

# Challenges and Prospectus of Ethiopian Tourism Industry

Tekabe Sintayehu<sup>1</sup>

<sup>1</sup> Jimma University

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## Abstract

This study focuses on identifying the challenges and prospects of Ethiopian tourism industry. The primary data was collected from 501 foreign tourists in the study area. The result of the study show that lack of promotion, lack of physical infrastructure (road, transportation system, network facility, availability of hotel accommodations especially tourist site), misperceptions the images of Ethiopia, shortage of human trained power are challenges of Ethiopian tourism industry. On the other side the Ethiopia is a capital city of Africa because the African union located in Ethiopia, Ethiopian airline the almost the leading airline from Africa and to be a member of a star alliance, Ethiopia now building the leading African man made dam, lastly Ethiopia is one the leading African country that registered heritage by UNISCO. All this are opportunities of the growth of Ethiopian tourism industry.

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18 **Index terms**— physical infrastructure, human trained power, poor images of ethiopia

## 1 Introduction

19 tourism is one of the largest and rapidly growing industries in the world. According to the latest World Tourism Organization (UNWTO, 2014) world tourism barometer there were international tourists arrivals grew by 5% in 2013, reaching a record 1,087 million arrivals. Despite global economic challenges, international tourism results were well above expectations, with an additional 52 million international tourists travelling the world in 2013. For 2014, UNWTO forecasts 4% to 4.5% growth -again, above the long term projections.

20 Demand for international tourism was strongest for destinations in Asia and the Pacific (+6%), Africa (+6%) and Europe (+5%). The leading sub-regions were South-East Asia (+10%), Central and Eastern Europe (+7%), Southern and Mediterranean Europe (+6%) and North Africa (+6%).

21 "2013 was an excellent year for international tourism" said UNWTO Secretary-General, Taleb Rifai "The tourism sector has shown a remarkable capacity to adjust to the changing market conditions, fuelling growth and job creation around the world, despite the lingering economic and geopolitical challenges. Indeed, tourism has been among the few sectors generating positive news for many economies", he added.

22 UNWTO forecasts international arrivals to increase by 4% to 4.5% in 2014, again above its longterm forecast of +3.8% per year between 2010 and Author: Jimma University, Ethiopia. e-mail: mesfin.bi.ju@gmail.com 2020. The UNWTO Confidence Index, based on the feedback from over 300 experts worldwide, confirms this outlook with prospects for 2014 higher than in previous years.

23 "The positive results of 2013, and the expected global economic improvement in 2014, set the scene for another positive year for international tourism. Against this backdrop, UNWTO calls upon national governments to increasingly set up national strategies that support the sector and to deliver on their commitment to fair and sustainable growth", added Mr. Rifai.

24 2014 regional prospects are strongest for Asia and the Pacific (+5% to +6%) and Africa (+4% to +6%), followed by Europe and the Americas (both +3% to +4%). In the Middle East (0% to +5%) prospects are positive yet volatile.

25 Though noted for its tourism potential, Africa's underdeveloped tourism sector is attracting only little number of the total tourist arrivals in the world. What makes the problem?

### 3 EMPIRICAL LITERATURE

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45 Severe is the fact that a considerable proportion of this number is taken by South Africa and Northern African  
46 countries.

47 As a service sector, tourism services are playing special importance's in boosting up the image of a nation and  
48 also in facilitating the economic growth and development of a nation (Mckercher, R, 1995). On the top of this  
49 issue, in fastest growing countries like Ethiopia, where the tourism sector is at its early stage and tourism tour  
50 operators are not plenty to meet the demand of their customers, it has become mandatory for government of a  
51 nation is to pay special attention for such sector -including thorough and periodic analysis over the trends in  
52 the growth of this sector, supplying this sector with the required skilled man power, furnishing this sector with  
53 the required infrastructure, and allocating financial resources, and also setting and practicing policies on how to  
54 deliver services in the tourism sector. (Nabil dabour, 2003). As indicated in the stock of literatures, though the  
55 tourism sector is one of the sectors contributing a lot towards the growth of the per capital income and cash inflow  
56 of a nation, provision of tourism services in Ethiopia is facing many constraints, and hence its trends become  
57 unattractive for those who want to run and offer tourism services to the local community and foreigners as well.  
58 For instance the official website of the Ethiopian Cculture and tourism Mminister provided the statics on the  
59 tourism service tour operators to various group of tourists' ratio in Ethiopia to be low, there by indicating the  
60 fact that much has to be done in the Ethiopian tourism sector. The official website of the Ethiopian culture and  
61 tourism minister there exist one state owned organization, and currently there are privately owned organizations  
62 which are delivering services in the Ethiopian tourism sector.

63 As it is known, the slogan of directives to be set by the government is to supervise, consult and regulate the  
64 tourism market, thereby boosting up trends in the growth of tourism services and ensuring the realization of  
65 the national economic growth and development policy set by the existing government. As cited by World , ups  
66 and downs in licensing of tourism service operators , inconsistent and weak supervision of such organizations by  
67 the government , little awareness as to the benefits of tourism services by the local communities, shortages of  
68 reservation software indicating tourism sites to visitors and number of registered local and foreign visitors, who  
69 got the services and image of the nation by itself are among some of the key factors that not only determine  
70 the growth and trends of the tourism sector in Ethiopia but also make the tourism sector to be at its early  
71 stage, there by further limiting the demand of local and foreign tourists towards the Ethiopian tourism sector.  
72 One reason why the study about tourism services is important is that the government cannot ensure consistent  
73 economic growth and development only from the manufacturing sector. Another reason is that currently, the  
74 government is pursuing free economic system there by allowing local privately owned organizations to take part in  
75 the delivery of tourism services in the Ethiopian tourism industry. The third reason is that provision of tourism  
76 services be it directly or indirectly are expected to contribute a lot towards the increment in the gross national  
77 product, economic growth, economic development and other policies, or objectives set by the government. The  
78 last reason is that, delivery of tourism services has its own contribution in building and sustaining the good  
79 image of a nation. Now a day, Tourism sector is getting attention by developing countries since it is becoming a  
80 backup for their economy stability with the fact that their economic background mainly depends on exporting  
81 Agricultural products which has little contribution for earning hard currency (Usman A. Raheem, 2008).

82 Ethiopia's great potential for tourism development is mentioned everywhere and I do not go in to the details  
83 in this study. (See for example World ; [www.tourismethiopia.org](http://www.tourismethiopia.org), [www.ethitoa.com](http://www.ethitoa.com), various travel books and  
84 websites of tour operators). It suffices to say that it has almost all types of primary tourist products: historical  
85 attractions, national parks with endemic wild life and cultural and religious festivals. UNESCO recognizes nine  
86 world heritage sites (as many as Morocco, and South Africa and more than any other country in Africa): Axum's  
87 obelisks, the monolithic churches of Lalibela, Gondar's castles, the Omo Valley, awash vally, konso Cultural Land  
88 scape, Tia's carved standing Stones, Semien National, Park, and the walled city of Harar.

89 Ethiopia to the contrary of others four African countries (Egypt, South Africa, Kenya and Tanzania), is  
90 not strong enough to attract foreign tourist tourism market. However, as these all countries possess their own  
91 tourism supplies, Ethiopia also has its own supplies and yet the flow of international tourists to Ethiopia is very  
92 little. This claim comes out from the figure of WTO international tourist's statistics that is registered with in  
93 Ethiopian tourists' arrival for the last fifteen years. For example when it sees our neighbour countries Kenya are  
94 three times greater tourist arrival and gets 11.9% GDP contribution (Source: World Travel and Tourism Council  
95 Data, 2013).While in Ethiopia the tourist contribution for the GDP are 4.8% only. (Source: World Travel and  
96 Tourism Council Data, 2013).Thus, the concern of this study is to question why this situation is happening and  
97 how it is going to be improved in the future Ethiopian Tourism industry. Hence, this study carried out to answer  
98 the following questions: What are the constraints of tourism industry in Ethiopia and what are the prospects of  
99 current operation of tourism industry in Ethiopia?

100 The general objective of this study was to identify challenges and prospects of Ethiopian tourism industry.  
101 Specifically, tries to separately identify the problems and opportunities of the tourism sector.

## 102 2 II.

### 103 3 Empirical Literature

104 According to Jackie Odudoh (Associations Kenyan tour oprtateurs,2013)said that safety and security, lack  
105 of adequate resources and infrastructure, Poor image and perception of Africa-political instability, limited

106 connectivity, high operating costs -fuel prices and limited and expensive air access are the most challenges  
107 of Kenyan tourism industry.

108 Teshale Biazen 2010, also support that the above problems and based on his research political uncertainty or  
109 disruption of infrastructure has a major influence of the tourism sector.

110 Essential wages in the tourism sector tend to be low in comparison to others sectors (although agriculture  
111 in many cases is an exceptional).This mostly happen as this sector income is seasonal and lost confidence of  
112 many professional experts with high salary. In return such kind of insecurity may discourage people to join this  
113 institution or to stay in for long period of time. (Bull, 1995) or employment problem is one of the bottleneck of  
114 Ethiopian tourism.

115 According to (Gezachew Andarege, 2013) ,on his finding of the study mentioned that lack infrastructure,  
116 problems of securities, lack of museum, lack of service and facilities, lack of preservation and protections of  
117 heritage, financial constraints are the major challenges of tourism development.

118 According to ??Nabil dabour,2003), on his study analysis lack knowledge and awareness, lack of technical  
119 knowhow and weak promotion activity, lack of tourism related infrastructure, lack of consistent tourism strategy  
120 and policy, lack of tourism safety and lack of tourism diversification is the man problems of OIC countries.

## 121 4 III.

### 122 5 Methodology a) Data Source, the Study Area and Sampling

123 Technique For this study, primary data was collected from foreign tourists, tour and travel companies and  
124 employees of ministry of tourism and culture during 2014/15.The information was obtained from foreign tourist  
125 on challenges of Ethiopian tourism industry such as road infrastructure, transportation system, network facility,  
126 hotel accommodations, human trained power, misperception of the images, promotion, security and prospects of  
127 Ethiopian tourism industry etc obtained through the questioners and using the interviews for the domestic tour  
128 and travel companies and employees of ministry of tourism and culture.

129 The study area was on Ethiopia. Among the tourist attraction areas in Ethiopia, the researchers was taken  
130 the sample from the UNISCO that registered the Ethiopian cultural and heritage place. From the registerd list  
131 such as Axum's obelisks, the monolithic churches of Lalibela, Gondar's castles, the Omo Valley, awash vally,  
132 konso Cultural Landscape, Tia's carved standing , Stones, Semien National Park, and the walled city of Harar  
133 the researcher was taken only four such as the monolithic churches of Lalibela from northern part of Ethiopia,  
134 omo valley from southern part of Ethiopia, the walled city of Hararfrom eastern part of Ethiopia and Tia's curved  
135 stone to collect the data from foreign tourist the tourist sites in Ethiopia.

136 The researcher has used instruments as open and close ended questionnaires and unstructured interviews  
137 to collect primary data from the foreign tourists and ministry of tourism and culture employees, tour and  
138 travel companies respectively. To do this the researcher for foreign tourists use probability sampling techniques  
139 especially stratified sampling to create strata for tourist place. Then inside the strata the researcher was used  
140 simple random sampling techniques to collect the necessary data from the respondents. Under a simple random  
141 sampling approach, the tourist who emerged from tourist sites was chosen as the sample in this study. The  
142 researcher was distributed 150 questioners for each four tourist place.

### 143 6 b) Sample size determination

144 Under this research proposal sample size only necessary for foreign tourist. The researchers will take 600 as a  
145 sample from this amount of total population. Due to the infinite size of population the researchers will take a  
146 sample based on Bill Godden formula. The sample will take based on as follows: Sample Size -Infinite Population  
147 (where the population is greater than 50,000)

### 148 7 c) Data Analysis Techniques

149 The data collected through the aforementioned research tools will be organized in a way suitable for analysis  
150 using computer software. A descriptive method of data analysis will be employed using Statistical Package for  
151 Social Scientists (SPSS) Version 16 for Windows Software.

## 152 8 IV. Descriptive and Empirical Results

153 This part is tried to discuss and identify the challenges and prospects of Ethiopian tourism industry. The study  
154 employed both quantitative and qualitative research tool in order to produce a richer and more factual report.  
155 From 600 total samples questioners the respondents are properly fill and returned 501 questionnaires.

### 156 9 a) Challenges of Ethiopian tourism industry

157 i. Promotion The above table 1 can show that the experience of Ethiopian tourism Promotion. Among the  
158 respondent 60% said that Ethiopian government have a home assignment to promote Ethiopia and provide full  
159 information about the tourist destiny. Whereas 39% respondents said that Ethiopian government sufficiently  
160 promote and provide full information on the tourist destiny and the other 1% respondent keep silent to say

## 11 C. INFORMATION AND COMMUNICATION TECHNOLOGY

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161 anything. Based on the above result the researchers conclude that Ethiopian government were backward to  
162 promote Ethiopian tourism industry and expecting a lot from the government.

163 Apart from the above 51% respondent still put there strong comment and own experience. They said that  
164 other African countries are much better use deferent ways of promotion to attract customer than Ethiopia.  
165 Whereas 43% respondents said that Ethiopian government better promotional way when we compare other  
166 African countries. The reaming 6% respondent keeps silent instead of to say something. Based on the above  
167 results the researchers conclude that still Ethiopia poor in promoting Ethiopian tourism when it compare the  
168 other African countries. Another issue also their expectation, According to the respondent 58% tourist said that  
169 I had got what it already promoted but the other 42% respondent said that the actual status of tourist destiny  
170 and I previously seen by different means of promotion even by Tour Company packaging is totally different.

171 The researcher also raise other issue to the respondent do you have an information that Ethiopia is the leading  
172 heritage register by UNISCO in Africa. Among the respondent 51% said they didn't have information while  
173 49% respondents said I have information. Based on the above result the researchers conclude that most of the  
174 foreign tourists they didn't have any information Ethiopia is the leading African countries to registered heritage  
175 by UNISCO.

176 Based the above table, the researchers also asked that the tour and travel companies about the experience  
177 of Ethiopian tourism organization to promote Ethiopia. They said that there is poor experience to promote  
178 Ethiopian tourism places for the rest of the world in different means of promotion like international channel  
179 routinely. Even there is a gap to promote tourist area to domestic visitor.

180 The researchers also raised the question via interview for the marketing manager of ministry of tourism and  
181 culture about the promotions of Ethiopia tourism for the rest of the world. They said that in the past can say  
182 we are not better especially for promoting Ethiopian tourism destiny for internally and externally but for the  
183 future have a plan to promote and can said that one of the problems of Ethiopian tourism is lack of promotion.

184 ii. Physical Infrastructure a. Road The above table 2 shows that the overall road infrastructures in Ethiopia.  
185 The researcher also asked that completeness road infrastructure to visit tourist place in Ethiopia, among the  
186 respondents 51% said that the road infrastructure in Ethiopia are not complete to see the tourist destiny in all  
187 place. However 49% respondents said that road infrastructure in Ethiopia are complete to see the tourist destiny  
188 in all place. Apart from this it also raised the convenience of the road, 73% respondents said that Ethiopian road  
189 infrastructure are not paved. Whereas 27% respondents said that Ethiopian road infrastructure are paved. Based  
190 on the above result the researchers conclude that most of the road infrastructure in Ethiopia are not completed  
191 and convince to visit a tourist area. As shown in the above table 3 the respondents forward their feeling about the  
192 transportation system to visit the tourist destiny. Among the respondents 55% confirmed that the transportation  
193 system to visit the tourist destiny are very poor whereas the 40% said that the transportation system to visit the  
194 tourist destiny are good and the reaming 5% respondent said that keep in silent to say anything. Based on the  
195 above finding the researchers can conclude that most of the respondents are strongly disagree the transportation  
196 system to visit the tourist destiny are very good. The other issue also rise to the tourists about the alternative  
197 means of transportation system to visit a tourist area. Among the respondents, 60% tourists confirmed that  
198 strongly disagreed that there is sufficient ways of alternatives to traveling system in inside the country. Whereas  
199 40% respondents said that strongly agree that there is sufficient ways of alternatives traveling system in inside the  
200 country to visit the tourist area. Based on the finding can conclude that there is an existence of poor traveling  
201 system in inside Ethiopia to visit tourist area.

## 202 10 b. Transportation system

203 From the interview question also ministry of culture and tourism and tour and travel company marketing manager  
204 informed that the Ethiopian transportation system are not many alternative to see the tourist attraction. As  
205 implied in the above table 4 the feeling of network facility in Ethiopia especially in the tourist area. From the  
206 respondent 100% said that there is no good internet and network facility at ever where when I travel to visit  
207 tourist destiny. Based on the above finding the researcher conclude that all of the respondent are confirmed that  
208 they disagree the overall network facility in Ethiopia epically when they travel it in the tourist area.

## 209 11 c. Information and Communication Technology

210 From the interview question also ministry of culture and tourism and tour and Travel Company marketing  
211 manager informed that the internet facility in Ethiopia is poor. The above table 5 shows that the Africans  
212 network readiness. Among them south Africa are the top one network readiness in Africa however on the other  
213 side Ethiopia, Mali and Chad is the lowest network readiness country in the Africa .so, this result support that  
214 the above tourist arguments. Based on the above table 6 the researchers also asked that the availability of good  
215 hotel accommodation in Addis Ababa and outside Addis Ababa. From the given respondents 58% were agreed  
216 that the availability of good hotel accommodation in Addis Ababa and the 42% respondent disagreed that the  
217 availability of good hotel accommodation in Addis Ababa. The other issue the researcher checks the availability  
218 of good hotel accommodation outside Addis Ababa. Among the respondents 51% were disagreed the existence  
219 good hotel accommodation outside Addis Ababa. But the remaining 49% respondents were agreed the existence  
220 good hotel accommodation outside Addis Ababa. From the above finding the researcher can conclude that most

221 of the respondents agreed and disagreed that the availability of good hotel accommodation in Addis Ababa and  
222 out of Addis Ababa especially tourist area respectively. These questions also rise to the tour and travel company  
223 managers. According to them said that in Ethiopia especially in addis ababa almost all tourist are satisfied by  
224 the hotel accommodation. They get more than the expectation. Because in Addis Ababa have avail all-star hotel.  
225 So, they can reserved as they demand. However still sometimes a problem especially when exist African union is  
226 meeting and other international meeting. The hotel accommodations problems raised that when they are move  
227 out-off Addis Ababa especially tourist destiny area. Example semen mountain when the tourists to visit the  
228 semen mountain, they will stay a couple of an hours. Even if they are interested to stay their however there is  
229 no hotel accommodation. The same things other most tourist destiny in Ethiopia According to the ministry of  
230 culture and tourism organization report 123 hotels are eligible to the rating,3 got five star, 11 got four star and  
231 13 got three star,10 awarded two star and 1 got one star rating. The retaining was made in accordance with the  
232 WTO standard which includes hotel grading training for 53 experts. The classification was made based on 12  
233 international criteria. Bedrooms, bath and rest rooms, guest rooms, restaurants, kitchen, sustainability of hotel  
234 service, security and employ treatment, among others. (Source: Ministry of culture and tourism, 2015). This  
235 can show that there is no hotel accommodations problem in Addis Ababa.

## 236 **12 d. Hotel Accommodation**

237 From the interview question also ministry of culture and tourism and tour and Travel Company marketing  
238 manager said that the hotel accommodation in Addis Ababa is good but out of Addis Ababa especially tourist  
239 attraction area is poor.

240 iii. Security As shown in the above table 7 the researcher also raised that the security issue for foreign tourists.  
241 From the tourists 82% tourists assured that there is no security problem in Addis Ababa. Even though 15%  
242 respondents said that there is security problem in Addis Ababa. The reaming 3% respondents said that we are  
243 not an enough position to say anything about the security condition in Addis Ababa. Apart from this 61% foreign  
244 tourist also assured that there is no security problem out of Addis Ababa especially in tourist place. However  
245 36 % respondents said that there is a security problem out of Addis Ababa and the reaming 3% respondents  
246 keep silent to say anything about the security condition of out of Addis Ababa. Based on the above result the  
247 researchers conclude that most of the respondent confirmed that there is no security problem in inside and outside  
248 Addis Ababa.

249 From the interviews of tour and travel company said that in Ethiopia generally can say that there is no a  
250 security problem. Tourist still said that there is a clear difference before come to Ethiopia and the reality in  
251 Ethiopia. Tourist hears and believes that Ethiopia are not all over secure however after travailing throughout  
252 Ethiopia they can assure that Ethiopia is one the secured country in Africa.

## 253 **13 iv. Image perception Source: close ended questionnaires**

254 The above chart 1 shows that the image perceptions of the tourist about Ethiopia. From the total respondents 76  
255 % was feeling that Ethiopia is the place of indications of war, insured and not this much have tourist attraction.  
256 Whereas 24% was not feeling of that Ethiopia is the place of an indications of war, insured and not this much  
257 have tourist attraction. Based on the above data the researchers conclude that most of the foreign tourist was  
258 feeling that Ethiopia is the place of an indications of war, insured and not this much have tourist attraction.

259 From the interviews the researcher also asked that the marketing mangers about the image perceptions of  
260 the foreign tourists. As he said that the foreign tourists are have a wrong image especially before coming to  
261 Ethiopia they feel that Ethiopia is an indications war and an examples of poor countries however after coming  
262 and travelling across the country they totally changed their images and make a promise to comeback for the  
263 second time and will tell the actual figures of Ethiopia for the rest of friends, relatives, colleagues etc. The other  
264 ting also told me ministry of tourism and culture, Ethiopian tourism organization have a home assignment to  
265 promote the other image of Ethiopia.

266 An image of a destination is one of the determinants of travel behaviour. The World Bank Ethiopia and travel  
267 behaviour. The World Bank is stating that only 10% of 400 Africa focussed UK and European tour operators  
268 are selling Ethiopian tourism products partly due to its poor image. So, Ethiopia as a tourism destination seems  
269 to be contested because of the prevailing image causing an obstacle for a growing number of international tourist  
270 arrivals. Ethiopia's image in the international arena has been one of the darkest since 1974 revolution. "There is  
271 a widely held perception of Ethiopia that equates it with famine" (Shanka & Frost, 1999:1-3). This widely held  
272 perception comes even more clear when the Japanese government presented a feasibility study about Ethiopian  
273 tourism development stating: "The negative image of Ethiopia as a country of poverty, starvation, drought and  
274 floods is one of the main impediments to promoting Ethiopia as a tourism destination and therefore, image  
275 strategy will play a crucial role for the industry" (Japanese Embassy in Ethiopia 2007:3). Japan is sending every  
276 year more than 1.500 tourists to Ethiopia, this could be more according to the Japanese government. Shanka  
277 and Frost researched in 1999 the perception of tourists about Ethiopia as a tourist destination. A majority  
278 of the respondents, all potential tourists, indicated Ethiopia as: "famine stricken, political instable and poor  
279 marketed" ??Shanka & Frost, 1999:9). This has to be seen in the light of conventional knowledge. The attention  
280 of the media on conflicts and disasters plays an important role in this. The majority of twenty tourists spoken

281 to when in Ethiopia, in 2007, confirmed this as well. As one tourist (Interview 9-2007) put it: "Before arrival I  
282 thought to see a deserted country with hungry people, but that is not reality." Experiencing the real situation  
283 on tour changes tourist perception. The same happened in the research of Shanka and Frost. They showed their  
284 respondents video images of Ethiopia. After the video experience, perceptions changed.

285 v.

### 286 14 Educational and Professional Capacities

287 The limited understandings of responsible stakeholders are related to the educational capacities within the  
288 CRV tourism industry. Shared knowledge about tourism development by all stakeholders contributes to the  
289 realisation of common objectives. For example by understanding international tourism standards and the link  
290 between tourism and its environment or understanding tourists needs and expectations, especially those of  
291 international tourists (HGL & GIRD 2007:107). Knowledge contributes to a proper management. Without  
292 a proper management cultural, ecological and social problems easily occur, challenging CRV's potentials.

293 None of the consulted regional government officials working for a department or commission responsible for  
294 tourism in the CRV has any education on tourism and/or related issues. The most close came a director of  
295 a tourism commission which was once a geography teacher. The average education of regional governmental  
296 representatives on tourism is secondary school. That is even rounded up, because many employees had not  
297 finished their secondary education. A group of consultants already concluded this in their report on the Rift  
298 Valley, stating: "low level of professional and trained people in the sector, relying on experience rather than  
299 professional training." (HGL & GIRD 2007:107). Tourism knowledge comes after working experience based  
300 upon secondary school education. Working experiences partly consist of conferences and workshops on tourism.  
301 Through those events tourism knowledge is transferred. Conferences and workshops are organised by committed  
302 NGO's and the Ethiopian government in the frame of the Ethiopian millennium. Specific subjects are mentioned  
303 during those conferences and workshops. Mostly directors visited those events. During the Ethiopian millennium  
304 the federal government focussed on tourism, because of high expectations of incoming tourists and visitors.  
305 Tourism authorities, also in the CRV, were prepared for this as a result of federal government's requirements.  
306 The preparation can be summarised as requiring hotels and restaurants to be ready to receive as many guests as  
307 possible.

308 In areas where tourism plays a significant role in the everyday economy more tourism related educational  
309 programs occur and are interconnected according to a director of a tour operator ??Interview 11-2007). He  
310 claims that similar problems which show up in the CRV were the case on the northern tourist route before. As a  
311 result of education required after years of tourism development, for example community projects were established  
312 which changed attitudes. Especially problems in the relationship of locals and the tourism industry have been  
313 improved simply by teaching them the relevance of having a tourism industry in their region. This is an example  
314 of learning from experiences. But, the CRV tourism industry could use the experiences of the northern route  
315 in advance. Despite working experiences and education through conferences, workshops and preparing events,  
316 tourism knowledge within the CRV is low. As an experienced director of a tour-operator (Interview 12-2007)  
317 put it: "Ethiopia does not have tourism knowledge regionally, let alone locally. They lack advisors, professionals,  
318 experts etc. everywhere Also on the federal level. Those governmental representatives are just doing something.  
319 They are not advised or what so ever." National and international tourism professionals can be found in the offices  
320 of International NGO's and behind private investments. Ethiopia has a turbulent political history which had  
321 consequences for tourism development in terms human capacities. From the seventies of the twentieth century  
322 Ethiopian intelligentsia emigrated because of a chaotic society as a result of conflicting political ideologies and  
323 economic misery ??Van Beurden 2004:19). The repressive Mengistu regime was ruthless in its treatment of both  
324 real and imagined opponents. During the so-called Red Terror of 1977-78, government security forces killed  
325 thousands of students and urban professionals. Because human rights violations characterized the government's  
326 policy toward dissidents, there was a constant exodus of young and educated people13. In relation to tourism  
327 the emigration of Ethiopian intelligentsia has been important for Ethiopia's current stage of development. The  
328 group which is mostly described as The Ethiopian Diaspora in the United Stated of America and Europe did  
329 play an important role in the history of Ethiopia and still play that role now, even in the tourism industry. As  
330 an Ethiopia expert, owner of an tour-operator and co-writer (Interview 12-2007) of the first tourism policy said:  
331 "The Ethiopian intelligentsia migrated abroad. Among them were many professionals, intellectuals and powerful  
332 businessman who could lead Ethiopia to a more prosperous future. In this period the Ethiopian government  
333 decided to develop the tourism industry. But back then we were lacking knowledge and power to get a perfect  
334 tourism industry." Due to history Ethiopia lost human capacities which could lead the country towards a more  
335 prosperous future. For example, Kenya and Ethiopia were at the same position when the Derg took over in  
336 1974. The current differences are a consequence of the fact that tourism knowledge left Ethiopia. Now a days  
337 there is still a lack of professionals. Human capacities within the management of the Ethiopian tourism industry  
338 are still low as an advisor (Interview 9-2007) of the Ministry of Culture and Tourism stated. There are some  
339 schools and universities, who provide an educational program on tourism, but those are not interconnected and  
340 the positive effects seem to be low. A few do approach tourism scientifically, like the Wondo Genet University in  
341 the CRV. They have an educational program on eco-tourism and wildlife management. The latter has a strong  
342 tourism component. Most of the educational programs are focussing on serving the tourism industry, like hotel

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343 and restaurant services. In some regional tourism commissions, educational institutes and in various institutes  
344 in Addis Ababa it is possible to follow an educational program for tour guiding. So, around Ethiopia there  
345 are educational programs supporting professional knowledge development in tourism. Despite this development,  
346 there is not a professional or tourism knowledge network within Ethiopia. Let alone a network which is supporting  
347 the sustainability of professional tourism knowledge. Most of the programs are unconnected. Especially in the  
348 CRV tourism knowledge is rather isolated, unconnected to each other. As a teacher on wildlife management and  
349 eco-tourism of the Wondo Genet University said: "We have a good program but lack teachers; we do not know  
350 Ethiopian tourism professionals." Although tourism professional can be found close by or elsewhere in Ethiopia  
351 during conducting this research. Reasons for this can be found in the origin of each educational program. Origins  
352 of educational programs go back to the singular support and vision of organisations, as it is in Awassa where a  
353 German NGO established an educational program. The educational program of Wondo Genet also started on  
354 international donor money and program. As a teacher stated: "we have to find professors who could teach us."  
355 It comes to the commitment of managements and the demands from students if tourism knowledge is imported.  
356 Educational programs funded by NGO's do establish the basics of the program itself, but lack support and  
357 commitment towards interconnecting tourism knowledge in Ethiopia. Even governmental managed universities  
358 do focus on the graduation statistics of their students, instead of looking to its contribution to the tourism industry  
359 and surrounding society. The challenge is networking professionals, intellectuals and tourism knowledge. This  
360 would contribute the tourism industry in terms of educational and professional capacities.

361 Based on the interviews of the marketing manager of ministry of tourism and culture it said that as you know  
362 tourism industry needs sufficient and experienced human power however when you come to Ethiopia tourism  
363 industry there is a shortage of human trained power on the tourism sector and even the existence professionals  
364 are not well experienced.

## 365 **15 a) Opportunities of Ethiopian tourism Industry**

366 As we know Ethiopia is a capital city of Africa because African Union located in Ethiopia in the capital city of  
367 Addis Ababa that establish in 1963. Pan African countries are meeting for many times in a year for the issue of  
368 African. Therefore this is a good opportunity to promote Ethiopian tourism industry and invite gusts to visit  
369 Ethiopian tourist area. This one we can count that promoting Ethiopia tourist site to the rest of Africa. Apart  
370 from this because of existence of African union in Ethiopia by itself creates different international organizations  
371 are located in Ethiopia. This also creates a good opportunity to Ethiopia to promote and invite to visit Ethiopian  
372 tourist area.

373 As we know Ethiopian airlines is one of the leading air lines in African and have a direct flight across the  
374 world. Apart from this from day to day he expands their own destiny and joined in the early past in a star  
375 alliance member. So, the tourists have an access to direct flight to Ethiopia this by itself creates convinces to for  
376 the passengers and avoids further transits. So this also creates a good opportunity to Ethiopian tourism industry.

377 As we know it is almost the leading African countries to registered heritage by UNISCO in Africa. This also  
378 creates a pressure to increase the flow of foreign tourist in Ethiopia.

379 Ethiopia was started to construct a huge and the leading African man made dame the name so called Grand  
380 renaissance dam which is inaugurated by former prime minister of Ethiopia by Atomeles Zenawi. After completed  
381 this projects it also one of the tourist destiny in Africa as well as the world.

## 382 **16 VI.**

## 383 **17 Conclusion**

384 Based on the above finding the researchers concluded that On the issue of promotion most of the respondents  
385 said that Ethiopian government were follow the backward system to promote Ethiopian tourism industry and  
386 expecting a lot from the government and still Ethiopia poor in promoting Ethiopian tourism when it compare  
387 the other African countries.

388 On the issue of physical infrastructure, the road infrastructures in Ethiopia are not completed and convince  
389 to visit a tourist are and there is an existence of poor travelling transportation system in inside Ethiopia to  
390 visit tourist area. On the other side the overall network facility in Ethiopia epically when they travel it in the  
391 tourist area are poor. However, there an existence good availability of good hotel accommodation in Addis Ababa  
392 whereas out of Addis Ababa especially tourist destiny area not good hotel accommodation.

393 On the issue of security most of the respondent confirmed that there is no security problem in inside and  
394 outside Addis Ababa.

395 On the issue of image perception most of the foreign tourist was feeling that Ethiopia is the place of an  
396 indications of war, insured and not this much have tourist attraction.

397 On the issue of the availability of enough tourist attractions area, most the respondents said that Ethiopia  
398 have enough tourist destiny.

399 On the issue of human resource in Ethiopia tourism industry there is a shortage of human trained power on  
400 the tourism sector and even the existence professionals are not well experienced.

401 Finally when it comes to the conclusions part of opportunities of Ethiopian tourism industry, Ethiopia is a  
402 capital city of Africa because African union was established and located in Ethiopia. Apart from this Ethiopian

403 airlines almost the leading African air lines and star alliance member and have many direct flight across the world.  
404 On the other side now Ethiopia build one of the first man made dam in Africa so called Grand Renaissance Dam  
405 to generate power. After completing the dam it can be one of the tourist destiny in Ethiopia as well as the world.  
406 Lastly Ethiopia is one the leading African country that registered heritage by UNISCO. More or less those are a  
407 good opportunity to boost Ethiopian tourism industry.

408 **18 Bibliography**

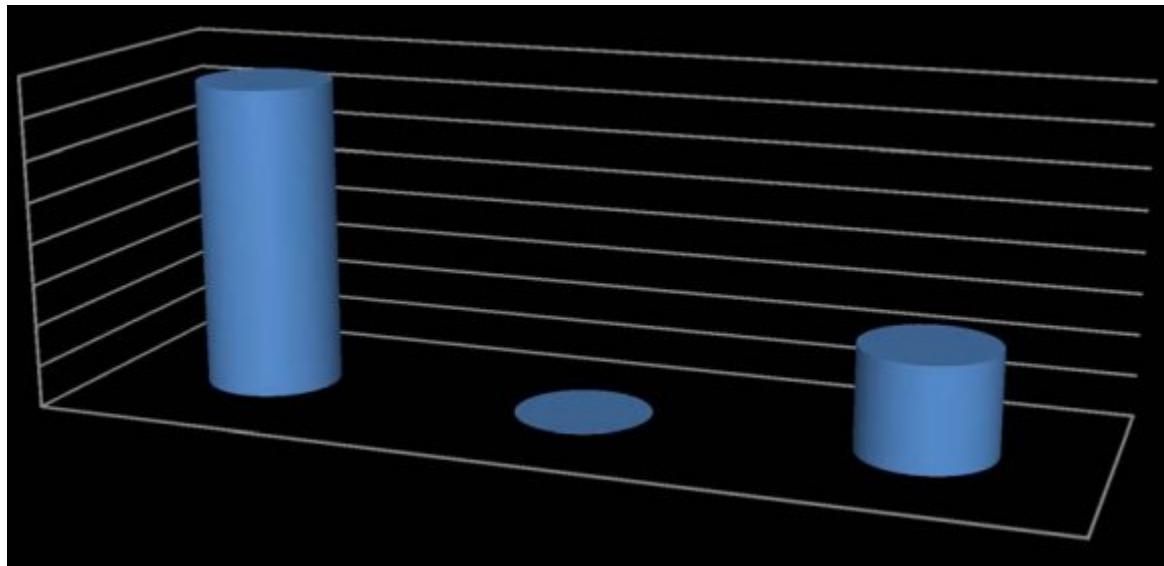


Figure 1:

409 1 2

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<sup>2</sup>FChallenges and Prospectus of Ethiopian Tourism Industry

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**1**

Item	Disagree	Frequency	Percent
1 Ethiopian tourism Promotion sufficient enough to promote and providing information.	Disagree	301	60
	Neutral	2	1
	Agree	198	39
	Total	501	100%
2 I have seen better promotional way when I compare other African countries	Disagree	275	51
	Neutral	10	6
	Agree	214	43
	Total	501	100%
3 I have getting what it promoted	Disagree	211	42
	Neutral	0	0
	Agree	290	58
	Total	501	100%
4 I have an information Ethiopia is the leading heritage register by UNESCO in Africa	Disagree	256	51
	Neutral	0	0
	Agree	245	49
	Total	501	100%

Source: close ended questionnaires

Figure 2: Table 1 :

**2**

Item	Frequency	Percent
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Figure 3: Table 2 :

**3**

Item	Frequency	Percent
------	-----------	---------

Figure 4: Table 3 :

**4**

Item	Frequency	Percent
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Figure 5: Table 4 :

**5**

No.		Rank	Score	Infrastructure and Digital content
1				
2	South Africa	1	3.58	
3	Cape Verdi	8	2.78	
4	Rwanda	6	2.89	
5	Botswana	2	3.27	
6	Kenya	5	2.9	
7	Gahanna	12	2.62	
8	Senegal	4	3.04	
9	Gambia	7	2.82	
10	Namibia	3	3.21	
11	Zambia	10	2.73	
12	Uganda	8	2.78	
13	Nigeria	9	2.75	
14	Malawi	11	2.68	
15	Benin	7	2.8	
16	Cotedivore	2	3.08	
17	Tanzania	12	2.54	
18	Zimbabwe	13	2.51	
19	Cameron	15	2.21	
20	Mali	20	1.86	
21	Ethiopia	20	1.86	
22	Lesotho	16	2.13	
23	Madagascar	17	2.11	
24	Burkina Faso	14	2.45	
25	Burundi	15	2.28	
26	Chad	21	1.77	
27	Angola	19	1.98	
28	Mozambique	18	2.05	

Figure 6: Table 5 :

**6**

Item	Frequency	Percent
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Figure 7: Table 6 :

**7**

Item	Frequency	Percent
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Figure 8: Table 7 :

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