



ST.MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

**FACTORS AFFECTING THE TOURISM MARKET: CASE OF ADDIS
ABABA**

By:

Semegn Amare

July, 2021

Addis Ababa, Ethiopia

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ABABA**

By:

Semegn Amare

ID No:-SGS/0353/2012A

Advisor: - Saleamlak Mola(Ph.D)

**A THESIS SUBMITTED TO ST.MARY'S UNIVERSITY SCHOLL OF
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REQUIREMENT FOR THE DEGREE OF MASTERS OF MARKETING
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Addis Ababa, Ethiopia

DECLARATION

I now declare that this research paper entitled “**Factors affecting the tourism market: Case of Addis Ababa.**” is my original work, prepared under the guidance of my advisor. I further confirm that the thesis has not been submitted earlier either to this university or elsewhere to earn any degree.

Name: -Semegn Amare Gebremeskel

Signature:-

Date: -July, 2021

Email: semuamare1989@gmail.com

Phone No: - 251913161291

St. Mary's University, Addis Ababa

CERTIFICATION

This is to certify that Semegn Amare has completed her thesis work entitled “**Factors affecting the tourism market: Case of Addis Ababa.**” As I have evaluated, her research is original work and appropriate to be submitted as a partial fulfillment requirement for the award of Degree in Masters of Marketing Management.

Thesis Advisor: - Saleamlak Mola (Ph.D)

Signature and Date:-

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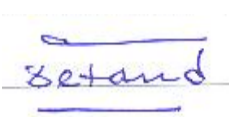
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ABABA**

By: Semegn Amare

APPROVAL OF THE THESIS

As members of Board of Examiners of the final Masters of Marketing Management, thesis open defense examination, we certify that we have read and evaluated the thesis prepared by Semegn Amare Gebremeskel entitled “**Factors affecting the tourism market: Case of Addis Ababa**” and examined the candidate. We recommend that thesis be accepted as fulfilling the thesis requirement for the degree of Masters of Marketing Management.

Board of Examiners

_____	_____	_____
Dean, Graduate studies	Signature	Date
_____	_____	_____
Advisor	Signature	Date
<u>Dr. Getie Andualem</u>		11/7/2021
External Examiner	Signature	Date
_____	_____	_____
Internal Examiner	Signature	Date

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List of Acronyms

WTTC.....	World Travel and Tourism Council
UNECFA.....	United Nations Economic Commission for Africa
UNWTO.....	United Nations World Tourism
UNTO.....	Unesco Natura Territorio Olio
WTR.....	World Trade Report
UNO.....	United Nations Organization
MoCT.....	Minister of Culture and Tourism
GNP.....	Gross National Product

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Abstract

The main aim of this study is to assess factors affecting the tourism market of Addis Ababa. To arrive at sound conclusion, the study employed a qualitative research approach and has explorative research design. The research gathered data from primary and secondary sources. Primary data were collected by conducting semi-structured interviews with twenty one respondents and they are high-level executives such as hotel managers, tour and travel agents, and professional tourism consultants. Lastly data was analyzed in narrative and argumentative essay form. It was found that the tourism market of Addis Ababa is affected by numerous forces in its environment; one factor is the political crises which are happening in different regions of Ethiopia. The political unrest in Ethiopia creates a negative image on tourist's perception. The study also revealed that the host country's image significantly impacts tourists' decision-making on choosing their destination. It was recommended that keeping the political stability of a country is vital for tourism activities. Again the government and public have to work together to secure peace and political stability in their country. There has to be a fair distribution of tourism revenue and also the government has to support this sector since tourism marketing process costs huge budget.

Keyword: - Political crisis, tourism, Addis Ababa

CHAPTER ONE

INTRODUCTION

1.1. Background of the study

The definition of tourism varies source by source, person to person. There is no consensus concerning the meaning of tourism. Nearly every institution defines tourism differently. According to WTO (World Tourism Organization), “Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment business and other hospitality service provided for individuals or groups traveling away from home.” And also UNWTO defines tourism as “a social, cultural and economic phenomena which entails the movement of people to countries or places outside their usual environment for personal or business or professional purpose.” These people are called visitors, which may be tourists (excursionists, residents, or nonresidents) and tourism has to do with their activities, some of which involve tourism expenditure. Regarding this, tourism is a source of income for many countries, especially for tourist destination countries it may bring many benefits from these advantages; the first one is that it helps countries to generate their income which boosts their economy.

Ethiopia with distinct and tremendous wealth of culture, natural and historical tourism resources has huge potential of earning a great deal of benefits. However the country possess an abundance of tourist attractions, yet tourism infrastructure is at its infancy, tourist products are poorly maintained, access to tourist products are difficult and can be inappropriately expensive, there is lack of promotion this tourism resource to attract tourists to the country. (Addisu Bekele Demie, July 24, 2019)

Jumia Travel (2017) which is online travel agency stated that; tourism creates job opportunity for the host community and since tourism is a source of pride, it helps them to preserve their culture; it improves the development of infrastructures like new roads, parks, public spaces and different utilities being built.

Over the years, the profitable tourism industry has become prevalent in the world. It can promote peace and stability by providing jobs, generating income, diversifying the economy, protecting the environment, and announcing cross-cultural awareness is massive (Sarah, 2005). Modern travelers are concerned about their safety and security. Political violence leads tourists to opt for places where there is peace and sometimes may decide not to go at all (Baker, 2012). Travelers (tourists) are generally susceptible to the country's security and safety that they go holidaying (Nyaruwataet al. 2013). So they need to be sure about the peace or the political stability of their target country.

The worst events that affect the sector are caused by humankind, such as wars, violence and political turmoil. These events succeed in frightening travelers (Cavlek, 2002 and Heng, 2006). Among these factors, political crises are the one and the most. According to Zahid Hussain (June 01, 2014), political instability is define as the propensity of government collapse either because of conflict or rampant competition between various political parties.

With the beginning of a new millennium, the world has faced several socio-economic and environmental issues while experiencing significant growth in population (Sönmez, 1998). In this context, different protest organizations have recruited desperate individuals by promising better living conditions. (Amore and Anunza, 1986) cited by Sönmez,1998)). Furthermore, technological developments have facilitated the flow of information (Sönmez, 1998) allowing protesters to either appeal to or frighten a wider audience. In highly politicized countries, numerous sectors including tourism suffer under such political violence and political crisis cases (Morakabati, 2012).

There has always been a steady tourism growth, yet these periods of prosperity have constantly been disrupted through “political conflicts /internal conflicts” (Morakabati, 2012). The issue of political stability and political relations within and between states is critical in determining destinations' image in tourist-generating regions and the natural and perceived safety of tourists (Hall 1996). Also, the media through books, magazines, newspapers, satellites and cable links has a substantial influence on images of destinations, especially as media selects particular representations and interpretation of places, events, and images that would greatly influence creating stereotypical images of a tourist destination in tourist generating regions. Political

strikes or protests cause problematic concerns in the tourism development and the attraction of visitors.

1.2. Statement of the Problem

According to (WTTC, 2015), tourism and travel, directly and indirectly, influence most nations' economies across the world. The increasing number of newly come-out destinations leads this industry to make an enormous contribution to socio-economic development (UNTO, 2015). Ethiopia is one of best place for tourism attraction in that it needs to be competitive in attracting tourist and need to have appropriate marketing strategy in how to market its tourism potentials (Asmamaw & Verma, 2013). This industry is highly influenced by external factors like natural disasters, contagious diseases, political crises, etc. These external factors hurt this industry and depressed the country's economy (Najdic and Sekulovic, 2012).

According to Zahid Hussain (June 01, 2014), political instability is define as the propensity of government collapse either because of conflict or rampant competition between various political parties. Political crises can be unpredictable, leading the country and citizens not to perform their usual duties properly. So tourism is the first sector which takes the hit after the outbreak of the crises. To understand the relationship between political unrest and tourism, we can look at what recently happen to Ethiopian's northern region, which was very hard to travel, even for domestic travelers. As we know, in northern part of Ethiopia, Axum is one of the top destinations for local and international tourists. One of the historical places in this city is Axum Tsion St. Mary Church. In my experience as a travel agent, there were a lot of domestic and international tourists traveling to Axum to celebrate "Tsion Marryam" on November 30 each year. This holiday travel is a significant source of income for airlines, hotels, tour operators and for the country as a whole. But this year, because of the political unrest that happens, there was a flight ban, and the cities were complex. As a country, this was a big loss that influences the country's economy as a whole.

Most importantly, according to Emma Gordon (2016), East Africa analyst for Verisk Maplecroft, a U.K.-based risk consultancy, stated that: "many investors are waiting to see whether the government has a better solution to the unrest than repression." Besides, John Aglionby (2016) stated that: different marketing, economic, diplomatic or political strategies might be mechanisms to re-attract veteran and first-time tourists to a destination. However, as it can be

learned from some crisis-hit destinations, declaring state of emergency will not always help a given destination to recover from the crisis especially for their primary market. This is compellingly because when a country experiences political upheaval and political protest-related incidence, potential tourists may be warned not to visit the country, which could significantly affect its tourism industry. In any case and at any scale, travel advisories issued by tourist-generating governments jeopardize the tourism industry of a crisis-stricken host destination (Yap, Saha, 2013).

The current political unrest in different parts of Ethiopian cities has stained the relatively peaceful Ethiopian political environment. Tourism was the first sector to take a hit after the outbreak of the unrest. Ethiopian tourism is experienced a significant loss of revenues from the tourism market. On February 20, 2019 According to (state-affiliated FBC) report, “Ethiopian minister of culture has disclosed that the country grossed \$1.4billions US dollars from tourism revenue, the figure was in respect of the second half of (July 2018-December 2018).The formation, however, fell short of the government’s projected target. “ There plan was to secure 2.7billion U.S. dollars, but the country managed to attain 53% of its target by earning 1.4billion U.S. dollars, as the Minster Hirut Kassa told to the media. In terms of figures, about 380,376 foreign tourists visited Ethiopian tourist attraction sites in the said period. Ethiopian tourism had suffered anti-government protests that affected the industry after multiple states of emergencies were declared to quell the 2015-2018 protests.

In addition, many tourism-related organizations within Ethiopia have voiced their concerns on the long-term impact of repeated harmful exposure of the country’s tourism industry. (Yap and Saha,2013). Political instability has occurred from time to time at different locations in Ethiopia. Although there have been travel cancellations and a loss of tourism business, the possible relationship between political crises and travel cancelations has not been empirically researched (Addis Ababa Culture and Tourism office Authority, 2016).

As we can see, the issue of political crises currently is the main problem of the Ethiopian tourism industry, and if these issues are not addressed and managed, it will deter tourism growth. There is a need to investigate the negative effect of political crises influencing the Ethiopian tourism industry. Above all, to the best of my knowledge, the destructive impact of political crises and other calamities on tourism and socio-economic development of newly emerging tourist

destinations of Ethiopia has not been studied well. Therefore, this study aimed to assess factors affecting the tourism market of Addis Ababa.

Table1. Statistics of tourists arrival in Ethiopia for five consecutive years.

Year	Number of tourists come to Ethiopia	In USD	Growth rate in %
2016	869,809	3,259,515,168	0.7936
2017	933,344	3,494,439,936	0.07207
2018	849,130	3,179,112,768	-0.099
2019	811,604	3,038,645,376	-0.0074
2020	270,619	-----	-----

- ❖ Tourism receipt for the year 2020 could not be estimated, because of lack of baseline data on visitors' expenditure pattern under pandemic conditions.

Source: - (Minister of Culture and Tourism office in Addis Ababa)

1.3. Research Questions

This study seeks to answer the following research questions:

1. What are the major factors which affect the tourism market of Addis Ababa?
2. How does a political crisis become a barrier for the tourism market of Addis Ababa?
3. How it has reacted to mitigate its negative consequences?

1.4. Objectives of the study

1.4.1. General Objective

The main objective of this study is to assess factors affecting the tourism market of Addis Ababa.

1.4.2. Specific objectives

The specific objectives of this study are:-

1. To assess the major factors affecting the tourism market of Addis Ababa.
2. To find out how political crises can affect the tourism market of Addis Ababa.
3. To find out possible ways of minimizing the negative consequences of political crises on the tourism market of Addis Ababa.

1.5. Significance of the study

The study mainly focused on the assessment of factors affecting the tourism market of Addis Ababa. More over the results of this study will help to examine the relation between political crises and tourism market. The findings of this study will serve as a reference material and a guide for future researchers who wish to conduct the same kind of study. And also it will suggest or recommends the possible actions that can be taken to improve the tourism market of Addis Ababa.

1.6. Scope of the Study

The scope of the study was to assess factors affecting the tourism market of Addis Ababa. From the total population some Hoteliers, tour and travel agents and professional tourism consultants in Addis Ababa were purposively selected by using non probability sampling technique due to the following under listed reasons.

- Covering the whole population is unmanageable,
- Due to time and financial constraints,
- Wideness of the sector and to properly manage the research instrument.

1.7. Limitation of the Study

This study was limited to assess factors affecting the tourism market of Addis Ababa. There were some constraints in conducting this study. The major limitations of the study were:-

Difficulty of getting up-to-date data related to the subject matter.

- ❖ The unwillingness of respondents to divulge the effect of political instability on tourism in the name of confidentiality was a limitation to the study.
- ❖ Respondents might not respond interview questions properly due to fears.
- ❖ The other reason was due to time and financial constraints and the period allocated for the study was not long enough to allow a vast study to be done.

1.8. Conceptual definition of Terms

- **Political crises:** - is defined as the propensity of government collapse either because of conflict or rampant competition between various political parties. (Zahid Hussain June 01, 2014)
- **Tourism:** -“tourism encompasses the activities of persons travelling and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.” (WTO, 1993)
- **Impact:** -is defined as “the action of one object coming forcibly into contact or it is a marked effect or influence.” (Oxford English dictionary May,2021)
- **Tourism market:-** Tourism market is a term that is used to refer to that business disciplined by which the visitors are attracted to particular location which can be a state, a city, a specific heritage site or tourist destination spot, a hotel or convention center, anything. (Hitesh Bhasin, May 24, 2019).

1.9. Organization of the Study

The study was organized into five chapters. Chapter one introduces the study by giving the background information on the research problem, objectives, the scope, limitations and definition of variables of the study. Chapter two deal with the review of important literatures, theoretical framework and empirical reviews. Chapter three discusses the research methodology adopted for the study and relevant justification. Chapter four presents the findings on the factors affecting the tourism market of Addis Ababa. Lastly Chapter five presents the conclusions drawn from the research findings and recommendations.

CHAPTER TWO

REVIEW OF RELATED LITERATURES

2.1. Theoretical Review

2.1.1. Definition of tourism and tourism market

According to the UNWTO definition of 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. Tourism is different from travel. For tourism to happen there must be a displacement.

Tourism marketing has been created due to the nature of tourists' demand and the specific characteristics of the suppliers' activities. Supply and demand in this industry has its own features and distinguishes it from other industries (Middleton et al., 2009).

Tourism market is a term that is used to refer to that business disciplined by which the visitors are attracted to particular location which can be a state, a city, a specific heritage site or tourist destination spot, a hotel or convention center, anything. The location can be anything that can attract a tourist who comes to visit a new place (By Hitesh Bhasin, May 24, 2019). Tourism is second only to oil as the world's leading export commodity, accounting for global earnings of more than \$300billion, or nearly 25 percent of total world GNP (Poirier 2000, p30, cited in Dieke, 2000)

2.1.2. Definition of Political Crisis or instability

The World Tourism Organization has defined a tourism crisis as “any unexpected event that affects traveler confidence in a destination and interferes with its ability to continue operating normally.”

According to Zahid Hussain (June 01, 2014), political instability is define as the propensity of government collapse either because of conflict or rampant competition between various political parties. And he also, defined it as the occurrence of a government change increases the

likelihood of subsequent changes. In addition (Cook 1990 cited in Sonmez 1998) described political instability as a condition of a country where a government has been toppled, controlled by factions following a coup, or where basic functional prerequisites for social order control and maintenance are unstable and periodically disrupted. William (2008) holds that political crises stands to a situation in which conditions and mechanisms of governance and rule are changed as to their political legitimacy by elements operating from outside the normal operations of the political system. A number of different dimensions of political instability can be identified within international tourism, such as global and civil wars, coups, terrorist, riots, political and social unrest and strikes (Lena Coldwell 1998, cited in Hall and O'sullivan 1996).

2.1.3. The effect of political crises on tourism

The issue of political stability and political relations within and between states is extremely important in determining the image of destinations in tourist-generating regions and the real and perceived safety of tourists (Hall 1996). Also the media through books, magazines, newspapers, satellites and cable links has a substantial influence on images of destinations, especially as media selects particular representations and interpretation of places, events and images. This would have the greatest influence on creating stereotypical images of a tourist destination in tourist-generating regions. Warfare, coups, and political strikes or protests cause problematic concerns in tourism development and the attraction of visitors.

As Ankomah and Crompton (1990) suggest, a major consideration in a potential traveler's decision to visit any foreign destination is that country's political stability and general internal security conditions. The 1987 coup incident has placed Fiji in political instability. This resulted in the decline of tourism receipt and tourist arrival in the aftermath of this political problem. Shortly, this leading foreign exchange generator, tourism, for the nation has been threatened for couple of years even after the oblivion of the unrest. (Beirdman, 2003). This clearly indicates that the crisis has a subsequent adverse effect on tourism demand despite the fact that the problem has come to an end. In the same fashion, it was noted from the report of National News Bureau of Thailand that the tourism volume has dropped off by 3% (from 28.1 m to 27.5 m) following the civil protest in Bangkok and surrounding areas in 2014 (Koling, 2008). It has been exacerbated by the emergency decree placed for two months in the capital city, Bangkok, and the surrounding areas. Similarly, the election result-triggered violence and uncertainty in Kenya in

2008 have resulted in the immediate downfall of tourist flow to the country. Nigeria, Egypt, and South Africa have also suffered from the internal political instabilities.

In fact, Media badly affects image of a destination hit by political crisis as well as recovery time (Beirdman, Hall and Sullivan, 1996). Given that media covers political crisis longer than, for instance, natural disaster, the after effect of political crisis remains to be negative on the perceived image of tourist destinations for a quite longer time (Beirdman, 2003). In the light of this, international Medias have played significant role for the plummets of inbound tourism volume of Fiji as they disclosed the problem to the world instantaneously supporting with live updates (Beirdman, 2003). Media coverage of the riot and protests in Kenya highly influenced American and Europeans to cancel their vacation to the country. Likewise, the political crisis took place in major parts of Ethiopia for the last three years have been global events through the international Media. Such as CNN, BBC, CGTN, Aljazeera, and other web-based and social Media cannot conceal the incidents from prospective international visitors. The political turmoil in Thailand was made a global news headlines. Currently, people can access up-to-date information about particular destinations elsewhere in the world due to the advancement of technology. To this end, internet has become the first source of information, coupled with word of mouth, on where to go and what to do there (Fesenmaier, Werthner and Wober 2006). Consequently, tourists will develop or reshape the primary image of a destination that significantly affects their choices. According to Marino (2015), the tourists have primary image of a given destination that can be met or not; they will never arrive with null perception. The perceived image of a destination considerably influences tourist's choice of destination and increases visitors volume (Hunt, 1975). Therefore, honest communication about the crisis or realities with customers is indispensable.

However, a country hit by political crisis might not be able to recover substantially for all its markets. This was practically proved in the case of Fiji experience that the nation was unable to recover for its main market, mainly USA and Canada. Thus, it's natural to suggest that the exhaustive and collaborative effort should be exerted in an attempt to come out of the tourism crisis and work for tourism resilience. But, with respect to private sectors, according to Beirman (2017) is of opinion that tourism risks are not utterly accepted by tourism investors even if they are cushioned by incentives and special tax privilege. Furthermore, investors either delay or

cancel their investment plan in destinations struck by political instability. As Sarah Ryu (2005); In line with this assertion, the owner of Bishangari Lodge, one of the pioneering and true eco-lodge in Ethiopia, announced that the business will no longer exist following the fire damage accidents caused by political turmoil across Oromia region in 2016. Subsequently, job opportunities for local residents, market created for locally produced materials, tax paid to government, the promotion of local culture, and incentives for conservation of environment have all been deserted. This disinvestment vividly implies that tourism has been adversely affected in Ethiopia due to the political disturbance.

Furthermore, a recent political turmoil in Ethiopia, which has resulted in the declaration of state of emergency, has brought mixed messages over its effect on tourism industry. In this regard, tourism and travel professionals indifferently agree the negative consequence of political crisis on destination's tourism. This was further substantiated by Nigel Nicoll of the African Travel and Tourism Association that the state of emergency and travel advisory will have an effect on travel bookings as long as the decree remain effective (Cold well,2016) The guardian. Generally, there is a common agreement that political crises have even a long standing adverse impact than other forms of crises (Ndlovu, Nyakunu, 2009).

On the contrary, the Ethiopian Tourism Organization repudiated the claim that tourist arrivals decreased since the state of emergency came into effective rather the organization stated the reduction of trip cancellations indicating the return of 'situation' to normal state despite the political unrest (Aglionby ,2016). Which situation-the absence of demonstration, violent protest or the immediate rebound of tourist flow? Not surprisingly, a risk consultancy and analyst at Verisk Maple croft, Emma Gordon, suspiciously consider this statement. Virtually, the state of emergency has abated the spillover of civil protests, demonstrations, and other forms of chaos in the country. But, a compressed political tension, which is full of uncertainty, can still independently influence the confidence of tourists in choosing the destination. It does not mean that tourists will never come to a destination during political crisis or the resulted state of emergency. According to Najdić and Sekulović, Briedenhann, and Wickens, 2004), it is evidently known that crisis at destination considerably affects the behavior of tourists to change their preference but not to totally stop travel. Based on their demographic profile such as sex, age, education, and their culture, tourists have a room of accepting a certain amount of risk, as

the demographic profile substantially influence tourist's image formation of a destination (Sonmez, Graefe, 1998).

As Lena and Coldwell (2016), explained evidently, it has been realized that tourism bookings to Ethiopia hotel, airlines, and tour operators have been cancelled due to the wave of protests and the political conflict. Tour operators Saga, Cox and Kings and Kuoni were some of oversea travel companies that have cancelled trips to Ethiopia. In the report of Lena (2016), a United Kingdom based travel company subtly described that they were unusually abstained from advising their customers to have a trip to Ethiopia. In effect, several home based tour operators' businesses have dropped off by half after the protests have begun. Matter-of-factly, the Grand Holiday manager, in an interview with Adams News Paper, announced the enormous booking cancellations especially from USA, Belgium and Finland.

In the report of Van Dar Wolf(2013): voice of America to VOA news radio, it can be understood that some of the tour operators expectedly developed hope for the immediate end of protest due to the declaration of state of emergency, and the rebound of tourist flow as a result. In this regard, for instance, Euro monitor projected the 2% decline in the international tourist arrival in Egypt as potential tourists were yet wary of travelling to the country even after the political revolution ended, Yap and Saha (2013).

In most cases, tourists eliminate alternative destinations that are not significant than the other using different subjective and common criteria. Undoubtedly, the political crisis in a given destination will contribute to the increment of tourist arrivals in competitive destinations. In other words, tourists might choose an alternative destination with similar characteristics but in a more stable condition than unsafe featured destination, (Neumaye, 2004).

Therefore, the tourism industry has been affected by numerous forces in its Environment. It is necessary for the industry to identify major forces that are most likely to impact its value; one of the factors is lack of political stability. The political instability of Ethiopia in the past three years has led to bad business, wrong city image, and cancellations of many bookings.

2.1.4 The influence of travel advisories on tourism

According to British dictionary (2015)Travel advisory is an official warning statement issued by the government agencies or an international body like the (UNO) draws the travelers' attention to

concrete destinations for many reasons, such as armed violence, popular revolutions, or political unrest, high crime rates (particularly abductions or crimes), natural disasters, or out breaks of contagious diseases. Generally it provides information about the relative safety of travelling or visiting one or more specific foreign countries or destinations.

Regarding this travel advisory every country is assigned a risk rating level from one to four at a given destination based on their assessment to advice their citizens with information and advice on situations that may affect their safety and well-being. And by using this travel advisories tourists can manage their purchasing behavior. According to U.S department of states (March 2020) the levels are defined as:-

Level 1 - Exercise normal precautions: this is the lowest advisory level for safety and security risk.

Level 2 - Exercise a high degree of caution: be aware of heightened risks to safety and security. The department of states provides additional advice for travelers in these areas in the travel advisory.

Level 3 - Reconsider your need to travel/Avoid non-essential travel/High risk: avoid travel due to serious risks to safety and security. The department of state provides additional advice for travelers in these areas in the travel advisory.

Level 4 - Do not travel/Avoid all travel/extreme risk: this is the highest advisory level due to greater likelihood of life threatening risks. During an emergency, in this level countries advice their citizen not to travel to that country or leave as soon as it is safe to do so.

UNWTO (2016) urged the members that the crisis-stricken countries should provide timely and accurate information and advice about the phenomenon. Currently according the travel advisory stated by Canada government (April 22, 2021) Ethiopia is exercising a high degree of caution due to civil unrest and ethnic tensions throughout the county.

2.1.5 Tourism risk management and marketing strategies

Risks are now occurring more frequently with negative consequences on businesses or destination or even on the entire region at large (Madininos and Vassiliadis, 2008). The tangible and intangible elements of a destination such as tourist infrastructure and destination image will

be damaged due to the susceptibility of tourism to crisis (Niyaz, 2015). In their nature, all crises do not have identical repercussions, for their scope and severity difference (Niyaz 2015): so does a crisis strategy. Zissis, Maditinos and Vassiliadis(2008), suggest that the effective strategies developed to respond to the crisis depend on time pressure, the extent of control and the magnitude of these incidents. For sustainable and resilient tourism in a destination, crisis management mechanism has to be effectively developed. .

Niyaz (2015) believes that crisis management is yet somewhat a tricky concept within tourism despite its well-known existence in other businesses. In its simplest definition, crisis management is the planning for, responding to, and recovering from a crisis (Zissis ,Maditinos and Vassiliadis, 2008).The comprehensive definition of crisis management given by Santana states that: “crisis management is an ongoing integrated and comprehensive effort that organizations effectively put into place in an attempt to first and foremost understand and prevent crisis, and to effectively manage those that occur, taking into account in each and every step of their planning and training activities, the interest of their stakeholders” (Pforr, 2006).

Niyaz (2015) and Levit (2008) have stressed the significance of developing and implementing a crisis management strategy jointly by all tourism stakeholders in order to minimize the after effect of predicament and shorten the upturn time with an aim of rebounding the influx of tourists within short period of time, the strategic approach to crisis planning and management will lessen the unpleasant impacts of crisis on destinations and help redevelop confidence of travelers. Added to this, Peters and Pikkemaat asserted that a lesson from similar tourism destinations can be taken for the successful development of crisis management tools and also recommended that a lesson learned from crisis should be incorporated into the day-to-day marketing of a destination. Likewise, world tourism organization advises to integrate tourism into national emergency structure, but many nations underestimate the sector in this respect. Moreover, a crisis management model proposed by Mitroff includes 5 phases or mechanisms: the warning sign; preparation; repression (damage limitation); recovery; and the learning (Bodosca, 2015). On the same issue Birdman, (2003) appreciates that there a number of good strategies that can be used: a) the joint act, cooperation of all the major structures involved in tourism; b) the use of media, press public relations campaigns with a focused public targeted to the right audience that is receptive to the message and which filters the information in their own

advantage and c) the recovery of the market with the help of marketing (Bodosca ,2015) . On the contrary, Media can also badly influence the swift recovery of a destination from crisis due to its distorted coverage (Niyaz, 2015).

In using marketing particularly as successful crisis management strategies, there appears to be a balance between pull marketing and push marketing as well as the good image of a destination is pivotal and vice versa (Maots , Mendos and Vallend , 2012). According to (Hunt, 1975) image of a destination attracts tourist equivalent to or even more than the actual attractions do. Actually, the expectations and preferences of tourists to holiday have to be well known in order to forecast the upcoming tourism fashion.

2.2. Tourism market for Addis Ababa

Addis Ababa is main city of Ethiopia international airport where placed and international organizations like African union, UNECA (United Nations Economic Commission for Africa) headquartered there are lots of conferences and meetings held in the city. Which is has big opportunity in boosting the country economy in general. Addis Ababa has the third highest number of diplomatic mission in the world (Sustainable tourism Master Plan 2015, 57).

Ethiopia has an abundance of attractions of numerous types ranging from wildlife, landscape culture, scenery, history and archeology sites that set it apart from its neighboring. Addis Ababa is the cultural hub of Ethiopia, with several important museums stationed and also many religious festivals where held.

Past research on the state of tourism in the Addis Ababa-upper Rift Valley corridor, identified a number of challenges facing the development of the tourism industry in the corridor: lack of information on the area; poor sanitation standards and unsavory conditions in smaller hotels and restaurants; ‘chronic’ begging and ‘tourist-baiting’; mismanagement of tourist products and resources; lack of trained manpower; neglect of major cultural sites; and lack of regulation and monitoring of tourist infrastructure and services (Kidane Mariam, 2015: 8).

Intuitively, tourism could be considered a valuable development opportunity for Ethiopia. Especially for tourism related companies it has great value. Tourism can provide work opportunities; support the establishment of small, medium and large enterprises; lead to skills development in tourism and support services; contribute to rural development; improve

infrastructure; and ultimately contribute to the government's coffers. Tourism can be a powerful stimulant for economic growth and development. This is especially true for economies with limited resources, where on a macro level, economic growth can be fostered through foreign exchange earnings and increased state revenue, while on a micro level, it can lead to an improvement in individual well-being through job creation, better revenue or income distribution, and balanced regional development (Dieke, 2003: 287).

Currently the new come out tourist destination sites in Addis Ababa has bring many benefits for the tourism related sectors in the city. On the top of this issue, in fastest growing countries like Ethiopia, where the tourism sector is at its early stage and tourism tour operators are not plenty to meet the demand of their customers, it has become mandatory for government of a nation is to pay special attention for such sector including through and periodic analysis. In addition the consequences of political unrest that stem from bad governance for countries like Ethiopia, whose prior image has been widely misunderstood, should not be underestimated and even might be wide-ranging unless the government solves politically motivated problems in a more civilized and disciplined manner. (Amare Wondirad, February 2017).

Ministry Public and International Relations Head Ato Endegen Desalegn on (September, 2020) told to the Ethiopian Herald that the new tourist destination in Addis Ababa will give huge motivation to the country's tourism and achieve its plan in addition Ethiopian passengers and transiting passengers will use the opportunity to extend their stay in Addis Ababa.

The year 2020 was a terrible year for the Ethiopian economy. International tensions with neighboring countries (namely Egypt, Sudan and Eritrea), and the biggest locust invasion in decades, widespread socio political unrest following the murdered of prominent singer-song writer and activist Hachalu Hundessa, the recent conflict and resulting humanitarian crisis in Tigray region, and the advent of Covid-19 and its related government restriction have caused a large and unprecedented shock to the country's economy. (Eden Tadesse, 2021)

2.3. Empirical Review

Richter and Waugh, (1996 as cited in Thapa, 2003) stated that the risk perception can influence tourist decision-making and destinations can be severely affected, with substantial negative economic consequences as tourists substitute their vacation destinations or regions which may

take years to overcome. (Hall and Sullivan 1996); View that “perception of political instability and safety are a prerequisite for tourist visitation” is supported by the empirical data gathered on a global scale.

Richer (1994 in Cothran and Cole Cothran 1998); stated that, political stability is of extreme importance to any investment, but it is of special consequence to tourism because of what is being sold: serenity, leisure, fun and comfort. These can only be successfully marketed under stable political conditions. Tourist arrivals are a barometer not only of a nation’s currency relative to other currencies but also of the safe perception of a nation. Hall and O’Sullivan;(1996, Thapa 2003); cited that;" Mass media plays a large role in shaping and formulating where certain images of a destination are portrayed so that it can attract but also detract potential visitors".

As Sahle (2016) suggests, in the technology era, information's spread with much faster rate impacting a country's image among the people who live around the globe. Through news and social media platforms attacks, disputes and other security alerts get into people's earlobes much quicker than ever before, forcing them to either postpone or in worst cases cancel their travel. Such problems shape the image of a country deeply affecting its general economy and competition capacity. As Ankomah and Crompton (1990) suggest, a major consideration in a potential traveler’s decision to visit any foreign destination is that country’s political stability and general internal security conditions. Any evidence of domestic turmoil is likely to result in a decision not to visit that country.

There is a minimal study on the effects of political crises and unrest on tourism activities in Ethiopia. While most studies on tourism and political instability examine only generally, this study takes a local perspective looking at the relationship between political instability and tourism activities in Ethiopia, particular, Addis Ababa.

The International Institute for Peace and Stability through Tourism, established in1986, is essentially a lobby group representing both public and private sectors of the travel and tourism industry. This non-government organization seeks to foster and facilitate tourism initiatives that contribute to international cultural understanding and cooperation, improve the quality of the environment, preserve the heritage and ultimately bring about a peaceful and sustainable world

(Gibbons, Hill, Illum, & Var, 1995). While it is generally agreed that peace is something to strive for, there is less consensus about what peace looks like (Kreck, 1989).

What is puzzling is the fact that official figures are telling a different story. Despite unrest, the Ministry of Culture and Tourism reports (2016): reported that the sector has never been better in terms of tourist flow. A multifaceted and complex characterizes revenue and political instability, and its existence and impact in various countries are multi-level and multi-dimensional. The need for assessment, evaluation, and analysis of the various interrelationships between political instability and the tourism industry is essential considering the sensitive nature of the tourism industry, the ever-increasing competition, and the very narrow profit margins (WTR, 2016).

Dargie (2017) stated that "The reason why Ethiopia has not benefited enough from the industry is not only due to lack of promotion but lack of infrastructural and development." Until recent years the investment in the sector was too poor, there were not enough roads, a lack of knowledge of tour and travel agencies, infrastructural constraints in tourist destination areas(Ethiopian Herald: national news;2017)

Also, Gezahegn (2017) noted that at this time, capacity building and tourist destination development get concerned as road transport is expanding to every destination. Ethiopian airlines have 23 local destinations, railway is also expanding and not only internally, but Ethiopia is also expanding road transport to all its neighbors' Djibouti, Sudan, Kenya. New hotels and resorts are also growing in tourist destination areas with the great hospitality of the beloved people of Ethiopia. Ethiopian tourism institute is also focusing on marketing promotion and tourist destination developments, and at all levels, resorts, hotels, tourist destination infrastructures are expanding in Ethiopia (Ethiopian Herald, 2017).

On the contrary, the country in general and Addis Ababa in particular, have experienced sever protest and unrest, which devastated the tourism business and other economic activities of the city, which has tremendous negative consequences on the revenue and tourist arrivals. For unknown period, as the projection show, the government and other concerned bodies should work hard in promotion and publicity internally and externally.

The tourism industry has been affected by numerous forces in its Environment. The Ethiopian tourism industry must identify major points that are most likely to impact its value; one factor is the lack of political stability in the country.

The declining of number of tourist arrivals are caused because of the political instability caused in the country and it influence strongly tourism marketing demand of the country in general and the destination in particular, for these reason most tourist which are book their visitation time of the destination and remove their plan and change to other African countries which relatively had good political stability. Thus, it does not matter how incorrect or wrong a perception of risk may be, it will influence the behavior of the tourist in exactly the same way that decisions would be affected by changes in the level of actual risk.(Addisu Bekele Demie, July 24, 2019)

2.4. Conceptual frame work

There are different factors which affect the tourism market such as:-lack of trained or skilled tourism professionals, poor infrastructure, contagious disease, political instability, budget constraints, lack of standard tourism service providers, unfair cost of service, availability of tourism product and so on. This in turn will decrease the tourism market growth of the country in general and particularly the tourism market of Addis Ababa.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter describes the research design used for the study, the various procedures and process that employed to collect and analyze the data. That is the instruments were used for the study and method of analysis of the data.

3.1. Research Approach and Design

The study employed a qualitative research approach in which data collection and analysis techniques involve describing and contextualizing the problem in view of political crisis and its impact on tourism development. Qualitative research was essentially used to approach the world out there and to understand, describe and sometimes explain social phenomena from the inside by using descriptive, explanatory and interpretive techniques (Banks 2007). And also the study employed an exploratory research design. Thus, attempt was made to make use of all these techniques in the course of data processing and analysis. It intended to highlight political crisis and its impact on tourism market of Addis Ababa. It is stated that not all human events or actions can be defined resorting to description and narration and notes that the relevance of casual explanations and critical assessment in a research to provide many-layered descriptions in order to capture the beliefs and actions of people.

3.2. Population of the study, Sampling techniques and Sample size

3.2.1. Population of the study

In this study the target population was -: Hoteliers, tour and travel agents and professional tourism consultants in Addis Ababa. Purposively seven hotel managers, eight tour and travel agents and six professional tourism consultants were selected. Total of twenty one respondents from the three sectors were selected.

3.2.2. Sampling techniques and Sample size

Non probability sampling method was employed for the study, in order to gather relevant data for the research objectives, purposive sampling technique was used. As the central aim of the

research is to assess factors affecting the tourism market of Addis Ababa, researcher choose high-level executives (e.g. managers, company advisor, professional consultant) to obtain relevant data for the study since these organization were the one who have been directly affected by political crises and are the primary concerned people to get further information for the research objective and more experienced. This decision has been justified by the idea that qualitative research, as Creswell (2003) has pointed out, aims to purposefully select participants best able to help the researcher understand the research problem and answer research questions.

Semi structured interview was used to gather information, opinions, ideas and suggestions of the interviewee. The sample thus included people with diverse views and chosen according to the purposive sampling technique, as this enable the selection of appropriate informants.

By using purposive sampling technique twenty-one respondents were selected from MoCT (Minster of Culture and Tourism), hotels, tour and travel agents in Addis Ababa. The respondents are hotel managers, tour and travel agents and tourism professional consultants.

The record showed that twelve of the respondents were males and nine of them were females also their age is between 29 up to 58 years.

The interviews were semi-structured and included discussion question based on the research objectives; the adverse effects of political crises, major barriers for the development of tourism market in Addis Ababa, the consequence of political crises on tourism market of Addis Ababa and reactions taken to mitigate its negative consequences.

3.3. Source of Data Collection

3.3.1 Primary source of data.

Primary data was collected with the aid of interview for professional tourism consultants, hotels and tour and travel managers on some issue in the past few years about political crises and its effects on the tourism market. This was very critical which enabled the researcher to gather their opinion and feelings on how a political crisis affects the tourism market of Addis Ababa.

3.3.2. Secondary source of data

Secondary sources such as pertinent journals, books, magazines, and agreements and reports issued by international organizations (UNWTO) on the subject were consulted as secondary sources of data. In order to supplement this with empirical data, semi-structured interviews were

conducted with selected academicians and resource persons who are close to tourism sector they were expected to provide information and shared their views with regard to the subject under study. Besides, reports of different media out-let and statements given by the concerned actors as well as reviewed reports of governmental and nongovernmental international organizations were used.

3.4. Data collection procedures and data analysis

The research design determines the method of data collection and analysis. The tool used to gather primary data were interview. The interview questions were prepared for high level executives such as hotel managers, tour and travel agents and professional tourism consultants in Addis Ababa.

The researcher provides the questions from various literatures reviewed and on some issues depending on the research questions and objectives. The interview question has three parts; part one provides personal information about respondent and part two consists of discussion questions to measure the overall opinions of respondents on three main categories. Firstly on the major factors that affect the tourism market of Addis Ababa, Secondly towards the impact of political instability on the tourism market of Addis Ababa and lastly on their suggestions to mitigate these effects.

Due to the current contagious disease (Corona Virus or COVID-19) conducting face to face interview was very difficult. So after obtaining permission from respondents, the researcher distributed the interview questions through email address and on paper.

Data analysis is an application of reasoning to understand, clear and interpret the data or information that was collected through the interview (Zikmund, 2003). Since the study is qualitative in nature. Finally data was analyzed by using narrative and argumentative essay.

3.5. Ethical Consideration

In this research paper, all privacy, right, and confidentiality are taken into account. Also all participants have been assured of safety from both physical and psychological harm. In addition the researcher properly acknowledges the idea taken from other resources. The analyzed data is only based on the respondents' interview; there is no any involvement of the researcher opinion.

CHAPTER FOUR

DATA, PRESENTATION, ANALYSIS AND DISCUSSION

The main research findings and discussions would be identified and analyzed in argumentative and narrative form in this section. A total of twenty-one interviews were held with hotel managers, tour and travel agents, and professional tourism consultants in Addis Ababa.

Table 2:- Sample size: - interviews over the total 21 respondents and their demographic variables.

Professions	Age	Gender	Total number
Hotel managers	Between 30 -58	4 male and 3 females	7
Tour and travels agents	Between 29- 49	4 male and 4 females	8
Tourism professional consultants (Directors and experts)	Between 29- 45	4 males and 2 females	6

4.1. Discussion

To achieve the objective of the study, twenty one respondents were selected from the three sectors (hotels, tour and travel agents and tourism professional consultants) which are found in Addis Ababa.

The following findings reflect the key issues that emerged from the primary research investigation. The results would be compared to those in the literature; similarities and differences would be identified and discussed. Qualitative data were analyzed using narrative data analysis method based on the research objectives.

The similarity of this study with others is that it tries to identify the major factors which affect the tourism market of Addis Ababa. And also the political unrests which are happening in different regions of Ethiopia has big impact on the tourism market of Addis Ababa.

Because of political strike created in Ethiopia, most tourists which are book their travel to Ethiopia are remove their decision and shift to other African country. This indicates that the presence of political instability has great effect on tourism marketing demand. (Addisu Bekele Demie July, 24/2019) Thus, national tourism industry needs a stable political, legal and financial system within which it can operate, which will give tourism activities legitimacy.

What makes this study different from others is that it tries to suggest the possible ways of minimizing the negative consequences of those factors on the tourism market of Addis Ababa.

4.1.1. Major factors that affect the tourism market of Addis Ababa.

Respondents across the three sectors (Hoteliers, Tour and travels, and professional tourism consultants) mentioned different factors which affect the tourism market of Addis Ababa. Such as: -Peace and security, unfair cost of service and products, lack of standard tourism service providers and also lack of competent tourism marketing professionals, and inability to promote and market linkage of tourism products. One respondent states that illegal or absence of ethical marketing such as unprofessional tour guides and also tourism service provider with a bad behavior has a significant impact on the tourism market of Addis Ababa, especially on someplace of Addis Ababa. In addition, most respondents believe that currently, Corona virus pandemic disease is also a major factor for the tourism market of Addis Ababa.

The respondents suggest that political crises had significantly influenced both the demand and the supply of the tourism market of Addis Ababa in and around the country. Such as unstable demand, a negative image, a limited budget, poor infrastructure, and low investment opportunities were considered the primary obstacles to the tourism development of Addis Ababa. This view is supported by the literature, which suggests that politically unstable countries often experience chain reactions of negative impacts (Clements and Georgiou, 1998). According to the respondents, the current political turmoil is not only deteriorating country's image. It also damages the country's souvenirs, of which is the very hard because it highly costs the government to fix them again, and the country might lost them at all. The other issue is that what are main reasons or concerns of tourist to choose their destination.

When tourists choose their destination, many factors affect their decisions. From their experience the respondents in this research states different reasons for tourist to choose their destination.

Among this budget, availability of tourism products that includes all services or experiences offered primarily to tourist in the destination they are visiting, culture and geopolitics are the issues raised by the respondents. Mostly when people think to travel, they search for information on their destination. Two of the respondents state that the tourism industry is a peaceful industry that needs stable political situation. Most tourists refer a travel advisory written by different states to check about their destination city or country.

Travel advice help citizens avoid dangerous and difficulties and provide up-date information on security conditions of the host country, including information on possible terrorist threats or problems about law and order (Roberston et.al, 2006). All interviewees from hoteliers, tour and travel agents, and professional consultants also share the same view with those two respondents about the travel advisor's influence on tourist destination decision. Tourist felt that political crises such as protests and violence impact on their travel decision or plan. Travel advisory by the Government of Canada states that starting from 2019, Ethiopia has exercising high degree of caution due to civil unrest and ethnic tensions throughout the country and it advices tourists not to travel to some regions of Ethiopia because of the current political turmoil. According to Maslow (1954) naturally tourist are much concerned about their safety and primary need.

4.1.2. Consequence of Political Crises on the tourism market of Addis Ababa

The respondents states that, since Addis Ababa is the largest city in Ethiopia. Also it is where the African Union is headquartered, Economic commission for Africa (ECA), and other various continental and international organizations. The absence of peace and security even in the hub of Africa has a significant contribution in minimizing the number of conferences held in the city. Transit travelers and international tourists' number also decreased which results loss of income generated from this sector. On the interviewee held with respondents, they discussed that the crisis which happen in any region of the country hurts the tourism market of Addis Ababa because tourism is an activity which encompasses the movement of people from place to place, which in turn will result in lowered tourism activity. So as the respondents mentioned, any crises or instability in regions directly affect or decrease the income they get from this industry. The main reason they raise for this is that since the international airport is located in Addis Ababa. They benefit from direct or transit travelers because every transistor to other cities of Ethiopia has at least a minimum stay in Addis Ababa, which helps hotels and other sectors generate

income. According to the respondents from the three sectors, there are many consequences of political crises such as loss of foreign currency, unemployment, and losing our competitiveness with the neighboring countries. Based on the research respondents, one respondent states that tourism professionals, especially tour guides' economy, is highly affected because there is a reduction in the number of tourists visiting the cities. And also the tour and travels major problem resulted from the current political crises is that there is a cancellation of planned programs and forced to make refunds which in turn leads to a reduction of revenues. And this cancellation of planned programs has an indirect influence on the other two sectors. As they said, since the business segments of tour and travels are not generating well, it directly influences the hotels' revenue which is generated from tour and travels. The respondents raised that the current political turmoil set them back from accomplishing their yearly activities according to the plan. Almost all respondents had a loss of revenue, and financial constraints because of the current political instability. The majority of the respondents answered that more than 40% of the revenue from the expected forecast is not collected and even the flow of domestic tourists is highly decreased. This in turn lets the country to lose more from this industry. In general according to the respondents' answer their loss of revenue is not only because of the current political turmoil but it has a huge impact on it. In addition the respondents agreed that the current investment opportunity is unfavorable due to the political unrest in regions, the pandemic disease, and because of an unstable business environment. On the other hand two respondents state that there is no revenue loss that they faced because of this political turmoil.

The other issue on this section is how the negative information of tourist destination cities influences the decision of tourists. Tourists' travel decision is influenced by received information of potential destinations and their perception on that information.

According to (Wang and Gao, 2010; Kim et al., 2007) discussion tourists draw on various sources of information to build their images of destination. For Kim et al. (2007), this source of information can be marketing dominated; this comes from advertising on mass media, brochures, tourist guides, portals and internet. And non-marketing dominated information includes contacts with friends, family members and personal experience. The respondents from the three sectors agreed that the first step for tourists, not only internationals even domestic ones, is to search information by using different methods. The information which is found or collected from word

of mouth is the very influential one. Majority of respondents believe that the negative information of tourist destination cities highly influences the decision of tourist's. On the Interviewee held with respondents, they state that mostly tourists have a habit to write about their journey and obviously they share their experience on social Medias like on (face book, twitter, etc.) whether it is good or bad. For example:-if they had worst times, they share it to the world even sometimes they might exaggerate it. Therefore their perception about the current political situation in Ethiopian is also depends on what they experienced and heard from others.

4.1.3. Possible actions that should be taken to improve the tourism market of Addis Ababa.

Half of the respondents replied that they tried to know the perception of tourists on the current political situation and the answer they get from their respective customers or tourists is that they have a fear to come and visit because the information that they heard is getting worse from day to day. And as one of the respondent states that even tourists who already are here have this fear and this let them to minimize their duration of stay. According to respondents they try to change this perception of tourists by building strong image through promotions, a better hospitality for the one who already here, showing the positive sides much more than the negative one. The other respondent states that they conduct online Panal discussion with Ethiopian diplomats in major tourist market countries by using international media like CNN, BBC and Social Medias. On the other hand the rest of respondents replied that they didn't try to know the perception of their customers or tourists and the reason they gave is that tourists mostly believe what their Embassy's told them than what the others said. So as the respondents said that it is really tough to change the perception of tourists.

The respondents from the three sectors suggest their ideas regarding the steps that government should take in order to minimize the effect of political crises on the tourism market. According to their answer since the tourism industry is an industry which pulls tourists from different corners of the world, assuring peace and security is the very essential one. As the respondents believe that, the government in accordance with people of the country should work on building a stable and unified country, and an improved tourism activity will be its ripple effect. The other suggestion from one respondent is that, the government should take restriction and punishments on unethical tourism professionals and organizations. And also they state that, the government

should support tourism organizations and related stakeholders on marketing and promoting the products as it requires huge budget. The literature suggests that governments in politically unstable countries frequently regard tourism planning as an insignificant activity because of the tense political situation (Elliott, 1997). This affects the budget dedicated to the industry and there by reduces the potential for joint marketing campaigns. In order to improve the tourism market of Addis Ababa the respondents give different suggestions such as building better tourism infrastructures, improving other facilities such as accommodation, provision of quality services, building a positive image about the country, promoting the new destinations like “Entoto” and Unity Park and developing new products and more tourist attraction sites. Investing on MICE tourism is also their suggestion to improve the tourism market of Addis Ababa. MICE stand for (Meetings, Incentives, Conferences and Exhibitions). On the interviewee held with, one respondent mentioned that there must be a strong collaboration between the ministry and tourism regional Bureau and stakeholders involvement should be high in planning to implement. In general they state that since Ethiopia is a country with so many ethnic groups with different cultures there is a big opportunity to change it into wealth and the country need to promote the tourist destination sites in a better way and which in turn boosts the market in the city. In addition one respondent suggest that, working on improving extraneous factors affecting the tourism market such as: Political instabilities, economic factors and so on will help the country to improve the tourism industry.

In any case during and aftermath of crises there must be a strong crises resolving methods to minimize the negative out comes. Santana (2004: 308) states that : “Crises management can be defined as an ongoing integrated and comprehensive effort that organizations effectively put into place in an attempt to first and foremost understand and prevent crises and to effectively manage those that occur, taking into account in each and every step of their planning and training activities, the interest of their stakeholders.”

Lastly respondents put their suggestion on government collaboration with local communities in mitigating the political crises. Countries from their or others past crises experience has to develop a contingency plan to mitigate the negative effect of political crises. David Beirman (august 2020) recommended that a lesson learned from crises should be incorporated into the day to day marketing of a destination.

The respondents from the three sectors suggest that, encouraging community involvement in securing their surroundings is a better way to assure free movements of visitors and upgrading safety and security of tourist destinations with collaboration of private owners and police institutions. According to (Faulkner, 2000; Santana, 2001) the tourism industry is highly vulnerable to crises due to its special characteristics, such as: perishability and intangibility as well as its complexity. Some of the respondents state that since the local community is the core for both political instability and tourism activities of the country, the government has to use social organizations in building peace and security and as well in country image building. Any measures that should be taken to improve the resilience of the sector have to be based on active communication, consultation and collaboration between the public, private sector and local communities. The other issue the respondents raise is that there need to be a fair distribution of tourism revenues and creating awareness on the consumption of resources. The government has to work in benefiting the community from the tourism revenues which enable the host community to enjoy the many benefits of it. From the benefits that tourism brings to the host community the biggest one is, it definitely create a job opportunity for both skilled and unskilled employees. As respondents suggest that letting the community to be benefited from these tourist destination sites and resource, will make them more responsible for the peace and security of their surroundings. This is because once they generate income from the sector; they will start to give values for cultural heritages and souvenir, and other tourism resources. So as tourism creates a job opportunity for poor and vulnerable groups, the government has to take some actions to mitigate the impact of political crises on these poor and vulnerable groups. Generally the respondents suggest that the government has to arrange negotiation and discussion platforms to resolve the longstanding grievances and increasing polarization over historical and complex questions about land, politics, and identity which is leading to deadly violence among ethnic communities which will in leads the country to regain stability all over the regions and help the tourism business to resilience.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1. Summary of Findings

The main aim of this study was to assess the major factors which affect the tourism market of Addis Ababa. And to this end the study sought to identify the major factors that are behind the tourism market of Addis Ababa.

With regards to the analysis made majority of respondents agree that the current political instability which is happening in different regions of Ethiopia has a big influence on the tourism market of Addis Ababa. Since Addis Ababa is main city with various international organizations including the international airport, there is a high flow of tourists which creates an opportunity for many tourism related sectors.

From this research's primary findings any political turmoil in the country will deteriorate the country's image internationally. This negative consequence leads tourists to negatively perceive destination countries, which influences their decision to choose their destinations. Consequently, the image held by tourists is vital for marketing success of destination countries. The study also revealed that the political turmoil which is happening in different regions is not only destroyed the image of the country, but also it damages historical heritages, souvenir and cultural places.

The majority of the respondents under the study indicate that there need to be a fair distribution of tourism revenue. The government has to work on awareness creation in order to assure the safety of tourism resources. If the host community is beneficiary from these tourism resources and aware of them, they become more motivated to protect their environments.

The study revealed that even though tourists' main concern is that their safety and security they highly concerned about; the product quality, price of service that they perceive, infrastructure and so on to choose their destinations. By understanding their concerns countries need to shape their market strategies which leads them to generate more from this industry.

The findings further revealed that there is also a budget constraint, lack of competent tourism marketing professionals, absence of ethical marketing, unskilled professionals and illegal service providers on some places of Addis Ababa which is becoming an obstacle for the tourism market in addition to the political crises. Illegality is the other main factor for the decline of the tourism market of Addis Ababa and there is also lack of awareness creation. Majority of respondents agree that the host community is not aware of the tourism resources and their benefits which lead them not to take care for these resources. Also the travel advisories stated by several foreign ministers and state departments and word of mouth has an influence on tourists destination decision making.

The findings of this research indicates that the tourism market of Addis Ababa had suffered a lot from the political turmoil which is happening in different regions of the country and the stakeholders in this industry recognized the need for better planning and organization. Countries with unstable political situation should understand the necessity of tourism planning for their successful tourism market development and need to form the basis of future growth plans.

The adverse impacts of instabilities should be carefully assessed and dealt with in a responsive and sensitive way through crisis management. This will increase the benefits of tourism and maximize the growth potential, which in turn will raise economic performance and encourage political stability in the future.

5.2. Conclusion

The purpose of this study was to assess different factors affecting the tourism market of Addis Ababa.

It is universal fact that peace and security are critical drivers for the prosperity and success of any activity held in that country. In this regard, a country with a stable political condition and a community aware of tourism market benefits has a better opportunity for tourism market success. On the contrary, countries with unstable political situation aren't able to generate the benefits or the roots of tourism market.

Since Addis Ababa is the main city with international organizations like (UNECA, Africa Union, etc.) host's many conferences and meetings including religious festivals. There is a high flow of tourists from businesses and leisure tourists, which leads the country's economy to boost. It is a

big opportunity, especially for those whose income depends on the tourism sector such as: - hotels, tour and travel agents, tourism professionals, and so on.

This study has evaluated the possible impacts of political crises on the tourism market of Addis Ababa. The literature review tries to discuss various publications written about tourism planning and major factors that affect this industry. On the other, hand there is limited researches conducted under the study, especially on the local perspective; this research paper will fill the gap in the literatures.

By understanding the adverse effect of political unrest on tourism market of Ethiopian, the government and the host community should pay a great attention for the political stability of their country.

Generally, the result of this study reveals that even though political stability is vital for the development of tourism market of Addis Ababa, there are also other factors which need to addressed these are: -

- ❖ There is a budget constraint compared to the other sectors,
- ❖ low product quality and unfair price for the service,
- ❖ Poor infrastructure,
- ❖ The lack of skilled tourism professionals (experts, tour guides and tour operators) and illegality bring a communication gap with the principles and ethics of the tourism industry.

Furthermore, from the tourism business perspective, the study's findings revealed that the political crises of a country have major impacts on the tourism market of the city. Tourism stakeholders and tourism related companies' effort in attracting tourists and enhancing destination competitiveness would be significantly undermine by the political turmoil because it deteriorate country image, makes the country insecure and, hence unattractive to tourists. So this leads the country to lose more from the tourism sector and it also affect the economy of tourism related companies and individuals.

Lastly the findings of this research suggest that, in order to mitigate the negative consequence of political crises there need to be collaboration between stakeholders, public and government to

enhance peace and stability in the country, to assure free movement of visitors, upgrading safety and security of tourist destinations. On the other hand there need to be fair distribution of tourism revenue especially host community has to be benefited from these tourism resources. This crates responsibility on the society to protect their common wealth together with the government and stakeholders.

5.3. Recommendations

Even if Ethiopia is a best tourist destination with so many ethnic groups have different culture, language, historical and cultural heritages, religious festivals and historical places to be visited by tourists. But the country is not getting what is expected from this industry because of the current political crises which are happening in different regions of Ethiopia that deteriorate the country image in the minds of tourists as a whole.

Based on the major findings of the study and conclusion down, the researcher will recommend as follows:

- In order to resolve the major factor that affects the tourism market of Addis Ababa, it would be better if the tourism industry gets more support from the government for its development including building of accommodations, creating new destinations, improved infrastructures and assuring the safety and protection of tourists and local population.
- Furthermore to enhance the product quality, stakeholders or tourism related service providers need to provide a better quality service and fair price for the service provided no need to exaggerate it.
- The tourism office should prepare training for tourism professionals, experts and for all stakeholders in order to improve their skills.
- And also there has to be awareness creation about the benefits of the tourism industry for the host community. The government has to take action on illegals.
- The government has to answer the questions raised by the host community to maintain the political stability and security of the country, because this political turmoil is highly deteriorating country image and it destroys historical and cultural heritages. So not only for tourism activities but for all day to day human activity there need to be peace and security.

- And also the tourism office has to make a frequent revision of various changes which happen within and outside the city and their effects on the tourism market of the Addis Ababa.
- There need to be a crisis management program to minimize the adverse effect of political crises once it happened. Rather than other sectors the tourism industry needs support to revive after hitting by the political crises. So the government has to give special attention to for this sector.
- Tourism service providers always have to give priority for the interest of the host community. The newly emerging tourist destination sites in the city need to create a better job opportunity for the host community, which minimizes the ratio of unemployment, decrease prevalence of crime, violence and civil unrest. And also leads them to take responsibility of protecting their surroundings and tourism resources.
- There need to strong marketing strategy, promoting the tourism industry in a better way to build country image. Advertising through tourism journals and participating in trade fares, this should include intensive publication of books, magazines, brochures, maps and video shows by using many international languages.

5.4. Further research recommendation

Based on limitation of the study, I recommended that a more broad study be undertaken encompassing more number of organizations and more indicators that will help to determine the factors affecting the tourism market of Addis Ababa. I further suggest studies can be carrying out to show the possible actions that need to be taken when there is a crisis.

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APPENDIX

St. Mary’ s University School of Graduates

Marketing Management (MM) Program

INTERVIEW QUESTIONS

This interview is prepared by Semegn Amare. I am a student at St. Mary’s University. The purpose of this interview is to assess the impact of political crises on the tourism market of Addis Ababa. It has been designed to solicit information for purely academic purpose and the information you provide is confidential. This is conducted as a partial fulfillment of the Degree of Master of Art in Marketing Management (MM), in title “Factors affecting the tourism market: Case of Addis Ababa.”

Part One: - Personal information

- 1. Age :- 20-29 Years () 30-39 Years () 40-49 Years () 50-59 Years () 60 and above years ()
2. Sex:- Female () Male ()
3. Position:

Part Two: - Questions

I. Major factors affecting the tourism market of Addis Ababa.

- 4.What are the major factors that affects the tourism market of Addis Ababa?.....
5.What are the main concerns of tourists to select their destination?.....

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II. Effect of political crises on the tourism market of Addis Ababa

6. What are the major consequences of political crises on the tourism market of Addis Ababa?

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7. How the political crisis of a region or a country affects the tourism industry?

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8. What are the major problems that your sector faces because of the current political instability?

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9. Is there a reduction in the number of foreigners visiting your sector due to the current political turmoil?

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10. Is there any loss of revenue that you face because of the political crises compared to the past years?.....

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11. How does the negative information of tourist destination cities influence the decision of tourists?.....

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III. To suggest possible actions that should be taken to improve the tourism market of Addis Ababa

12. Did you try to know the perception of your visitors on the current political situation?

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13. What actions did you take to change the negative attitude of your foreign visitors towards the current political crises?

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14. What steps the government should take to minimize the effects of political crises on the tourism market?

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15. What suggestion do you have to improve the tourism market of Addis Ababa?

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16. How do you suggest government collaboration with local communities in mitigation of political crises?

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Thank you for your time and assistance