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COLLEGE OF AGRICULTURE AND NATURAL RESOURCES

DEPARTMENT OF WILDLIFE AND ECOTOURISM MANAGEMENT

Assessment of Hospitality and Tourist Arrival standard Hotel in Case of Wolkite Town, Southwestern Ethiopia

BY:

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DECLARATION

The researcher conforms that the study in entitled with **"Assessment of Hospitality and Tourist Arrival standard Hotel in Case of Wolkite Town, Southwestern Ethiopia"** is my original work and is being submitted to Department of Wildlife and Ecotourism management, college of Agriculture and natural resource, Wolkite university in partial fulfillment for the award of Bachelor degree in wildlife and Ecotourism management. This research has not been submitted earlier to this and other institution.

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Abbreviation and Acronym

EPRDF	Ethiopian People's Revolutionary Democratic Front
GDP	Growth Domestic Product
SNNPRS	South Nations Nationalists and Peoples Regional State
UNWTO	United Nation World Tourism Organization
WTO	World Tourism Organization

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Abstract

Over the past six decades, tourism experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world. According to the World Travel and Tourism Council, the hospitality industry plays a vital economic role in local communities throughout the world. Travel and tourism is one of the world's largest industries, generating US$6 trillion or 9% of global GDP and supporting 260 million jobs. The objective of the study was to assess tourist arrival and hospitality of Wolkite tourist standard hotel. In order to achieve this objective both primary and secondary data collection method were used. The primary collection includes conducting interview with Hotel manager who are directly responsible to oversee all actives of the hotel. Secondary data were gathered by reviewing various documents. Purposive sampling technique was employed to select the sample. The respondents were selected purposely based on of their extensive knowledge, experience, expertise, and involvement with the Hotel in the study area. There are number of Hotels in Wolkite but the sample was taking only from two international standard hotel hotels (soresa and yejoka). These Hotels are chosen based on the hospitality and tourist arrival they possess. The sample size of the study was 50 respondents; the result showed that the majority of the customers of Wolkite tourist standard hotel are highly satisfied by the Hospitality and service delivery. The hospitality and tourist arrival standard hotel in case of Wolkite town management can be given proper emphasis for service function and give due consideration to fulfill the overall service delivery that the customer need.

Key word; *Hotel, tourist arrival, Hospitality*

1. Introduction

Over the past six decades, tourism experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world (UNWTO., 2013)**.** Tourism is a product that relies totally upon simultaneous production and consumption of destination based products (Zappino, 2005; Mbaiwa, J.E 2008). The implication of this for the destination's host community is that it will come into contact with an alien population during the production process. This contact can be beneficial or detrimental to the host community depending upon the difference in cultures and the nature of the contact (Ajake, A. O. And Amalu, T. E. 2011); (Brida, J. G., et al, 2012). According to the World Travel and Tourism Council, the hospitality industry plays a vital economic role in local communities throughout the world. Travel and tourism is one of the world's largest industries, generating US$6 trillion or 9% of global GDP and supporting 260 million jobs (WTO, 2004). Many of those jobs are created by the hotel sector, giving the industry a tremendous opportunity to help local communities prosper (Aref, F. and Redzuan, M. 2009; Butler, J. 2008). The tourism industry with the hotel, motel and catering being integral parts of it and any consideration of the hotel industry as an engine of growth needs to take into account the multiplier effect which it also possess (Manaktola and Jauhari, 2007). Hotels are classified according to the hotel size, location, target markets, levels of service, facilities, number of rooms, ownership and affiliation etc. In most developed countries of the world, the impacts of hotels go well beyond providing rooms and jobs, but the economic reach of the hotel sector extends far beyond its direct contributions to taxes, employment, income and GDP (Gawler,W. 2005). The supply chain of the industry has a knock-on effect, creating business activity in nearly all other economic sectors (Mensah, I. 2006). Hotel guests spend money in the retail, recreational, transportation and restaurant outfits and hotels provide a forum for business meetings, trade shows and conventions which in turn generate economic growth (Zengeni, N., et al 2013. The tourism industry in Ethiopia could be legitimately described as one that is still in its infancy. Its current low level of development is often attributed to changes in governance systems and development policies, weak promotion, lack of trained manpower, finance, and knowledge and management capacity. In particular, the sudden and dramatic shift of the country's political leadership and development ideology from Monarchical absolutism and markets to military dictatorship and socialism in 1974 had a dramatic arresting impact on both foreign and domestic tourism development. Soon after Ethiopian People's Revolutionary

Democratic Front (EPRDF) introduced, another major shift in governance and development ideology in the direction of 'ethnic' federalism and a more market-oriented economic development and management system. The highly truncated system of tourism development under the previous administration will changed when the new government allowed the participation of the private sector and strengthened its institutional guidance through the creation of a new ministry of culture and tourism in 2005 (Tadesse, 2015).

1.1. Statement of the problem

In recent times, the town have observed increase in the number of hotels and all these has been observed to have an over-bearing negatively influence on the social, economic, cultural and aesthetic development and transformation of the town. However, there is a dearth and unavailability of information on the subject matter due to the fact that there are no published literatures on the tourist arrival and standard of the hotel in Wolkite town. Considering the incessant increase in the state of unemployment in the country, it is worthy of note that the tourism industry in Wolkite has experienced a steady increase in the rate of tourists' arrivals and tourism activities within the Wolkite town. but it is imperative to also note that lack of Government and private investors interest can be said to be the greatest challenge of the industry that have slowed the development of the industry in the country and Wolkite Town in particular. The flows of visitors are still very limited. In this regards that this paper was seek to Asses on the limitations of hospitality and tourist arrival and other tourism related issues in Wolkite town.

1.2. Significance of the study

This study is provided a source of information and delivered research output which will be reasonable source of information for tourism & hospitality sector strategic planners, policymakers, consultants, investors, financing officers, and market analysts of tourism products

1.3. Objective

1.3.1. General objective

- To assess tourist arrival and hospitality of Wolkite tourist standards hotel in the case of Wolkite town

1.3.2. Specific objectives

- To assess visitors arrival in Wolkite tourist standards hotel in the study area
- To assess hospitality condition in Wolkite tourist standards hotel in the study area

1.4. Research questions

- How many tourists are arrived in Wolkite tourist standards hotel ?

- What are the main obstacles for good hospitality in Wolkite tourist standards hotel s?

2. LITERATURE REVIEW

2.1. Tourism industry in Africa

Christie & Crompton, (2001) has indicated “The quality of Africa’s resource endowment for tourism is exceptional, but most countries have only barely developed their tourism potential. The continent receives about 5% of all international travelers and tourism receipts (UNWTO, 2012) but tourism is “significant” (>2% GDP and >5% exports) in about half of SSA countries. Countries in Africa are now focusing on tourism as a source of growth and diversification.” In 2013 , Africa has attracted 5% more international tourist arrival, which is corresponding to 3 million .In over all ,the region received 56 million which is 5% of the world .North Africa received +6% ,sub-Saharan Africa is estimated to receive 5% (UNWTO ,2014) . Countries in Africa are now focusing on tourism as a source of growth and diversification.” Tourism in Africa has also been discussed By Karim, on his paper entitled apanel data analysis of demand for tourism in Africa Karim has Cited “Tourism in African continent has been seen as a means of enhancing economic growth and development (Kester, 2003) as well as launching the image of the continent to the outside world. African countries have started tapping the potentialities that is embedded in tourism and hospitalities. According to Kester (2003), tourism has the potential to contribute significantly to economic growth and development in Africa. Naude and Saayman; (2004) opined that Africa’s cultural and natural resource endowments are such that it ought to be benefiting largely from tourism” while Christie and Crompton; (2001) believe that African has an “exceptional” tourism potentials and that it is increasingly contributing to the continent’s gross domestic products (GDP) and exports.

2.2. Tourism industry in Ethiopia

Tourism is one of the largest and rapidly growing industries in the world. According to the latest World Tourism Organization (UNWTO, 2014) there were 846 million international tourist arrivals in 2006 only, which showed an increase of 5.4% over the previous year. However, the developed world is taking the lion's share of the market with Europe, North America and East Asia claiming 76.3% the international tourists in the same year. Though noted for its tourism potential, Africa's underdeveloped tourism sector is attracting only 4.81% (40.7 million) of the total tourist arrivals in the world. What makes the problem severe is the fact that a considerable proportion of this number is taken by South Africa and Northern African countries (ibid) The situation in Ethiopia is even worse. On the one hand, its tourism potential is diversified natural attractions that include some of the highest and lowest places in Africa along with immense wild life including some endemic ones; a very old and well preserved historical traditions with fascinating stelae, churches and castles to witness that, an attractive cultural diversity of about 80 nations and nationalities; and various ceremonies and rituals of the Ethiopian Orthodox Church which open a window on the authentic world of the Old Testament (www.tourismethiopia.org). On the other hand, it is one of the poorly performing countries in terms of tourist arrivals. For example, the total number of tourist arrivals in Ethiopia in 2006 is 290,000 which is more than five times smaller than the number in neighboring Kenya, 1,644,000(WDI,2010).Even then, it is a major source of foreign exchange earnings in the country claiming an average of 23.34% of the total export earnings from 1995 to 2007 (WDI, 2010). Ethiopia is the site of some of the oldest human settlements in Africa. Recorded Ethiopian history begins around BC 1000 of King Solomon and the Queen of Sheba, but relatively recent discoveries indicate the existence of a rich prehistory. Evidence of Ethiopia’s culture and history is found in its ancient monuments, cities, and prehistoric sites, while its living culture is reflected in the work of architects, musicians, writers, artisans and crafts people.(Christie & Crompton;2001). The tourism industry in Ethiopia makes an important contribution to the Ethiopia economy in terms of the revenue it generates and the employment opportunity it creates. Ethiopia to the contrary of others four African countries (Egypt, South Africa, Kenya and Tanzania), is not strong enough to attract foreign tourist tourism market. However, as these all countries possess their own tourism supplies, Ethiopia also has its own supplies and yet the flow of international tourists to Ethiopia is very little. This claim comes out from the figure of WTO

international tourist's statistics that is registered with in Ethiopian tourists' arrival for the last fifteen years. For example when it sees our neighbor countries Kenya are three times greater tourist arrival and gets 11.9% GDP contribution (Source: World Travel and Tourism Council Data, 2013).While in Ethiopia the tourist contribution for the GDP are 4.8% only. (Source: WorldTravel and Tourism Council , 2013).The country has abundant heritage tourism resources, for which it has been ranked highly globally at position 38, at par with Egypt which is well-known globally for its predominantly heritage-based tourism resources, including the pyramids. Despite the high ranking of both destinations in 2008, for instance, there were 12.2 million international tourist arrivals to Egypt com

2.3. Tourism and Hotel industry

Ian Ventel on his paper entitled Hotel Development Frame work for successful development has cited cooper "In the context of tourism sector in general accommodation rarely has a place and rational in its own right" Cooper, *et al* (1998). ". The choice of accommodation is made because it provides a supporting service for the main reason that brought the visitor to the destination. Whether it is for business or leisure. However, this doesn't mean accommodation is not important and necessary component in the development of tourism within any destination that seeks to serve visitors. An accommodation facility's quality and range could reflect and influence the mix of visitors to a destination". In this context, it important to recognize that the hotel industry is one of the infrastructural backbones of the tourist industry. It reflects the volatility and sensitivity to demand characteristic of tourism while on the supply side it is particularly lags in response. Hotel investment demands a long-term perspective. (Freeman & Felsentein; 2007) The tourism industry is characterized by severe shifts in demand that affects the forecasting of future investment. Within the tourism industry, the need for large-scale initial capital investment in the hotel sector, make the hotel industry particularly vulnerable to the periodic change of the tourism market. On the other hand, increasing tourism volumes by building additional hotels are often necessary in order for a destination to reach the level of "critical mass", whereby airlines are convinced to establish routes and tour operators decide to promote the destination. Although this is often viewed as a chicken and egg situation, hotels are a key factor in the equation. A certain volume of hotel rooms and visitors are also required in order to justify the sometimes large investments in infrastructure. (Christe & Crompton, 2001)pared to 330 000 to Ethiopia (UNWTO, 2012).

2.4. Hospitality Industry

According to Barbara, the hospitality industry as defined “hospitality” is describe a cluster of service sector activities associated with the provision of food, drink and accommodation (Lashley and Morrison, 2002). Hospitality means providing service to others, as well as demonstrating consistent excellence and quality. It should also mean profitably providing value at any price level, while demonstrating your own unique points of distinction. Most of all, hospitality should be an still be exceptional individuals and they can extend their own personality and style (Hogan, 2008). The hospitality industry is part of a huge group of companies known as travel and tourism industry, which provides the necessary or desirable goods and services to travellers. The hospitality and tourism industries are the largest and fastest-growing industries in the world (Walker, 2010). The travel and tourism industry is composed of five parts: a) the tourism lodgings (hotels, motels, camps, cruise ships), b) the transportation services (ships, airplanes, trains), c) food and beverage operations (restaurants, bars, taverns, catering), d) retail stores (gifts, souvenir, arts/crafts shops) and e) the activities (recreation, educational trips, business, festivals, sport events), (Kasavana and Brooks, 2007).

2.5. Customer satisfaction

Customer satisfaction has been a popular topic in marketing practice and academic research sinceCardozo's (1965) initial study of customer effort, expectations and satisfaction. Despite many attempts tomeasure and explain customer satisfaction, there still does not appear to be a consensus regarding its definition (Giese and Cote, 2000). Customer satisfaction is typically defined as a post consumption evaluative judgement concerning a specific product or service (Gundersen, Heide and Olsson, 1996). It is the result of an evaluative process that contrasts prepurchase expectations with perceptions of performance during and after the consumption experience (Oliver, 1980). The most widely accepted conceptualization of the customer satisfaction concept is the expectancy disconfirmation theory (Barsky, 1992; Oh and Parks, 1997; McQuitty, Finn and Wiley, 2000). The theory was developed by Oliver (1980), who proposed that satisfaction level is a result of the difference between expected and perceived performance. Satisfaction (positive disconfirmation) occures when product or service is better than expected. On the other hand, a performance worse than expected results with dissatisfaction (negative

disconfirmation). Studies show that customer satisfaction may have direct and indirect impact on business results. Anderson et al. (1994), Yeung et al. (2002), and Luo and Homburg (2007) concluded that customer satisfaction positively affects business profitability. The majority of studies have investigated the relationship with customer behaviour patterns (Söderlund, 1998; Kandampully and Suhartanto, 2000; Dimitriades, 2006; Olorunniwo et al., 2006; Chi and Qu, 2008; Faullant et al., 2008). According to these findings, customer satisfaction increases customer loyalty, influences repurchase intentions and leads to positive word-of-mouth. Given the vital role of customer satisfaction, it is not surprising that a variety of research has been devoted to investigating the determinants of satisfaction (Churchill and Surprenant, 1982; Oliver, 1980; Barsky, 1995; Zeithaml and Bitner, 2003). Satisfaction can be determined by subjective (e. g. customer needs, emotions) and objective factors (e. g. product and service features). Applying to the hospitality industry, there have been numerous studies that examine attributes that travellers may find important regarding customer satisfaction. Atkinson (1988) found out that cleanliness, security, value for money and courtesy of staff determine customer satisfaction. Knutson (1988) revealed that room cleanliness and comfort, convenience of location, prompt service, safety and security, and friendliness of employees are important. Barsky and Labagh (1992) stated that employee attitude, location and rooms are likely to influence travellers' satisfaction. A study conducted by Akan (1995) showed that the main determinants of hotel guest satisfaction are the behaviour of employees, cleanliness and timeliness. Choi and Chu (2001) concluded that staff quality, room qualities and value are the top three hotel factors that determine travellers' satisfaction. Providing services those customers prefer is a starting point for providing customer satisfaction. A relatively easy way to determine what services customer prefers is simply to ask them. According to Gilbert and Horsnell (1998), and Su (2004), guest comment cards (GCCs) are most commonly used for determining hotel guest satisfaction. GCCs are usually distributed in hotel rooms, at the reception desk or in some other visible place. However, studies reveal that numerous hotel chains use guest satisfaction evaluating methods based on inadequate practices to make important and complex managerial decisions (Barsky, 1992; Barsky and Huxley, 1992; Jones and Ioannou, 1993, Gilbert and Horsnell, 1998; Su, 2004). The most commonly made faults can be divided into three main areas, namely, quality of the sample, design of the GCCs, and data collection and analysis (Gilbert and Horsnell, 1998). In order to improve the validity of hotel guest satisfaction measurement practice, Barsky and

Huxley (1992) proposed a new sampling procedure that is a „quality sample“. It reduces nonresponse bias by offering incentives for completing the questionnaires. The components of their questionnaire are based on disconfirmation paradigm and expectancy-value theory. In this manner, guests can indicate whether service was above or below their expectations and whether they considered a particular service important or not. Furthermore, Gilbert and Horsnell (1998) developed a list of criteria for GCC content analysis, which is adopted in this study as well. Schall (2003) discusses the issues of question clarity, scaling, validity, survey timing, question order and sample size.

2.6. Service quality

Service quality is a complex, elusive, subjective and abstract concept. It means different things to different people. The most common definition of service quality is the comparison customers make between their expectations and perceptions of the received service (Parasuraman et al., 1988; Grönroos, 1982).Quality is a multi-dimensional concept. Lehtinen and Lehtinen (1982) defined three dimensions of service quality, namely, physical quality, interactive quality and corporate quality. Similarly, Grönroos (1984) argued that service quality comprises of technical quality, functional quality and corporate image. On the other hand, Parasuraman et al. (1985; 1988) developed the SERVQUAL scale, which became the most popular instrument for measuring service quality. They identified five key dimensions of servicequality – reliability, tangibles, responsiveness, assurance and empathy. The SERVQUAL scale consists of 22 items for assessing customer perceptions and expectations regarding the quality of service. A level of agreement or disagreement with a given item is rated on a seven-point Likert scale. The results are used to identify positive and negative gaps. The gap is measured by the difference between perceptions and expectations scores and indicates the level of service quality. If the result is positive, perceived service exceeds expected service. A negative result means low quality of service. According to this instrument, service quality occures when perceived service meets or exceeds customer's expectations. The SERVQUAL instrument has been widely applied in a variety of service industries, including tourism and hospitality. Research related to this sector can be divided into measuring service quality in historic houses (Frochot and Hughes, 2000), hotels (Douglas and Connor, 2003; Antony et al., 2004; Juwaheer, 2004; Marković, 2004; Nadiri and Hussain, 2005; Olorunniwo et al., 2006; Wang et al., 2007), restaurants (Heung et al., 2000; Fu and Parks, 2001; Namkung and Jang, 2008), travel agencies (Atilgan et al., 2003;

Martinez Caro and Martinez Garcia, 2008), diving (O'Neill et al., 2000), health spas (Snoj and Mumel, 2002; Marković et al.,2004; González et al., 2007), ecotourism (Khan, 2003), theme parks (O'Neill and Palmer, 2003), tourism and hospitality higher education (Marković, 2005; Marković, 2006). The instrument was used to measure hotel employee quality as well (Yoo and Park, 2007). It should be noted that service quality and customer satisfaction are distinct concepts, although they are closely related. According to some authors, satisfaction represents an antecedent of service quality (Carman, 1990; Bolton and Drew, 1991). In this sense, satisfactory experience may affect customer attitude and his or her assessment of perceived service quality. Thus, satisfaction with a specific transaction may result with positive global assessment of service quality. Other authors argue that service quality is antecedent of customer satisfaction (Churchill and Suprenant, 1982; Anderson et al., 1994; Oliver, 1997; Oh, 1999; Zeithaml and Bitner, 2003; Jamali, 2007). This group of authors suggests that service quality is a cognitive evaluation, which may lead to satisfaction. Hence, customer satisfaction is the result of service quality. To sum up, the relationship between quality and satisfaction is complex. Some authors have described it as Siamese twins (Danaher and Mattsson, 1994; Jamali, 2007). Although there still remain a lot of unresolved questions, it can be concluded that service quality and customer satisfaction can be perceived as separate concepts that have causal ordering.

3. MATERIALS AND METHODS

3.1. Description of the study area

This study was conducted in Wolkite town tourist standards hotel. Wolkite is capital town of Gurage zone situated in the north tip of SNNPRS (South Nations Nationalists and Peoples Regional State).It covers an area of 593,000 square kilometer (Wolkite town administration, 2008).Wolkite located almost 158 kilometer far from the capital of Addis Ababa in south west direction and about 430 kilometer far from Hawassa. This a latitudes and longitude of 8°17°N 37°47°E and elevation between 1910 and 1935 meter above sea level. The mean annual temperature range from 14 to 25 with an average of 20.5 c^0.

According to the 2016 census, Wolkite has a total population of 266,952 inhabitants live in Wolkite Town .Guragigna is the widely spoken language that accounts 86.78% and by 5.01% speakers of Oromifa are the second and all other languages accounts 7.21%

.

3.2. Method

3.2.1. Research Design

For this specific study, the target group was respondents (hotel users), hotel managers, and culture and tourism office of Wolkite town. Purposive sampling technique was employed to select the sample of Wolkite town tourist standards. The Wolkite town tourist standards hotels were selected purposely based on their service provided, hospitality, experience, expertise, and involvement with the tourism sector in Wolkite town. There are a number of hotels in Wolkite and the sample was taking only from Wolkite town tourist standards hotel (soresa and yejoka). Prefers methods for this study was both the qualitative and quantitative design that the study allow for the in depth analysis of the problem statement. It creates discussions between the respondents and the researcher which allow gaining insights and direct understanding from the respondents. The combination of these two methods has overcome some of the limitations of using only one of the methods. As the purpose of the study was to, Assess Hospitality and Tourist Arrival standers in Wolkite town

3.2.2. Sampling Technique and Sample Size

A sample should be representative of the population intended to be studied and from which one devices generalization about the population (Bailey, 1994). Sample size the sample respondent was also selected purposively for this study. Accordingly, a total 50 respondents were selected for this study is the number of respondents selected for interview from a research population. It depends on the accuracy needed, population size, population heterogeneity whether the sample was subdivided or not and resources available (Bailey, 1994). To take sample from the subjects (Residents, Tourists, tourist service providers and Wolkite culture and tourism), the sample respondent was selected purposively from costumers; tourist study was employed two of non-probability sampling (purposive and accidental). Purposive sampling was used for the selection of respondents from residents (costumers), tourism office, and tourist service providers whereas, and for the tourist's accidental or convenience sampling was applied. As more concern is given for the quality of the research, sample population was identified by their relevance for the study via Purposive sampling. This technique is pertained for the residents because of its ability to offer the required information that the study is seeking to achieve the goal.

3.2.3. Preliminary survey

Before commencing the actual research activity, a preliminary survey was conducted. During the survey, assessment of tourist standards hotels was undertaken with the help of hotel managers to become familiar with the physical features of the hotel and gather additional information from people who works in the hotel.

3.3 Data Collection

Both Primary and secondary sources of information was employed to describe data for this study. The Primary source was involved the use of questionnaire survey with open ended questions which was administered to managers and workers in the various hotels within the town and also to purposively selected residents ,mainly those engaged in economic activities and businesses within the town to elicit information on their participation and involvement in tourism development. Information on staffs' strength and salaries was derived from a questionnaire survey on managers of various hotels in the city.

Questionnaires was duly completed and returned by the respondents. Interview which was strictly guided by a participatory and research method was also held with the management of hotels in the town and information on the economic implication of on the local community, hospitality and tourist arrival of the standard hotels The secondary source of information was involved the use of available recorded information in the hotels and the Ministry of Tourism in Wolkite and the town internal revenue office to help the researcher elicit information on the origin of the tourists, their purpose of visit and duration of stay; date of establishment of hotels, taxation rate by government and the total annual tax generated by the town from the hotels.

Interview was used for collecting primary data. During the study periods, informal interviews were conducted with the workers of the hotel and the surrounding community or users to assess their attitude towards the hospitality of the hotels whether it is good or not.

3.4 Data Analysis

Data were analyzed by simple descriptive statistics has and charts, simple percentages and statement or narration to make possible conclusion based on outcome.

4. RESULT AND DISCUSSION

4.1. socio-economic character of the respondents

Demographic characteristics respondents of the study have been mentioned in **table1:-**

We're including different category such as: sex, age and education status. According to sex category (60%) of male (40%) Female were participated. According to education statuses literate were higher than illiterate (60%) and (40‰) respectively. According to age category 20-30 were (30%), 31-42were (34%), 43-51(26%) and above 52 were (10%) identified.

Table 1: Distribution of respondent demographic characteristic (n=50)

Demographic character	Category	No of respondents	Percent %
Sex	Male	30	60
	Female	20	40
Age	20-30	15	30
	31-42	17	34
	43- 51	13	26
	Above 52	5	10
Education status	Illiterate	20	40
	Literate	30	60
	High school	7	23.3
	preparatory school	10	33.3
	Diploma	7	23.3
	degree and above	6	20

The below **table 2:-** indicates that 60% of the respondent is highly satisfied by the delivery of the service 24% of the respondents are moderately satisfied by the delivery of the service of Wolkite tourist standard hotel and 10% of the respondents are very high satisfied and 6% of the respondent are lower satisfied by the service delivery of Wolkite tourist standard hotel. From this data the researcher can show that the majority of the customers of Wolkite tourist standard hotel are highly and moderately satisfied by the service delivery of the hotel.

On the contrary, the minimum no of customers in Wolkite tourist standard hotel are very highly satisfied by the delivery of the hotel. In this data those who very highly satisfied by the service of Wolkite standard hotel are those who are get enough service or above their expectation toward the hotel.

Table 2:- Customer satisfaction level

Levels of customer satisfaction after the delivery of services	No of Respondent	Percentage %
Very high High Medium Low Very low	5 30 12 3 -	10% 60% 24% 6% -
Total	13	100%

Table 3:- customer attitudes towards employees the hotel

Customer attitudes towards employees the hotel	No of respondent		Percentage %	
	Yes	No	Yes	No
Satisfaction of tourist by service delivery	35	15	70	30

According to table 3 depicts that 70% of the respondent are satisfied by the care and attention of employee of the hotel give them and 30% of respondents show that are dissatisfied by the care and attention of the employees of the hotel give them therefore it can be included that most of the customers are satisfied by the care and attention of the employee of the hotel give service for them.

Table 4:- employee performance as perceived by customers

employee performance as perceived by customers	No of Respondents	Percentage %
Very good Good Fair Poor Very poor	15 30 3 2 -	*30%* 60% 6% 4%
Total	50	100%

As can be observed from the above table 4: 60% of the respondents witnessed good performance of the employees in Wolkite standard hotel, 30% of the respondents said very good for these of employees performance in Wolkite tourist standard hotel and list of respondents responded as the performance of employees is fair are 6% and 4% are poor of the respondents.

From this it can be observed that most consumers have good perception toward the performance of employees in Wolkite standard hotel.

Table 5:- length of time takes to get service

Regarding sped of giving appropriate service how you consider the hotel	Respondents		Percentage %	
	Yes	No	Yes	No
Waiting time is very long to get appropriate service	3	8	6	16
Waiting time is fair	35	4	70	8

Suggest that most of the customer have a fair perception regarding the speed of as can be observed from the above table 70% of the respondents replied that waiting time to get service of the hotel is fair, 8% of the respondents said that were not fair and 16% of the respondents said

that waiting time is not very long while 6% of the respondents said that Waiting time is very long to get appropriate service. From this I can conclude according to respondent perception waiting time is fair to get appropriate service.

From the below table **6:-** it can be observed that 42% of the respondent were stated a fair neatness and dressing style of employees in Wolkite tourist standard hotel, 40% of respondent are stated as good and few respondents 18% of perceived the dressing and neatness of the employees as very good. From this it can be concluded that of the customer have fair suggestion for the neatness and dressing style of employees in Wolkite tourist standard hotel.

Table 6:- customer perception of employee dressing and Hygiene

The neatness and dressing style of employees in Wolkite tourist standard hotel	No of Respondent	Percentage
Very good Good Fair Poor Very poor	9 20 21 - -	18% 40% 42% - -
Total	50	100%



Figure 1: Soresa tourist standard hotel



Figure 2: Yejoka tourist standard hotel



Figure 3: Tourist arrival in Wolkite tourist standard hotel (Soresa Tourist Standard Hotel, 2011)

5. CONCLUSION AND RECOMMENDATION

5.1 Conclusion

According to the respondents revealed that the majority of the customers of Wolkite tourist standard hotel are highly and moderately satisfied by the service delivery of the hotel. On the contrary, the minimum number of customers in Wolkite tourist standard hotel is very highly satisfied by the delivery of the hotel. The hospitality of the employees of the hotel was good. Therefore most of the customers are satisfied by the care and attention of the employee of the hotel give service for them. From this it can be observed that most consumers have good perception toward the performance of employees in Wolkite tourist standard hotel.

5.2 Recommendation

- ✓ The Hotels should conduct regular customer survey to identify the levels of customer satisfaction and act accordingly based on the needs and preferences of customers.
- ✓ Employees of the Hotels should understand the specific needs of their customers. To do so Hotels should invest in its employees, especially those on the frontline who have a daily and timely contact with customers, to motivate them to serve customers best. Frontline employees should be trained to serve customers in a good way and made them to recognize customers as a valuable asset
- ✓ Hotel managers and owners need to study their ratings in accordance to the "international" standards in order not to 'over-promise' but be realistic so that they meet customers' expectations. It is therefore, recommended that the authorities conduct continuous awareness programs and seminars for hotel owners/managers/relevant staff so that they know and fully understand the ratings system. It is also good to incorporate the hotel ratings system in the curriculum of hotel schools and training institutes in Ethiopia
- ✓ Hotels should try to meet customers'" expectation and satisfy customers in order to retain them for a long period of time and to assure long term profit and success in the market in this stiff and competitive business world. So, the Hotels.

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APPENDEX

College of Agriculture and Natural resource

Department of Wild life and Ecotourism Management

Dear Respondents!

I Am tigst a graduate student at Wolkite University. Currently, I am conducting a research study on "**Hospitality and Tourist Arrival in standard Hotel in Case of Wolkite Town"**: I require your help to spend some minutes of your time by filling the provided questionnaire.

The purpose of this questionnaire is to gather information about on the Hospitality and Tourist Arrival in standard Hotel in Case of Wolkite Town. This questionnaire is only for academic purpose and hence, the researchers are grateful if you provide right and truthful answers to get the best outcome of this research. The confidentiality of the information you provide is very much assured. The researchers would like to thank you in advance for your support that you made by devoting your valuable time and ideas.

Instructions:

- Ø No need to write your name
- Ø Put "√" or "X" in the boxes provided
- Ø Please carefully read each of the following questions and Write your answers on the blank spaces provided for open ended questions.

3. Educational level

A. Certificate ☐ B. diploma ☐ C. Bachelor Degree ☐ D. above ☐

Appendix I A

This survey is on quality and customer satisfaction, you are requested to kindly respond to the following statements .This information is being collected for research purpose only Thank you for your cooperation

Profile

Name (optional) ----------

Designation ----------

1. Gender: Male Female

2. Age:

19-25	**26-30**	**31-35**	**36-40**	**41-45**	**Above 46**

3. Educational level

A. Certificate ☐ B. diploma ☐ C. Bachelor Degree ☐ D. above ☐

1. Kindly specify your Purpose of stay in this hotel

Customer	
Business	
Job	
Leisure/family trip	
Any other (please mention)	

2. Booking Done through

Costumer	
Website/Online portal	
Travel agent	
Self-Search	
Walk-Inn	
Any other (please mention)	

3. Kindly select following parameters according to their importance to you while making a choice for selecting a hote

1 –less Importantl 5 – very important

	Customer Choice	1	2	3	4	5
1	location of this hotel					
2	Quality of food					
3	Flexible check in check out					
4	Price per room /per night (tariff rate)					
5	Discounts on food and rooms					
6	complaint handling system					
7	High speed free WI fi connectivity					
8	Electronic safe in room					
9	Online reservation system and room confirmation					
10	cleanliness of the hotel					
11	comfortability of the bed and other amenities					

7) kindly state your level of satisfaction and dissatisfaction towards the following parameters during your stay in this hotel

1 –fully Dissatisfied, 2 Dissatisfied, 3 Neutral, 4 Satisfied. 5 fully satisfied

A) General Parameters	**1**	**2**	**3**	**4**	**5**
1.Pleasantness in general					
2.Willingness of the staff to serve					
3.Hospitality and Expertise of the staff of this hotel					
B) Accommodation					
4.Cleanliness of the room					
5.Comfortableness of the Beds					
C) Front Office					
6.Check In procedure					

7.Check out and billing procedure					
D) Food and Beverage					
8.Quality of the food					
9.Service of food and beverages					
10.Over all dining experience					
E) Décor and other amenities					
11.Your opinion about ambience of the hotel					
12.Your opinion about furniture& seating arrangements of the hotel					
F)Price					
13.Your opinion towards pricing of Food and Accommodation					