CHAPTER - 6

CONCLUSION AND RECOMMENDATIONS

6.1 CONCLUSION

The profile of inbound tourists such as demographic characteristics, travel information and patterns, activities preferred by tourists during their stay in Ethiopia certainly were analyzed using descriptive statistics. Among the 300 respondents, 69% of the foreign tourists who visited Ethiopia were Male and 31% female. The tourists were grouped among Six-age groups. The highest age group of tourists (35%) was 30-39 age groups while the least age groups (3 %) constituted to 69 years and above. The tourists were also classified into four groups on the basis of their marital status. The survey revealed that 43 % of the foreign tourists visiting Ethiopia were married while 5% of the tourists were widows. The tourists were distributed by their annual income into five categories. The survey revealed that 30 % of the tourists earn less than $ 20, 000 USD while 12% earn greater than $50,000 USD annually. The tourists were also classified into three categories on the basis of the highest educational level attained. 52 % of the tourists constituted graduates and 23% accounted for postgraduates. Classification of tourists was made into six groups according to their occupational status. Services constituted 43 % of the tourists while 3% accounted for housewives.

The satisfaction level of tourists who visited Ethiopia was analyzed using t-test and F-test. The t-test result indicated that there was no significant difference in the overall satisfaction of the respondents by gender only. The one–way ANOVA test result explained by age, marital status, income, and education level and occupation category indicated that, there was significant difference in the level of satisfaction of tourists This result implies to the tourism marketer to further analyze the underlying reason for demonstrating different levels of satisfaction.

Profiling travel activities for improving destination marketing was investigated by many researchers. Taking pictures and films, city sight seeing, visiting scenic landmarks /theme parks were found as the most important activities preferred by in bound tourists. These
travelers perceived casino/gambling as least important activities. These activities were further positioned into four activity groups, namely sight seeing, outdoor sports, entertainment and outdoor activities, and visiting friends and dining. The result indicated that sight seeing (mean = 3.38) was viewed as most important and visiting friends and dining appeared as the least important activity group (mean = 3.06). The result of the study in the context of Ethiopia implies that destination marketers should focus on different receiving destination and should exert maximum efforts on promoting sight seeing, outdoor and entertainment areas. It would be worthwhile to empirically examine the marketing strategies in the popular destinations through further studies. Web sites of both federal and regional state should promote inbound tourists' favorite activities. At the same time, marketers should save their effort on promoting least preferred activities. The findings of this study will help practitioners to better estimate the future demand of tourist's preference for travel products and service for all destinations in Ethiopia. If a successful promotion strategy is used then, both actual as well as potential travelers will contact through the tourist agent-supplier-destination network to purchase the tourism products and services available in the country.

This study has identified the mode of transport most used and the criteria used to choose one mode of transport over another, service facilities related to hotels, airports, roadways, shopping, accommodations like guest houses, in order to know the status of these package of facilities to meet the needs of the seasoned tourist. Once tourist's desires and needs are identified and understood, then hotel managers, airport managers, shoppers, road way managers and a number of other associated suppliers of services will be more likely to be able to anticipate and provide for the needs of the tourist than merely reacting to their satisfaction. The study focused only on evaluating the perception of the tourist in relation to existing facilities and didn't address as to whether there is a difference in perception among them continental wise or regional wise like the west and east or north south. The difference in perception may be evaluated in terms of cultural, economic, political and geographical aspects.

Airport facilities both for domestic and international flight were investigated on a 4-point-scale using a stepwise multiple regressions, in line with the level of tourist satisfaction.
General ambience, check in facilities, airport bus services, money-changing facilities, customs clearance, toilet facilities, refreshments/cafeteria, luggage handling, information and sign boards were found significant drivers of satisfaction of tourists. Further analysis of the study regarding dimensions of airport facilities revealed that all airport dimensions were not equally contributing to enhance the level of tourist satisfaction. For example, general ambience, airport bus services and customs clearance were carrying more weight respectively than other dimensions of airport facilities in contributing to tourist satisfaction.

The perception of hotel facilities available in the country has been investigated using a factor analysis with Varimax Kaiser Normalization model. Component 1 which mainly deals with staffs service quality was the most important factor explaining 39.533% of the variance while component six mainly dealing with international dial, food and responsible security personnel etc, explained 5.142% of the cumulative variance equivalent to 88.747%.

From the six components, component 1 is found to be the most important explaining 39.533% of the variance while component 6 is the least important of all explaining 5.142% of the variance. Once customer’s requirements are clearly identified and understood, hotel managers are likely to be able to anticipate and cater for their customer’s desires and needs, rather than merely reacting to their dissatisfaction.

The various tourism related infrastructural facilities in terms of, say, range and number of hotels, opening times of hotels, kinds of accommodations available and frequented most, range and number of shops, quality of service in shops, value for money of shops, opening times of shops, overall ease of finding one’s way or road facilities, pedestrian signs, display maps and information boards regarding roads were extensively investigated and were found by enlarge either good or below good in enhancing tourist satisfaction.

The result of the study implies to the tourism marketer that the tourism infrastructural facilities available in Ethiopia are at a lower level because the country went under civil war for a long period of time and the Government was not in a position to give priority to these facilities as compared to education and health sector. Thus, the tourism sector is at its infantile stage. Moreover, the tourism sector calls for commitment from the private sector as well. However, the private sector is yet developed to such a level to play a
significant role in ameliorating the problems indicated. The result further implies, the
tourism marketer to make detailed enquiry into the above issues and take appropriate
measures with tourism stake holders at tourist destination points to meet the growing
demand of the seasoned tourist.

The relationship between destination attractiveness and Overall satisfaction level of
visiting Ethiopia was examined by utilizing a stepwise multiple regression analysis. The
results of this research showed destination attractiveness attributes or variables
significantly related to satisfaction level of tourists. The quality level of tourism facilities
and amenities, scenic beauty, wild life experience, adventure experience, accessibility to
the destination, participation in major events among others were given more importance in
attracting international travelers to Ethiopia. Tourism bureaus at Federal, regional state
level, tour operators, ministry of wild life conservation, event organizers are required to
synchronize their efforts to make the respective destinations across the length and width of
the country worth a visit. Thus, tourism marketers should work and develop a marketing
strategy in the areas of scenic beauty, wildlife experience adventure experience etc.
Infact, this would be worthwhile, for researchers to empirically examine the marketing
strategies in the popular destinations through further studies. Such an action will certainly
help the economic growth of the destinations. Further analysis of the study regarding
dimensions of destination attractiveness attributes revealed that all destination
attractiveness attributes were not equally contributing to enhance the level of tourist
satisfaction. For example, participation in major events/festivals, perceived safety of
destinations and cultural experiences were carrying more weight respectively than other
destination attractiveness in contributing to tourist satisfaction.

The relationship between tourist destination loyalty and preferences or choice behavior
and overall satisfaction level of visiting Ethiopia was examined by utilizing a stepwise
multiple regression analysis. Tourist destination loyalty and preferences or choice
behavior is also one of the most important topics investigated by many scholars.

In this study an attempt was made to explore the relationship between tourist’s choice of
behavioral attributes and destination loyalty. The results of this research showed that
tourist destination loyalty and preferences or choice behavior attributes or variables such
as culture, cost, shopping, language, climate, scenic beauty, season, accommodations, safety, food, historical sites, friendliness, entertainment, cleanliness are found significantly related to destination loyalty/tourist satisfaction level. In consumer behavior research customer loyalty is measured by three different indicators: intention to buy the same product, intention to buy more of the product and willingness to recommend the product to others. Further analysis of the study regarding Destination choice preference variables revealed that, all Destination choice preference variables were not equally contributing to enhance the level of tourist satisfaction or destination loyalty. For example, entertainment, Scenic beauty and climate were carrying more weight respectively than other Destination choice preference variables in contributing to tourist satisfaction.

Important variables that initiated the tourist in deciding to visit Ethiopia were also examined through ranking method. The results revealed that, tourists perceived important variables in deciding to visit Ethiopia with a large degree of variation and with mean scores ranging from 6.3667 to 15.1333. Scenery/landscape, history and heritage, places to eat and drink, wildlife, events or festivals were given much more weight than other variables.

Push and pull factors were examined using a step wise multiple regression analysis. This study tried to examine the relationship between push and pull motivational factors and overall satisfaction level of inbound tourist using a step wise multiple regression analysis. The tourist decide to go on a holiday because he/she needs to solve intrinsic motives (push motives), to solve a conflict arousal such as rest, social and intellectual rewards. On the other hand, the destination attributes (pull motives) such as weather, the availability of different ethnic groups, landscape features etc. are perceived as the way to solve intrinsic motives (Push motives). The results of this research showed that push-pull motivational factors were significant drivers of satisfaction levels of tourists.

Push factors such as enriching myself intellectually, stimulating emotions and sensations, finding interesting people, developing friendship, going to places where friends have not been, escaping from the routine, having fun, knowing different cultures and lifestyles, doing different things, reliving stress) are found significantly related to tourist satisfaction level. Further analysis of the study regarding push motivational factors revealed that all
Push motivational factors were not equally contributing to enhance the level of tourist satisfaction. For example, developing friendship, going to places where friends have not been and enriching my self intellectually were carrying more weight respectively than other push motivational factors in contributing to tourist satisfaction.

Pull factors such as accessibilities, beaches, shopping facilities, landscape, hospitality, lodging, standard of living, sports equipment, natural environment, transports, relaxing atmosphere, weather, different ethnics, cultural attractions, night life and distance are found significantly related to tourist satisfaction level. Further analysis of the study regarding pull motivational factors revealed that all pull motivational factors were not equally contributing to enhance the level of tourist satisfaction. For example, landscape, level of standard of living and relaxing atmosphere were carrying more weight respectively than other pull motivational factors in contributing to tourist satisfaction.

The results of this research showed push-pull motivational factors are significantly related to satisfaction levels of the tourist. It shows that, it is human nature to continuously seek and solve intrinsic problems (push factors) with different levels of involvement in their lives with the outside world (Pull factors). The tourist who decides to travel in order to increase his/her knowledge would be expected to reveal more concern about the landscape features and sport activities. In turn, the tourist who travels in order to increase his/her social status would rank higher facilities and core attractions. There is a relationship between push and pull factors that will be decided sequentially. Firstly, a tourist decides to travel depending on his/her emotional state (push motives) and next, the tourist determines the place to visit and related activities (pull-motives).

Factors needed which overseas destination and experience should be chosen was analyzed using a ranking method on a 12 point rating - scale where 1 is most important and 12 is least important. Tourist attractions, culture & history and friendliness of people were ranked as 1st, 2nd and 3rd respectively. When we analyze this question further, it intends to identify common destination preference factors applicable to all destinations located in any corner of the world. However, the tourism marketer in any country can infer from the most valued factors by tourists to choose any overseas destination and adopt to his/her
local, national circumstances. In other words, it may serve as a benchmark as to what factors are dictating tourists to travel to an overseas destination.

The relationship between quality of experience and service dimensions and overall satisfaction level of tourists was examined using a stepwise multiple regressions. Quality of experience and service dimensions such as airport quality & efficiency, access to quality financial institutions and currency exchange facilities, access to affordable telecommunications facilities, quality and diversity of shopping facilities, public transport efficiency and quality, variety and quality of accommodations, tourism experience is comfortable and relaxing, extent of technology and e-commerce usage by tourism industry, tourist experience is enjoyable and memorable, availability of knowledgeable tour guides, availability and quality of health/medical facilities to serve tourists are found significantly related to tourist satisfaction level who visited Ethiopia. Further analysis of the study regarding dimensions of quality of experience and services revealed that all dimensions of quality of experience and services were not equally contributing to enhance the level of tourist satisfaction. For example, access to affordable telecommunications facilities, quality and diversity of shopping facilities and tourism experience is comfortable & relaxing were carrying more weight respectively than other dimensions of quality of experience and services in contributing to tourist satisfaction.

This study examined distribution of tourists on the basis of demography and travel behavior so as to identify the most attractive tourist market segments in Ethiopia. Demographic segmentations included distribution of tourists by gender, age group, marital status; income groups, educational level and occupational group were examined. 69% of tourists who visited Ethiopia were male, while 31% were female. The tourists were classified into six age groups. 35% of the tourists belonged to 30-39, the next highest group were from “18-29” (27%) and 16% belonged to “40-49” age group. Tourists between “50-69” accounted 14% and tourists between 60-69 accounted 5% while 60+ covered 3%. The survey revealed that 43% were married followed by 38% singles. Moreover, divorced tourists accounted 13% while 5% tourists were widows. The tourists were also classified by their annual income into five categories. The survey revealed 30% of tourists income was less than $20,000 followed by 22% between $20,000- $29,000.
It was only 12% of the tourist’s annual income over $50,000. Classification of tourists was also made based on highest level of Education. Education wise 52% were graduates followed by 25% undergraduates and postgraduates accounted only 23%. Classification of tourists was made based on occupational status which further contains six categories. 43% of tourists have services; followed by 28% professionals, 13% self-employed; 7% students, 8% clerks and house wives.

Distribution of tourists by travel behavior included advance decision to visit Ethiopia, estimated duration of advance booking, travel arrangement, size of travel group, estimated duration of stay in Ethiopia, type of tourism valued most, previous or number or frequency of visits made to Ethiopia, potential for revisiting Ethiopia and purpose of visiting Ethiopia were investigated. The average number of weeks taken by the tourist for decision to visit Ethiopia in advance was classified based on six time categories. The survey revealed 20% took the decision 5-8 weeks, 17% made advance decision both before 2 weeks and 20 weeks. 12% of the tourists decided before 4 weeks and 13-20 weeks respectively. The rest 23% of them took 9-12 weeks in advance to decide to visit Ethiopia. Advance booking wise tourists were classified into six categories. 27% of tourists made advance booking before 5-8 weeks, 20% before 20 weeks, 18% made advance booking before 2 weeks, 15% booked before 4 weeks, 13% before 19-12 weeks and 7% before 1 week and 3 weeks. Of the total tourists, 38% were independent tourists, while 33% were tourists who used a group tour arrangement. A further analysis showed 28% used other travel arrangements. The analysis of travel pattern shows 22% of tourists traveled in group of more than 20 persons, 20% traveled both in group of 1-3 and 4-7 persons, 17% traveled alone, 15% traveled in group of 8-10 persons and 7% traveled with a group of 18-20 persons.

The average duration of length of stay of tourists was classified into five categories. 40% of tourists stayed 10-16 days, 22% stayed more than 60 days and 13% of them stayed less than 3 days. A further analysis of average duration of stay also revealed 13% stayed 17-29 days and 12% of them stayed 30-59 days. 55% of tourists never visited Ethiopia previously; 17% visited 2 times, 13% visited once and the rest 15% visited 5 times, more than 5 times and more than 4 times. 38% of tourists promised to advise others to visit Ethiopia, 37% of tourists would like to visit as well as advise others to visit Ethiopia and
25% would like to visit Ethiopia. 40% of tourists came to Ethiopia for vacation, 25% for business, 17% for the purpose of participating in conferences, 15% visiting relatives and the rest 3% of the tourists’ purpose of coming to Ethiopia is not clearly stated. The results showed different market segments available in the country. Thus, the survey findings will contribute to marketers to focus as well as prioritize their efforts on the most attractive segments of tourism rather than overstretching their meager resources to serve the entire tourism market. The demographic characteristics of the segment can be used to identify promotional media, such as magazines with similar audience profiles. As a long-term strategy, a destination marketer can focus on redirecting the image of the segments that expressed less favorable images.

The tourist generating regions from the highest to the lowest for Ethiopia based on year (2005) data are consolidated as follows: Firstly, Africa (85,551), secondly, Europe (57,004), thirdly, America (41,380), fourthly, Middle East (22,162), fifthly, Asia (19,412) and sixthly, Oceania (1,939).

Some countries from Africa, America and Europe are primary or established tourist markets. However, Countries from the Middle East like Saudi Arabia and Yemen and countries like India and Japan are secondary markets—which do not generate very large number of tourists but marketers are required to spend additional promotion efforts to these areas. Thus, they can possibly develop into primary markets. Countries like China, Korea, Pakistan, Philippines and others are also generating a very small number of tourists over the past 8 years and they may be more interested in other popular destinations but soon they could also be persuaded to look at other destination which among them may be Ethiopia. In other words, though these citizens are not more interested at present, in the future they may develop into secondary markets from emerging markets.

The major tourist generating countries world wide to Ethiopia (based on year 2005 data): United states of America contributed 14.2% of arrivals (32,282/227,398) followed by united kingdom 4.9% of arrivals (11,254/227,398), Kenya 4.1% (9,277/227,398), and Italy 3.5% (7983/227,398) in a descending order. In the year 2005, among the most tourist generating countries to Ethiopia, Kenya contributed 4.9%(11,254/227,398), followed by Sudan 2.3% (5,343/227,398), and Djibouti 1.8% (4,179/227,398) of tourist arrivals to Ethiopia from (1991-2005). One of the possible reasons why these three
countries are among the first three in generating tourism can be attributed to their geographical proximity and an absence of visa requirements by respective bilateral agreements of the respective governments.

The number of inbound tourist based on purpose of visiting Ethiopia based on year (2005) data was analyzed as follows:

Out of 227,398 arrivals, 24.7 % (53873/227398), came for business, 18.7 % (42462/227398) came for vacation, 19.6 % (44576/227398) were transits, 11.4 % (25947/227398) for conference, 8.8 % (24394/277398) for visiting relatives and 15.9 % (36,146/227,398) came for unspecified reason via Bole International Airport.

The revenue Generated from inbound tourists for the year (1971-2003) was analyzed as follows:

- Every year the general trend of tourism receipt showed an increasing trend; except for the year 1974, 1975, 1976, 1977, 1978, 1982, 1984, 1984, 1986, 1991, 1998. In those years, the amount of revenue differs from year to year it showed a decrease in the revenue generated for different reasons. In the year 1974-1978 there was national political crisis and a decrease in income from tourism by 13.6 %, 31.7 %, 26.6 %, 60.9 % and 23.2 % respectively. The military dictatorship has overaken power from the imperial power and there was a big bloodshed in the country. Due to lack of peace and stability tourists shy away from coming to visit the country. The country break its ties with its traditional allies with the west and joined the socialist block headed by the by then Russia.

- In 1984, there was a serious fighting both with Eritrean liberation front to secede Eritrea from Ethiopia and other opposition groups in the country. Moreover, the decrease in income could be attributed to the great draught that affected the people at large which led to political instability.

- In 1991, the military government that had been in power for 17 solid years was replaced by other guerilla fighters. Thus, due to volatile political climate during shift of power again revenue decreased by 25.7 %.

- The decrease in revenue from tourism in the year 1982, 1986 and 1998 by 30.45 %, 42.8 % and 19.4 % is difficult to identify possible reasons behind it.
The general trend in an increase in income from tourism since 1992 could be attributed to a relative peace and stability prevalent in the country and as well as to open door policy of the present government both to the west and the east. However, the magnitude of income generated is still very small as compared with tourism potential of the country for various reasons.

The analysis of the Ethiopian market share in relation to Africa as a continent and the world as a Global market of inbound tourists were analyzed as follows:

- Ethiopia is among the lowest tourism beneficiaries in Africa and its tourist arrivals shares were only 0.0260 % and its tourist receipt shares 0.0172 %, for example, in the year 2003 in world tourism market share respectively.

- As per world tourism organization publication about 691 million tourists were registered all over the world in the year 2003. Out of this the African countries share was 30.8 million, which is 4.5 % of the total.

This study showed that despite unique and rich historical heritages and abundant natural attractions available in Ethiopia, the country is not in a position to benefit from tourism as compared even with other poor neighboring countries like Kenya which is relatively non-comparable with historical and cultural heritages.

The relationship between performance dimensions of travel and tour operators and overall satisfaction of tourists was examined using a stepwise multiple regressions. The results of this research showed that travel and tour operators service dimensions such as use of professional experience on schedules of train connections, religious pilgrimages, advises on the type of itineraries which travelers select, serving travelers with well trained multilingual guides, providing information relating to destination, climate etc, selling packaged tours and sometimes escorting groups personally, providing information to travelers on hotels and accommodations, handling and advising on details of modern travel like currency exchange, health requirement, selling tickets to travelers on all modes of travel, arranging transfer of passengers and luggage’s between terminals and organizing music, serving as an intermediary between travelers and supplier’s of services are found significantly related to tourist satisfaction level of tourists who visited Ethiopia. Further analysis of the study regarding performance dimensions of travel and tour operators revealed that all performance dimensions of travel and tour operators were not equally
contributing to enhance the level of tourist satisfaction. For example, advises on the type of itineraries which travelers select, providing information relating to destinations, climate etc and handling and advising on details of modern travel like currency exchange, health requirement were carrying more weight respectively than other Performance diamensions of travel and tour operators in contributing to tourist satisfaction. The study also implies to travel and tour operators to better organize themselves and build their human capital to serve the tourists. The tourism marketers are required to have sufficiently trained multi­lingual and professional guides to provide all the necessary information’s to tourists.

The study further examined the type of tour package schemes and average cost of package tourists and non-package tourist used by travelers. However, the survey didn’t reveal item - specific- expense -break downs i.e., how much was spent for local transport, accommodations, sight seeing, food and beverages, shopping expenses, cultural and recreational services, telephone services etc; during their stay in Ethiopia. The result of the study implies that additional effort must be made to have a clear understanding of expenditure patterns of tourists during their stay in the country.

The critical strategic success factor to make Ethiopia as one of the most attractive tourist destination in the world was examined. Ideas on critical strategic success factors to make Ethiopia as one of the most attractive destinations were solicited from tourism organizations both private and public. This study examined critical success factors that make the country as one of the most competitive tourist destination from three broad perspectives which consisted of sustainable growth of tourism, destination management processes and future growth and sustainable development. The strategic critical success factors were analyzed using Varimax Kaiser Normalization. /Factor Analysis.

The sustainable growth of tourism in Ethiopia consists of economic and socio-environmental sub-factors. The questionnaires were developed to measure the economic performance of Ethiopia as an international tourism destination and the level of contribution of international tourism in meeting Ethiopia’s social and environmental objectives on a 5-point rating scale, where, 1= not at all significant and 5 = absolutely significant. The result of the study showed two major components. The economic diamensions (component 1) explained 51.428 % of the variance while the socio-environmental diamensions (component 2) explained only 29.392 % of the variation with a cumulative effect 80.821%.
The destination management processes consisted of destination organization and coordination, destination marketing, human resource management, strategic destination management and lastly responsible management. The data collected was analyzed by using factor analysis (Varimax with Kaiser Normalization). The questionnaires were developed to measure the above destination management processes on a 5-point rating scale, where, 1= not important and 5= extremely important. The result showed six components. Where component 1 resulted in 44.425% of the variation while component 6 showed in 4.585% of the variation within a cumulative variation of 90.582%.

The items within component 1 consisted of providing strategic directions, formulated and implementing integrated destination strategies, ensuring appropriate funding to sustain destination marketing organization, determining relevant, viable and sustainable target markets, putting mechanisms to preserve cultural integrity and authenticity, packaging theming and routing current tourism attractions and experience and developing those with potential, ensuring appropriate destination marketing organizational all levels, ensuring integrated promotion strategies advertising, exhibitions, internet and workshop.

The future growth and sustainable development consisted of product and market development, infrastructure development and management, people development, systems development and usage. Factor analysis with Varimax Kaiser Normalization was used to analyze the data. The questionnaires were developed to measure the above critical success factors related to future growth and sustainable development on a 5-point rating scale, where, 1= not important and 5= extremely important. The result showed six components. The future growth and sustainable development resulted in three major components. Component 1 is found to be the most important explaining 30.270 % of the variance while component 3 explains only 12.265 % of the variance with a cumulative variation of 81.896. Further analysis of the table discloses Component 1 as highly loaded on exploiting new market opportunities and focusing on new market segments and so followed by development of new airline alliances, while Component 2 is highly loaded on provision of appropriate public transport systems, roads, airports, rail ports. The above critical strategic success factors identified will make Ethiopia as one of the most attractive international tourist destination. 45 % of the respondents took a neutral stand, 28% agreed while 15% strongly agreed and 12 % disagreed that these factors will make Ethiopia as one of the most attractive international destination. The result of the study demonstrated that there is...
a lot to be done to make the country as one of the most attractive destination for tourists for the major percentage of respondents were taking a neutral stand.

The relationship between promotion budget and tourism traffic and revenue generated from tourism was examined using correlation analysis (Pearson correlation). The result showed a perfect correlation among the three variables (promotion budget, tourist traffic and revenue generated). The main promotional strategies used by the Ethiopian Government to promote tourism in Ethiopia included the following. Tourist brochures and folders are principal tools available in every government tourist office at federal and regional levels as well as at destination levels (locals); press releases; display materials which includes posters, cardboard stands, articles of handicrafts; exhibitions- participating in world tourism travel markets undertaken at international levels; Ethiopian Tourism commission web sites; use of Ethiopian missions abroad to promote the country as an integral part of economic diplomacy and use of Ethiopian airline, one of the best airline in Africa, to promote the country using magazines, flyers, etc.

This study examined the overall attitude of five top rated tourist host communities in Ethiopia towards tourism activities. Descriptive analysis was used to analyze the demographic profiles of residents. An attempt was made to explore the host community attitudes about tourism positive and negative dimensions in relation to the tourism marketing activities in their respective localities. A stepwise multiple regression analysis was utilized for this purpose. The result of the study demonstrated that there was a significant relationship between positive and negative dimensions on the overall attitude/satisfaction level of residents. Moreover, the study revealed the expected volume of inbound tourists for the future, major concerns, measures to be taken to enhance tourism performances and type of most welcomed tourists by community members in the selected five major tourist destinations. The study also disclosed the significant mean response differences in the overall satisfaction level of host communities in terms of resident’s demographic characteristics, such as gender, age, education level, and total household incomes using a two-tailed independent t-test and One-way ANOVA.

The demographic profile of Axsum Host Community included the following: 54% of the respondents were Male and 45% were Females. 65% of the residents lived 5-10 years in Axsum while 23% lived greater than 10 years. 75% of Axsum residents are self-
employed while 25% are Government employees. 61% of Axsum residents were employed in one of the tourism sectors while 39% of the residents work outside the tourism industry. 58% of the respondents earn 501-1000 birr per month while nearly 12% earn 200-500. 64% of the respondents belong to an age group of 31-40 and only nearly 6% belonged above 50 years. 81% of the respondents were Christians while 19% were Muslims. 73% of the respondents were from the middle class, 16% from lower class and it was only 11% that belonged to the higher class.

The relationship between positive and negative dimensions of tourism activities in relation to attitudes / level of satisfaction of Bahir Dar residents was examined using a stepwise multiple regressions. The stepwise multiple regression analysis identified personally speak to tourists regularly, participate in development planning for my community, personally work in tourism are found significantly related to resident’s satisfaction level on positive dimensions of tourism by residents of Bahir Dar as the most important positive dimensions of tourism activities undertaken in the locality. Further analysis of the study regarding positive dimensions of tourism by residents of Axsum revealed that all positive dimensions of tourism by residents of Axsum were not equally contributing to enhance the level of tourist satisfaction. For example, selling goods to tourism, easy access to tourist areas and money spent by tourism were carrying more weight respectively than other positive dimensions of tourism by residents of Axsum in contributing to tourist satisfaction.

The study further examined the negative dimensions of tourism using a stepwise multiple regression analysis. The negative predictors of tourism included violate community traditions and cause rise in crime rates are found significantly related to tourist satisfaction level. Further analysis of the study regarding negative dimensions of tourism by residents of Axsum revealed that all negative dimensions of tourism by residents of Axsum were not equally contributing to enhance the level of tourist satisfaction. For example, raises price of goods and services, bothering me while working and uses natural resources needed were carrying more weight respectively than other negative dimensions of tourism by residents of Axsum in contributing to tourist satisfaction.
The expected volume of tourist traffic into Axsum included the following: 67% of respondents want more tourism activities, 23% need much more tourism than now and 10% preferred to have same tourist inflow in the future.

The main concerns regarding tourism activities identified by residents of Axsum were 60% of the respondents identified harassment by beggars, followed by 14% of stealing and damaging historical heritages, and 11% tourists hostile community members as a major concern in tourism activity in Axsum.

Measures to be taken to improve the performance of tourism recommended by residents of Axsum were 55% of the residents identified developing the infrastructure of the community; a 10% identified developing a clear and comprehensive host community policy and strategy while 7% of the respondents identified making regular surveys on the needs of tourists, training local and legal guides who speak the local language and receiving tourist fees on legal vouchers each. Moreover, 6% identified improving hotels, banking and telephone facilities, while 5% identified developing tourist controlling mechanisms during their stay and protecting and maintaining heritages each to improve the performance of tourism in the community.

Most welcomed Tourists by residents of Axsum were 43% of the residents identified tourists who spend a large sum during their stay, 23% of residents identified tourists who suggest ideas how to develop tourism, 15% identified tourists with a good image about Ethiopia, 9% identified tourists who disseminates good information about the community, 6% of the residents identified tourists who share ideas with elders, respect for local tradition and culture and 5% of the residents identified highly friendly tourists as the most welcomed tourists to Axsum.

The Mean Difference of Overall Satisfaction by socio-demographic Characteristics in Axsum community had been tested using t-test and one-way ANOVA. The results showed that there were significant differences among demographic variables. For example, there was a significant difference between male and female residents in the level of satisfaction they get from tourism in this locality.

The demographic profile of Bahir Dar Host Community included the following: 69% of the respondents were male and 31% female. 61% of the respondents stayed in Bahir Dar for 5-10 years, 25% greater than 10 years and 15% 2-4 years. 77% was self-employed and
nearly 23% were Government employees. 68% of the respondent’s were employed by the tourism industry while 32% were employed by other sectors. 45% of the respondents earned 200-500 birr per month while 32% earn < 200, 18% 501-1000 and 5% >1,000 birr per month. 50% of the respondents belong to 31-40 age groups, 32% belong to 18-30, 11% belong to 41-50 and 7% belongs to an age group above 50 years. 85% of the respondents belong to Christian religious group while 15% belong to Muslim religious group. 66% of the respondents were from the middle class, 24% belong to the lower class and 10% were from the higher class.

The relationship between positive and negative dimensions of tourism activities in relation to attitudes / level of satisfaction of Bahir Dar residents was examined using a stepwise multiple regressions. The stepwise multiple regression analysis identified personally speak to tourists regularly, participate in development planning for my community, personally work in tourism are found significantly related to resident’s satisfaction level on positive dimensions of tourism by residents of Bahir Dar as the most important positive dimensions of tourism activities undertaken in the locality. Further analysis of the study regarding positive dimensions of tourism by residents of Bahir Dar revealed that all positive dimensions of tourism by residents of Bahir Dar were not equally contributing to enhance the level of tourist satisfaction. For example, participating in development planning for their community, personally working in tourism and personally speaking to tourists regularly were carrying more weight respectively than other positive dimensions of tourism by residents of Bahir Dar in contributing to tourist satisfaction.

The study further examined the negative dimensions of tourism using a step wise multiple regression analysis. The negative dimensions of tourism identified by residents of Bahir Dar were violating community traditions, causing rise in crime rates are found significantly related to tourist satisfaction level. Further analysis of the study regarding negative dimensions of tourism by residents of Bahir Dar revealed that all negative dimensions of tourism by residents of Bahir Dar were not equally contributing to enhance the level of tourist satisfaction. For example, violating community traditions and causing rises in crime rates were carrying more weight respectively than other negative dimensions of tourism by residents of Bahir Dar in contributing to tourist satisfaction.
The expected Volume of tourist traffic needed by residents of Bahir Dar included 67% of respondents want more tourism activities, nearly 23% need much more tourism than now and 10% preferred to have same tourist inflow in the future.

Main concerns regarding tourism identified by residents of Bahir Dar were 63% of the respondents identified environmental degradation, followed by 7% violates local traditions and culture. 6% identified increased number of illegal guides and 5% identified poor or non-maintenance of historical heritages.

Measures to be taken to improve the performance of tourism recommended by residents of Bahir Dar were 55% of the residents identified promoting the community; 12% identified protecting heritages and environmental degradation while 5% identified availability of potable water, making regular survey on needs of tourists and maintaining peace and stability each. 18% of the respondents together identified developing the host community, clear and comprehensive tourism policy and strategy, upgrading awareness level of the community, training local and legal guides who speak the local language, etc to improve the performance of tourism in the community.

Most welcomed tourists identified by residents of Bahir Dar were 56% of the residents identified tourists with big interests in local traditions, 15% of residents identified tourists with a good image about Ethiopia, 9% identified disciplined and well behaving tourists, 7% identified respect for local tradition and culture, 5% of the residents identified highly spending tourists and 2% residents identified tourists who suggest ideas how to develop tourism, highly friendly tourists, tourists who disseminates good information about the community independently as most welcomed type of tourists.

The overall satisfaction of residents regarding tourism performances by Bahir Dar community had been 46% of the respondent’s tourism activity in the community is good, 27% as excellent and 26% as satisfactory.

The Mean Difference of Overall Satisfaction by socio-demographic Characteristics in Bahir Dar community had been tested using t-test and one-way ANOVA. The results showed that there were significant differences among demographic variables, for example there was a significant difference between male and female residents in the level of satisfaction they get from tourism in this locality.
The demographic profile of Konso Host Community included the following: 60% of the respondents were male while 40% were female. 88% of the respondents lived greater than 10 years, 5% 5-10 years and the rest 1-4 years. 60% of the respondents were self-employed against 40% government employees. 53% were employed in the Tourism sector while 47% were employed in other sectors. 52% of the respondents earn 200-500 followed by 23% respondents earned 501-1000 20% earns <200 and only 5% earn >1,000 birr per month. 48% of the respondents belong to (18-30) age group followed by 36% within an age group of (31-40) and 9% above 50 and 7% 41-50. 55% of the respondents were Christians while 30% were Muslims. 60% of the respondents belong to the middle class followed by 29% from the middle-class and 11% from the lower class.

The relationship between positive and negative dimensions of tourism activities in relation to attitudes / level of satisfaction of Konso residents was examined using a stepwise multiple regressions. The stepwise multiple regression analysis identified positive dimensions such as money spent in tourism remains in the community, easy access to the areas tourists use, stimulates local culture & crafts, creates jobs for local residents, personally benefit from tourism industry, helps community to obtain services, personally speak to tourists regularly are found significantly related to overall satisfaction level of residents on tourism activities undertaken in the locality. Further analysis of the study regarding positive dimensions of tourism by residents of Konso revealed that all positive dimensions of tourism by residents of Konso were not equally contributing to enhance the level of tourist satisfaction. For example, creates jobs for local resident’s money spent in tourism remains in the community and helps community to obtain services were carrying more weight respectively than other positive dimensions of tourism by residents of Konso in contributing to tourist satisfaction.

The study further examined the negative dimensions of tourism using a stepwise multiple regression analysis. The negative predictors of tourism included bothering me at work, causes rise in crime rates, violates community traditions, Raise prices of goods & services, uses natural resources needed) are found significantly related to overall satisfaction level of residents on tourism activities. Further analysis of the study regarding negative dimensions of tourism by residents of Konso revealed that all negative dimensions of tourism by residents of Konso were not equally contributing to enhance
the level of tourist satisfaction. For example, bothering me at work violates community traditions and raise prices of goods & services were carrying more weight respectively than other positive diamensions of tourism by residents of Konso in contributing to tourist satisfaction.

The expected Volume of Tourist traffic needed by the residents of Konso included the following: 62 % of respondents want more tourist inflow, 28 % need much more tourism than now and the rest 10 % needed same, or less or much less that the present traffic.

Main concerns regarding tourism identified by the residents of Konso were 16 % of the respondents equally identified low awareness level of community members and harassment by local beggars as major concern. 12 % residents identified tourist hostile community members, 11 % believed taking nude photographs of local girls as their main concern. The analysis further revealed that 8 % theft, and violating local traditions and culture and as their main concern. 7 % of the respondents identified equally non- availability of entertainment facilities and the possibility of wide spread of HIV by irresponsible tourists. 5 % identified equally, increased number of illegal guide’s non availability of considerable benefits to the community, non- availability of 24 hrs electric and water supply.

Measures to be taken to improve the performance of tourism recommended by residents of Konso were 19 % of the residents identified maintaining peace and stability and protecting heritages and environmental degradation; 17 % identified promoting the community while 16 % availability of potable water will improve performance of tourism in the community.13 % training local and legal guides who speak the local language, 4 % identified equally building hotels, banks, telecom and other facilities and developing the host community, reallocating income generated from tourism to the community and to improve the performance of tourism in the locality. The analysis further disclosed that 3 % identified receiving tourist fees on legal vouchers while 1 % identified developing tourist controlling mechanisms during stay as a means for improving tourism performance in the area.
Most welcome tourists by the residents of Konso included 15% of the residents identified respect for local tradition and culture, about 14% of residents equally identified highly friendly tourists, tourist who visit with legal documents, and tourists who disseminate good information about the community are to be welcomed. 12% identified all types of tourists are welcomed. 8% of the respondents equally identified, disciplined and well behaving tourists, tourists with big interests in local traditions, tourists who suggest ideas how to develop tourism, tourists who share ideas with elders as most welcomed tourists. The analysis further disclosed and 11% of the respondents welcomed all types of tourists.

The overall satisfaction of Konso residents regarding tourism performances had been 43% of the respondents in Konso felt good about tourism activities in the area, 33% found it satisfactory and 24% as excellent.

The Mean Difference of Overall Satisfaction by socio-demographic Characteristics in Konso community had been tested using t-test and one-way ANOVA. The results showed that there were significant differences among demographic variables; for example, there was no significant difference in the overall satisfaction of the respondents by gender, employment in the industry, level of income, religion, social class.

The demographic profile of Lalibela Host Community included the following: 53% of the respondents were male while 48% were Female. 68% of respondents stayed greater than 10 years, 18% 2-4 years, 10% 1-2 years, and 5% 5-10 years. 55% of the respondents were self-employed while 45% were employed by the Government. 66% were employed by the tourism sector operating in the area while 34 were employed in other sectors. 33% of the respondents earned 501-1,000, 33% 200-500, 20% less than 200 and the last 14% earn greater than 1,000 birr per month. 46% of the respondents belong to 18-30, 40% belong to 31-40, 9% 41-50 and 5% greater than 50 years old. 85% of the respondents were Christians, 10% were neither Christians nor Muslims and the last 5% were Muslims. 48% were from the middle class, 36% belong to the lower class and the last 16% accounted to the higher class.

The relationship between positive and negative diamensions of tourism activities in relation to attitudes/level of satisfaction of Lalibela residents was examined using a
stepwise multiple regressions. The stepwise multiple regression analysis identified major positive dimensions such as feel secure in my job, working in tourism, good for our community, selling goods to tourists, money spent in tourism remains in the community, helps obtaining new skills, participate in development planning are found significantly related to overall satisfaction level of residents on tourism activities. Further analysis of the study regarding positive dimensions of tourism by residents of Lalibela revealed that all positive dimensions of tourism by residents of Lalibela were not equally contributing to enhance the level of tourist satisfaction. For example, feel secure in my job, good for our community and money spent in tourism remains in the community were carrying more weight respectively than other positive dimensions of tourism by residents of Lalibela in contributing to tourist satisfaction.

The study further examined the negative dimensions of tourism using a stepwise multiple regression analysis. The negative predictors of tourism included raises prices for goods and bothers me at work are found significantly related to overall satisfaction level of residents Lalibela on tourism Activities. Further analysis of the study regarding negative dimensions of tourism by residents of Lalibela revealed that all negative dimensions of tourism by residents of Lalibela were not equally contributing to enhance the level of tourist satisfaction. For example, raises prices for goods, bothering me at work were carrying more weight respectively than other negative dimensions of tourism by residents of Lalibela in contributing to tourist satisfaction.

The expected volume of tourist traffic needed by the resident’s of Lalibela included 66% of respondents want much more tourism activities, 28% need more tourism, 4% preferred to have the same tourist inflow and the rest 2% preferred less or much less than the current level of tourist traffic.

Main concerns regarding tourism identified by residents of Lalibela were 28% of the respondents identified poor or non-maintenance of historical heritages, followed by 20% theft as main concern for tourism. The study further revealed 14% of the respondents identified stealing and damaging historical heritages and wide spread of HIV by irresponsible tourists as their main concern equally. 11% identified, non-availability of considerable benefits to the community and harassment by local beggars with equal
weight, and the last 3 % identified increased number of illegal guides in their locality as their main concern.

Most welcomed tourists identified by residents of Lalibela were 28 % of the respondents identified highly spending tourists as the most welcomed tourists, 18 % of the respondents identified disciplined and well behaving tourists, 16% of respondents equally identified highly friendly tourists, and tourists who disseminates good information on about the community, 13 % preferred tourists with a good image about Ethiopia while 10 % identified all types of tourists as the most welcomed tourists to their community.

Measures to be taken to improve the performance of tourism recommended by residents of Lalibela were 26 % of the residents identified protecting heritages and environmental degradation; 19 % identified availability of potable water, 16 % of the respondents identified making regular survey on needs of tourists, 14% identified clear and comprehensive tourism policy and strategy, 13 % identified training local and legal guides who speak the local language, 8 % identified developing tourist controlling mechanisms during stay, while nearly 5 % identified receiving tourist fees on legal vouchers by the relevant bodies to minimize corruption in order to improve the performance of tourism in the community.

The overall satisfaction of residents regarding tourism performances in this community 39% of the respondents felt good regarding performance tourism in their community, 36% found it satisfactory and the 24% found it very good.

The Mean Difference of Overall Satisfaction of resident’s of Lalibela by socio-demographic Characteristics had been tested using T-Test and one way ANOVA. The results showed that there were significant differences between male and female residents in the level of satisfaction they get from tourism activities generated from their locality. For example, there was a significant difference in the overall satisfaction of the respondents by gender, occupation, employment in the industry, length of time, and social class.

The demographic profile of Lalibela Host Community included the following: 60% of the respondents were female while 40% were Male. 49% of the respondents stayed more than 10 years, 36% stayed 2-4 years, and 8% of the respondents equally stayed less than 1 year and 5-10 years. 58% were self-employed while nearly 42 % were government employee.
53% were employed in other sectors while 47% were employed by the tourism sector. 54% were earning birr 501-1,000, 31% were earning greater than 1,000 and 14% 200-500 per month. 44% of the respondents were between 31-40 years old, 33% were 18-30 years and the rest 22% were 41-50 years. 71% of the respondents were Christians while the remaining 29% were Muslims. 74% of the respondents were from the middle class while 26% belong to lower class.

The relationship between positive and negative dimensions of tourism activities in relation to attitudes / level of satisfaction of Semien Mountain NP residents was examined using a stepwise multiple regressions. The stepwise multiple regression analysis identified included money spent in tourism remains in the community, control over tourism, helps to obtain new skills and speaking to tourists regularly are found significantly related to the overall satisfaction level of residents on tourism activities. Further analysis of the study regarding positive dimensions of tourism by residents of Semien Mountain NP revealed that all positive dimensions of tourism by residents of Semien Mountain NP were not equally contributing to enhance the level of tourist satisfaction. For example, money spent in tourism remains in the community, speak to tourists regularly and helps obtaining new skills were carrying more weight respectively than other positive dimensions of tourism by residents of Semien Mountain NP in contributing to tourist satisfaction.

The study further examined the negative dimensions of tourism using a stepwise multiple regression analysis. The negative predictors of tourism includes causes rises in crime rates, raises prices for goods, tourism harms the environment are found significantly related to overall satisfaction level of residents on tourism activities. Further analysis of the study regarding negative dimensions of tourism by residents of Semien Mountain NP revealed that all negative dimensions of tourism by residents of Semien Mountain NP were not equally contributing to enhance the level of tourist satisfaction. For example, causes rises in crime rates, raises prices for goods and tourism harms the environment were carrying more weight respectively than other negative dimensions of tourism by residents of Semien Mountain NP in contributing to tourist satisfaction.

The expected Volume of Tourism required by residents of Semien Mountain NP had been 59% of respondents want much more tourism activities, 30% need more tourist inflow, 9%
% preferred to have the same tourist inflow and the remaining 2% preferred less and much less tourist inflow than the present level. The study disclosed that in all host communities the majority of the respondents needed much more tourism activities in their respective localities than is currently available.

Main concerns regarding tourism by residents of Semien Mountain identified by the residents were 22% of the respondents identified harassment by local beggars, 21% identified non-availability of entertainment facilities as main concern for tourism. The study further revealed, 16% of the respondents identified tourist hostile community members, 14% increased number of illegal guides, 13% non-availability of considerable benefits to the community, 4% of the respondents identified equally for violation of local traditions and culture, and low awareness level of community members were their main concerns related to tourism activities in their localities.

Measures to be taken to improve the performance of tourism recommended by residents of Semien Mountain were 26% of the resident’s identified making regular survey on needs of tourists, 13% of the respondents identified promoting the community, 12% of respondents identified clear and comprehensive policy and strategy regarding tourism development in the host community and 11% identified availability of potable water to improve tourism performance in the community.

Most welcomed tourists preferred by this community included were 41% of the respondents identified highly spending tourists as the most welcomed tourists, 12% of the respondents identified tourists who share ideas with elders, 11% tourists who disseminate good information about the community and 8% of the respondents identified equally tourist who visit with legal documents and all types of tourists welcomed in their community. The study further revealed 7% of respondents equally identified, respect for local tradition and culture, tourists who suggest ideas how to develop tourism and tourists with a good image about the community as the most welcomed tourists in their community.

The overall satisfaction of residents regarding tourism performances in this community had been 48% of the respondents perceived tourism activities in the community as satisfactory, 27% as good and the rest 26% of the respondents perceived as excellent.
The Mean Difference of Overall Satisfaction of resident’s of Semien Mountain NP by socio-demographic Characteristics had been tested using T-Test and one-way ANOVA. The results showed that there were significant differences between male and female residents in the level of satisfaction they get from tourism activities generated from their locality. For Example, there was significant difference in the overall satisfaction of the respondents by gender, occupation, employment in the industry, length of time, and social class.

The cultural and economic impacts of international tourism on host communities in many respects are quite remarkable. It is used as instrument to widely share cultural attitudes and consumer habits. It fosters social unity in countries and the integration of those who may have felt excluded. Since it promotes encounters and dialogue between visitors and hosts, it fosters their knowledge of each other. It further enhances mutual recognition of individuals and groups alike at the national level as well as international level. On the other hand it leads to an irreversible deterioration of sites, the over – use of natural resources, the impairment of biodiversity, the degradation of historic monuments through overcrowding, the precarious nature of seasonal work, the unlimited exploitation of workers uprooted from the areas around resorts, the decline in cultural production and craftsmanship, organized sex tourism involving children. Tourism is an instrument in the fight against poverty and to job creation. Poverty is not only a matter of lack of money but a multi-dimensional and complex phenomenon with an intricate relationship to issues such as disease, illiteracy, infant mortality, environmental degradation and many other aspects. Tourism provides not only wealth but also provides an incentive to fight.

Tourism is a highly labor-intensive activity which opens up opportunities for the businesses that provide products and services to the tourism industry. Its impact is particularly strong in the local farming and fishing industries, handicrafts and even the construction industry. With the development of micro-credit, it represents fertile ground for private initiative. It serves as a foothold for the development of a market economy where small and medium – sized enterprises can expand and flourish. Although at low level the poorest economies like Ethiopia benefit from tourism receipts.
6.2 RECOMMENDATIONS

Based on the findings of the research on the data analysis and interpretation framework of the survey the following short-term and long term measures are recommended.

1) The result of the study showed that the highest age groups were 30-39 years old followed by 18-29. This implies to tourism marketers to focus on developing beach areas, entertainment centers, organize major festivals/events, water recreations, camping, hiking, bicycling, hunting, winter sports, horseback riding, picnicking, hang gliding, ballooning, nature study, photography, and painting.

2) The tourist generating regions from the highest to the lowest for Ethiopia based on year (2005) data were Firstly, Africa (85,551), secondly, Europe (57,004), thirdly, America (41,380), fourthly, Middle East (22,162), fifthly, Asia (19,412) and sixthly, Oceania (1,939) and most of tourist’s annual earning was below 20,000 USD. Thus, tourism marketers are advised to develop economy tourist class hotels affordable by tourists.

3) The most preferred activities by tourists coming to Ethiopia are sight seeing than outdoor sports and entertainment activities. The result of the study, in the context of Ethiopia, implies that destination marketers should focus on different receiving destination and should exert maximum efforts on promoting sight seeing, outdoor and entertainment areas. It would be worthwhile to empirically examine the marketing strategies in the popular destinations through further studies. Web sites of both federal and regional state should promote inbound tourists favorite activities. At the same time, marketers should save their effort on promoting least preferred activities. The findings of this study will help practitioners to better estimate the future demand of tourist’s preference for travel products and service for all destinations in Ethiopia. If a successful promotion strategy is used then, both actual as well as potential travelers will contact through the tourist agent-supplier-destination network to purchase the tourism products and services available in the country.

4) Important variables that initiated the tourist in deciding to visit Ethiopia revealed Scenery/landscape; history and heritage, places to eat and drink, wildlife, events or festivals more than other variables. The result implies to the tourism marketers at
any level to mobilize their resources and maintain the scenic beauty of destinations, maintain historical heritages, allocate sufficient amount of budget, organize National heritage societies or clubs by volunteers, build both government and private tourist class hotels at destination points, promoting traditional and folklore colorful festivals etc; to capture the hearts and brains of travelers.

5) General ambience, check in facilities, airport bus services, money-changing facilities, customs clearance, toilet facilities, refreshments/cafeteria luggage handling information and sign boards were found significant drivers of satisfaction of tourists. Thus, the civil aviation authority in the country should give priority in maintaining as well as consistently upgrading the above facilities/services to maintain the present tourist traffic as well as attract potential inbound tourists. The paperwork at all tourist check points (immigration, destination entry points, inter regional – state crossing points etc) should be reduced to a practical minimum or in line with international standards for both incoming and outgoing tourists. Service providers should be given all the necessary up-to-the-minute training in service marketing to perform up to the expected level of standards. Tourists shouldn't be bothered to fill longer and elaborate forms rather they should be given a very simplified form amenable to easy and fast generation of inputs for concerned bodies at every level.

6) The perception of hotel facilities available in the country has been investigated using a factor analysis with Varimax Kaiser Normalization model. Component 1 which mainly deals with staff’s service quality was the most important factor explaining 39.533% of the variance. This implies that, the marketing focus for Hotel managers should be to increase the number of repeat tourists and prolong the length of their stays by meeting their needs more effectively. In other words, they should give more weight for improving the quality of staffs and devote much more effort to human resources training or develop in-house training programs and organize employee training facilities.

7) The analysis of pull motivational factors disclosed that relaxing atmosphere, cultural attractions, accessibilities, beaches, shopping facilities, transport facilities, hospitality, and lodgings were found to be the most significant factors in raising the level of satisfaction of tourists visiting Ethiopia. Thus, the tourism marketer both at federal level and regional level should allocate sufficient amount of funds
to take care of the above facilities to enhance the inflow of tourists into Ethiopia. In addition to the government at federal and regional level the integrated components of the tourism industry should work very hard with a high level of coordination in their respective areas, to improve services related to road signs, display maps and information boards to better serve the inbound tourists.

8) A code of conduct should be framed and publicized for tourist guides, tour operators, tourist taxi drivers, hoteliers, tour operators, travel agents, places of worships, hotel owner associations, public hotel managers, travel and tour operator associations, host community leaders etc to act in partnership and build the image of the country under the national tourism marketing motto “a land of 13 month’s of sunshine”.

9) A comprehensive study should be commissioned by the road authorities both at federal and regional levels in collaboration/consultation with ministry of culture and tourism to set a time frame /time target to make the existing substandard roadways to be up to the standard and travel friendly in major tourist destinations.

10) The government at both the federal and regional level should encourage foreign and national travel and tour operators to organize package tours with a focus on specific tourism products like natural, cultural and heritage as well as spiritual tourism. A policy measures has to be taken in the areas of taxations, duties etc to encourage both overseas and domestic players based on study.

11) The existing entry fee structure at every entry point to established and emerging destinations should be studied. This comprehensive study has to be carried out at regular intervals based on tourist’s feedback and other stakeholders at a national and regional level.

12) The traveler’s profile shows that tourist coming to Ethiopia is either from the affluent or poor countries. The break down or market segment of incoming tourists from geographic perspectives were divided into three such as established, secondary and emerging markets. To encourage a higher volume of tourist traffic from the less affluent societies there has to be a policy framework that encourages the building of clean accommodations and budget hotels at appropriate sites. Parallel to budget hotels there have to be a policy framework that should
encourage high and expensive tourist class hotels with all the necessary facilities for those tourists coming from affluent societies.

13) Promotion tools to be used by Ethiopian government tourism offices or tourism marketers are limited in scope. Thus, promotion tools should focus in the following major areas:

   a. The various forms of advertising media that the tourism marketer must use include: Flyers, Posters, Postcards, Bumper stickers, T-shirts, Buttons, Billboards, Brochures, CDs, DVDs, and Websites.

   b. Public relation tools should include Media kits, Press release, Publicity photos: Speeches: Sponsorship:

   c. Sales incentive tools: Major sales incentive tools to be used by the tourism marketer should include the following: Price deals: Contests: Sweepstakes: Premiums:

   d. Personal selling tools: Major activities to be performed by the tourism marketer when selling attraction centers as potential destinations. Prospecting: Pre approach: Presentation: Handling objections: Closing: Follow-up:

   e. Trade show: Tourism marketers must choose a show that will attract tour companies that have customers interested in visiting their region. Trade show success is determined by Choosing the right show, Making pre show appointments, Contacting these appointments prior to show, using attractive displays, Providing professional promotional material, arranging sufficient booth coverage and Follow-up on prospects.

   f. Therefore, the tourism marketer chosen to attend the trade show needs to be knowledgeable about the destinations and its competitors. After the show is completed, the tourism marketer must remain in contact with any good prospects.

   g. Highly satisfied tourists are costless promotional instruments to influence other potential tourists to visit Ethiopia. Thus, cumbersome immigration, banking, telecommunication, customs procedures, domestic transportation,
flight bookings and flight delays to travel to different destinations within Ethiopia, unfair dealings or practices by traders, unsanitary conditions at destination points, harassment by beggars, stealing by pickpocketers, illegal or inconsistent entry fee collectors, discomfort by illegal guides, ill mannered drivers etc; should be given higher priority by concerned authorities.

h. A massive distribution of brochures on unique and developed products, extremely incredible natural spots and historical sites should be made via Ethiopian missions abroad, major airlines, tour operators and travel agents etc; directed towards secondary and emerging market segments.

14) Many tourist destination calls for heavy investment for infrastructural development as well as maintenance of historical buildings, and places of worships. Thus, the government at the federal and regional level as well as the private sector should work together with foreign investors to allocate the necessary budget to develop the tourism infrastructures in those destinations.

15) Ethiopia has seven destinations registered as world heritages. If further effort is made, it is possible and natural that other potential tourist destinations will be explored. Thus, the tourism marketers and government are required to make relentless efforts in finding and developing potentially attractive destination son top of maintaining the already established destinations.

16) The tourism market in Ethiopia is highly segmented. For example, inbound tourists are coming from three major market segments: Primary markets, secondary markets and emerging markets. Tourists coming from these three major market segments need different levels of handling, entertainment and demand different degree of promotional efforts. Tourism marketers from the sub sectors of the tourism industry should work in line with the needs of these segments of the market.

17) This study examined critical success factors that make the country as one of the most competitive tourist destination from three broad perspectives which consisted of sustainable growth of tourism, Destination Managent processes and Future Growth and sustainable development were analyzed using Varimax Kaiser Normalization. Thus, the ministry of culture and tourism must conduct further and an in-depth study in those areas and take policy measures in line with the most
critical success factors to make the country as one of the most competitive destinations in the world.

18) To realize the above recommendation stated in number (15) the tourism sector organized under the ministry of culture and tourism has to be upgraded to a ministry level and work independently, without attaching it to other ministries. It has to better learn from other countries in organizing the tourism corporation like India and other developing countries. Further more, additional Tourism professionals should be trained and assigned in the respective sections and divisions in the ministry of tourism that will be organized in the future.

19) There are different tourist destinations with different degree of attractions in the country. The concerned ministry has to identify each destination’s unique features with all its facilities, geographic sceneries etc; to satisfy different tourist segments like mountain climbers, bird watchers, hunting, wild life watchers, fishing, spiritual tourists, water sports, spa horse riders, etc; and an aggressive promotion has to be done targeting the unique feature of each destinations. Moreover, each attractive destination should be branded in line with its unique features. The branding activity should not be confined to natural attraction sites, historical places but also to each city and sub-cities. To further realize this multitude of activities, a tourism research center has to be organized at a national level with the necessary budget under a resourceful person and staffed with competent researchers.

20) The Main concerns regarding tourism in the five selected host communities were many. Many undesirable sides of tourism in the respective localities or tourist destinations by residents were identified. For example, in Lalibela host community of this study, negative dimensions such as harassment of tourists by local beggars, theft, stealing and damaging historical heritages, poor or non-maintenance of historical heritages, wide spread of HIV by irresponsible tourists, increased number of illegal guides, non-availability of considerable benefits to the community etc; were identified. To ameliorate these negative consequences of tourism activities in a given destination a number of policy measures have to be taken. One among the many policy and administrative measures may be organizing a special tourist police force. In other words, a special tourist police force must be positioned with sufficient authority and responsibility at major tourist destination to enforce discipline especially against cheaters, illegal guides, harassment of tourists by beggars. This policy measure has to be taken in consultation and
collaboration with different players in the tourism sector like, federal and regional
governments, travel and tour operator’s, hoteliers, Ethiopian Orthodox church,
Ethiopian Islamic council and other pertinent parties.

21) Negative effects of tourism indicated in recommendation number (18) above were
highly witnessed in all communities investigated, despite minor differences.
Negative consequences of tourism are emanating from lack of appropriate tourism
policy and strategy framework from the Government. Thus, the relevant
government department in consultation with other stakeholders should develop
appropriate policies and strategies to minimize adverse effects of tourism on host
communities.

22) To develop healthy host-tourist relationships, income generated from host
community destinations has to be re-allocated to develop the tourism infrastructure
as well as to provide training to local handcrafts to produce high quality gift
articles or products saleable to tourists. Moreover, the residents in a tourist
community should be advised and oriented how to maintain tourist attraction
points and how to behave with tourists. This will definitely enhance healthy
attitude towards tourist and tourism activities in their respective localities. On the
other hand, all the necessary briefings should be given by the local tourism
marketer along with a local flyer/brochure articulating rules to be observed by
tourists coming to any community so as to minimize misunderstanding and nurture
good host – tourist relationships.

23) Broad based measures to be taken to improve the performance of tourism in those
host communities examined has been identified and recommended by residents.
For example, measures to be taken identified by the residents from Semien
Mountain included developing the host community, making regular survey on
needs of tourists, reallocating income to the community, promoting the
community, clear and comprehensive policy and strategy, availability of potable
water, training local and legal guides who are multi-lingual or at least one who can
speak the local language, receiving tourist fees on legal vouchers, developing
tourist controlling mechanisms during stay etc; among others. Thus, the tourism
marketers must commit themselves to take appropriate measures to improve the
level of tourist traffic in the areas.
24) Last but not least, a national tourism marketing advisory board has to be organized with an independent status consisting representatives coming from diversified sectors like travel and tour operators, hoteliers, wild life conservation department, ministry of culture, ministry of tourism (if independently organized), environmental protection authority, conservation authority, road authority, airlines, civil aviations, railway authority, water transportations, Regional state tourism bureaus, Ethiopia orthodox church, Islamic council, federal police, hotel and tourism institutions, ministry of foreign affairs and ministry of Education.

6.3 SUGGESTIONS FOR FUTURE RESEARCH

This study can serve as a springboard for several future research streams. Since the research was done on a national level and with a limited resource, future research can be done in the following areas.

1. Development of Tourism/Destination marketing Strategies For Ethiopia

2. Similarities and Differences in the Overall Levels of Satisfactions among tourists from primary, secondary and emerging markets of tourism visiting Ethiopia

3. Development of Responsible National Tourism Policy Framework For Ethiopia

4. Similarities and Differences of Economic, Social and Cultural Benefits of Tourism to Host Communities: A Case Study of Pro-Poor Tourism Initiatives in Ethiopia.

5. Performance Measurement of Domestic Tourism In Ethiopia

6. Value Chain performance measurement framework for Tourism industry