



The relationship between tourist satisfaction and post-travel behaviour: Evidence from international tourists visiting Ethiopia

Kassegn Berhanu*
Department of Tourism Management
Debre Berhan University
Shoa, Ethiopia
E-mail:kassegnberhanu@gmail.com

and

Prof. Dr. Sahil Raj
School of Management Studies
Punjabi University
Patiala, India

Corresponding author*

Abstract

The satisfactions and memorable experience of visitors is a result of both quality service and unique destination attributes. The aim of this research was to study the relationship between tourist satisfaction and post travel behaviour. A mixed research approach was employed and a cross sectional research design was carried out. To analyse the quantitative data, SPSS version 23 was applied to compute mean, independent sample T test, one way ANOVA, Pearson correlation and simple linear regression. Qualitative data were analysed through content analysis. The sample size of the study was 310 international tourists visiting Ethiopia. The findings revealed that visitors were satisfied with certain attributes such as cultural heritage, natural scenery and landscape, friendliness of locals, quality of accommodation, tour guides and information, the prices of goods, safety and security and nightlife entertainment. However, visitors were not satisfied with attributes of shopping facilities, communication (mobile and internet facilities), health/ medical services, washroom and toilet facilities, presence of beggars, clean and unpolluted environment. It was found that the post travel behaviour is positive ($M=3.825$) indicating that visitors have the intention to revisit Ethiopia, and to recommend it to others to visit, and they are willing to share their positive experiences of the destination on social media. Product moment correlation coefficient ($r= .492$) showed a fairly strong or moderate relationship between tourist satisfaction and post travel behaviour. The results of the simple linear regression portrayed that the predictor variable called tourist satisfaction explained 24.2% of the proportion of the variance in visitors' post travel behaviour as explained by the model ($R^2=.242$, $F(1, 309) = 97.945$, $p<.01$). Hence, tourist satisfaction significantly predicted the outcome variable which is visitors' post travel behaviour ($b1 = 0.591$, $t= 9.897$, $p<.01$). The major conclusion drawn from the findings was the need to improve the satisfaction of visitors and create positive post travel behaviour, and thus tourism and hospitality organizations should strive to offer better services of attributes like shopping facilities, health and medical services, wash room and toilet facilities that are clean and an unpolluted environment as well as strive to resolve any problems in line with beggars and hustlers menacing tourists.

Keywords: Visitor satisfaction, post travel behaviour, destination, Ethiopia

Introduction

Tourists may get both quality services and unique destination attributes that can result in memorable experience and satisfaction, and on the contrary, poor service delivery and unappealing tourist attractions, safety and security problems can be causes for disappointment. Depending on tourist satisfaction level, post travel tourist behaviour can be



determined. Analogous to this, if tourists are delighted or satisfied, they will revisit, recommend others, share photos and experiences on social media which can be also source of information for potential tourists. On the other hand, if tourists are extremely disappointed, they will release negative comments and bad experiences through social media or word of mouth that can have critical negative consequences on the image or reputation of destination or tourism principals (Hu et al, 2009; Anderson, 2003; Litvin et al, 2008).

As stated by Weber (1997), Kozak and Rimmington (2000), a positive correlation occurs if the actual performance/experience of customers is greater than their expectations, that is, if the consumer is satisfied, he/she has the willingness to purchase the product again. Likewise, it is found that as satisfaction increased word of mouth activities towards the product or service also increased (Oliver & Swan, 1989; Nicolaidis, 2008; 2012). Contrary to this, if customers' actual experience is lower than their expectations, negative disconfirmation will result in dissatisfaction, and hence, the customers will most likely search for other alternatives for their future transactions. In contrast, Anderson (1998) noted that highly dissatisfied and delighted customers tend to disseminate a lot of word of mouth messages when compared to customers who are dissatisfied or satisfied. Furthermore, very disappointed customers engage in slightly more word of mouth (WOM) activity than delighted customers'. This is where multiskilling becomes critical. Employees must be trained to provide relevant quality service so that guests can be delighted and will be happy to return to a destination (Nicolaidis, 2010; 2013). Tourists who have got memorable experiences and enjoyments which are really greater than their expectations are more likely to revisit in future. Accordingly, Kozak and Rimmington (2000) concluded that the level of overall satisfaction and experiences of holiday on a certain destination will have the greatest influence on the intention to visit the same destination again. The logistics aspects also require deep consideration if tourists are to be well treated (Nicolaidis & Peristeris, 2011).

The research finding on "Tourists' satisfaction, recommendation and revisiting" by Tak Kee Hui, David Wan, Alvin Ho (2007) based on a 424 sample of visitors revealed that overall satisfaction is a key determinant having positive likelihood of revisiting Singapore in the future (adjusted R² values of 48), although there are other factors that may explain the likelihood of revisiting. Hence, customer satisfaction was a significant factor that determines tourists' intention to revisit a country. The findings also indicated a positive correlation between visitors overall satisfaction and their recommendations to their friends and families to visit Singapore.

A satisfied customer serves as a speaker for promoting a product or service and catches the attention of prospective buyers to products or services of company (Shen et al., 2000). Hu et al (2009) argued that biased message can be posted by people who are either delighted or extremely disappointed because customers with moderate satisfaction or neutral standpoints are not usually motivated to report their experience which resulted in under reporting bias (Anderson, 2003; Litvin et al., 2008).

There have been some valuable researches conducted on tourist satisfactions in Ethiopia. To mention a few, Endalkachew Teshome and Endalew Demissie (2018) had conducted an assessment of tourist satisfaction in the Simien Mountains National Park; Yemane Gidey and Sharma (2017) had studied about "Tourists Satisfaction in Tourist Destinations of Tigray, Ethiopia"; Bililign Zafu and Molla Mekonnen (2016) assessed "Tourist Satisfaction and Service Delivery at Nech Sar National Park of Ethiopia"; Wagnaw Eshetie and Derera Ketema (2017) assessed tour guiding quality assurance mechanisms and tourist satisfaction in South Ethiopia, and Hailemariam Gebremichae and Simachew Alemneh (2018) on "Service quality and customer satisfaction of five star hotels In Addis Ababa". However, none of these research findings uncover the relationship between tourist satisfaction and post travel behaviour. Hence, the objective of the research is to study the relationship between tourist satisfactions and post travel behaviour.



Methods and Materials

Description of the Study Area

Ethiopia is well off in both marvellous natural and fascinating cultural tourist attractions. There are 12 UNESCO world heritage sites of which 1 is natural attraction, 8 tangible cultural attractions, and 3 intangible cultural attractions, and the country is the first in Africa having highest number of world heritage sites. Besides, Ethiopia has 5 UNESCO biosphere reserves. Ethiopia is the only country in Africa which was never colonized by Western Europeans and the country also has its own phonetic alphabet (Ethiopic letters). Ethiopia's ancient Kingdom of about 4thCE was called the Axumite Kingdom of East Africa and it was one of the supreme empires comparable to China, Persia/Iran, Babylon/Iraq, and in some ways to Rome or Byzantium. Ethiopia is often referred to as the cradle of hominids after archaeologists found, the famed Lucy fossils dated back 3.2 million years and other human fossils of Selam and Ardi which are more than 4.4 million years old (Gelaw, Assefa & Rorissa, 2016).

Data were collected from prominent Ethiopian tourist destinations (Addis Ababa, Debre Zeyit/ Bishofitu, Hawassa, Bale Mountains National Park, Mekele, Bahir Dar, Gondar and Lalibela).

Addis Ababa- the capital city of Ethiopia, has been the headquarters of African Union since 1963, and it is a seat for the United Nations Economic Commission of Africa since 1958, and a seat for more than 129 embassies and consular missions (www.lonelyplanet.com).

Debre Zeyit/ Bishofitu- a city located some 30 Km from Addis Ababa is famous for its spectacular lakes and standard lakeside resorts. **Hawassa**- is a capital city of Southern nations nationalities and peoples of Ethiopia. The city is well known for its cleanliness and its fabulous lake Hawasa.

Bale Mountains National Park- is one of the tentative list of UNESCO world heritage sites and it is one of the 34 International Biodiversity Hotspots which is famous for its indigenous plants and endemic mammals such as the Bale Monkey, Mount Nyala, Menelik's Bushbuck, Ethiopian wolf and Giant African mole rat (BMNP Management Plan, 2007).

Mekele- The capital city of Tigray region of Ethiopia is famous for its King of Kings Emperor Yohannes IV Museum and Addi Haki Martyr's statue. Mekele can serve as a gateway to visit Rock Hewn Churches of Tigray, Aksum Staleas and Afar region.

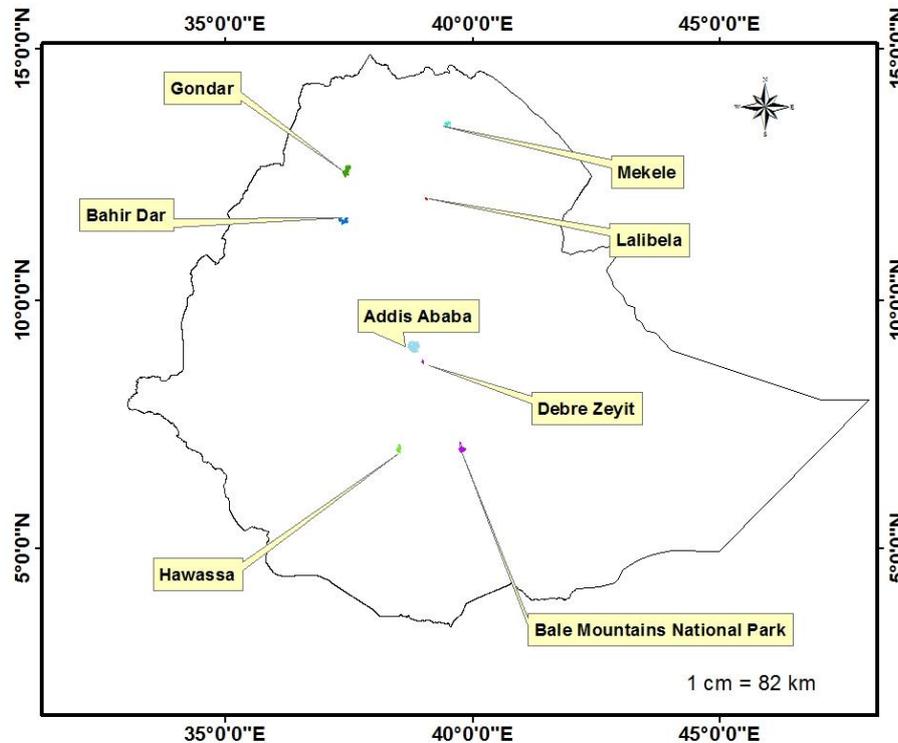
Bahir Dar- is famous for its street palm trees, Lake Tana (source of Blue Nile, and UNESCO Biosphere reserve) which is one of the largest Lakes in Ethiopia, having 37 islands of which 20 of them are eminent for their ancient and medieval churches and monasteries. It is located 570 Km from Addis Ababa.

Gondar- Known as the 'African Camelot', Gondar is known for its 17th CE palaces or castles. The imperial city of Gondar, which was founded by Emperor Fasiledas in 1636, served as the capital of Ethiopia for about 250 years. The most impressive attractions of Gondar includes the Royal Enclosure of Gondar covering an area of 70,000 m² has seven castles built in the medieval periods; Debre Berhan Selassie church, Fasiledas bath a place where colourful epiphany is celebrated and Qusquam complex/church are UNESCO world heritage site (Amhara Culture and Tourism Bureau, 2006).

Lalibela (African Petra) - it is also called the New Jerusalem which is famed for its UNESCO World Heritage Sites of 11 rock hewn churches built in 12th CE. The rock hewn churches of Lalibela are divided in to three groups. The first group are called Earthly Jerusalem (Life on earth) and include The House of the Redeemer/Saviour of the World, The House of Mary, The House/ Chapel of Golgotha or Michael, The House of the Cross, Mount Sina and House of Virgins. The second group known as Heavenly Jerusalem (Life after death) includes The

House of Emmanuel, The House of Merkorious, The House of Arch Angle Gabrael-Rufael and The House of Aba Lebanon. The third group called Noh's arch/ship includes The House of Saint George which is the most photographed by travellers (Amhara Culture and Tourism Bureau, 2006).

Map 1. The Study Area



Source: Map produced by Authors/researchers, 2019

Research Approach

A mixed research approach was employed and a cross sectional research design was carried out. The survey was conducted from March to September 2018. Convenience or accidental sampling was chosen to distribute the questionnaire as long as this type of sampling procedure was the only option for the study population in this case international tourists that do not fit into a sampling frame. However, so as to increase randomness of the sample, different days of the week were selected and the questionnaire was distributed at main tourist attractions such as the National Museum of Ethiopia, Lalibela, Gondar, Bahir Dar, Mekelle, Hawassa, Debre Zeyit/ Bishofitu and Bale Mountains National Park. Besides, one or two visitors were selected randomly from a group tour. Hence, a quasi-random sampling technique (where the mechanism for choosing the sample is only partly random) was applied. Visitors who were above 18 years of age, and stayed at least 24 hours in Ethiopia were participants. Transit visitors and/or day trippers were excluded in the sample study since the questionnaire had some items that were used to measure destination attributes which in return enabled the researcher to examine the satisfaction of visitors.

The data instrument was a self-administrated questionnaire having a 5-point Likert scale ranging from 1 "strongly disagree" to 5 "strongly agree" and 1 "Highly dissatisfied" to 5 "Delighted or very satisfied". To analyse the quantitative data, SPSS version 23 was applied to compute the mean, standard deviation, frequencies, one sample T test, independent sample T test, Eta squared and one way of ANOVA. One sample T test was used to compare the sample mean difference and the hypothesized mean of 3.2. An independent sample T was



employed to analyse if mean differences exists taking into account the gender of visitors, whereas ANOVA was performed to show the model fitness of the simple regression. 450 questionnaires were distributed to tourists, of which 60 visitors didn't use social media for travel and tourism in particular, and hence they didn't fill in the questionnaire properly as long as the majority of the items were related with social media concepts. Thirty questionnaires were incompletely filled in, so that 90 questionnaires were screened out or rejected. The remaining 310 were properly filled out and returned. Hence, the actual sample size was 310 indicating a response rate of 69%.

Validity and Reliability: Reliability of visitors' post travel behaviour (the outcome variable) having four items was checked using Cronbach coefficient alpha. The Cronbach's alpha result was 0.72 which shows a high reliability and indicates that the 72% items have relative internal consistency. According to Rovai, Baker and Pantan (2013), a Cronbach's alpha of .70 to less than .90 indicates high reliability. The satisfaction of international tourists (independent variable) visiting Ethiopia was measured by 15 destination attributes of tourist services and facilities that were adopted from HOLSAT model with a five point Likert scale (1- Highly dissatisfied to 5- Delighted or Very Satisfied).

To measure the face or content validity, prior to disseminating the survey to visitors, the questionnaire was sent for 10 tourism and hospitality experts for approval and an intensive literature review was carried out. In addition, a pilot survey was undertaken for 20 visitors to mitigate potential errors in the questionnaire.

Results and Discussions

General Profiles of Sample International Visitors

According to the survey, 57.4% of the participants were male and the remaining 42.6% were females. Regarding the tourist generating zone or visitors' countries, the majority of visitors were from Europe (43.28%) and North America (24.48%). There were also respondents who came from Africa (14.63%), Asia (13.12%), Latin America (2.69%), and Australia (1.8%). The details profile of respondents with respect to age, educational status, number of visit and length of stay in Ethiopia is illustrated below in table 1.

Table 1. Demographic Profiles of Respondents (Source: survey, 2018)

Variable	Category	N	% of respondents
Gender	Male	178	57.4
	Females	132	42.6
Age	18-35	189	61.0
	36-45	72	23.2
	>46	49	15.8
Educational Status	High school	26	8.4
	College or university Student	48	15.5
	Bachelor of Degree	89	28.7
	Masters	117	37.7
	PHD and Above	30	9.7
Origin/country of visitor	Europe	145	43.28
	North America	82	24.48
	Africa	49	14.63
	Asia	44	13.12
	Latin America	9	2.69
	Australia	6	1.80
Length of stay in Ethiopia	≤ 4 days	102	32.6
	5-7 days	64	20.6
	8- 12days	62	20.0
	≥ 13 days	71	22.9
Number of visit in Ethiopia	Once	230	74.2
	Twice	28	9.0
	≥ Three times	39	12.6

Visitors' satisfaction level of services, facilities and tourist attractions

To measure the satisfaction of international tourists visiting Ethiopia, 15 items using a five-point Likert scale were adopted from the Holiday Satisfaction Model (HOLSAT) which was principally developed by Tribe and Snaith (1998) with the aim of evaluating the satisfaction level of visitors.

According to Bindu and Kanagaraj (2013) and Nicolaides (2008), satisfaction is defined as “the degree to which a tourist’s evaluation of a destination’s attributes exceeds his/her expectations”. In other words, satisfaction is the extent at which the perception or the performance of tourist destination, service or products that tourists experienced is greater than or matches with their expectations.

As shown in the table 2, visitors were satisfied with certain attributes such as rich cultural heritage (Mean = 4.55, SD = .684), beautiful natural scenery and landscape (Mean = 4.35, SD = .844), friendliness of local people (Mean= 4.26, SD= .843), quality of accommodation (Mean= 3.72, SD=.959), tour guide and information (Mean= 3.72, SD = 1.062), the prices of goods (Mean= 3.63, SD= 1.005), safety and security (Mean= 3.52, SD =.971) and nightlife entertainments (Mean= 3.29, SD= 1.002).

However, visitors were not satisfied with the attributes of shopping facilities (mean= 3.10, SD=.901), communication (mobile and internet facilities) (Mean= 2.95, SD= 1.086), health and medical services (Mean= 2.90, SD= .850), washroom and toilet facilities (Mean=2.87, SD= 1.097), presence of beggars (mean=2.72 , SD= 1.046), clean and unpolluted environment (Mean=2.71 , SD= 1.168).

Visitors were asked to speak out concerning their overall satisfaction level and the results indicated that they were satisfied as it is shown in the table (Mean= 4.19, SD = .774) and composite mean for all attributes (Mean= 3.4985, SD =.47938) as such, both of the mean results is greater than the 3.2 of cut-off point. A cut off point 3.2 was developed or recommended by Best (1977), and also Castro and Martine (2010). They suggested that a composite mean less than 3.2 indicates negative perception (dissatisfied in this case) and greater than 3.2 shows positive perceptions (satisfied). It was observed that with the exception of Lalibela Rock Hewn Churches, a tourist may indeed face problems in their trips with beggars and hustlers approaching them.

Lalibella can be taken as a best practice area since the destination sets rules and regulations regarding hustlers or illegal guides and beggars menacing tourists. With regard to the pristine environment, some respondents mentioned that plastic bottles spoil all the beautiful scenery especially plastic waste at Danakil. Many said Danakil is full of plastic bottles. Some visitors reported that even though Ethiopia is lovely country, but litter creates visual pollution which is a very negative aspect tainting visitor perceptions and indeed the local population as well.

Table 2. Descriptive Statistics of tourist satisfactions (N= 310)

Attributes of tourist destination	Mean	Std. D	Skewness	Kurtosis
Rich cultural heritage	4.55	.684	-1.530	2.060
Beautiful natural scenery and landscape	4.35	.844	-1.440	2.631
Friendliness of local people	4.26	.843	-1.270	1.971
Quality of accommodation	3.72	.959	-.506	-.177
Tour guide and Information	3.72	1.062	-.741	.415
The prices of goods	3.63	1.005	-.521	.233



Safety and security	3.52	.971	-.462	-.053
Nightlife entertainments	3.29	1.002	-.441	.852
Shopping facilities	3.10	.901	-.272	.146
Communication (mobile and internet)	2.95	1.086	-.041	-.672
Health & medical services	2.90	.850	-.355	1.272
Washroom and toilet facilities	2.87	1.097	.042	-.677
Presence of beggars	2.72	1.046	.251	-.181
Clean and unpolluted environment	2.71	1.168	.300	-.765
Your overall satisfaction level as a tourist experiencing Ethiopia	4.19	.774	-1.10	2.131

(Source: Survey, 2018)

Some studies have been investigated in different parts of Ethiopia with regard to the satisfaction of visitors. The findings of this study is consistent with Endalkachew Teshome and Endalew Demissie (2018) who conducted a study on assessment of tourist satisfaction in the Simien Mountains National Park, Ethiopia using six variables, namely, product quality, quality of service, accommodation, hospitality, infrastructure, and tourist information. The result revealed that from sample of 370 foreign tourists, the majority (65.3%) of the respondents were satisfied or very satisfied with their visiting experience in Simien Mountains National Park.

On the contrary, this study is inconsistent with Yemane Gidey and Sharma (2017) that studied “Tourists Satisfaction in Tourist Destinations of Tigray, Ethiopia” taking a sample of 382 international and domestic tourists, and the study confirmed that the level of tourist satisfaction in Axume, Mekelle, Wukiro and Gheralta tourist destinations was marginally low ($M=2.63$).

Bililign Zafu and Molla Mekonnen (2016) assessed “Tourist Satisfaction and Service Delivery at Nech Sar National Park of Ethiopia”, and it was found that visitors were satisfied by certain attributes such as landscape, environment, price of food and accommodation, access to shopping, peace and quietness of destination and working hours, whereas, they were also dissatisfied by road infrastructure, service offered at night time in camp sites, lack of a facility for children and elders, and deforestation as well as cattle grazing activities inside the park. As it is illustrated in the table 2, the result of this study is similar with the research done by Bililign Zafu and Molla Mekonnen on some attributes such as landscape, environment, price of goods and services and infrastructures, but it is inconsistent regarding shopping facilities.

Regarding information and guides, this study revealed that visitors were satisfied and the result is inconsistent with the findings of Wagnaw Eshetie and Derera Ketema (2017) who assessed tour guiding quality assurance mechanisms and tourist satisfaction in South Ethiopia, and the study concluded that the satisfaction of tourists with respect to the guides’ services were very poor. Their findings portrayed that the practice of licensing, certification, awards of excellence and accreditation is poor and practically full of inconsistency. Furthermore, uphill challenges include a lack of practical training and education, involvement of non-professionals, and absence of strong monitoring, while the problem of seasonality and money oriented practices is also problematic.

Taking the quality of accommodation into account, this study portrayed that visitors were satisfied, and the finding is consistent with the results of a research on service expectations and perceptions of guests at Ethiopian hotels conducted by Tefera (2017) which indicated that



from a sample of 415 responses of 31 hotels, the majority (54.7%) portrayed that their perception was greater than their expectations (delighted or very satisfied), and 12.5% showed that perception equals expectations (satisfied); and the rest (32.8%) indicated that their expectation was greater than the performance received (dissatisfied or disappointed). The mean difference was very small (0.07398), mean of perception= 3.78; mean of expectation= 3.71 specifying that customers were satisfied with the services provided by the hotels. Another study by Hailemariam Gebremichael and Simachew Alemneh (2018) on “Service quality and customer satisfaction of five star hotels In Addis Ababa” was conducted using a lodging quality index scale measuring of five dimensions of service quality incorporating a sample of 330 international and local customers. The study revealed that the overall satisfaction of customers in the hotels’ service was found to be above a moderate level of satisfaction (mean =3.85) which is consistent with the current study. Visitors were asked in the open ended questions part if they faced challenges with respect to using social media platforms while they are visiting tourist attractions in Ethiopia. They mentioned some drawbacks such as little or no Wi Fi connections as many places don’t offer Wi Fi in the country, lack of reliable mobile internet and network problems (poor/bad connection) and there is even low internet connectivity and availability in Addis Ababa which is the capital city of Ethiopia. Lack of specific travel application sites to find all information in Ethiopia was another issue mentioned by respondents and it was said that many accommodation/ destinations are not available on social media platforms.

Research conducted by Shanka and Frost (1999) on the perception of Ethiopia as a tourist destination taking a sample of 56 tour operators, 65 Ethiopians, and 449 Australians, revealed that the respondents perceived Ethiopia's tourist facilities and services as highly unsatisfactory compared with those of Kenya, Egypt, South Africa and Zimbabwe. Moreover, Ethiopians living in Australia were critical about tourist facilities and services of Ethiopia compared with those found in Australia. A study on “Tourist Satisfaction in Ethiopia” conducted by Biniyam Assefa (2011) revealed that 72 % of the respondents (from 130 sampled visitors) were satisfied in line with their overall experience or stay in Ethiopia, while 25.4% of the respondents were dissatisfied. On a 7-point Likert scale, the mean value of visitors’ overall perceived level of satisfaction was 5.03 indicating that visitors were satisfied. Furthermore, the majority of respondents (73.7%) were likely to recommend Ethiopia as a tourist destination to other potential visitors.

Visitors’ Post Travel Behaviours

Visitors’ post travel behaviour were measured by four items such as their intention to revisit Ethiopia, recommending it to others to visit Ethiopia and sharing their experiences about the destinations on social media. The items were developed using a five-point Likert scales (from strongly disagree =1, to strongly agree =5). The average mean of items (M=3.825) indicates that visitors had the intention to revisit Ethiopia, recommend others to visit Ethiopia and they were also willing to share their positive experience of the destination on social media.

Table 4. Descriptive Statistics of post travel behaviour (Sample size, n=310) (Source: Author survey, 2018)

Items of post travel behaviour	Mean	Std. D	Skewness	Kurtosis
I plan to revisit Ethiopia.	4.10	1.024	-1.068	.682
I will recommend others to visit Ethiopia.	4.33	.826	-1.413	2.463
I share my positive experience about the destination on SM.	3.75	1.250	-.828	-.306
I share my opinions to friends on social media about tourism destinations when I am satisfied.	3.12	1.380	.022	-1.299
Average mean	3.825	.5763		

An Independent sample t test was computed to examine if significant mean differences existed between male and female visitors with respect to visitors' post travel behaviours. Equal variance was assumed (F= 1.466, Sig= .227 which is greater than .05).

The result revealed that females have better involvement (M= 3.94, SD= .59) in post travel activities like sharing experiences, posting photos and videos on social media as well as re visit intentions than males (M= 3.75 , SD= .56, t (307)= -2.906, p=.004, mean difference= -.19 with 95% of CI:-.31918 to -.06147). The magnitude of the deference in the means showed moderate effect size (eta squared=0.03). Eta squared is calculated as $\frac{t^2}{t^2+(N_1+N_2-2)}$; and small size ≤ 0.01 ; moderate effect (0.01-0.06); large effect $\geq .14$ (Mohan, 2016).

Table 5. Group Statistics of post travel behaviour between males and females

	Gender	N	Mean	Std. D	Std. Err Mean
post travel behaviour	Male	177	3.7472	.55582	.04178
	Female	132	3.9375	.58722	.05111

Table 6. Independent Samples Test of post travel behaviour

Post travel behaviour	Levene's Test		t-test for Equality of Means					
	F	Sig.	T	Df	Sig. (2-tailed)	Mean D/ce	95% CI of the D/ce	
							Lower	Upper
Equal variances assumed	1.466	.227	-2.906	307	.004	-.19032	-.31918	-.06147
Equal variances not assumed			-2.883	273.62	.004	-.19032	-.32028	-.06037

(Source: Authors' survey, 2018)

The Relationship between Tourist Satisfaction and Post Travel Tourist Behaviour

To address this objective, Pearson or product moment correlation and simple linear regression were employed. Two variables were been identified: Tourist satisfaction as predictor or explanatory variable and visitors' post travel behaviour as dependent variable or outcome variable. The descriptive statistics indicates that on average visitors were satisfied with the attributes of tourist facilities and services (M= 3.5, SD=.48) which is greater than mean of 3.2 or the cut-off point. In the same scenario, the study revealed that after travel, visitors have the intention to revisit Ethiopia, recommend others to visit, and share their experience on social media (M= 3.83, SD= .58).

The assumptions of normality, linearity and homoscedasticity was checked and satisfied. Normal distribution of data is illustrated in the histogram which shows the bell shape. Linearity of the data is depicted by normal P-P plot indicates that the points lie in a diagonal from the bottom left to top right. Likewise, homoscedasticity is checked by scatterplots.

Fig. 1. Normal P-P plot of regression standardized residual indicating the linearity of the data

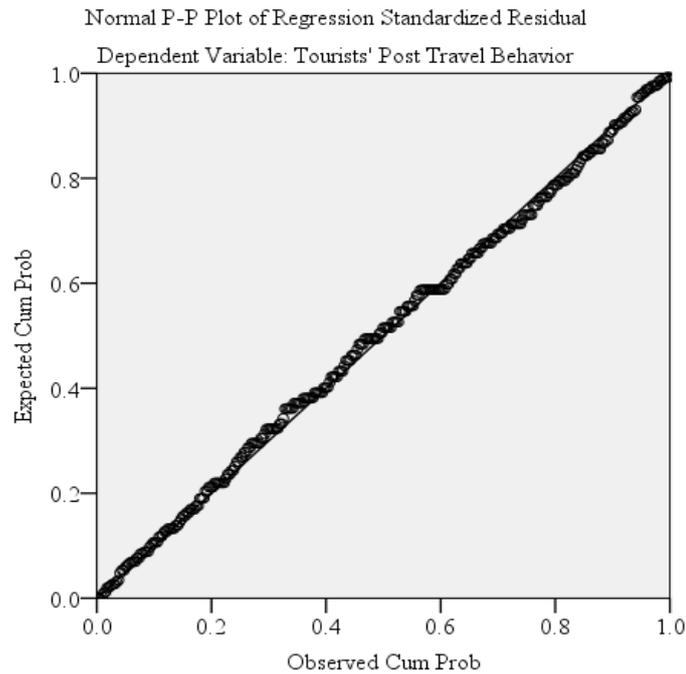


Fig. 2. Histogram indicating the normal distribution of the data

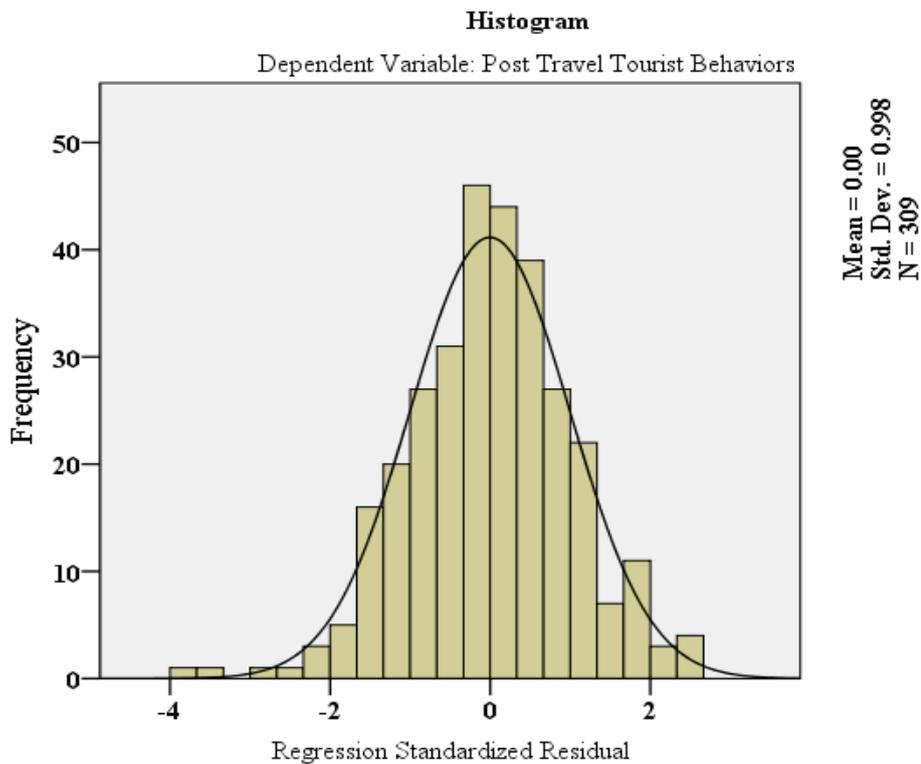
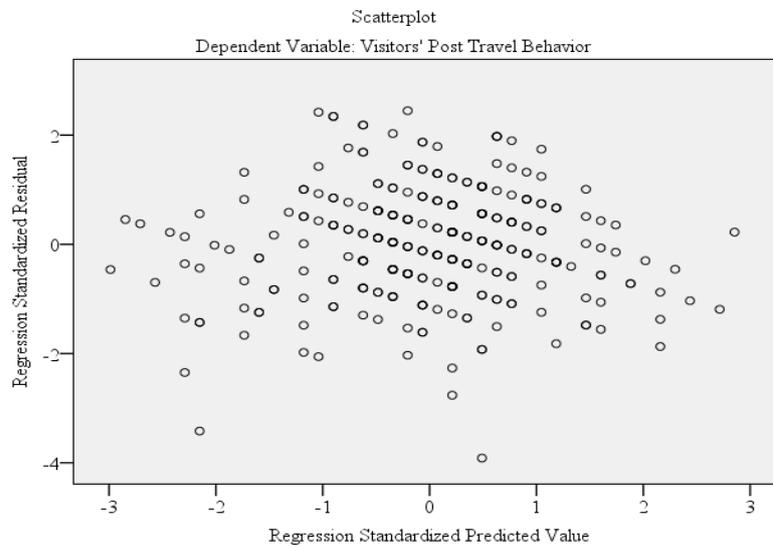


Fig. 3. Scatterplot showing homoscedasticity of the data



Hence the normality, linearity, homoscedasticity, independence of residuals was checked by inspecting the normal P-P plot, histogram and scatterplot.

The relationship between tourist satisfaction and post travel tourist behaviour was investigated using the Pearson or product moment correlation coefficient. The Pearson or product moment correlation coefficient was .492 which implies that high tourist satisfaction leads to high level of post travel behaviour. Cohen's 1988 (cited in Mohan, 2016) in guidelines for interpretation coefficient of correlation asserts that small for $r=.10$ to $.29$; medium for $r=.30$ to $.49$; and large for $r=.50$ to 1.0 . Hence, the strength or magnitude of correlation is .492 which has a positive direction. There is a fairly strong or moderate relationship between tourist satisfaction and post travel behaviour.

Table 7. Correlations between tourist satisfaction and post travel behaviour

		Tourist satisfaction	Post travel behaviour
Tourist satisfaction	Pearson Correlation	1	.492**
	Sig. (2-tailed)		.000
Post travel behaviour	Pearson Correlation	.492**	1
	Sig. (2-tailed)	.000	

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

Table 8. simple linear regression Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.492 ^a	.242	.239	.50258

- a. Predictors: (Constant), Tourist satisfaction
- b. Dependent variable: Post travel behaviour

Simple linear regression analysis was computed to test if the level of tourist satisfaction significantly predicted visitors' post travel behaviour. The results of the regression portrayed that the predictor variable which is tourist satisfaction explained 24.2% of the proportion of the variance in visitors' post travel behaviour as explained by the model ($R^2=.242$, $F(1, 309) = 97.945$, $p<.01$). As a result, the model or the coefficient of determination (R^2) directs that 75.8% of the dependent variable is left unexplained, and more variables need to be incorporated for better estimate of the dependent variable (visitors' post travel behaviour). It was found that tourist satisfaction significantly predicted visitors post travel behaviour ($\beta = .591$, $p<.001$). Hence, the more the visitors are satisfied, the greater the likelihood of revisit intentions and recommendations to their friends, relatives and other people.

According to Sheth (2001) and Nicolaidis (2008), customer satisfaction provides competitive advantages such as repeat buying/ repeat visitation, word of mouth referral, higher price and new product innovations.

In addition to satisfaction, there are some factors that motivate people to share their experience via electronic word of mouth (e-WOM). According to Wasko and Faraj (2005) customers seek to gain informal recognition or status by sharing information and good experience online with a range of other people. According to the utilitarian theory, rational customers may be encouraged to be involved in e-WOM communication in seeking a variety of merits or returns such as pay, prizes, status, acknowledgement, and the like (Cheung & Lee, 2012).

Unlike utilitarian theory, the altruistic need idea of individuals states that customers have the enthusiasm to benefit other individuals other than themselves. They may engage in the information exchange to seek the enjoyment of assisting others (Bronner & de Hoog, 2011). Consumers are found to obtain utility when they add value to the community, for instance, by providing reviews and comments about their experience regarding products, services or a tourist destination via e-WOM interactions. Therefore, by disseminating information on internet-based opinion platforms, a need or an important goal of helping others can be achieved (Hennig-Thurau et al., 2004).

Table 9. ANOVA^a showing regression model fitness

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	24.740	1	24.740	97.945	.000 ^b
	Residual	77.545	309	.253		
	Total	102.284	310			

a. Dependent Variable: post travel behaviour

b. Predictors: (Constant), Tourist satisfactions

The ANOVA table gives F-test that shows the model's fitness of the explanatory variable (tourist satisfaction) to predict the outcome variable (post travel behaviour) which had a significant result ($p = .000$ for tourist satisfaction).

Table 10. Regression determination Coefficients^a of tourist satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Err	Beta		
1 (Constant)	1.760	.211		8.344	.000**
Tourist satisfactions	.591	.060	.492	9.897	.000*

a. Dependent Variable: post travel behaviour

*. B₁ is significant at p<0.01,

** B₀ is significant at p<0.01

The coefficients determination table gives beta coefficients which can help construct the regression equation that can be written as:

$Y = B_0 + B_1X + E$, where B₀ is the intercept or the value of dependent variable (Y) when the value of predictor (X) is zero

$$\text{Predicted Post Travel Behaviour} = 1.760 + .591(\text{Tourist satisfaction}) + E$$

B₁ = 0.591 is the regression coefficient determination which represents the amount of change in the outcome variable (visitors' post travel behaviour) for a (one) unit change in the explanatory variable (tourist satisfaction). As long as the Sig value of B₁ is less than 0.05, the independent variable makes a significant contribution to the prediction of the outcome variable. In this case, the above table indicates that tourist satisfaction significantly predicted the outcome variable which is visitors' post travel behaviour (B₁ = 0.591, t = 9.897, p<.01).

Conclusions and Recommendations

The main conclusion drawn from the study is that international tourists visiting Ethiopia were satisfied for some destination attributes such as cultural treasures or heritages, spectacular natural scenery and topography, friendliness of local people, quality of accommodation, tour guides and information, the prices of goods and services, safety and security issues and nightlife entertainment. Conversely, visitors were not satisfied concerning attributes and services such as shopping facilities, communication (mobile and internet facilities), health and medical services, washroom and toilet facilities, the presence of beggars, and a clean and unpolluted environment.

The study also revealed that the post travel behaviour of visitors was positive in a sense that they had an intention to revisit Ethiopia, and to also recommend that others should visit Ethiopia and they were willing to share their positive experiences of the destination on social media platforms.

The study has shown a positive aspect which is fairly strong or moderate relationship between tourist satisfaction and post travel tourist behaviour (Pearson correlation coefficient, r = .492). Furthermore, the simple linear regression analysis portrayed that the predictor variable (tourist satisfaction) significantly predicted ($\beta = .591$, p<.001) the dependent variable (visitors' post travel behaviour). Tourist satisfaction explained 24.2% of the proportion of the variance in visitors' post travel behaviour as explained by the model ($R^2 = .242$, F (1, 309) = 97.945, p<.01). From the model or the coefficient of determination (R^2) it is found that 75.8% of the dependent variable is left unexplained, and more variables need to be incorporated for better estimate of (visitors' post travel behaviour). Beyond satisfaction, there are some factors that can influence visitors post travel behaviour. For instance, some customers seek to gain informal recognition or status by sharing information and good experience online to other people (Wasko & Faraj,



2005). In addition, the utilitarian theory states that rational customers may be encouraged to be involved in e-WOM communication in pursuit of a variety of benefits or returns such as pay, prizes, status and acknowledgement (Cheung & Lee, 2012). Contrary to the utilitarian theory, the altruistic need of individuals states that customers have the enthusiasm to benefit other individuals other than themselves. They may seek the enjoyment of assisting others by sharing their experience and information (Bronner & de Hoog, 2011).

A satisfied customer is considered to be the best marketing tool and /or a free advertisement that helps to promote a destination or an organization thereby increasing the number of actual and potential customers which can be achieved through revisiting, recommending a place to their friends, relatives and fellow workers, and sharing their experiences and memories about a destination's products and services using online technologies to the wider people. Hence, it is concluded that the higher level of visitors' satisfaction at tourist destinations leads to the better motivation or intention of tourists to re-visit the destination and to recommend others. This is in line with the study by Nicolaidis (2008).

The study provides some implications for tourism and hospitality sectors in Ethiopia. The stakeholders of tourism and hospitality industries should pay attention to improve the satisfaction of visitors through enhancing the quality and availability of shopping facilities, health and medical services as well as washroom and toilet facilities. To mitigate the challenges faced by visitors in line with network and internet problems, the Telecommunication Company in collaboration with tourism and hospitality stakeholders should maintain reliable mobile internet and networks and Wi Fi connections in at least cities and tourist destination areas. Destination marketing organizations and national tourism organizations need to develop specific travel application sites so that it will be easy for tourists to find tourism and travel related information on Ethiopia.

To mitigate the impact of beggars and hustlers on the satisfaction of visitors, strategies such as creating awareness and providing some jobs or small, medium and micro enterprises for beggars and hustlers, and also training for illegal guides, are all ideas that have to be developed by tourism concerned bodies. Last but not least, to create a quality destination or pristine environment much has to be done like undertaking cleaning campaigns in town/cities and destinations, putting dustbins at some regular distances to manage plastic bottles, litter and other wastes. Especially the education of local is important here. Failing these measures being adopted, Ethiopian tourism will likely not be sustainable.

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