FACTORS TO TRAVEL**

PUSH MOTIVATIONAL FACTORS VS. OVER ALL SATISFACTION OF TOURISTS

**H6: Push motivational Factors are not significant drivers of tourist's overall level of satisfaction.**

To test this hypothesis, the stepwise multiple regression analysis has been used.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \dots + \beta_k X_k + e_i$$

Where,

Y= tourist overall satisfaction level of visiting Ethiopia

$X_i$  = push motivational factors

$\beta_i$  = slope of the line and

$e_i$  = error term associated with the  $i$ th observation.

The stepwise multiple regression outputs are analyzed as follows:

TABLE 7A) PUSH MOTIVATIONAL FACTORS (MODEL SUMMARY)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
10	.796(j)	.634	.621	.48400

\*\*\*\*\* (Alpha = .8356)

The Alpha coefficient (0.8356) for push motivational factors is reliable, i.e., it exceeds the 0.5 threshold recommended. The value of  $R = .796$  shows a strong relationship between push motivational variables / dimensions and overall satisfaction level of tourists. The value of  $R^2 = .634$  explains that 63.4 % of the variation is explained and 26.6 % remained unexplained. Thus, the predictive ability of the model is high.

TABLE 7B) PUSH MOTIVATIONAL FACTORS (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
10	Regression	117.218	10	11.722	50.039	.000(j)
	Residual	67.699	289	.234		
	Total	184.917	299			

The ANOVA output table describes the overall variance accounted for in the model. It appears the 15 predictor variables are not all equal to each other and could be used to predict the dependent variable, overall satisfaction of tourists as is indicated by an extremely large F value (50.039) and a small significant level (.000). Moreover the associated Sig value is less than the significance level ( $p < 0.05$ ). Thus, the null hypothesis is rejected based on the F statistics shown above.

TABLE 7C) PUSH MOTIVATIONAL FACTORS (REGRESSION COEFFICIENTS)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
10	(Constant)	.202	.296		.684	.495
	Enriching myself intellectually	1.030	.095	1.578	10.829	.000
	Stimulate emotions and sensations	.780	.125	1.003	6.238	.000
	Find interesting people	.657	.052	.880	12.589	.000
	Developing friendship	1.709	.189	3.525	9.021	.000
	Going places friends have not been	1.430	.170	3.144	8.398	.000
	Escape from the routine	.758	.214	.881	3.545	.000
	Have fun	.255	.077	.441	3.329	.001
	Know different cultures and lifestyles	.526	.116	.724	4.544	.000
	Do different things	.576	.174	.760	3.310	.001
	Reliving stress	.615	.209	.727	2.943	.004

**Dependent Variable: overall satisfaction level of visiting Ethiopia**

According to the stepwise multiple regression, the above 10 out of the 15 push motivational factors (enriching myself intellectually, stimulating emotions and sensations, finding interesting people, developing friendship, going to places friends have not been, escape from the routine, have fun, know different cultures and lifestyles, do different things, relieving stress) are found significantly related to tourist satisfaction level on pushes motivational factors at  $p < 0.05$  (Table 19c), While 5 push motivational factors are excluded for being less important at  $p > .05$ .

PULL MOTIVATIONAL FACTORS VS. OVERALL SATISFACTION OF TOURISTS

**H7: Pull motivational Factors are not significant drivers of tourist’s overall satisfaction.**

To test this hypothesis, the stepwise multiple regression analysis has been used.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \dots + \beta_k X_k + e_i$$

Where,

Y= tourist overall satisfaction level of visiting Ethiopia

X<sub>i</sub> = pull motivational factors

β<sub>i</sub> = slope of the line and

e<sub>i</sub> = error term associated with the ith observation.

The stepwise multiple regression outputs are analyzed as follows:

**TABLE 8A) PULL MOTIVATIONAL FACTORS (MODEL SUMMERY)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
28	.842(bb)	.709	.693	.43605

\*\*\*\* Alpha =.8701

The Alpha coefficient (0.8701) for pull motivational factors is reliable, i.e., it exceeds the 0.5 threshold recommended. The value of R= .842 shows a strong relationship between airport facilities/ dimensions and overall satisfaction level of tourists. The value of R<sup>2</sup>=.709 explains that 70.9 % of the variation is explained and 20.6 % remained unexplained. Thus, the predictive ability of the model is high.

**TABLE 8B) PULL MOTIVATIONAL FACTORS (ANOVA)**

Model		Sum of Squares	df	Mean Square	F	Sig.
28	Regression	131.108	16	8.194	43.096	.000(bb)
	Residual	53.809	283	.190		
	Total	184.917	299			

The ANOVA output table describes the overall variance accounted for in the model. It appears the 19 predictor variables are not all equal to each other and could be used to predict the dependent variable, overall satisfaction of tourists as is indicated by an extremely large F value (43.096) and a small significant level (.000). Moreover the associated Sig value is less than the significance level (p<0.05). Thus, the null hypothesis is rejected based on the F statistics shown above.

**TABLE 8C) PULL MOTIVATIONAL FACTORS (REGRESSION COEFFICIENTS)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
28	(Constant)	6.415	.782		8.204	.000
	Relaxing atmosphere	.878	.122	1.534	7.212	.000
	Cultural attractions	.487	.095	.506	5.104	.000
	Accessibilities	.375	.048	.540	7.783	.000
	Beaches	.187	.036	.324	5.157	.000
	Shopping facilities	.932	.069	1.382	13.502	.000
	Landscape	2.908	.251	3.338	11.597	.000
	Hospitality	.504	.050	.568	10.057	.000
	Lodging	.819	.078	1.483	10.529	.000
	Level of Standard of living	1.619	.138	2.031	11.717	.000
	Sports equipment	.424	.057	.809	7.407	.000
	Distance	.253	.097	.436	2.599	.010
	Natural environment	1.063	.134	1.238	7.925	.000
	Transports	.179	.037	.336	4.777	.000
	Weather	.428	.079	.635	5.441	.000
	Different ethnics	.429	.093	.754	4.598	.000
	Night life	.143	.044	.288	3.277	.001

**Dependent Variable: overall satisfaction level of visiting Ethiopia**

According to the stepwise multiple regression, the above 16 out of the 19 pull motivational factors (accessibilities, beaches, shopping facilities, landscape, hospitality, lodging, standard of living, sports equipment, natural environment, transports, relaxing atmosphere, weather, different ethnics, cultural attractions, night life, distance) are found significantly related to tourist satisfaction level on pull motivational factors at p< 0.05 (Table 20c), While 5 pull motivational factors are excluded for being less important at p > .05..

**QUALITY OF EXPERIENCE AND SERVICES VS OVER ALL SATISFACTION OF TOURISTS**

**H8: Quality of experiences and Services dimensions are not significant drivers of tourists over all level of satisfaction.**

To test this hypothesis, the stepwise multiple regression analysis has been used.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \dots + \beta_k X_k + e_i$$

Where,

Y= tourist overall satisfaction level of visiting Ethiopia

X<sub>i</sub> = quality of experiences and services available in Ethiopia

β<sub>i</sub> = slope of the line and

e<sub>i</sub> = error term associated with the ith observation.

The stepwise multiple regression outputs are analyzed as follows:

**TABLE 9 A) DIMENSIONS OF QUALITY OF EXPERIENCE AND SERVICES (MODEL SUMMARY)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
15	.794(o)	.631	.616	.48701

\*\*\* (Alpha = .8712)

The Alpha coefficient (0.8712) for Dimensions of quality of experience and services is reliable, i.e., it exceeds the 0.5 threshold recommended. The value of R=.794 shows a perfect relationship exists between quality of experiences and service dimensions and tourists overall satisfaction. The value of R<sup>2</sup>= .631 explains that 100 % of the variation is explained. Thus, the predictive ability of the model is Moderate.

TABLE 9 B) DIMENSIONS OF QUALITY OF EXPERIENCE AND SERVICES (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
15	Regression	116.610	11	10.601	44.696	.000(o)
	Residual	68.307	288	.237		
	Total	184.917	299			

The ANOVA table describes the overall variance accounted for in the model. It appears the 23 predictor variables are not all equal to each other and could be used to predict the dependent variable, overall satisfaction of tourists as is indicated by an extremely large F value (44.696) and a small significant level (.000). Moreover, the associated Sig value is less than the significance level ( $p < 0.05$ ). Thus, the null hypothesis is rejected based on the F statistics shown above.

TABLE 9 C) DIMENSIONS OF QUALITY OF EXPERIENCE AND SERVICES (REGRESSION COEFFICIENTS)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
15	(Constant)	3.456	.766		4.513	.000
	Airport quality & efficiency	.254	.028	.483	9.167	.000
	Availability & quality of health/medical facilities to serve tourists	.122	.036	.196	3.438	.001
	Access to quality financial institutions & currency exchange facilities	.252	.037	.407	6.767	.000
	Access to affordable telecommunications facilities	2.625	.202	2.639	12.971	.000
	Quality and diversity of shopping facilities	1.530	.198	1.652	7.727	.000
	Public transport efficiency & quality	.159	.051	.303	3.100	.002
	Variety & quality of accommodations	.400	.053	.400	7.498	.000
	Tourism experience is comfortable & relaxing	.940	.144	.688	6.514	.000
	Extent of technology & e-commerce usage by tourism industry	.550	.191	.630	2.878	.004
	Tourist experience is enjoyable & memorable	.545	.109	.567	5.003	.000
	Availability of knowledgeable tour guides	.163	.044	.224	3.703	.000

**Dependent Variable: overall satisfaction level of visiting Ethiopia**

According to the stepwise multiple regression, the above 11 out of the 23 Dimensions of quality of experience and services ( airport quality and efficiency, availability and quality of health/medical facilities to serve tourists, access to quality financial institutions and currency exchange facilities, access to affordable telecommunications facilities, quality and diversity of shopping facilities, public transport efficiency and quality, variety and quality of accommodations, tourism experience is comfortable and relaxing, extent of technology and e-commerce usage by tourism industry, tourist experience is enjoyable and memorable, availability of knowledgeable tour guides,) are found significantly related to tourist satisfaction level on Dimensions of quality of experience and services at  $p < 0.05$  (Table 22c) , while 5 Dimensions of quality of experience and services are excluded for being less important at  $p > .05$ .

TABLE 10: OVERALL LEVEL OF SATISFACTION LEVEL OF VISITING ETHIOPIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	45	15.0	15.0	15.0
	Neutral	130	43.3	43.3	58.3
	Satisfied	110	36.7	36.7	95.0
	Very Satisfied	15	5.0	5.0	100.0
	Total	300	100.0	100.0	

Of all the international tourists 15% were dissatisfied, 43% were neutral, 37 % were satisfied, and only 5% were very dissatisfied.

**CONCLUSION**

The profile of inbound tourists such as demographic characteristics, travel information and patterns, activities preferred by tourists during their stay in Ethiopia certainly were analyzed using descriptive statistics. Among the 300 respondents, 69% of the foreign tourists who visited Ethiopia were Male and 31% female. The tourists were grouped among Six-age groups. The highest age group of tourists (35%) was 30-39 age groups while the least age groups (3 %) constituted to 69 years and above. The tourists were also classified into four groups on the basis of their marital status. The survey revealed that 43 % of the foreign tourists visiting Ethiopia were married while 5% of the tourists were widows. The tourists were distributed by their annual income into five categories. The survey revealed that 30 % of the tourists earn less than \$ 20, 000 USD while 12% earn greater than \$50,000 USD annually. The tourists were also classified into three categories on the basis of the highest educational level attained. 52 % of the tourists constituted graduates and 23% accounted for postgraduates. Classification of tourists was made into six groups according to their occupational status. Services constituted 43 % of the tourists while 3% accounted for housewives.

The satisfaction level of tourists who visited Ethiopia was analyzed using t-test and F-test. The t-test result indicated that there was no significant difference in the overall satisfaction of the respondents by gender only. The one-way ANOVA test result explained by age, marital status, income, and education level and occupation category indicated that, there was significant difference in the level of satisfaction of tourists This result implies to the tourism marketer to further analyze the underlying reason for demonstrating different levels of satisfaction.

Airport facilities both for domestic and international flight were investigated on a 4- point- scale using a stepwise multiple regressions, in line with the level of tourist satisfaction. General ambience, check in facilities, airport bus services , money-changing facilities, customs clearance, toilet facilities, refreshments/cafeteria, luggage handling, information and sign boards were found significant drivers of satisfaction of tourists. Further analysis of the study regarding dimensions of airport facilities revealed that all airport dimensions were not equally contributing to enhance the level of tourist satisfaction. For example, general ambience, air port bus services and customs clearance were carrying more weight respectively than other dimensions of airport facilities in contributing to tourist satisfaction.

The perception of hotel facilities available in the country has been investigated using a factor analysis with Varimax Kaiser Normalization model. Component 1 which mainly deals with staffs service quality was the most important factor explaining 39.533% of the variance while component six mainly dealing with international dial, food and responsible security personnel etc, explained 5.142% of the cumulative variance equivalent to 88.747 %. From the six components, component 1 is found to be the most important explaining 39.533 % of the variance while component 6 is the least important of all explaining 5.142 % of the variance. Once customer's requirements are clearly identified and understood, hotel managers are likely to be able to anticipate and cater for their customer's desires and needs, rather than merely reacting to their dissatisfaction.

The relationship between destination attractiveness and Overall satisfaction level of visiting Ethiopia was examined by utilizing a stepwise multiple regression analysis. The results of this research showed destination attractiveness attributes or variables significantly related to satisfaction level of tourists. The quality level of tourism facilities and amenities, scenic beauty, wild life experience, adventure experience, accessibility to the destination, participation in major events among others were given more importance in attracting international travelers to Ethiopia. Tourism bureaus at Federal, regional state level, tour operators, ministry of wild life conservation, event organizers are required to synchronize their efforts to make the respective destinations across the length and width of the country worth a visit. Thus, tourism marketers should work and develop a marketing strategy in the areas of scenic beauty, wildlife experience adventure experience etc. In fact, this would be worthwhile, for researchers to empirically examine the marketing strategies in the popular destinations through further studies. Such an action will certainly help the economic growth of the destinations. Further analysis of the study regarding dimensions of destination



attractiveness attributes revealed that all destination attractiveness attributes were not equally contributing to enhance the level of tourist satisfaction. For example, participation in major events/festivals, perceived safety of destinations and cultural experiences were carrying more weight respectively than other destination attractiveness in contributing to tourist satisfaction.

In this study an attempt was made to explore the relationship between tourist's choice of behavioral attributes and destination loyalty. The results of this research showed that tourist destination loyalty and preferences or choice behavior attributes or variables such as culture, cost, shopping, language, climate, scenic beauty, season, accommodations, safety, food, historical sites, friendliness, entertainment, cleanliness are found significantly related to destination loyalty/ tourist satisfaction level. In consumer behavior research customer loyalty is measured by three different indicators: intention to buy the same product, intention to buy more of the product and willingness to recommend the product to others. Further analysis of the study regarding Destination choice preference variables revealed that, all Destination choice preference variables were not equally contributing to enhance the level of tourist satisfaction or destination loyalty. For example, entertainment, Scenic beauty and climate were carrying more weight respectively than other Destination choice preference variables in contributing to tourist satisfaction.

Push and pull factors were examined using a step wise multiple regression analysis. This study tried to examine the relationship between push and pull motivational factors and overall satisfaction level of inbound tourist using a step wise multiple regression analysis. The tourist decide to go on a holiday because he /she needs to solve intrinsic motives (push motives), to solve a conflict arousal such as rest, social and intellectual rewards. On the other hand, the destination attributes (pull motives) such as weather, the availability of different ethnic groups, landscape features etc. are perceived as the way to solve intrinsic motives (Push motives). The results of this research showed that push-pull motivational factors were significant drivers of satisfaction levels of tourists.

Push factors such as enriching myself intellectually, stimulating emotions and sensations, finding interesting people, developing friendship, going to places where friends have not been, escaping from the routine, having fun, knowing different cultures and lifestyles, doing different things, relieving stress) are found significantly related to tourist satisfaction level. Further analysis of the study regarding push motivational factors revealed that all push motivational factors were not equally contributing to enhance the level of tourist satisfaction. For example, developing friendship, going to places where friends have not been and enriching myself intellectually were carrying more weight respectively than other Push motivational factors in contributing to tourist satisfaction.

Pull factors such as accessibilities, beaches, shopping facilities, landscape, hospitality, lodging, standard of living, sports equipment, natural environment, transports, relaxing atmosphere, weather, different ethnics, cultural attractions, night life and distance are found significantly related to tourist satisfaction level. Further analysis of the study regarding pull motivational factors revealed that all pull motivational factors were not equally contributing to enhance the level of tourist satisfaction. For example, landscape, Level of standard of living and relaxing atmosphere were carrying more weight respectively than other pull motivational factors in contributing to tourist satisfaction.

The results of this research showed push-pull motivational factors are significantly related to satisfaction levels of the tourist. It shows that, it is human nature to continuously seek and solve intrinsic problems (push factors) with different levels of involvement in their lives with the outside world (Pull factors).The tourist who decides to travel in order to increase his /her knowledge would be expected to reveal more concern about the landscape features and sport activities .In turn, the tourist who travels in order to increase his /her social status would rank higher facilities and core attractions. There is a relationship between push and pull factors that will be decided sequentially. Firstly, a tourist decides to travel depending on his /her emotional state (push motives) and next, the tourist determines the place to visit and related activities (pull-motives).

Factors needed which overseas destination and experience should be chosen was analyzed using a ranking method on a 12 point rating - scale where 1 is most important and 12 is least important. Tourist attractions, culture & history and friendliness of people were ranked as 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> respectively. When we analyze this question further, it intends to identify common destination preference factors applicable to all destinations located in any corner of the world. However, the tourism marketer in any country can infer from the most valued factors by tourists to choose any overseas destination and adopt to his/her local, national circumstances. In other words, it may serve as a bench mark as to what factors are dictating tourists to travel to an overseas destinations.

The relationship between quality of experience and service dimensions and overall satisfaction level of tourists was examined using a stepwise multiple regressions. Quality of experience and services dimensions such as airport quality & efficiency, access to quality financial institutions and currency exchange facilities, access to affordable telecommunications facilities, quality and diversity of shopping facilities, public transport efficiency and quality, variety and quality of accommodations, tourism experience is comfortable and relaxing, extent of technology and e-commerce usage by tourism industry, tourist experience is enjoyable and memorable, availability of knowledgeable tour guides, availability and quality of health/medical facilities to serve tourists are found significantly related to tourist satisfaction level who visited Ethiopia. Further analysis of the study regarding dimensions of quality of experience and services revealed that all Dimensions of quality of experience and services were not equally contributing to enhance the level of tourist satisfaction. For example, access to affordable telecommunications facilities, quality and diversity of shopping facilities and tourism experience is comfortable & relaxing were carrying more weight respectively than other Dimensions of quality of experience and services in contributing to tourist satisfaction.

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