

Importance-Performance Analysis of Volunteer Tourism in Ethiopia: Host and Guest Case Study

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Abstract : With a general objective of evaluating the importance and Performance attributes of Volunteer Tourism in Ethiopia and also specifically intending to rank out the importance to evaluate the competitive performance of Ethiopia to host volunteer tourists, laying them in a four quadrant grid and conduct the IPA Iso-Priority Line comparison of Volunteer Tourism in Ethiopia. From hosts and guests point of view, a deeper research discourse was conducted with a randomly selected 384 guests and 165 hosts in Ethiopia. Findings of the discourse through an exploratory research design on both the hosts and the guests confirm that attributes of volunteer tourism generally and marginally fall in the South East quadrant of the matrix where their importance is relatively higher than their performance counterpart, also referred as 'Concentrate Here' quadrant. The fact that there are more items in this particular place in both the host and guest study, where they are highly important, but their relative performance is low, strikes a message that the country has more to do. Another focus point of this study is mapping the scores of attributes regarding the guest and host importance and performance against the Iso-Priority Line. Results of Iso-Priority Line Analysis of the IPA of Volunteer Tourism in Ethiopia from the Host's Perspective showed that there are no attributes where their importance is exactly the same as their performance. With this being found, the fact that this research design inhabits many characters of exploratory nature, it is not confirmed research output. This paper reserves from prescribing anything to the applied world before further confirmatory research is conducted on the issue and rather calls the scientific community to augment this study through comprehensive, exhaustive, extensive and extended works of inquiry in order to get a refined set of recommended items to the applied world.

Keywords : volunteer tourism, competitive performance importance-performance analysis, Ethiopian tourism

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