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**ADDIS ABABA UNIVERSITY  
COLLEGE OF DEVELOPMENT STUDIES  
CENTER FOR ENVIRONMENT AND DEVELOPMENT  
TOURISM DEVELOPMENT AND MANAGEMENT PROGRAMME**

**The Role of Film for Tourism Destination Development in  
Addis Ababa, Ethiopia**

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**June, 2020  
Addis Ababa, Ethiopia**

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**The Role of Film for Tourism Destination Development in  
Addis Ababa, Ethiopia**

**The Thesis Submitted to Addis Ababa University, College of Development Studies, and  
Center for Environment and Development for Partial Fulfillment of the Requirements  
for the Master of Arts in Tourism Development and Management**

**By  
Desalegn Ambachew**

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**June, 2020  
Addis Ababa, Ethiopia**

## **APPROVAL**

This is to certify that the thesis research conducted by Desalegn Ambachew, entitled “The role of film for tourism destination development in Addis Ababa, Ethiopia” in partial fulfillment of the requirements for the award of Master of Arts Degree in Tourism Development and Management.

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## **DECLARATION**

I strongly assert that this thesis, entitled: “The Role of Film for Tourism Destination Development in Addis Ababa, Ethiopia” is my own work and submitted to the College of Development Studies, Department of center for environment, Tourism Development and management program in Partial Fulfillment of the Requirements for the Master of Arts Degree in Tourism Development and management. I sincerely assure that it has not been submitted partially or fully by myself any other person for an award of a degree in other university/institution. All sources of materials used as references for the purpose of this thesis have accordingly been acknowledged.

Name: Desalegn Ambachew Biresa

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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## **Abbreviations and Acronyms**

EPDRF	Ethiopian People`s Revolutionary Democratic Front
EFC	Ethiopian Film Corporation
SPSS	Statistical Package for Social Sciences
TV	Television
UK	United Kingdom
UNWTO	United Nation Tourism Organization

## **ABSTRACT**

*This thesis intends to investigate the role of film for tourism destination development in Addis Ababa, Ethiopia. To conduct this research, mixed research method which involved both qualitative and quantitative research approach was employed. Both primary and secondary data were used. To collect the primary data, 2 interviews were undertaken with selected government officials, and 163 questionnaires were film productions. The result of the study revealed that the contribution of film for tourism destination development is less. Overall, film productions have a much better understanding of the relationship of film and tourism destinations when we look at the findings of the study. Their understand well that film is very much connected to tourism destinations and that film will create a positive image of the country and promote then bring economic development by promoting tourism destinations for others. Next, the study indicates that the tourism destinations of Addis Ababa are integrated into the film. That is, the Addis Ababa tourist destinations are included in the film as a transitional level in feature film and, in some extent integrated into documentary film. Also, as the study shows, the film has little contribution to creating image and promoting Addis Ababa destinations for tourism development. And also the study shows that there are many challenges facing budget, infrastructure, film workers, society and government to incorporate the Addis Ababa tourism destinations in the film. In summary, based on this study, our country's film industry's role for the tourism industry development is very low and there is no system linking the two industries. There is also a great deal of cognitive and capacity problems across all stakeholders.*

**Keywords:** Role, film, challenges, destination, tourism development, film productions and stakeholders

# CHAPTER ONE

## Introduction

This chapter will create a context of the study in which background, statement of the problem; objectives, significance, limitation, scope and Structure of the study are presented with detail explanation. The main aim of the study is to investigate the role of film for tourism destination development in Addis Ababa, Ethiopia.

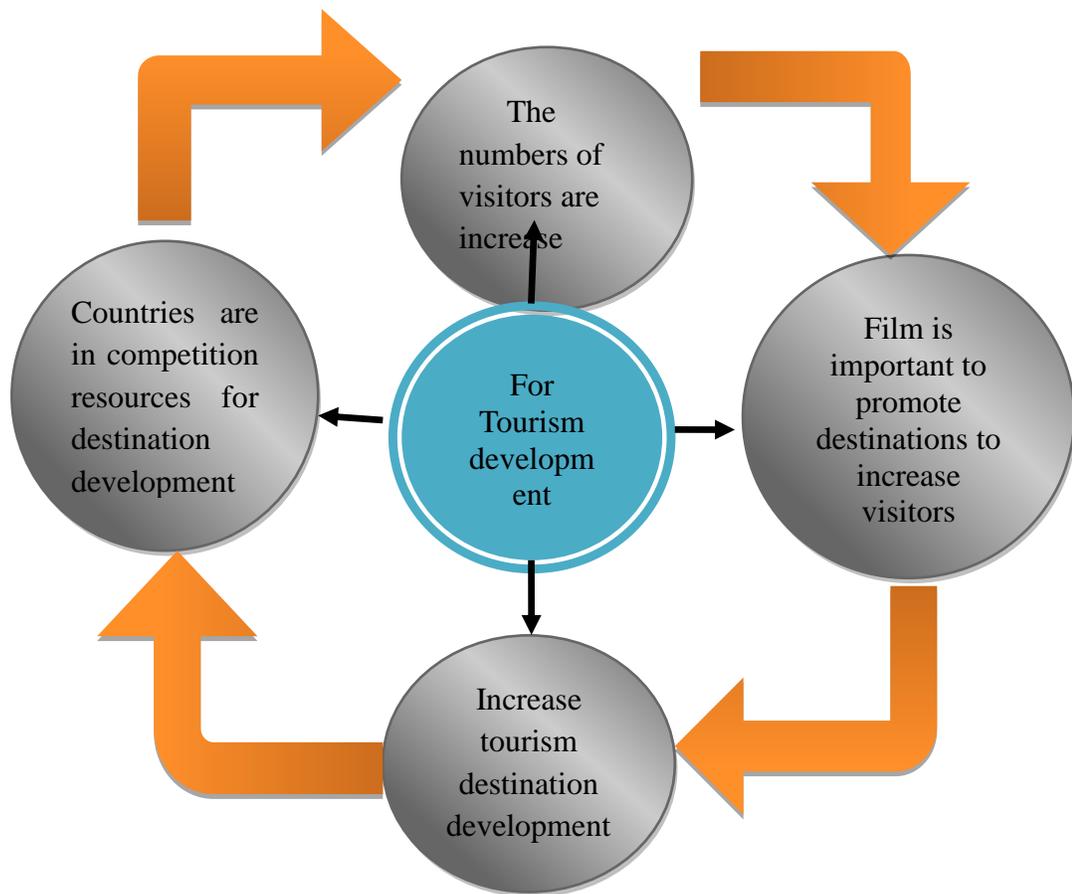
### 1.1. Background of the Study

The study focused on the role of film for tourism destination development in Addis Ababa, Ethiopia. The main study area of this research was tourism destinations in Addis Ababa in which Museums, monuments and parks are found. From all this Addis Ababa tourism destinations this study was identified the best tourism destinations which are incorporated in film based on the respondents and also investigated the role of film for tourism destination development.

The role of Film for tourism destination development is more a new concept that has included under the cultural heritage and cultural tourism. In the world, tourism destination development is one of the greatest growing fields. So the film has a major contribution for the development of tourism destinations. Especially on-location film is now becoming a fast growing and acknowledged phenomenon (Hoffmann, 2015).

In today's globalized world, most of the countries are in competition used for destination development and different things. Natural and unusual resource, foreign investment, and visitors are mentioned an example of competitions. In response to the demands of the competition, film is one of the essential tools to increase the number of visitors in to tourism destination areas. Globally, tourism is all the time increasing and creating competition between tourism destinations visitors. In general, film is one of the best strategies which can be used to enhance tourism destination image for tourism development (Horrigan, 2009).

The above paragraph shows that for tourism destination development, film is very important to increase tourists on destination area. It contributes a lot for increased tourism development. This relation of tourism destination with film for tourism development is indicated in figure 1.



**Figure 1:** Competition of Visitors on Destinations for Tourism Development  
Source: (own construction)

Internationally the film was started before the development of TV. Particularly in 18th and 19th century, more have focusing in destination areas in the arts of the time and more initiating a lot of nature landscapes. Since then, the film has started to contribute to promote tourism destination, and in the mid-20th century more films and television developed to mass populations (Beeton, 2006). Film is making in different property. In the case of this, literature is one example to creating film. Many films are create from different books and promoted to visitors with the names of famous authors (Kim & Richardson, 2003). For example "The Sound of Music" (1965) film in Salzburg, Austria is mention to generate tourism to its destination area.

This film is a suitable value in the world and still receives almost 300 000 tourists yearly that want to observe the filming destination in that place. And also another example, the visitors state that visiting the locations of "The Lord of the Rings" in New Zealand has the main purpose for their trip (Roesch, 2009).

In the 1970's-80's mass tourism and film more developed. Because, film was more promoted in the world with a lot of incomes and giving out the images of big blockbuster films all in the world. Fantasy film trilogy "The Lord of the Rings" (2001, 2002, and 2003) in New Zealand is one of the best examples of the winning film and the New Zealand tourism used this trilogy film in their tourism destination marketing. Because of this New Zealand Tourism was created a lot of Cinemas and advertising for the international level of the films. By means of images from the films in Tourism New Zealand's and image strong links between imaginary in New Zealand, they improved people's awareness of New Zealand as a touristic destination (Croy, 2004).

With regarding film in Africa, it preserve before the decolonization period of the continent. The African film industry did not reflect a perfect picture of the cultures in the case of the film industry was under foreign rule. But the African film industry has made improvement in terms of promoting the culture and cultural heritage of the continents. Thus, the film industry was significantly changed during the 1960s, when numerous African countries gain their freedom (The Berlin annual African and media festival, 2013).

The previous French dependency, whose African local film productions received technical and economic support from the French Ministry of Cooperation, to support the integration of African film as a part of cultural, political and economic progress of the continent were more industrialized in the 1980s. And also African cinema came to strongly feature social and political themes and the neocolonial situation. However, Africa is a large continent and its countries more have their own cultural, political and geographical backgrounds and conditions that are uniquely presented in many of behavior in their films (The Berlin annual African and media festival, 2013).

With focus to film in Ethiopia, in many times, its governors used its roles in managing the cultural, political and geographical aspects etc. As a result most of the condition today we have the legacy of our past history.

And the development of film was going back for the past hundred years. As a focus film and technology had been introduced to Ethiopia after three years in Europe, but still it is not developed. In Ethiopia film were introduced with Emperor Menelik II. That was when the Ethiopian people watched a film; the traditional beliefs of the people discouraged those who opened a cinema house after the display of the film. The cinema is still known by the name of worship for many years. The name of the cinema house is called in Amharic (ሰይጣን). Because it was believed that the things were performed by evil spirits with a lot of Ethiopians (Kindeneh Tamene, 2014).

And also Ethiopia Cinema was begun to Ethiopia after three years the world first film projected in Paris in December 28, 1895 by the Louis Lumier brothers. In Ethiopia Film as an industry and as a business it is not developed at this time. Additionally Ethiopia was become the third to learn film next to Egypt and Nigeria in Africa. The first Ethiopian film that was produced by Ethiopians in Amharic language was 'Hirut: Who is her father?' which was existing in 1972 G.C. (Arefayine, 2006).

Then Derg used and managed the film industry for political principle. The film industry was not liberalized or not has free marketing system at that time. The Ethiopian film corporation (EFC) was established by Negarit Gazette proclamation no 306/1986, and the duties of the corporation was to record history and to make certain the development of the profession in the country. Convinced that it was unnecessary the corporation was closed on 21st of January 1999 by the Federal Negarit Gazzetta proclamation number 151/1999. the Ethiopian Film Corporation during the Derg has played a significant role somewhat in Ethiopian Film development in anticipation of its disestablishment in 1999. After the absent of controlling of Ethiopian Film Corporation in 1999 and become the EPRDF's government the Ethiopian film marketplace became privatized. because of the revolutionize of the political situations in 1991, the EPRDF managed the film industry with free market economy. with the free market of the film business and beginning of video technology, Ethiopian feature film witnessed was another form of production in 1990's and film productions tending to produce low budget video film design (Motuma, 2016).

In the study it is used to mean visitors to a destination as an outcome of the destination being introduced on film. In a sense it is essential value for the development of tourism destinations. Film is related to in different fields has become the subject of powerful significance within the tourism literature since it was known that film can lead tourism development for many tourism destinations. So Film and image of destinations have relations too (Urry and Larsen 2011).

The study is focused on how the Ethiopian film contributes to tourism destination development. Here there is no empirical study in Ethiopia, especially how film contributes to tourism destination and its role for tourism development is not addressed. In this thesis, the study was only focused to investigate the role of film for tourism destination development in Addis Ababa, Ethiopia, specially; the perception of film productions on contribution of film for tourism destination development, tourism destinations used in film, the contribution of film to create image and promote tourism destinations and challenges of integrating tourism destinations with film for tourism development are area will be discussed.

## **1.2. Statement of the Problem**

The benefit of Film industry for tourism development is now increasing. One of these reasons is creating image and promote destinations for visitors. Film is also can initiate and support tourism destinations for demands. The demands are from tourism corporations and also from different customers and tourism patrons. For this reason, tourism is benefiting from film and also film is very important to tourism. Because it can increases the number of visitors in destination areas, so the visitors must spend their money for different purpose within their visiting time on destinations. Film is very sensitive and encourages of visitors. It is one of the motivators of the visitors to visit on tourism destinations (Macionis, 2004).

The film industry is now increasing in the world and becoming a major powerful aspect in promoting the tourism destinations for demands. For example, American Hollywood, Indian Bollywood, and Nigerian Nollywood are mentioned to manipulate and promote tourism destinations for demands in the world. Film is in general introducing a picture of a culture, cultural heritages and destinations that is becoming important to tourism destination development. The film is initiating tourism destination and can increasing the number of visitors on tourism destination areas. In Ethiopia, it has new potential for future if we promoting tourists

by using film for tourism destination development. The newness of the film market in Ethiopia is a chance to promote a picture of our country in the future. Film is important thing to promote tourism destination that initiate on travelling to new and exotic places before, and it is the best motivators of today that can create image and promote destinations want to visit that places for tourism destination development (Beeton 2006).

Film can promote the local people's culture; political and social perform either positively or negatively if it may good or bad. And also Film can highly changes and shapes the development of tourism destinations. Destination image in tourism outlook it is important to tourism business, because of this the role of film is suitable one to crate destination images. And Film plays a fundamental role in the choice of the customer to selection of the destination. Similarly, the image of destinations towards public observation will modify the customer decision. As a result; it influences the tourism situations of the area. Therefore, film for create the destinations image is inseparable from tourism industry (Kork, 2013).

However, Ethiopia has many and good tourism potential and it has the best destinations in Africa. But her image of a destinations has been not addressed everywhere by using different ways for the development of tourism in the country. One of the best ways to address the Ethiopian attractive and historical destination for others is film. Historical tourism destinations in Ethiopia are her first from the continent with more than 3000 years histories. Comparing the potential of the country to be used the development of tourism the country reach at this point is not satisfying. Ethiopia has many tourism potentials especially very important and attractive destinations to build positive image of Ethiopia. However have different factors that for slow development of tourism destination in Ethiopia, one of this is the negative image of the country in the world. It is a problem on the tourism destination development of the country even today when the country is a better position (Kassaye, S., 2013).

How tourism industry benefit from film or is film a considerable tools for tourism market is the starting point of this study and the aim of this study is address to investigate the role of film for tourism destination development in Addis Ababa Ethiopia. That mean, to identify the benefits of film for tourism destination development in Addis Ababa, Ethiopia and recommendations for future purposes and create a basis for future research on the relationship of film with tourism destination in Ethiopia was the target of the study.

There is a gap in the research literature when focusing on the effects of different elements within the film related to tourism destinations specifically in Ethiopia. To the best of my understanding, there is no empirical research on the relationship of film with tourism destination development in Ethiopia. In this type of research, there is still a lack of literatures internationally of film related to tourism destinations and the factors integrating tourism destination with film that affect visitors and make them want to travel is limited (Couldry, 1998).

Generally based on this the basic issue of this study, the degree or the extent of the gap was identified. So what is the role of film for tourism destination development in Addis Ababa, Ethiopia is the degree of the gap. This area is not addressed by researchers in a case Ethiopia. The main concern in inventing the statement of the study is indicating the gaps in which the study intends to address. So first identifying the role of film for tourism destination development is necessary. So generally the main aim of this study is to investigate the role of film for tourism destination development in Addis Ababa, Ethiopia. This issue of the study is generally the degree or the extent of the gap of this research problem.

In the gap of research problem, internationally there are some related studies. For example, In United Kingdom (UK), a research was conducted to “Film Tourism: Study on How Films Can Be Used to Promote Tourism” and the findings show London is a touristic area and it have a lot of tourism destinations. And the country's strengths and weaknesses in tourism destinations are assessed and differentiated from a point of view from a film tour. Additionally the topic focus, London is the main place for the UK's film industry. The aim is to make London a successful film tourism destination and how film is used in tourism purposes. The Main research method of the study used participant observation method. As a destination area for a film tourist London has different setting. That are: film studio, film museum, film walks, film exhibitions, souvenir shops and not to mention the other filming locations around the city (Oxford Economics 2010).

In the Exeter University in UK, a research was also studied to “The influence of film genres on the tourist's decision making process” and the findings show that film genres are very important to visitors travel and visit to different destination areas. And also it assesses film related to tourism destinations in different way especially in the literature part. This study also used the mixed-method or qualitative and quantitative approach (Kork, 2013).

In London, another research was conducted to “Movie-induced tourism: The challenge of measurement and other issues” and the findings show that The challenge of measurement is considered in London, and also the results indicated a visitor profile which is moderately consistent with the findings from the literature; frequency results indicated that many visitors to Notting Hill had a fairly obvious destination image to their visit, a minority of respondents identified of other television and film locations and a majority of respondents would believe travelling to television or film destinations in the future. The study is used to both qualitative and quantitative or mixed research method approach (Busby and Klug, 2001).

The University of Waterloo in Canada, a research was studied to “The Image of Tourism Destinations: A Case of Dracula Tourism”. And also the findings explain that the majority of Western tourists visit Bran in search for Count Dracula and some of them leave disappointed. The Bran Castle tour guides center of attention on initiating the historical truth. And this study used qualitative study research method (Maria Banyai, 2009). And also in university of Exeter in Uk, a research was studied to “film tourism evolution, progress and prospect” And the findings show that tourism destination that are either subjected to film tourism or where there is a strong marketing push to develop film tourism as a product, promote and experience. And this study used mixed methods study research method (Connell, 2012).

In Africa, In Greece, a research was conducted to “the effect of films on tourism” and the findings show that the prepared change of filming in Greece each year between years 2007-2014, that it will have an impact to the change of the tourist appearance (Lida-Maria Giannouklidi, 2017), and another African country in Zimbabwe a research was also done on the issue of “potential contribution of film for tourism development in Zimbabwe” and the findings show that 85% of the respondents, indicate that the level of use of film for developing Zimbabwe’s image as a tourist destination was very low. Zimbabwe’s film industry was poorly developed in case of budget problems and there are very few, if any film productions that promote Zimbabwe as a tourist destination (Kanokanga Phillip Faray and Mabwe Bolivia, 2018). All these researchers are studies film related to tourism destination development internationally and in the Africa. And also all of the researchers implication is that film is very important to tourism destination development. So these are the findings of all the researchers.

But there are no any Empirical studies in Ethiopia based on my concerning. Film related with tourism destination development is a new concept in Ethiopia.

The last issue of the statement of the problem is indicating the contribution of this study. So finally, the role of this study will be to contribute hint of information for individuals or film stakeholders and organizations about the role of film for tourism destination development. And also it is a baseline for governments how to introduce and promote Addis Ababa tourism destinations for demands and it is important to identify how benefit from tourism destinations by using film industry. Additionally it is the baseline for other interested further researchers about the different elements or issues of film for Ethiopian tourism destination development.

### **1.3. Research Question**

What is the role of film for tourism development? Is the study big question and is designed from this big question general objective.

### **1.4. Objectives of the Study**

#### **1.4.1. General Objective of the Study**

The general objective of this study is to investigate the role of film for tourism destination development in Addis Ababa, Ethiopia.

#### **1.4.2. Specific Objectives of the Study**

Based on the above general objective of the study, the specific objectives of the study were designed as the following:

1. To assess the perception of film productions manages on contribution of film for tourism destination development.
2. To identify tourism destinations used in film for tourism development.
3. To describe the contribution of film to create image and promote destinations for tourism development.
4. To study the challenges of integrating tourism destination with film for tourism development.

## 1.5. Significance of the Study

Some research and experiences of tourism development already show that film has a significant effect on introducing for demands or travelers the attractions and destination areas around the world. And also Film is very interesting for tourism destination development even if it is important to attract visitors in the future when it improves like film. But there is no have any empirical study about the role of film for tourism destination development in Ethiopia.

The finding of this study focused on the role of film for tourism destination development in Addis Ababa, Ethiopia. So this study provides the film productions, film stockholders, policy makers and governmental bodies, and all film industry stake holders while have relevant information for future planning and interventions of appropriate strategies to management, progress promote and maintain the role of film tourism at the area. The finding of this study also helps as a baseline for those who are interested in carrying out further research with this regard. Specifically this study will contribute in the provision of information for individuals and organizations as the following;

- A. For film productions; this study will help the film productions to understand the contribution of film for tourism destination development, and also clearly identify how integrating tourism destinations with film, then they identify how they improve destination images when they produce films.
- B. For the society/community; this study will provide information about the film contribution for tourism destination development and they can identify how to participate with film in the future.
- C. For policy makers; this study will indicate policy makers how they incorporate film with tourism industry implementing strategies in the tourism policy formulation.
- D. For the government; this study will indicate the Addis Ababa culture and tourism government bodies that the ways how film industry integrate in country strategies, and based on this develops the tourism sector identify how minimize the challenges of film industry.

## **1.6. Delimitation (Scope) of the Study**

This study is bounded in terms of content, place and time. The content and place of study mainly focused on investigate the role of film for tourism destination development in Addis Ababa, Ethiopia. And finally, the time of conducting the thesis in this academic year and completed at the end of May, 2019/20.

## **1.7. Limitations of the Study**

The limitations of this study will be the following

- A. Since it focuses Addis Ababa tourism destinations, the results of the study may not represent all other Ethiopian destinations.
- B. Have no references in film related with tourism destination development in Ethiopia, this one is difficult for the researcher may be.
- C. Although the responses of film production respondents and selected governmental bodies and documentary analysis were sufficient for this study, the response from film viewers in the cinema and tourists would have been better if it had been included in the study for triangulation.

## **1.8. The Structure of the Thesis**

This thesis is organized into five chapters. The first chapter is the introduction, the second chapter is literature review, the third chapter is methodology, the fourth chapter is data analysis and interpretation; and the last one, chapter five is findings, conclusion and recommendation.

## **CHAPTER TWO**

### **Literature Review**

In this part, the conceptual and operational definition of terms, theoretical review, Ethiopia film policy issue related with tourism destination development, empirical literature and Conceptual frame work of the role of film for tourism destination development will be discussed.

#### **2.1. Conceptual and Operational Definitions of Terms**

In order to be able to talk about tourism that can develop by film, it is important to see and clearly defined the terms first. It is necessary to clarify what is meant when talking about tourism, destination, destination image, film and film tourism terms separately before we can talk about them as defining the term. So it is necessary to define the terms as we are talking about the important of film for tourism destination development. After defining the terms it is easier to understand what is meant when talking about thus things together and relate to the aim of the study.

##### **2.1.1. Defining the Term Tourism**

The term Tourism is defined in different ways depending on the activities used but the basic idea of the definition is the same in all of the terms. Tourism can be defined as “Activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited” (UNWTO, 2001). This definition had been used to imply the objective of the study, when the visitors travel to visit tourism destinations in special purposes initiating by different thing, one of this is film.

It is also identified that in order to be categorized as a tourist the visitor’s trip must include an overnight stay. The visitor is classified as an excursionist (UNWTO 2008). This definition had been used to imply different types of tourist; one of this is film tourist. And also “tourism is a composite of activities, services and industries that deliver a travel experience” (Goeldner & Ritchie 2006).

The reason for presenting this definition has been used the topic focuses how the film industry can support the activity or service of tourism industry. The classifications of tourists are demands and all of them are used tourism service.

Tourism industry is a services sector which it is from transportation, accommodation, entertainment; restaurant services and shopping that are suitable for people travelling away from their home. All this services attracting and hosting visitors can be called tourism services (Goeldner & Ritchie 2006). This definition is also have been used to the film is one of the way of attract tourism demands for tourism services attracting. Especially it goes in the objective of this study. Tourism service is very important to more suitable for visitors. To maintain this it is also that tourism is business activity and also basically the aim is to increase profits through providing services (McKercher & Cros 2002).

### **2.1.2. Defining the terms Destination and Destination Image**

As an industry, tourism has different components that destination organization is one of the other components like; accommodation, attraction, transport, and travel. Mainly The destination is defined by the United Nations World Tourism Organization "as a place which is very important to the purpose of the trip. It is the central place where the purpose of the trip is going to take place, for example business meeting which in this case can be producing a film or on the other hand seeing a film location as a part of holiday and recreation" (UNWTO 2008). This definition had been used to imply the result of the study that means if the destinations are visited by demands in the purpose of the trip promote by film; then it can bring tourism destination development. Because the tourists are invest their money for different things in the tourism destination area. And also in order to accomplish the status of a destination, a place needs to be promoted and introducing, then it can become a touristic destination. In many different challenges there are still many tourism destinations that bring important purpose to a people visiting there even though they are not be marketed, one of the focus areas of this study is on the feature of becoming a destination promoting in film. Thus film is important to promote tourism destinations for visitors (Morgan, Pritchard & Pride 2001).

The next aspect is Destination image, which it gives a specific environment and value to a place that gives an identity. So Film is the most important tools to create destination image and used to inspire visitors to tourism destinations. Moreover it is very significant how visitors shape and choose the tourism destination in their mind depending on the information. Here Image is essential things that influences the visitor's idea decides to visit a destination (Baloglu and Brinberg, 1997).

There for it is important to define destination image first. For Destination image, Different writers given are different definition. It is a very wide issue to give one specific definition. Many writers have given different meaning in the different field of study. in general it has different meaning by different writers, but the writer of this study has chosen the most suitable one for the purpose of this study. Therefore Destination Image is “the sum of beliefs and impressions people hold about places. Images represent a simplification of a large number of associations and pieces of information connected with a place” (Morgan et al., 2004). The reason for presenting this definition, the topic and the objectives of the study are related to this definition. That means film can create and promote destination image about that the large specific tourism destination area.

### **2.1.3. Defining the Term Film and Film Tourism**

Tourism industry is benefit from film industry and film is very important to tourism destination development. Defining the term film it is also important or necessary to define what is meant when talking about the film. So Film is the classification of the two TV based screening and cinematic screening media types. That mean the main cinematic screen based media are feature films and TV based screening is documentary film. Here there are two types of screen-based media that can be called film (Roesch, 2009). In this study the word ‘film’ is used to describe both TV based screenings such as documentaries and cinematic screenings such as movies or also feature film. This definition had been used to imply in this study, because the two separation of the film are including in all parts of the study. That means the role of the two TV based screening and cinematic screening film are in general films for tourism destination development is the topic of this study.

Film is basically it is a form of cultural tourism. It is an important tools in which we show culture and cultural heritage for demands and play an important role in tourism destination development. Cultural Tourism, which defines in large part identity as a society, which is a leisure activity pursued by people with an interest in observing in that society (Yen and Croy, 2016) This definition has come here since it had been used to show tourism destinations are one of the sub-set of cultural tourism. So it is related to all parts of the study.

Film tourism is another sub-set of cultural tourism and basically it is necessary the relationship of tourism destination with film. Many researchers define film tourism in different form; all definition is used to describe the same concept of Film Tourism. It expresses culture and cultural heritages on destination area with film. And also culture and cultural heritages are parts of the cultural tourism. So we can say in general film tourism that means it is the relationship of tourism industry and film industry. This definition and form of Film Tourism were first identified by Evans (1997), but have been more developed and complete in different studies. Previous studies have classified a range of important and explanations, and also resulting in a variety of ways of Film Tourism. It refers: Film-induced Tourism; Movie Induced Tourism; Media Induced Tourism; Cinematographic Tourism and Media Pilgrimage Macionis (2004). This film tourism more useful to adopt an umbrella term “Screen Tourism” to cover all forms of this type of tourism (both television and the media of film) (Meyer, 2009). all this the range of film tourism classifications are more related to all parts of the study, because the topic of the study is related in general all this classification of films.

More the definitions of film tourism developed by Macionis (2004), this newly definition, Film Tourism mean that a “postmodern experience of the destination that has received some form of media representation, such as films”, for example, on the cinema screen, video or television Macionis (2004). This definition had been used to imply the topic and objective of the study, especially to explain the relationship of film with tourism destinations. And on the same Film tourism can be defined as “a branch of cultural tourism and refers to the growing interest and demand for locations which became popular due to their appearance in films and television series” (Zimmermann, 2003). This definition is also used to indicate the result of the study that means the contribution of film to create and promote destination for visitor to bring tourism development.

Moreover, Film Tourism can be classified in different perspectives. And Cultural tourism that means as tourism related to the cultural heritage of the destination, and that special cultural experiences act as special ordinary life. Thus, film tourism is one of the hallmarks of cultural tourism. Moreover; many researchers agree that Film Tourism is a form of cultural tourism. Film Tourism is a form of cultural tourism that means, Films can communicate cultural meanings (Busby and Klug, 2001) and create expectation to visit heritage sites (Frost, 2004), and Film Tourism is accepted to be a form of cultural tourism by Iwashita (2006). This definition is also used to indicate that the result of the study and it is the way of identifying the contribution of film to create image and promoting for visitor to bring tourism destination development. in the study objective. Moreover, the role of Film Tourism as a form of culture tourism, and adapted the cultural tourist classification model to the specific Film Tourism context (McKercher, 2002). This definition also have been used all parts of the study that the study show the role of film for tourism destination development and destination area is one elements of cultural tourism.

Finally Most of the studies have been developed to identify the role of film for tourism destination development. In this section the study used to define the terms of tourism, destination, Destination image, film and film tourism. To summarized and concludes the previous ideas of the definitions were operated for in this study. More over tourism destinations have relations with film and can communicate culture and cultural heritages with film. So Primarily Film can take many form, one of this is cultural tourism (Connell, 2012).

## **2.2. Theoretical Review**

The significance of film is very high to create Image and promote destinations to visitors and they travel to visit that destination area. Destination image is an imagination in the peoples understanding about one specific place. From tourism point of view it is the feeling and pre understanding that the visitors know and expect about one specific destination. Based on the different image that the visitors most likely and they choose where to travel and spend their celebration and invest their money. Image of the destination represents and describe the specific tourism destination, the quality and comfortable of the place or why it differs than other destinations. In this competitive tourism business destination image plays very important role for the development of tourism. Here, the role of film is suitable to promote and enhance tourism destinations through image creations. In still film has become an important component for

creating the destination image. The idea of film and destination image has become a big issue for tourism development. And the number of people traveling and the revenue is increasing today. one of the reason for the development of tourism is that the new tourism destinations have been created. Film is also a major factor in the recognition of tourism destinations. Therefore; all these new destinations are important in order to be able to add into the tourism business (Kassaye, S., 2013).

At some point in the research on the influence of film on tourism destination development, many studies had to investigate the visitors as influenced by the promotion of film internationally. The Visitors inspiration to travel and visit tourism destination is the result of some good influential aspects like film. And also it is a meaningful state of mind an individual drive him/her to travel and interpretable by others as a valid explanation for such a decision (Yoon and Uysal, 2005).

The study is used to the first theoretical frame work depending on the specific push and pull factors of the destination area. Thus the Dann (1977) ‘push’ and ‘pull’ theoretical framework is preferable for the study and used to describe the role of film for tourism destination development. He is also developed the two factors empowering tourists to travel and visit a destination area. So pull factors, which attract the tourist to a destination area like mountains, heritages, and amazing areas etc. and push factors represent the internal forces that influence tourists to travel on destinations. Then he developed an idea that push factors have more dominant to enforce the tourists to visit the destination area. Pull factors in tourism that attract the tourist to a destination while push factors, on the other hand, the tourist and the internal drive important to action. Film can affect both pull and push factor to the travelers visit the destinations. Thus, it might be possible to go after film as an information source and showing the tourists to the destination area. Therefore, being a pull factor, and influencing the push factor and the decision to travel to a destination (Macionis, 2004).

Film is an information source; it may represent to the pull factors by representing attractive and tangible elements of the destination, which can be presented in the forms of kinds of landscapes, a lot of cultural aspects, different cultural heritages, and other elements. Moreover, films like can act as a push factor. It presents tangible elements of destination; assured intangible elements, for example, culture is one; it can influence the tourist, feeling or concept, which may lead to the increase of the Knowledge motivation (Kim and Richardson, 2003).

Moreover, all together the influence of push and pull factors can also be represented in film. For example, the film may represent relaxing way of life or recreation and high quality leisure services at the destination area, and also a pull factor, may positively influence the Relaxation and push factor of the tourist, increasing the visitors to the destination area. In addition to this, pull factors of the film location are made from social and cultural of visual qualities of the destination areas, atmospheric situations of the location and the imaginary images that the visitors have. On the basis evidence of film, it has the potential to influence and create motivational factors for the visitors and these factors can be both pull and push in nature (Riley and Van Doren, 1992).

Finally based on the theoretical and on the above general objective, the literature on the basis of the study is related to the specific objectives of the study are below and also those are international and African literature sits. Therefore, relevant and related literature sitting for this study is included in the study as follows. But in the case of the newness of the study in the role film for tourism destination development, there is no empirical research on my understanding as Ethiopia.

### **2.2.1. Perception of film Production managers on the Contribution of Film for Tourism Destination.**

In the case of enhanced the awareness of the film productions and introduce in film improving place images is increasing to a destination areas today. In this increasingly competitiveness of tourism activities, film productions are important and they have high responsibilities to create image and promote tourism destination image positively and attracting visitors through film. As a result, it is significant to know correctly what is positive and attractive for possible visitors in the travel choice to visit. Here clear awareness of film productions in the role of film for tourism destination development is very important to introduce and promote tourism destinations in creating images with film. In addition to it is positively and attractively has enough and exact expectations have to be created to provide satisfactory experiences on a destination (Higgs, Polonsky & Hollick, 2005).

In addition the Film productions clear understands about the advantage and disadvantage of film for tourism destination development is another important issue, because when they making film on tourism destination areas, that they affect tourism destination image positively or negatively.

In the one or another way it is harmful or useful for the image of the country or the local peoples politically, economically and socially if it may good or bad. Here film production understanding about the advantage of film for tourism destination is very significant issue. So in general the products of film productions in a sense film can affect the local people's culture and social practice either positively or negatively if it may good or bad (kork, 2013).

Film productions are produce films in different tourism destinations. Here Film is very important thing to promote destinations for tourism development and benefit to the area in many ways if it may be good, and also film is a part of production. If film productions made film clearly and more developed on tourism destination, those tourism stakeholders participate with film and helping them and attracting film productions to the area and also the film productions have good understanding about film related with tourism destinations. So the destination advertising or promotion with film can be productive and affective (Roesch, 2009).

### **2.2.2. Tourism Destinations used in Films.**

Many tourism destinations used in films that indicating the studies internationally. In fact, without a tourism destination, the film is less appealing. Tourism destinations are our stories and identities, and if we introduce them through film, they will be useful for creating and promoting a positive image for country development. Tourism destinations which are the back bone of the country and the city building in different ways. It can build the country and the city image positively and also very significantly for local people in economically, politically and socially. Tourism Destination can promote town, region or a country for tourism travelers. So film is one of the ways to promote tourism destinations. And it increases the numbers of visitors on destinations (Baloglu and Brinberg, 1997).

Tourism Destinations is a result of history and also it reflects the image of the country. the images of destinations are build in the background of history. Additionally Locations, culture, political situation, art and other situations have power to introduce on the result of developing tourism destinations. That means culture and cultural heritages which they have power on the result of tourism destinations development.

A country's image is influenced by its historical background, geographical location, cultural activity, political situations, art, music, sport activities, living style and other situations. Here film is one of the best ways to introduce the history of the country (Morgan, Pritchard & Pride 2001).

With regard to our country, in Addis Ababa, it is the capital of Ethiopia and it has many tourism destinations. All of the tourism destinations represent the history of local community's culture. The tourism destinations in Addis Ababa's are tangible or intangible cultural heritages in one or another way. From these different tourism destinations like monuments, museums, city parks, theater and clubs, historical and religious events and places are mentioned there. Examples of the destinations are:-

- A. Monuments like; the Emperor Menelik's monument, Martyr's monument, the Lion of Emperor Haile Selassie monument, Sebastopol monument, Silase Cathedral church, Victory monument, Abune Petros monument and others
- B. Museums like; National Museum, Ethnographic Museum, Addis Ababa Museum, Entoto Museum, Zoological National History Museum, Saint George Cathedral Museum, Ethiopia Postal Museum, Be'ata Museum, the Holy Trinity Cathedral Museum, Martyrs Museum.
- C. City Parks like; Addis-Ethio-Africa Park, Peacock Park, Bole Park, Bihere Tsige Park, and Afencho Ber/Ethio-Korea / Park and Hamile 19 Park are there.

In generally, these and other tourism destinations are located in our city's renewal Addis Ababa. Film is very important to introduce and promote these tourism destinations in different ways for other travelers or tourists. Because we can get a lot of benefits from these tourism destinations for tourism development (Addis Ababa city culture and tourism bureau, 2016).

### **2.2.3. Contribution of Film to Create Image and Promote Destinations**

The main idea of this issue is generally see how the films create image and promote destination can be related to serve tourism purposes and produce. Film is produce with on locations or destination areas and also in off location or film studios. The locations it may be or may not tourism destination area. So the film make or is filmed in both type of locations of the two types of locations, and tourists are more interested in on location or destination areas film (Tanskanen, 2012).

Most of On-locations are the destinations and the natural environment like mountains, oceans, actual buildings, streets and others. Some locations are the best touristic attractions on their own situations and they have not addressed their attractiveness for visitors because of the promoting in a film is less. Other locations and destinations have experience a high increase in visitor attractiveness and can be into attractions because they promote and introduced with film. Unrecognized tourist destinations exist in many areas in the world, and if they are tourist destinations, they are of great benefit in terms of promoting tourism. Sometimes, in a particular event, tourist destinations or attractions are created around them, for example we can refer to our country Adwa. It is possible to make the place touristier as it is a place where we have defeated Italy in war. And when we go out of our country and see the world the Star Wars movie made in Tunisian desert that was after the filming the place still it is a tourism destinations. Most of film productions are profitable when they using tourist attractions or destination areas. Sometimes film is a strong tourist motivator that it can be the purpose of a trip or sometimes film can be part of holiday trip. Sometimes film produces in off-location places or studios. These types of locations are artificial and built for the filming purposes like film studios or film parks. Nowadays the most film is operating with film studio tours in the case of shortage of finance. Probably the most well-known like the Universal Studios in Florida which is built for tourism purposes including many films like Harry Potter and Jurassic Park also including souvenir shops based on the movies (Roesch, 2009).

In creating the image, a number of arguments in the tourism literature are stated. Those stated that image is most important in chose the best destinations. Visually obvious good and clear images are describe a place, and are the more tangible physical components of that place (Walmsley & Young, 1998). On the other hand, measurable images, it shows how each tourist understands, can evaluate and compare (Walmsley & Jenkins, 1993). it is also important to understand evaluative or measurable destination images (Pike & Ryan, 2004).

More over film can positively affect Tourism destinations and can bring the site to touristic destination. Here Destination image affects visitor's satisfaction and also it can motivate them. Destination image have cognitive and affective components. Cognitive mean, recognize the fact about a destination area, and the affective ones the feelings towards destination.

Destination image is generally the result of those two factors between film and tourism destination (Kim & Richardson, 2003).

Good image of a place is very important to the destinations are more marketing area, as it has been shown that destination areas with positive images are more likely to be considered as touristic destinations (Woodside & Lysonski, 1989). Images of new place or destinations are more promoted and distributed through the media like film, as compared to personal experience or from tourism advertising (Nielsen, 2001). These film images have tangibly than those supplied by the destination in their advertising (Gartner, 1993). One of the sources of media in more improving is not in the tourism literature; it is in the film. In the tourism literature, the role of film has been recognized as tourism promotion (Riley, Baker & Van Doren, 1998).

Moreover Film has a value to promote destinations to increase the number of national or international tourists to visit the destination for tourism development. Film is a growing sector in the world and is a huge industry that attracts visitors by creating images of tourism destinations. It is day to day increasing the visitor's interest and it has value to shape destination images and tourist expectations, attitude and numbers. The influence of films to the choice of destinations is studied and recognized by many researchers within in the tourism industry (Beeton, 2010).

Many researchers have studies Film and how Film Tourists choice their destinations to travel in case of film. One of the main reasons for this is excitement that tourists will experience by seeing tourism destinations in the film. Additionally, motivational factors influence of the tourist's decision Macionis (2004). The profile of cultural tourists indicated that, films more affect older professionals and senior managers with high levels of income and educational background. So we can say they are cultural tourists, but they are unique with General Film Tourist and Specific Film Tourist. Specific and general Film Tourists are on the other hand May or may not be cultural tourists (Busby and Klug, 2001). Film Tourists classified in to three types they are: first the Specific Film Tourist (visitors to the tourist destination who have seen the film); second the General Film Tourist (visitors to tourist destinations that have seen or not seen in the film); and third the Serendipitous Film Tourist (it is a visitors who accidentally visits tourism destinations and has nothing relations with film tourism destinations and has not seen the destinations in the film) (Macionis, 2004).

Generally Film is very important to enhance tourism destination development, which its initiating tourists in create image and promote destinations for tourism demands. Destination images created by films can express specific information about the destination; as a result, tourism destinations are introduced to visitors through film (kork 2013).

#### **2.2.4. Challenges of Integrating Tourism Destination with Film**

There are many challenges of integrating tourism destinations with film for tourism development. Here the strength of film association is one of very important thing to manage film industry especially film incorporated with tourism destinations. Without film association the strength and powerful of film industry is unsuccessfully. if it may not strange the film association, which there is a challenge of integrating tourism destinations with film for tourism development. So everything starts with an active film commission that is promoting the available filming locations to film productions and providing with other useful information (British Film Commission, 2012.)

The second challenge of integrating tourism destinations with film for tourism development is a case of finance or incentive. It is very interesting for the quality of film integrated destinations with film. So budget is very important to choose the best destinations for filming. This is because the tourism destinations we want from film making can be far away and cost a lot. Films can bring tourists to rural destination areas and which can have a positive impact on the economy. So in general budgeting is an important and necessities factor for any film business. The basic idea is that money that is invested to do the film in the destinations (Kinnunen, 2010).

Infrastructure is also another challenge to choose and integrating tourism destinations with film for tourism development. And also accommodation like hotel and other different important things are necessarily to choose the best destinations for filming. Not only infrastructures challenge, there are economical challenges, environmental disasters and disease are challenges to select tourism destinations for filming purpose. so that infrastructure, it has its own role to include and promote a tourism destination in the film. There are now need infrastructure for more than to create competitive strategies in everything; what is the best place to live and who attracts the most visitors (Morgan, Pritchard & Pride, 2001).

There are several challenges those integrating tourism destinations with film for tourism development. The readiness of Film production is the interesting point to integrate the best destinations with film. It used to perform how film productions select tourism destinations for filming. Therefore, the understanding of film productions is critical to integrating tourism destinations with film, but if film productions and their staff members lack sufficient understanding of the importance of film for tourism destinations, this is a challenge of integrating tourism destinations with film for tourism development. So the lack of adequate preparation for film productions it is difficult to select and incorporated destinations with film (Olsberg SPI, 2007).

Organized management on tourism destinations is very important to attract film productions. And it is important to protect the privacy of film productions when they film making. Government and other private stakeholders participation is needed for the organized management of tourism destinations. When there is a tourist destination managed and organized by the government that is more suitable & preferable by film productions to film making. Less organized management on tourism destinations and have not values of government bodies, this is the challenges of integrating tourism destinations with film for tourism development. Without well-organized management at the tourism destination, there is loss of privacy for locals and especially film productions to making film on tourism destinations (Hudson & Ritchie, 2006).

The role of government for the development of tourism destination is one of very important thing. When the government pays attention towards tourism sector and understand what it takes to build a destinations as international tourism destination certainly change would be on the way. The presence of government activity also plays a major role in promoting tourism destinations in the film. The government has a power where to take the agendas and development strategies about tourism destinations in film in order to achieve the goal. With all power and authority the governments has to implement to promote and introduce tourism destination with film for tourism development and changing of destination image and succeed. But if tourism destinations are not addressed by governmental bodies, tourism destination development is in the big trouble or problem. Most of the time if the Destinations have less attention from the government; the role of tourism destinations for their development is problematic. So this is the big challenges of integrating tourism destinations with film for tourism development.

And not only the government, but all stakeholders have an important role in creating and promoting the image of tourism destinations. However, the government is huge accelerator for the development of destination image, the participations of other stakeholder also has a fundamental effect in the improvement a destination image (Kassaye, S., 2013).

### **2.3. Ethiopia Film Policy Issue Related with Tourism Destination Development.**

The role of government in promoting tourism destinations in film is crucial. Government level policy should be developed and implemented to promote the country's film industry and promote various historical identities. Accordingly, the basis for this study, specifically those related to tourism destinations and the film's focus on tourism destinations, is set out below from the Ethiopian film policy.

#### **2.3.1. Rationale, Vision, Mission and Objectives of the Ethiopia Film Policy.**

Relevant rational points included from the Ethiopian film policy in this study. First The Rationale of the Ethiopia film policy is that to provide a clear policy direction that gives due consideration to value chains, ensures international competitiveness, enhances a democratic culture of good governance, fastens social development, builds peace and unity of citizens, develops our value of tolerance and considerateness to one another, and through it to ensure that the sector's professionals, investors, the social and the nation directly and indirectly benefit from the industry. Second by giving visibility to all features of the country through film products, to strengthen image building, to create employment opportunities, to protect the vested interested of investors, professionals and the society in the industry, and to withstand negative external cultural influences. And by create incentives and an enabling environment for existing professionals and newcomers to the film sector, to make Ethiopia a preferred destination and center for the film industry. Third by strengthening the sector with professional ethics and trained human power to address deficiencies in perceptions, skills, and knowledge reflected in the course of producing, distributing, recording and screening of films, and by filling gaps in operational and legal frameworks, this film policy has been prepared in line with international practices to create an enabling environment that fosters the all round development of the sector are identified from Ethiopian film policy related with this study (Ethiopian Ministry of culture and tourism, 2017).

At the same time, the Ethiopian film policy incorporates a vision that can go along with this study, which allows the film to contribute to the development of tourism destinations. The Vision of Ethiopia film policy is that to see a national film industry built on the foundations of skilled human power and solid infrastructure, that ensure economic, spiritual, and material development, and that is a capable and strong competitor at the continental and international level (Ethiopian Ministry of culture and tourism, 2017).

Ethiopian film policy includes principles that can go along with this study and provide the potential for film to contribute to the development of tourism destinations. the Principles of Ethiopia film policy is that ensuring social development and economic benefits based on our cultural values, building the country's image, strengthening cultural exchanges and ensuring the active participation of the film stake-holders are the basic principles of Ethiopia film policy related with tourism destination development (Ethiopian Ministry of culture and tourism, 2017)

The Ethiopian Film Policy has a potential objective with this study, and it aims to make the film a contribution to the development of tourism destinations. the objective of Ethiopia film policy is that the Ethiopia film policy general objective is that it is enabling films to play a key role in building a single political polity through strengthening unity in diversity among the country's nations, nationalities and peoples, and providing economic and social benefits to industry actors and citizens while protecting, developing and promoting Ethiopia's natural and historical endowments and cultural values (Ethiopian Ministry of culture and tourism, 2017).

### **2.3.2. Major Ethiopian Film Policy issues and Strategies**

Major Ethiopian film Policy issue related with tourism destination development are included in Ethiopian film policy with their strategies like; Human resource development policy, infrastructure development policy, development of film production policy, film distribution and market development policy, support and incentive policy and image building activities policy (Ethiopian Ministry of culture and tourism, 2017).

## **2.4. Empirical Review of the Literature**

Various studies on film related with tourism destination development have been studied in different countries. But the study results and findings are different in different countries.

Because it varies depends on the situation in different countries. Most commonly are like; Canada and the Bahamas, for example, have occupied from the most important personalities in public relationships in the world, in order to achieve their maximum possible appearance in films. After that in New York most of the local organization of tourism used movie stars, among others for the reinforcement of tourism in the city. So That this is one of the importances of film in improving a tourist's destination image (Vagionis and Loumioti, 2011).

The film is what makes Barcelona a tourism destination and destination for tourism, as well as a great movement in cinema. Because of this Barcelona's location as a tourist destination was highly enhanced by the film Vicky Cristina Barcelona (Campo et al., 2011). And also in the country of New Zealand's successful use of the film The Lord of Rings mentioned. Positively the film of "The Lord of the Rings" in New Zealand is increased the numbers of tourist internationally and have more attention. This has spread across the globe and has dramatically increased tourism flow such as "Lord of the Rings sent a huge wave of British tourists scurrying to New Zealand", "tens of thousands of fans were attracted to the twin antipodal islands to see the movie locales first -hand" and "the three films created a massive tourist industry in New Zealand" (Croy, 2010).

Film is a motivator and creating power, on the motivations of visitors to the film of the trilogy "The Lord of the Rings", The site where in Tolkien's Hobbiton village were shot is in Matamata on New Zealand's North Island. The film shows indicates that as a source of "Education" and "Novelty" motivation push-factors. when we look at the answers the survey respondents gave to the question 15% of respondents, the cognitive learning was as a motivation, when they say these respondents Integrated their wish to learn with because of to visit, and to have a chance to assess insights into the making of "The Lord of the Rings" and 7.5% of respondents were answered to they influenced by the novelty motivation factor. The reason to have this inspiration is that respondents identified their reason for visiting the area of "The Lord of the Rings" and it is because they understand their feelings well when they return to their homeland. Therefore, that is the best films act as motivators, influencing the decision to travel (Singh and Best, 2004).

The other is UK, it is a film tourism destination and the country's strengths and weaknesses in tourism are assessed and differentiated from a point of view from a film tour. In this the focus is on London, it is the main targeted areas for the UK's film industry.

Three basic kinds of jobs are created in the case of film industry in the UK are located in London. Thus, London is a country with many tourist destinations, and have are a few examples like; film studio tour, film museum, film walks, film exhibitions, souvenir shops and not to mention the innumerable filming locations around the city (Oxford Economics, 2010).

The UK film access to over 100 international films and television dramas, and some of the most effective film are available and mentioned like *Four Weddings and a Funeral* (1994), *Braveheart* (1995), *Rob Roy* (1995), *Loch Ness* (1995), *The Full Monty* (1997), *Notting Hill* (1999) and *Pride and Prejudice* (2005). In generally, they attract international visitors. And with its successful film, Australia will show the world that there are tourism destinations. For example To mention *Mad Max* (1980), *The Man from Snowy River* (1982) and *Crocodile Dundee* (1986) they are the main ones (O'Connor et al., 2010).

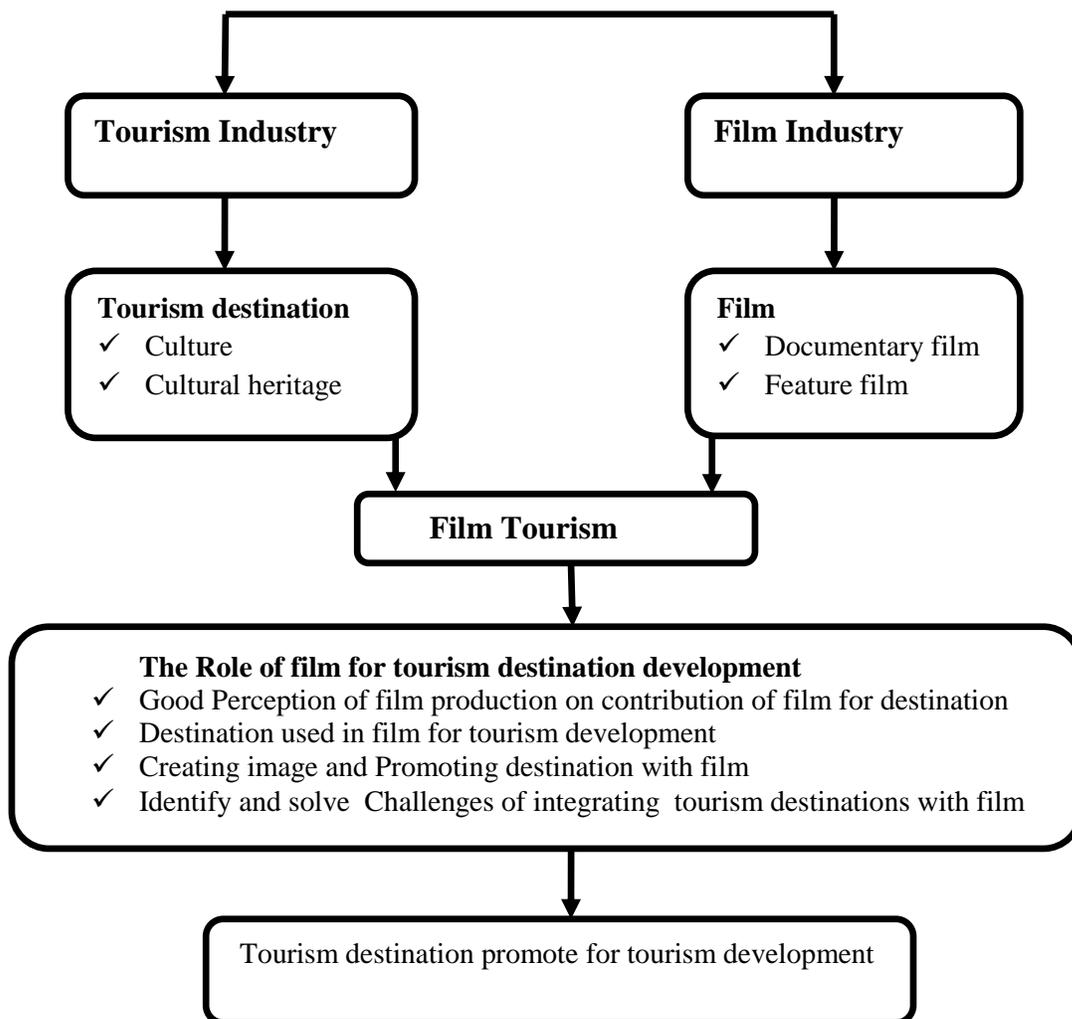
The University of Waterloo in Canada, Referred to in the study of the “The Image of Tourism Destinations: A Case of Dracula Tourism”. And also the findings explain that while the majority of Western tourists visit Bran in search for Count Dracula most of them leave disappointed. More The Bran Castle tour guides focus on presenting the historical truth and seeing Dracula lik a national hero. The image of this tourism destination also increased the income of local residents (Maria Banyai, 2009).

In Africa, to some extent, research findings related to this study are cited as example In Greece, a research was conducted to “the effect of films on tourism” and the findings show that the film in Greece has not brought about a positive and consistent change, with many negative images. Thus the film shows that the role of tourism development in Greece is low (Lida-Maria Giannouklidi, 2017).

And also in Zimbabwe a research was also done on the issue of “potential contribution of film for tourism development in Zimbabwe” and the findings show that Most of 85% of the respondents, the use of film is very low in terms of elevating the image of the country. This means that the role of the film is less important because they don't use the film for country building and some Respondents 15 remarked that: Zimbabwe's film industry is infant stage or not developed and it has under problems to any film productions that promote Zimbabwe as a tourist destination (Kanokanga Phillip Faray and Mabwe Bolivia, 2018).

All these researches are studies film related to tourism destination development internationally and in the Africa. And also all of the studies implication is that film is very important to tourism development spatially for tourism destination development. So these are an example of the empirical reviews of the studies internationally and in Africa. But there are no any empirical studies in Ethiopia based on my understanding. Film related with tourism destination development is a new concept in Ethiopia.

## 2.5. Conceptual Framework



Source: (own construction)

**Figure 2. Conceptual frame works**

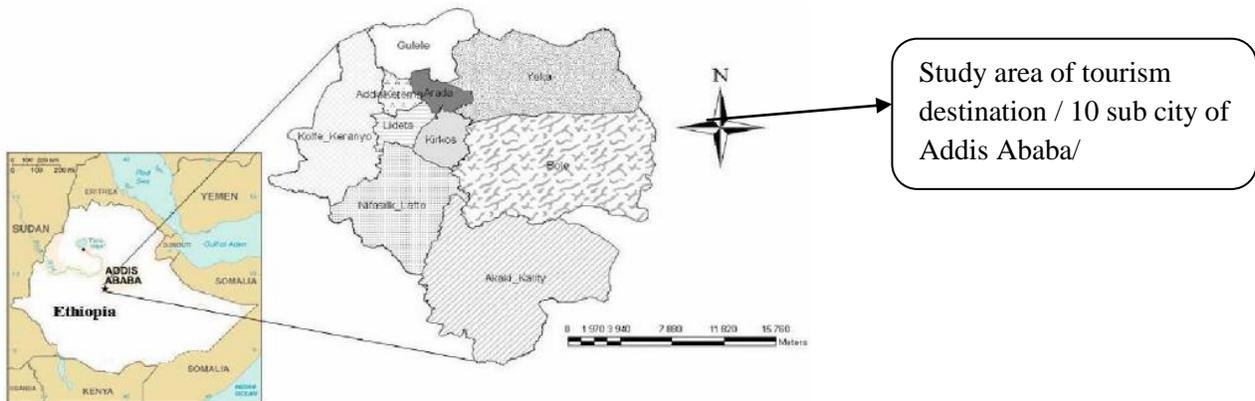
# CHAPTER THREE

## Study Area and Research Methodology

### 3.1. Study Area

This thesis study area is the tourism destinations in Addis Ababa, Ethiopia. In the city a lot of tourism destinations are present. Also film productions and film stockholders like film association and government bodies are live and also it is the land of diversity. The city was founded by the Emperor Menelik II in 1886. It has only been the capital of Ethiopia since the 19th century; before it the capital was Entoto. The city wasn't so hospitable, however, with cold temperatures and little firewood. Because of this, the capital city was changed. The name Addis Ababa means "New flower" in Amharic ( አዲስአበባ), and was given this name by Taytu Betul (Addis Ababa city culture and tourism bureau, 2016).

Today, Addis Ababa is split into 10 sub cities. And it is also the headquarters of the African Union and the United Nations Economic Commission for Africa and it is also a tourism center for our country. Addis Ababa is often referred to as the political capital of Africa because of its historical, diplomatic, and political significance in the continent. In Generally Addis Ababa have many tourism destinations that film production use for filming. Film in Addis Ababa is the main attraction components showing people at the cinema house and the theatre. Finally this thesis study area focus on the tourism destinations in Addis Ababa (Addis Ababa city culture and tourism bureau, 2016).



Source: (Google picture, 2020)

## **3.2. Research Methods**

### **3.2.1. Research Approach**

To collect, analyze and interpret the data succeed from study area and to describe the objectives of the study. both qualitative and quantitative or mixed research method used in this study because using the two approaches “permits a more complete and synergistic utilization of data than do separate quantitative and qualitative data collection and analysis” (Wisdom, 2013). It also helps in ‘a better understanding of research issue than either research approach alone’ (Creswell and Plano Clark, 2007). The qualitative method used to analysis the data that cannot be in the form of numbers. It is from the aspect of human life, expression, culture situation, beliefs, and other evidences expressed with the mouth of words (Zakiya Q Al-Busaidi, 2008). On the other hand, quantitative method applied to analyze data that can be counted, quantifiable information or expressed numerically (Bhat, 2018).

The study used a mix of qualitative and quantitative design. Questionnaire, Interview, and document analysis were the main data gathering tools used in this study. The survey data were analyzed using SPSS version 24 and presented through tables and also the qualitative information were precisely narrated. Primary and secondary sources, published materials, youtube film, magazines and website were used to gather the necessary information.

### **3.2.2. Population, Sampling Technique and Sample Size**

#### **A. Population**

Population can be give details as all the elements that convene the criteria for addition in a study (Dattalo, 2008). The criteria for determining the population of this study was based on the stakeholder theory which is stated as they are individuals, organizations, shareholders, workers or community members who directly affect or are affected by the companies’ decisions or activities (Freeman, 2010). Besides, stakeholders in principle are those who have a right to participate in decision making process of companies and concerns with the companies’ activities (Drienikova and Sakal, 2012). In this consideration, the stakeholders of an organization or a company are those who work in those organizations, the shareholders, the community members who live around the organization and others who have concerns with organizations.

Based on this, the stakeholders of film are those who have direct contact with them while running their film productions business in Addis Ababa. These stakeholders include, ministry of culture and tourism, Addis Ababa culture and tourism bureau, movie people at the cinema and film productions are found. Considering this assumption of determining the population, samples were selected through sampling procedure which is known as sampling (Polit & Hungler 1999). Generally the total population number of this study is 307. Among this, 2 selected population numbers are from Addis Ababa culture and tourism Bureau and 305 population numbers are from film productions are the total population of this study. So the study population numbers in generally are 307.

### **B. Sampling Technique**

In order to gather data, respondents were selected from two population groups. That are film productions and government officials. To select samples from these populations, the researcher thought of the sampling techniques that make the quality of the research increase and save time and money.

For the purpose of this study, the researcher used simple random and purposive sampling technique. In order to select samples from the population, simple random technique for film productions and purposive sampling techniques for government bodies were used. Moreover, purposive sampling is used “where the researcher selects what he/she thinks is a ‘typical’ sample based on specialist knowledge or selection criteria” (Williman, 2006). So that, for this study simple random and purposive sampling techniques used.

### **C. Sample Size**

Sample size is the number of respondents that help to attain the requirement of efficiency, representativeness, reliability and flexibility Kothari (2004). In addition to this, “sample sizes larger than 30 and less than 500 are appropriate for most researches (Roscoe, 1975 and Sekaran, 2000)”. Based on this, the researcher was selected respondents and determines sample size purposely considering different stakeholders.

The first technique was simple random sampling which was employed to select samples from film productions since they were found and their list was found from Addis Ababa culture and tourism bureau.

Based on this list, sampling frame was prepared and the sample size was determined by sample size calculation formula:  $n = N / [(1+N (0.05)^2)] \rightarrow 305 / [1+305(0.05)^2] = 173.04$ . This became approximately 173 film production sample. When n represents sample size; N represents total population; and 5% is margin of error (Yemane, 1967).

The second one was Purposive sampling which was used to select key informants with specially related work to my study from government officials. With this sampling size, 2 key informants, from government officials were selected to gather qualitative data that means interview.

Using the above sampling size, respondents were selected as 2 samples from government organizations, 173 from film productions, totally 175. This sample size helped to attain the requirement of efficiency, representativeness, reliability and flexibility (Kothari, 2004) and sample size determination which is “sample sizes larger than 30 and less than 500 are appropriate for most researches” (Roscoe, 1975 and Sekaran, 2000). Based on this assumption, the sample size of this study was determined as it was to be 173 film productions as shown in table 1.

But the other this study sample size was selected purposive sampling from government bodies. Considering this concept of population, sampling procedure and sample size, the respondents were determined purposely as follows.

**Table 1** Sample Size

No	Stakeholder Group	Areas of population representation	Samples	
			Interview	Questionnaire
1	Addis Ababa culture and tourism bureau	Leader and official of the Film qualification team	2	-
2	Film productions	Head of film production/ officers/	-	173
Total number of respondents of the study			2	173
			175	

Although the number of total samples was assumed to be 175, ten (10) of film productions were not found based on their address. Due to this, the samples who filled the questionnaire became 163. Therefore, the total respondents were 163 film productions and 2 selected government officials, totally 165.

#### D. Demographic Characteristics of Survey Participants

The total number of respondents who were engaged in survey was one hundred sixty five (165). The respondents and key informants who were carefully sampled from various population groups of the study area mainly from the residents of film productions and from selected government offices, thus, out of 165 respondents 163 questionnaire and 2 interviewee were filled and returned and used for the survey. From this study participants 136(82.4%) were male participants and 29 (17.6%) were female participants.

The following table show us the demographic characteristics of the respondents (sex, age, educational level, Employment, and Experience) were collected using the participant information sheet. For further information, please see the following table 2.

**Table 2:** Demographic profile of sample questionnaire respondent

Demography	Value	Frequency	Percent
Sex	Male	136	82.4
	Female	29	17.6
Age	18-35 years	96	58.2
	36-60 years	69	41.8
Educational level	9-12 grade	32	19.4
	Diploma	54	32.7
	Degree	67	40.6
	Master and above	12	7.3
Employment	Employed	4	2.4
	Own work	161	97.6
Experience	1-5 year	23	13.9
	6-10 year	76	46.1
	11-20 years	48	29.1
	Above18	18	10.9

#### 3.2.3. Data Collection Methods

The main sources wares used for this study comprise primary as well as secondary data. The primary data was collected through interviews and Questionnaire. Regarding the secondary data was collected, the researcher is employing published and unpublished sources such as; you tube film, magazines, proceedings, pamphlets and articles.

### **A. Primary Data**

For this study, questionnaire were used to collect data from the film productions. The questionnaire contain two forms of format question types: open ended and close ended questions. The open ended questions were used to addressed information that the closed ended questions wiere not touch. Which means, the open ended questionnaire used to collect data that need to be analyzed with qualitatively. And also close ended questionnaires used. The researcher was interviewee key informants through interview of data collection method. They were from selected government bodies in the Addis Ababa culture and tourism bureau.

### **B. Secondary Data**

The Researcher was used documents of the film such as you tube film, magazine photos and videos as an input to this research. In addition to this the integrated tourism destination with film assessed by researcher in order to see their contribution for tourism development and promotion of the destination. Moreover, different magazines and you tube film used to get more data or information.

#### **3.2.4. Data Analysis Method**

Data analysis is the process of developing answers to questions through the examination and interpretation of data. Here, the researcher first identified the data and then interpreting them based on the central idea of the collected data. Data collected through Questionnaire to analyze clearly and tangibly. Data collected through interview to analyze systematically and based on the techniques of listening and transcription, reduction to units of relevant meaning and summarization. Data collected through document review were analyzed in the form of text. In order to analyzed the contents of documentary materials such as you tube film, magazines, newspapers and primary data like, the contents of questioner and interviews, the researcher used narrative method for qualitative and descriptive method of analysis for quantitative.

### **3.3. Validity and Reliability of Data**

Validity of data links to the appropriate connection between the research questions that the respondents are asked, and the findings and conclusions of that research (Kumar, 2011). The questions (inputs) are the bases for the findings and conclusions (outputs).

To go through from inputs to outputs, there are many steps that include “the selection of a sample, the collection of information, the processing of data, the application of statistical procedures and the writing of a report—and the manner in which all of these are done can affect the accuracy and quality of the conclusions” (Kumar, 2011). To keep the accuracy and quality, and to establish quality of the research results, a researcher should establish the appropriateness, quality and accuracy of the procedures adopted for finding answers to research questions.

In research, this appropriateness and accuracy applied in a research process is called validity of the research. The main question is, “How can the quality of a research be assured?” For this question, the answers have put in to two folds. The first one is making the investigation provide answers to the research questions for which it is undertaken; and the other one is providing those answers using appropriate methods and procedures. The most important thing is establishing a logical link between the questions prepared for respondents and the objectives of the research. Based on this assumption, the researcher of this study assured the validity of the research with stating the research problem precisely, developing the research objectives from the point of view of the statement of the problem, designing the methods and procedures of the research which include determining the exact population of the study from which the samples was selected, determining the type of data needed for the study, designing appropriate data gathering tools and gathering the data from real respondents.

Reliability is the concept that states dependable, consistent, predictable, stable and honest (Kumar, 2011). This concept can also be applied to a research. Reliability is the degree of accuracy or precision in the measurements made by a research instrument. To keep reliability of a research, the questions in the questionnaire was from the main themes of the research and they were filled by the stakeholders who concern the study issue. Putting this into consideration, the researcher checked the research questions and administers them properly.

### **3.4. Ethical Consideration**

Ethics of a research is the consideration of ethical principles that include different codes of conduct addressed by researchers. These principles include honesty, objectivity, integrity, carefulness, openness, respect for intellectual property, confidentiality, responsible publication, responsible mentoring, respect for colleagues, social responsibility, non-discrimination, competence, legality, animal care, human subjects protection(David B. Resnik, 2015).

Therefore, the researcher kept all these principles strictly and avoid unethical issues such as submitting others' works as owns work, accrediting colleague without any contribution for this research, adornment "outliers from a data set without discussing your reasons in paper", the use of inappropriate statistical technique, using others' works without acknowledgement, unable to keep good research records and maintain research data for reasonable period of time, making significant deviations from the research protocol, wasting animals in research, exposing students and staff to health and making unauthorized copies of data, papers, or computer Programs(Yoseph Araya).

## **CHAPTER FOUR**

### **Data Presentation, Analysis and Discussion**

In this chapter, data presentation, analysis and discussion will be discussed. In this section, basic information of respondents, their understanding about the role of film for tourism destination development, specially; perception of film productions on the contribution of film on tourism destination, Addis Ababa tourism destinations used in films, contribution of film to create image and promote destination and challenges of integrating tourism destinations with film for tourism destination development will have been presented, analyzed and discussed.

#### **4.1. Respondents' Understanding of Film Related to Tourism Destination**

In order to study respondents' understanding about the role of film for tourism destination development, "What do you understand about film related to tourism destination in general?" asked, their responses were gathered through interview and open-ended question discussions were made in the following subsections.

##### **4.1.1. Film productions Respondents Understanding of film Related to Tourism Destination**

Film Production Respondents were asked in an open ended question and expressed their understanding of the film relationship with tourism destinations. That is, 162 (99.38) Respondents explained that the film is very much associated with tourism destinations, and that the remaining 1 (0.63) respondents said that film has no connection with tourism destination. Specially, most of the respondents said that film and tourist destinations have relations and we promote the national identity by film, and the essence of which we are our tourism destinations. In addition, the film industry is an art industry where we promote storytelling, and we tell our stories through our tourism destinations. So they set up a story on tourism destinations or use them for filming at the transit stage. Film is a language, it is a means of communication, and it is an art to express culture and a way to tell our story. Therefore, our culture and history are the tools of our existing tourism destinations and explain the aforementioned questionnaire with the film and tourism destinations said most of the respondents.

The film, in general, is a reflection of the real world and is a major art industry in which we introduce national issues through tourism destinations and have the potential to build a nation they said. From this we can conclude that most of the Film productions have a large share of the film, and they have a better understanding of the study by revealing that film and tourism are related.

Most film production responders have a better understanding of the film's relationship with tourism destinations. This is also the potential for integrating and promoting tourism destinations through film. So having a better understanding of them also helps to advance the role of the film in the development of tourism destinations.

#### **4.1.2. Government Officials' Understanding of the Role of Film for Tourism Destination Development**

Like other respondents, selected government official experts were asked in open-ended question, what do you understand the role of film for tourism destination development? Asked them, one of these officials stated it as "Tourism can be expressed in a variety of ways, one of which is film, especially because it is a way of promoting a tourist destination in a country using documentary film and feature film. For example, other countries create their own image and promote their tourism destinations in film to develop their economy". (Male, 33 years old, master, film production Service Licensing Officer, 2020).

Then, another official explained it as "I have no idea that film and tourism destinations have a connection. But they have a relationship as a function of operations. Tourism is something that people see and move from one place to another. I thought it would be better if we showed these tourism destinations in the film. It would be good if we film the existing facts about a country's history, culture and identity. For example, it would be best if we show the film about our country or the newcomers who come to see Addis Ababa city in a short story about what we tell and read about the history of the Addis Ababa". (Female, 35 years old, degree, film production Service Licensing director, 2020).

Both respondents explained in detail. The First Responder explained well the relationship of film and tourism destinations, and said the film has great potential for tourism destinations. Finally, he explained that film and tourism destinations have relations.

She noted that the second respondent, film and tourism destinations were unrelated. But she explained that film has great potential for tourism destinations. From this we can conclude that both respondents have shown that the film is of great importance for the development of tourism destinations.

In general, both respondents had a better understanding of the film's role in the development of tourism destinations, and the answers to the questionnaire were made better and more knowledgeable. So this is a good opportunity to the role of film for tourism destination development.

#### **4.2. View of Respondents on the Role of film for Tourism Destination Development.**

The understanding Film Production and Selected government bodies of film and tourism destinations are described above, and all of the responses below show an understanding of the questions asked about the role of film for tourism destination development. So the views of respondents were analyzed based on the data gathered from 163 respondents from film production representatives and 2 key interviews, such as Addis Ababa Culture and Tourism bureau officers. Not only that the film productions and selected government body responses were triangulate with each other, and triangulate with documentary analysis.

Thus, the questions that form the basis of the purpose of this study were properly addressed by respondents. The analysis is a combination of film productions, selected government bodies, and documentary analysis of the study's researcher. Similarly Like the understanding of the respondents about the relationship of film and tourism destination in the above, the role of film for tourism destination development have been assessed in four aspects in the following.

##### **4.2.1. Perception of Film Production manages on Contribution of Film for Tourism Destination Development.**

The view of film production representatives on the role of film for tourism destination development has been discussed based on the Perception of film productions on contribution of film for tourism destination development. The respondents' responses have been presented below in table 3.

**Table 3:** Respondents’ Responses to the Perception of film productions on contribution of film for tourism destination development.

Perception of film productions on contribution of films for tourism destination development	Valid									
	S/agree		Agree		I don’t know		Disagree		s/disagree	
	frequency	%	frequency	%	frequency	%	frequency	%	frequency	%
I have clear understanding about tourism destinations	69	42.3	72	44.2	5	3.1	17	10.4	0	0
It is possible to combine tourism destinations with the film	98	60.1	63	38.7	2	1.2	0	0	0	0
It is possible to promote tourism destinations in the film	104	63.8	58	35.6	1	0.6	0	0	0	0
Film is used for the development of tourism destinations	103	63.2	58	35.6	2	1.2	0	0	0	0
Film can affect tourism destination negatively or positively	95	58.3	54	33.1	5	3.1	9	5.5	0	0
Mean	93.8	57.54	61	37.44	3	1.84	5.2	3.18	0	0

Source: (Own survey, 2020)

As it is shown in the table 2, with regard to the perception of film production respondents response to have clear understanding about tourism destinations, respondents forwarded their responses as 69 (42.3) of them strongly agreed, 72 (44.2) of them agreed, 5 (3.1) of them didn’t know, 17 (10.4) of them disagreed and none of them strongly disagreed. This shows that 141 (86.5%) respondents expressed their agreement and 17 (10.4) of them expressed their disagreement. This implies that the majority of respondents agreed on film production respondents have clear understanding about tourism destinations. However, some of them expressed their disagreement. From the response of the majority respondents, it was observed that the film production respondents have good and clear understanding about tourism destination. The existence of a clear understanding of film production about tourism destinations is also a good opportunity for tourism development to integrating and promoting tourism destinations with film.

With regard to it is possible to combine tourism destinations with the film, respondents gave their responses as 98 (60.1%) of the strongly agreed, 63 (38.7%) of them agreed, 2 (1.2%) of them haven’t known, none of them disagreed and strongly disagreed. This indicates that 161 (98.8%) of all respondents expressed their agreement, whereas none of them expressed their disagreement. This shows that the majority of respondents confirmed their agreement about possible to combine tourism destinations with the film.

This in turn implies that based on film production respondents responses mostly it is possible to combine tourism destinations with the film. This means film productions have a good understanding of the role that film production plays in the development of tourism destinations by integrating tourism destinations.

It is possible to promote tourism destinations in the film is another activity in which they should appoint. Concerning this, the respondents stated their views as 104(63.8%) of them strongly agreed, 58 (35.6%) of them agreed, 1(0.6%) of them didn't know, none of them disagreed and strongly disagreed. This shows that 162 (99.4%) respondents responded as they agreed, but none of them expressed their disagreement. This indicates that most of the respondents agreed as it is possible to promote tourism destinations in the film, but none of the respondents they had disagreed with this. This shows that as respondents it is possible to promote tourism destinations in the film. This implies that film producers have a good understanding of the role of film in promoting tourism destinations through film.

Concerning Film is used for the development of tourism destinations, the respondents expressed their views as 103 (63.2%) of them agreed strongly, 58 (35.6%) of them agreed, 2 (1.2%) haven't known, none of them disagreed and disagreed strongly. This indicates that 161 (98.8%) of respondents expressed their agreement on Film is used for the development of tourism destinations; however, none of them expressed their disagreement. This shows that importantly Film is used for the development of tourism destinations. Therefore, according to the answers of most respondents, film productions have a good understanding of the film is used for the development of tourism destinations.

The other activity is Film can affect tourism destination negatively or positively. Concerning this issue the respondents expressed their view as 95 (58.3%) of them strongly agreed, 54 (33.1%) of them agreed, 5 (3.1%) of them didn't know, 9 (5.5%) of them disagreed and none of them strongly disagreed. This shows that 149 (91.4%) expressed their agreement and 9 (5.5%) forwarded their disagreement. This indicates that the respondents who have agreed with this issue is more than those of disagreed. This in turn shows that mostly Film can affect tourism destination negatively or positively. As a result, most film production responders have a better understanding of the impact that film has on tourism destinations development.

To sum up, the average of respondents pointed out that 93.8 (57.54%) of them agreed strongly, 61 (37.44%) of them agreed, 3 (1.84%) of them didn't know, 5.2 (3.18%) of them disagreed and none of them disagreed strongly with the Perception of film productions on contribution of films for tourism destination development activity. This shows, on average, 154.8 (94.98 %) of respondents approved they have awareness of film productions on contribution of films for tourism destination development activities is good. However, 5.2(3.18%) of them disapproved with this issue. This implies that most of respondents had positive outlook or they have good awareness on contribution of films for tourism destination development. This will also be used to increase the benefits of film for tourism destinations development.

As we can see from this, most film production respondents have been understood the role of film for tourism destinations development and provided a better explanation. And it can be concluded that their understanding about the role of film for tourism destinations development is very good and high enough that they have a very good understanding of the benefits of film tourism and the tourism sector.

#### 4.2.2. Tourism Destinations used in Film for Tourism Development

The view of film production representatives on the role of film for tourism destination development has been discussed in this part based on the Tourism destinations used in films for tourism development. The respondents' responses have been presented in table 4.

**Table 4:** Respondents' Responses to Tourism destinations used in films for tourism development

Tourism destinations used in film for tourism development	valid			
	Yes		No	
	frequency	percent	frequency	percent
Do you agree, there are many tourism destinations in Addis Ababa?	89	54.6	74	45.4
Do you agree, there are many tourism destinations in Addis Ababa for filming purpose?	139	85.3	24	14.7
Are Addis Ababa tourism destinations safeties for filming purpose?	81	49.7	82	50.3
Are there any Addis Ababa tourism destinations you used for filming?	117	71.8	46	28.2
Mean	106.5	65.35	56.5	34.6

Source: Own survey, 2020

As it is shown in the table 3, with regard to Tourism destinations used in film, do you agree, there are many tourism destinations in Addis Ababa? Is the first close ended question, respondents forwarded their responses as 89 (54.6%) of respondents stated yes; 74 (45.4%) of them said no. This shows that the majority of the respondents stated there are many tourism destinations in Addis Ababa city, but the minority of respondents said there are few tourism destinations in Addis Ababa city. This implies that, as the majority of the respondents there are many tourism destinations in Addis Ababa city. So that, the availability of many tourism destinations in Addis Ababa can easily be facilitated the development of tourism destinations through the integration and promotion of film.

With regard to, do you agree, there are many tourism destinations in Addis Ababa for filming purpose? 139 (85.3%) of respondent said yes, 24 (14.7%) of them said no, with there are many tourism destinations in Addis Ababa for filming purpose activity. This implies that the majority of respondents approved with there are many tourism destinations in Addis Ababa for filming purpose. From this we can conclude that there are many tourism destinations in Addis Ababa for filming purpose. This is also a good opportunity to increase the development of tourism destinations in film easily.

In this case, Are Addis Ababa tourism destinations safeties for filming purpose? Is the other close ended questions for them, the respondents forwarded their views as 81 (49.7%) of them said yes, 82 (50.3%) of them said no. This shows that the view of 82 (50.3%) of respondents were on the disagreement side. This implies that most of respondents agreed with Addis Ababa tourism destinations are not safeties for filming purpose. This means we conclude that Addis Ababa tourism destinations are not safeties for filming purpose. So, it is difficult to achieve their potential by integrating and promoting tourism destinations with film for tourism destination development.

Are there any Addis Ababa tourism destinations you used for filming? Is also asked for them, the respondents gave their response as 117 (71.8%) of them said yes, 46 (28.2%) of them said no. This shows that majority 117 (71.8%) of the respondents approved about any Addis Ababa tourism destinations they used for filming, but the minority 46 (28.2%) of them are not used Addis Ababa tourism destinations for filming. Here most of respondents stated their view as any Addis Ababa tourism destinations they used for filming.

This implies and we can conclude that most of the film productions are used Addis Ababa tourism destinations for filming. That means the film has a role in the development of tourism destinations.

Overall, the mean of the respondents' responses with regard to Tourism destinations used in film for tourism development activities had been observed as 106.5 (65.35%) of the respondents said yes, 56.5 (34.65%) of them said no. This indicates that the majority of the respondents approved with Tourism destinations used in film for tourism development, but minority of the respondents expressed Tourism destinations not used in film for tourism development. This leads to conclude that most of respondents approved with they used Tourism destinations in film for tourism development activities. This implies that most respondents used Tourism destinations in film for tourism development.

In order to ascertain the result of quantitative data, qualitative data were gathered through open ended question from respondents, so List the major tourist destinations that you have used for filming in Addis Ababa? Is asked for them, then from the total 163 respondents of 109 (66.87) of respondents listed tourist destinations that had been filmed, and 54 (33.12) respondents said they had not filmed in Addis Ababa city.

Although the difference between 117 closed-ended question respondents and 109 open-ended question respondents showed some difference, that some respondents did not think well, the majority of closed-ended and open-ended question respondents indicated that they did well to list the tourism destinations included in their films. This refers to the fact that tourism destinations used in film for the development of tourism beyond the documentary film, even though it was in transit level in feature film.

As a result, Film productions listed the Addis Ababa tourism destinations in which they made the film, which shows that the film has a role in the development of tourism destinations. But the tourism destinations are included in the film as a transitional level in feature film and somewhat documentary film. This means that intentional filming was not made on tourist destinations based on their history, which means that the film's role in tourism destination development is very low.

But as a whole this study outlines the 5 major tourism destinations that the film has produced, according to the film production responses requested by the Open ended Questionnaire in the following, and also the study outline other tourism destinations used in film in the table next to the following 5 major tourism destinations. They have been presented in the following.

### **A. Emperor Menelik's Monuments**

Film Productions has been asked about the Addis Ababa tourism destinations in which the film has been used, and points to the role of film for the development of tourism destination. Specifically, about 109 open ended question respondents of the tourist destinations 58 listed are Emperor Menelik's monument, which is the first one that respondents have mentioned. The statue is located at Piasa in downtown Addis Ababa and has been used as a transit stage for feature film and documentary film.



Source: (own survey, 2020)

The statue symbolizes the anti-colonial struggle of Emperor Menelik who waged the Battle of Adwa, the climactic battle of the first Italo-Ethiopian war in 1896 and is witnessing Africa's triumph over European colonialism. It is ordered to be erected by Queen zewditu, the daughter of Emperor Menelik II, for the memory of her father. It was drawn by the German architect haertel Spengler and it was also made in Germany. Sadly before the erection of the monument, Queen Zewditu died in 1930. Thus, the then crown prince (Emperor Haileselassie) inaugurated the monument on the eve of his coronation on the same year.

So in general, as a film production responder, this tourism destination statue was primarily integrated with the film and contributed to the development of the tourism, though not to a large degree. Because tourism destinations include in film as a transit level in feature film and, in some sense, a documentary film.

## **B. The Martyr's /Yekatit 12/ Monument**

Another tourism destinations used in film for tourism development is the martyr's monument. This is the second monument most mentioned by 47 respondents. The statue is located near the University of Addis Ababa and yekatit 12 hospital, and has been used as a transit stage for feature film and documentary film.



Source (own survey, 2020)

After the attempt on the life of viceroy Graziani by the two Ethiopians, Abrha Deboch and Moges Asgedom, the Italians massacred thousands of innocent Ethiopian citizens in February 1937 for 3 days. The monument was then erected and inaugurated in February 1942 in the memory of those martyrs. It was designed by two Yugoslav architects; Angostinsich Anto and Kersnich Fran. This 28 meter longer and three sided monument depicts many Ethiopians killed by the Italian troops in cruelty.

As Finally Film Production Respondents answered, this was the other used of the Tourism Destination statue in filming, and to some extent, film contribute to the development of tourism. This means that, in a sense, film has a role in the development of tourism destinations.

### **C. Victory Monument /miazia 27 Monument**

Also another tourism destinations used in film for tourism development is the victory monument. This is the 3rd monument. It is also most mentioned by 38 respondents. The statue is located in front of the Ministry of Education at the Addis Ababa and around National Museum in 4 kilo, where it is used as a transit stage for feature film and documentary film.



Source (own survey, 2020)

The monument is erected to commemorate those Ethiopians who courageously fought and defeat the Italian fascist invaders. Its name represents the victory of Ethiopians over Italians as well as the liberation date of the country (i.e. Miazia or April 27). Emperor Haileselassie inaugurated the monument in oct. 23, 1936 E.C.

This 15 meters long monument symbolizes the obelisk of Axum and has six entrances. The history of the five year struggle and the speech of Emperor Haileselassie at the time of his arrival, in his place are narrated by writing caved on the monument. On the top of the monument is a sculpture of lion of Judah holding the Ethiopian flag.

Below it there is a clock pointed at 7 O'clock at which the national patriots arrived at Addis Ababa with Emperor Haileselassie. In the end, film production responders returned, using this tourism destination statue for filming and though not quite as high as film, it contributed to the development of tourism destinations.

#### **D. Abune Petros Monument (inside St. George church)**

Next tourism destinations used in film for tourism development is the Abune petros monument. This monuments rank fourth among 29 respondents. The monument is located near the Addis Ababa Piasa Giorgis Church and has been used as a transit stage for feature film and documentary film.



Source (own survey, 2020)

This monument shows an Ethiopian Orthodox Church archbishop, Abune Petros, who rejected the persuasion of the fascist Italians to preach the national patriots as well as the people of Ethiopia to accept the leadership of Italy. In July 1929 he was killed by the fascists in front of many people who are ordered to be gathered to see his death.

Immediately after freedom Emperor Haileselassie ordered the erection of the monument of Abune Petros. After a few years another monument with full bishopric robe, a cross and a bible in his hands was erected and inaugurated in October 1938 in relation with the coronation of Emperor Hailesilassie. Finally Film Production Respondents Returned: This tourism destination statue was used for filming, and though not as highly as a film, it contributed to the development of tourism destinations.

### **E. Sebastopol monument**

And also the next tourism destinations used in film for tourism development is sebastopol monument. This monument ranks fifth among 22 respondents. The statue is located on the road from Piasa to Churcher Street and has been used as a transit stage for feature film and documentary film.



Source (own survey, 2020)

Ethiopia had an emperor by the name of Tewodros, who ascended the throne in 1855. He had an ambition to build an armaments industry in Ethiopia. He, therefore, gathered the European missionaries inside the country and ordered them to forge cannon which he called Sebastopol. These cannon were fired once and then went out of use. The replica of these cannon has recently been fashioned in bronze. Generally Film Production Respondents According to this tourism destination was used for filming and, although not quite as high, film contributed to the development of tourism destinations.

Finally, film productions have listed many tourist destinations used in the film in documentary film and feature film as transition level, which we have discovered, and there are many tourism destinations that have been made in film. So to summarize, the film incorporates tourism destinations in some way, and has contribution to the development of tourism destinations. And also, the study lists all the destinations of tourism that the film productions listed in the following in table 5.

**Table 5: All the destinations of tourism that the film productions listed**

No	Film tourism destinations	frequency	No	Film tourism destinations	frequency
1	Emperor Menelik's Monuments	58	16	Entoto St.mary church	5
2	The Martyr's Monument	47	17	Anuar mosque	4
3	Victory Monument	38	18	Hamile 19 park	4
4	Abune Petros Monument	29	19	Wash mikael	4
5	Sebastopol monument	22	20	Key shibir semaitat museum	3
6	National museum monument	18	21	Shiro meda market	2
7	Legehad monument	18	22	Bihere tsige park	2
8	National museum	12	23	Sheger park	2
9	Kuba monument	10	24	Bole medhanialem cherch	2
10	Entoto park	9	25	Silase cathedral church	1
11	Merkato	8	26	Misgana zuna cherch	1
12	Entoto museum	7	27	Dilachin park	1
13	Addis Ababa university	7	28	Saba dereja	1
14	Addis Ababa museam	7			
15	Meskel Adebabay	6			

Source (own construction, 2020)

Furthermore in qualitative method, the key informants in interview question approved that what do you think that film incorporated in Addis Ababa tourism destinations? One of key informants argued that, "according to my understanding, I do not think that the Addis Ababa tourism destinations are included in our films and of course we may not see every film produced by the film productions, but considering the existing conditions on the ground, I do not think tourism destinations are included in the film". (Female, 35 years old, degree, film production Service Licensing Director, 2020). Based on her answer, we can conclude from this that the film does not include tourism destinations.

Another informant assured what had been stated, stating it as:

*To my knowledge, most of the films are not intended to show tourism destinations and are not made with storied films. In particular, we have seen that some films include to tourism destinations as a transit level. Also, efforts are being made to film and incorporate Addis Ababa tourism destinations in the film, including our office in the documentary film (Male, 33 years old, master, film production Service Licensing Officer, 2020).*

The above lines indicate that most of the films do not make destinations in feature film in Addis Ababa tourism destinations. But he explained that they used as a transit level for feature film. In addition to this, he said they are trying to integrate tourism destinations in the documentary film. As we can see from this, films that incorporated in tourism destinations as a transit level in feature film, and that there are in some extent the documentary films based on this government body interviewee respondent.

Generally, when we came to the conclusion of the film productions asked and what the government officials said in an interview, most respondents said that film productions are incorporating tourism destinations as transit level in feature film and in some extent incorporating them into documentary film. It refers to the fact that according to their response the film has begin to incorporated tourism destinations as a transit level in feature film and in some documentary films and it begin contribute to the development of tourism destinations.

Finally, I will make it a cross-check in documentary analysis based on the response of the film production and the response of selected governmental bodies. Accordingly, I have seen films on YouTube that film productions have told me that most of the Addis Ababa tourism destinations include films. As I can see from the films, the Addis Ababa Tourism destinations are used as a transitional level and somewhat documentary film. But they have not made a film based on their tourism destinations history. As i can see from the films I was able to see, the film was not intentionally made in Addis Ababa tourism destination. But tourism destinations had to be included in the film for the purpose of film setting. As I have seen, the tourism destinations included in the film are not intended to promote tourism destinations but rather for the beauty of the film. It is not intended to promote its tourism destinations.

And also Informal information, as I have obtained from most film productions, explained why most of our country's films are just a romantic film and do not use tourist destinations, often because stats are written by authors and because access is a problem and there are many problems. In addition to the films I have seen on you tube, the film's stakeholders incorporated film in feature film as a transit level and, in some way, documentary film.

So finally, film production questionnaire respondent's response, government body interviewee respondent's response and document analysis indicates that tourism destinations incorporated in feature film as a transition level and to some extent integrated into documentary film. This implies that the film has less contribution or role in the development of tourism destinations.

#### 4.2.3. Contribution of Films to Create Image and Promote Tourism Destinations

Relating to the Contribution of film to create image and promote tourism destinations activity questions data were gathered. The film productions responses have been presented in table 6.

**Table 6:** Respondents' Responses to Contribution of film to create image and promote tourism destinations

Contribution of film to create image and promote destinations for tourism development	valid			
	Yes		No	
	frequency	percent	frequency	percent
Do your films create image and promote Addis Ababa tourism destinations?	83	50.9	80	49.1
Do your films help local people in conserving Addis Ababa tourism destinations?	68	41.7	95	58.3
Have your films made a positive impression on the Addis Ababa tourism destinations?	64	39.3	99	60.7
Are your films enabled to visit Addis Ababa tourist destinations?	34	20.9	129	79.1
Mean	62.25	38.2	100.75	61.8

Source: Own survey, 2020

Table 4 shows that the view of respondents on the close ended question, Do your films create image and promote Addis Ababa tourism destinations? They gave their responses as 83 (50.9%) of them said that yes, 80 (49.1%) of them said no. This shows that about 83 (50.9%) of respondent expressed their films create image and promote Addis Ababa tourism destinations, but 80 (49.1%) of them stated their films are not create image and promote Addis Ababa tourism destinations.

This implies that the majority of respondents approved with their films create image and promote Addis Ababa tourism destinations. This makes the researcher conclude that films create image and promote Addis Ababa tourism destinations. This implies that the film has an important role in the development of tourism destinations.

Concerning their films help local people in conserving Addis Ababa tourism destinations, the respondents forwarded their views as 68 (41.7%) of them said yes, 95 (58.3%) of them said no. This shows that the majority 95 (58.3%) of the respondents gave responses as their films not help local people in conserving Addis Ababa tourism destinations, but minority 68 (41.7%) of them responses as their films help local people in conserving Addis Ababa tourism destinations. This implies that most of the respondents stated their films not help local people in conserving Addis Ababa tourism destinations. This in turn implies that films are not help local people in conserving Addis Ababa tourism destinations. This means that while the film may contribute to the development of tourism destinations, it is not at a level that can change the community's perception of the benefits of tourism destinations.

With regard to their films made a positive impression on the Addis Ababa tourism destinations, the respondents responded as 64 (39.3%) of them said yes, 99 (60.7%) of them said no. This shows that majority 99 (60.7%) of the respondents had their films not made a positive impression on the Addis Ababa tourism destinations, but minority 64 (39.3%) of them had their films made a positive impression on the Addis Ababa tourism destinations. These imply and we can conclude that the majority of respondents had their films not made a positive impression on the Addis Ababa tourism destinations. This means that while the film contributes to the development of tourism destinations, it is not at the level of creating a positive impression about tourism destinations.

Are your films enabled to visit Addis Ababa tourist destinations? Is also asked for them, the respondents gave their response as 34 (20.9%) of them said yes, 129 (79.1%) of them said no. This shows that majority 129 (79.1%) of the respondents approved their films not enabled to visit Addis Ababa tourist destinations, but the minority 34 (20.9%) of them said their films enabled to visit Addis Ababa tourist destinations. Here most of respondents stated their view as films not enabled to visit Addis Ababa tourist destinations. This implies and we can conclude that most of the films are not enabled to visit Addis Ababa tourist destinations.

This means that while the film may contribute to the development of tourism destinations, tourism destinations are not at the level of making tourists visit.

On average the respondents gave their responses as 62.25 (38.2%) of them said yes, 100.75 (61.8%) of them said no. This indicates that majority of the respondents stated have Contribution of film to create image and promote destinations for tourism development but not at the level required and the tourism destinations received by the community and visitors. This leads to say that the greater part of respondents approved with have less Contribution of film to create image and promote destinations for tourism development.

The result of above quantitative data was cross-checked by qualitative data collected from film productions. Film Production Responses In closed ended question, films create image and promote Addis Ababa destinations for tourism development, Asked and Most Respondent: The film created image and tourism destinations, but is not at the level where the community and visitors are concerned about tourism destinations. As a result, in open ended question film production respondents were asked how they can check create an image in their films and promote Addis Ababa tourism destinations. So from the total 163 respondents, 123(75.46) respondents listed their way of checking how they create image and promote tourism destinations, and 40 (24.53) respondents said we have no proof.

Of the 123 (75.46) respondents, 97 affirmed community opinion, 21 replied on YouTube and social media. We will also review the experts and this work is a work of culture and tourism, and respondents have submitted comments on a lower number. But as we can see from this, most film productions are only validated by comments and there is no other method of confirmation like data collection method. But some developed countries like New Zeland they have a data collection system how they check their films create image and promote destinations for tourism development. This implies that although the film has some contribution to the development of tourism destinations, it is limited that a data collection system identifies the film's role in the development of tourism destinations.

Overall, the research from this questionnaire confirms that based on the most film production respondents films have contribution to create images and promote Addis Ababa tourism destinations for tourism development.

But not at the level of cross-check that is required. Because a comment only from the community is not enough to check how film create image and promote Addis Ababa destinations for tourism development.

Additionally the result of above quantitative data was cross-checked by qualitative data collected from two key informants from government bodies again. They approved that what do you think that the contribution of film to create image and promote Addis Ababa tourism destination. One of key informants argued that, which is where we were promoting the film. Believe me, the film did not create any image, I didn't notice. (Female, 35 years old, degree, film production Service Licensing director, 2020). So we know from this that the film does not create and promote the image of the Addis Ababa tourism destination based on her response.

Another respondent is that this point needs study, but in my view, when we see a film made in Addis Ababa, we see at least some things that make us aware of the city. So I have to say that the film sector has also created an image of the Addis Ababa tourism destinations. This shows that the film is introducing Addis Ababa Tourism destinations. (Male, 33 years old, master, film production Service Licensing Officer, 2020). He explains in detail, that we understand from this that the film is creating image and promoting the Addis Ababa tourism destinations. To summarize, the views of the government body's respondent while the answer of the two is different, the answer of the second respondent is the same as the answer of film productions documentary analysis. So from this, we can conclude that in some extent the film is creating image and promoting tourism destinations for tourism development. So that film has less contribution for tourism destination development.

#### **4.2.4. Challenges of Integrating Tourism Destinations with Film for Tourism Development**

The view of film productions on Challenges of integrating tourism destinations with film for tourism development activities presented based on budget problem, infrastructure, problems with staff, problems with the public, and problems with the government; for integrating Addis Ababa tourism destinations with film. This has been presented in table 7.

**Table 7:** Respondents’ Responses to Challenges of integrating tourism destination with film for tourism development

Challenges of integrating tourism destination with film for tourism development.	Valid			
	Yes		No	
	frequency	percent	frequency	percent
Is there a budget problem for integrating Addis Ababa tourism destinations with your films?	128	78.5	35	21.5
Is there an infrastructure problem to integrate Addis Ababa tourism destinations with your films?	126	77.3	37	22.7
Are there any problems with staff to integrate Addis Ababa tourism destinations with your films?	121	74.2	42	25.8
Are there any problems with the community to integrate Addis Ababa tourism destinations with your films?	106	65.0	57	35.0
Are there any problems with the government to integrate Addis Ababa tourism destinations with your films?	137	84.0	26	16.0
Mean	123.6	75.8	39.4	24.2

Source: Own survey, 2020

In the table 5, the respondents forwarded their responses to a budget problem for integrating Addis Ababa tourism destinations with their films as 128 (78.5%) of them said yes, 35 (21.5%) of them said no. This shows 128 (78.5%) of the respondents approved there are budget problem for integrating Addis Ababa tourism destinations with their films. But 35 (21.5%) of them explained there is not budget problem for integrating Addis Ababa tourism destinations with their films. From this we can infer that most of the respondents expressed they have a budget problem for integrating Addis Ababa tourism destinations with film. This also greatly negative impacts the role of film for the development of tourism destinations.

With regard to an infrastructure problem to integrate Addis Ababa tourism destinations with films, the respondents gave their responses as 126 (77.3%) of them said yes, 37 (22.7%) of them said no. This shows that 126 (77.3%) of the respondents expressed have an infrastructure problem to integrate Addis Ababa tourism destinations with films, but 37 (22.7%) of them stated there is not an infrastructure problem to integrate Addis Ababa tourism destinations with film. This indicates that most of the respondents have approved with there is an infrastructure problem to integrate Addis Ababa tourism destinations with film. This means that the film greatly undermines its role in the development of tourism destinations.

The other activity in which any problems with their staff to integrate Addis Ababa tourism destinations with film, In this case the respondents gave their responses as 121 (74.2%) said yes,

42 (25.8%) of them said no. This indicates that majority 121 (74.2%) of the respondents expressed they have any problems with their staff to integrate Addis Ababa tourism destinations with films, but the minority 42 (25.8%) of them stated that have not any problems with their staff to integrate Addis Ababa tourism destinations with film. This in turn leads to conclude that the respondents' view on the problems of their staff to integrate Addis Ababa tourism destinations with their films is very high. This means that if the staff in the film sector have a problem, the role of the film in the development of tourism destinations becomes very meaningless.

Are there any problems with the public to integrate Addis Ababa tourism destinations with films? Is also asked for them, the respondents gave their response as 106 (65.0%) of them said yes, 57 (35.0%) of them said no. This shows that majority 106 (65.0%) of the respondents approved they have any problems with the public to integrate Addis Ababa tourism destinations with films, but the minority 57 (35.0%) of them said there is not any problems with the public to integrate Addis Ababa tourism destinations with film. Here most of respondents stated their view as they have any problems with the public to integrate Addis Ababa tourism destinations with film. This implies and we can conclude that there are problems with the public to integrate Addis Ababa tourism destinations with film. This greatly affects the role of the film in the development of tourism destinations.

The last view of film productions on Challenges of integrating tourism destination with film for tourism development activity is about any problems with the government to integrate Addis Ababa tourism destinations with films. In this case, the respondents forwarded their responses as 137 (84.0%) said yes, 26 (16.0%) said no. This shows that majority of the respondents explained they have any problems with the government to integrate Addis Ababa tourism destinations with film, but minority of them expressed their disapproved. Of course, this indicates that the greater part of respondents have any problems with the government to integrate Addis Ababa tourism destinations with film. This, in turn, not only greatly damages the role of film for the development of tourism destinations, but also prevents the joint use of the film and tourism sector.

In conclusion, the respondents forwarded their view on Challenges of integrating tourism destination with film for tourism development, 123.6 (75.8%) of the respondents said yes, 39.4 (24.2%) of them said no. This indicates that 123.6 (75.8%) of the respondents expressed have Challenges of integrating tourism destination with film for tourism development activities, but 39.4 (24.2%) of them said that have not Challenges of integrating tourism destination with film for tourism development activities. This in turn shows most of the number of respondents approved on Challenges of integrating tourism destination with film for tourism development activities. So From this we can infer that there are five basic Challenges of integrating tourism destination with film for tourism development in film productions. This means that the film is seriously undermining its role in the development of tourism destinations.

In addition to the quantitative data, the qualitative data indicate that in close ended question Next to the budget and infrastructure problems, there are any problems with your staff to integrate Addis Ababa tourism destinations with your film? Asked, 121(74.2%) respondents said yes, 42(25.8%) respondents said no. which shows that, according to most respondents, there are problems with film production staff to integrate tourism destinations with film. From here, to cross check in an open ended question, describe any problems encountered by staff to Integrate Addis Ababa tourist destinations in your film? Of the 163 respondents who were asked, 125(76.68%) Respondents listed a variety of problems. And 38(23.31%) respondents stated that there are no any staff problems to integrate film with tourism destinations. The Respondents report that indicate there are problems with staff to integrate the film with tourism destinations since it lists the problems faced by the film crew.

Respondents in closed ended question 121 (74.2%) respondents answer yes and 125 (76.68%) respondents' list staff problems in the open ended questionnaire. As we can see from this, although the number of respondents in the closed-ended and open-ended questionnaire revealed that some did not respond well, most respondents identified problems with staff in integrating tourism destinations with film. Based on this, a list of 125 (76.68%) respondents asked by open ended questionnaire listed 76 knowledge problems, 48 cognitive problems, 20 potential limitations, 13 Behavioral Problems and Others Listed Points of Thinking Problems, Time Problems, and Storm Frequency Problems.

When we summarize the responses from respondents, it is almost as if knowledge and awareness problems exist primarily when there are problems with staff seeking to incorporate tourism destinations in the film. So this means film greatly affects the role of tourism destination development.

Alternatively, in closed ended question, are there any problems with the public to integrate Addis Ababa tourism destinations in your film? Asked, of the 163 respondents who were asked, 106 (65.0%) respondents yes, 57 (35.0%) respondents no. As we understand from this, the majority of respondents say there is a problem, though it is not in the public interest to integrate tourism destinations with film. From there, we used the open ended question to identify any problems encountered by the public in order to integrate Addis Ababa tourism destinations in film. So that 163 respondents asked, 93 (57.05%) responded that they had problems in the community to integrate tourism destinations, while 70 (42.9%) answered that they would not have problems with the community to include tourism destinations.

In a closed ended question 106(65.0%) respondent yes they said there was a problem, 57(35.0%) respondent no problem and as we understand by open ended question 93 (57.05%) Respondents listed problems faced by the community, 70 (42.9%) Respondents said that there is no problem in the community to integrating tourism destinations with film. In close ended 106 Respondents and Open ended question 93 respondents list problems in the community, there are some differences in the number of some respondents who fail to respond. But it shows, however, that the answer to the majority of respondents is that there are problems in the community to integrate tourism destinations with film.

Generally, the list of problems encountered by the community in open ended questionnaire 93 (57.05) Respondents noted that 90 there is a cognitive problem, 24 they do not end up recording in their home, 19 stress during recording and Sound pollution causes us, 13 say they don't cooperate, there is a problem of opinion and respondents who give the film another dimension have kept it low. as we have learned from respondents, film productions face problems in the community as they work to incorporate tourism destinations with film, and it can be said that there is a huge gap in collaboration and understanding of film's benefits to tourism destination development. This lack of community understanding of the film also greatly impacts the role of the film in the development of tourism destinations.

Another point in closed ended question is that there are any problems with the government to integrate Addis Ababa tourism destinations with your film? Of the total of 163 respondents close-ended question who were asked to respond 137 (84.0%) Respondents said yes, 26 (16.0%) respondents said no. As we understand from this, most respondents have faced many challenges by the government to integrating tourism destinations with film. In light of this, we used the open ended question to identify any problems faced by the government to integrate the Addis Ababa tourism destinations in your film? Of the total 163 respondents who were asked, 153 (93.86%) Respondents outlined problems in the government to integrate tourism destinations while 10 (6.13%) Respondents said they had no problems with the government. We know from this that most respondents stated that there are problems with the government to integrating tourism destinations with film.

Most of the total 163 respondents replied that in closed ended question 137 (84.0%) respondents said there was a problem with the government to integrate tourism destinations with film and 153 (93.86%) Respondents outlined challenges faced by the government to integrating tourism destinations with film. The answer given by the close ended and open ended question shows that the number of respondents is somewhat unintentional, but for the most part, there are problems with the government to incorporate tourism destinations into films.

Accordingly, 153 (93.86%) respondents identified problems with open ended questionnaire, 87 The government did not pay attention to the sector and no system was established, 84 There were licensing and bureaucratic problems, 42 No support and supervision, 35 awareness gap, 22 Culture and Tourism Bureau does not encourage the film industry to work on tourism destinations, does not work with prototype, 18 film technology filming problem, 17 No school, no trained human resources, not the film industry village. And also Cinema houses have been criticized by a small number who say they have no institutional guidance and regulation and have not stopped copyright problems they said.

From this, the study confirms that there are a number of issues that need to be solved by the government to integrate and promote the Addis Ababa tourism destinations with film, the establishment of institutional systems that link the film industry with the support and supervision that is open to all stakeholders. This means that the film will greatly affect the contribution of the development of tourism destinations.

Finally, the study focused on these issues so that the budget, infrastructure, film staff, the community, and the government challenges faced to integrating tourism destinations with film. Since these 5 problems involve many complex problems in the role of film for tourism destination development, it has seriously impacted the role of the film in the development of tourism destinations.

In addition to the quantitative data, the qualitative data in interview from government body indicate that, one of key informants argued that Film Productions When requesting permission to film, she said the bureau is well-coordinated, that the bureau is incapable of budgeting, whether we are doing other supports as much as possible, and that they are renovating those who need to renovate tourism destinations. Other than that, making film productions to film at tourism destinations is not our motivation. Not only that, but she says we do not have the budget to support film productions (female, 35 years old, degree, film production Service Licensing director, 2020).

The above lines indicated that the respondent explained the interview, though she explained that the office is working to resolve some of the film's production problems, and that it was difficult to integrate tourism destinations with film and that the help available through the office was not what was needed.

The second respondent explained that there are a number of problems with film productions to integrate tourism destinations with film, and that there is a major awareness gap in the top, including themselves. He cited this as a refreshing view of himself, integrating tourism destination with film, and explained that in addition to awareness, budget and knowledge problems are at the forefront. From there, the Bureau outlined some of the challenges that film productions face to integrate tourism destinations with film, and noted that the Bureau has made great strides in promoting cinema houses, and that this effort is very limited. From this point of view, the office also took responsibility and laid down the need for more extensive work in the future. (Male, 33 years old, master, film production Service Licensing Officer, 2020).

The above lines indicated that the respondent explained that the Office is trying to solve film production problems by documenting the challenges of film production and integration with tourism destinations. But to a lesser extent, the officer said it has not solved problems and explained that the bureau has a serious responsibility to address this and help film productions, additionally he explaining that there are many challenges to integrating tourism destinations with film.

To conclude based on the answers of the two respondents there are film productions problems to integrating tourism destinations with film and that efforts must be made through the office to resolve these and that they have not been released by the Bureau at present. This is of paramount important for the development of tourism destinations as problem areas can be easily incorporated and promoted by film.

## **CHAPTER FIVE**

### **Conclusion and Recommendation**

In chapter four, data presentation, analysis and discussion were stated. In this part, conclusion and recommendation will have been discussed. The conclusion focuses on the findings of the research, and the recommendation intends to address what the stakeholders should do to make the role of film for tourism destination development to be implemented in the tourism sector, particularly in film tourism business.

#### **5.1. Conclusion**

Conclusion of the study had been concluded in the way that indicates the awareness of respondents about the role of film for tourism destination development. so the film production and the view of selected government officials on the role of film for tourism destination development in the perception of film production on contribution of film for tourism destination development, tourism destination used in film, contribution of film to create image and promote Addis Ababa tourism destination and challenges that integrating tourism destinations with film have been discussed.

Most of the respondents had good understanding about the relationship of film with tourism destinations and the role of film for tourism destination development. Only few of them had not understood its meaning in some extent. Most of the respondents understood it in benefits of film for tourism destination development in general and film is very important for tourism industry. Generally, the respondents' understanding about the role of film for tourism destination development is very high. In fact, most of the film productions and one government officials had better understanding than one other government official respondent.

Especially the film productions have a better understanding of the role of film for tourism destination development in terms of the contribution of film for tourism destination development activity. In particular, most film productions have a better and better understanding of tourism destinations, recognize that tourism destinations can be incorporated and integrated, promote tourism destinations to others, and that film is of great importance for

the development of tourism destinations. They are also well aware that film can affect tourism destinations with negative or positive effects.

According to the study, about Tourism destinations used in film for tourism development activity, there are many tourism destinations in Addis Ababa used in film, which are important tourism destinations for film purposes. But the study has shown that these tourism destinations are not ideal or softie for film making. Primarily, however, we learn from this study that there are many Addis Ababa tourism destinations in the film, and the tourism destinations are not softie. This means that the film has a role for the development of tourism destinations, as there are many tourism destinations. But the tourism destinations are not suitable for film, and it hurts the film's role in tourism destinations.

In terms of Film productions and selected government officers, our country film can create an image and promote the Addis Ababa tourism destinations for tourism development, and also beyond that it has very low role in the development of tourism destinations. Because, according to the survey respondents, the Addis Ababa tourism destinations were only included in the film at the transit level and, in some cases, the documentary film. Although it creates image and promotes tourism destinations, it does not have any positive impact on the community to maintain tourism destinations.

In addition, the film could not have made a positive impression on the Addis Ababa tourism destinations and could not enable to visit Addis Ababa tourism destinations. This means that although the film created an image and introduced tourism destinations, it did not create enough awareness among the community and visitors. So the role of the film for tourism destinations is almost certain

With regard to challenges of integrating tourism destinations with film for tourism development activity, there are a wide range of challenges, and there is a huge budget problem to incorporate the Addis Ababa tourism destinations in the film. Because it requires a lot of budget to make films on tourism destinations, and our country's film productions have shown that their budgets are limited, and that there is no support for them. In addition, there is an infrastructure problem for filming on the Addis Ababa tourism destinations, and the study showed that tourism destinations in the city often have infrastructure and noise problems.

Mainly, the additional problems encountered in integrating Addis Ababa tourism destinations with film are addressed by the film production staff, the community and the government. This study shows that, in particular, there are problems of knowledge, attitude and awareness among film production, community and government problems, in order to incorporate the Addis Ababa tourism destinations. Generally based on the study result about the role of film for tourism destination development activity, we can take it as a great start to the film production understanding of the contribution of the film for tourism destination development.

Although the film creates images of the Addis Ababa tourism destinations as a transit level in feature film and to some extent in documentary film, its role in promoting Addis Ababa tourism destinations to others is minimal. This implies that the role of the film for Addis Ababa tourism destinations is much more than just promoting it or being too low.

In general the role of film for tourism destination development activity, as we have seen, the study has shown that the role of film for tourism destination development is far less important than the introduction of tourism destinations at an early stage.

## **5.2. Recommendation**

In 5.1. Section, conclusion was presented on the stand of the findings of the study. In this section, the results of the study were recommended to film productions, local people or community, government, policy maker and researchers.

**For film productions:** The result of the study indicates that film productions have a better and better understanding of the contribution of film for tourism destination development. And also the study showed that incorporated the Addis Ababa tourism destinations with film as a transit level in future film and in some extent in documentary film and also somehow can created images and promoted of destinations for tourism development. Additionally there are various challenges to properly integrating the Addis Ababa tourism destinations with film. Therefore, if film productions are able to solve the problems encountered by their staff in order to integrate tourism destinations with film, it is preferable to make and incorporate film-related to tourism destinations with feature film based on their story. And they should be create and collaborate with various film industry stakeholders to effectively integrate tourism destinations into a film.

**For local people or community:** Based on the results of the study, the community's support for the film industry is very low, although not exaggerated. Not only that, but there is a great deal of awareness and knowledge problems in the field of understanding of the film industry. So the community should have a better understanding of the film industry, and to understand the benefits of film for tourism destination development. In general, it should be good if the community could recognize this by changing the image of a country's image and create an image of tourism destinations with film industry as it has a role for economic development.

**For the government:** The government should enforce tourism policy makers to incorporate tourism destination with film in tourism policy formulation and design. Moreover, the government should enforce the layers to design laws related to film industry in the tourism sector. And also this study indicated that there are many problems that the government has to solve and integrate with the Addis Ababa tourism destinations in the film, and there is no established system that links and links the tourism sector and film sector. There is also a huge awareness and knowledge problem with the development of the tourism sector by the use of film in all of the general top-down government bodies. Therefore, it should the government expanded film systems and it is better understand the gaps and improve the awareness gap from top to bottom government bodies to integrate tourism destination with film. And also the government should be change the image of a country and stimulate economic development by supporting and utilizing the tourism sector in the film industry by promoting and utilizing tourism destinations.

**For policy makers:** All film industry stakeholders are guiding the film industry in their own way, in a disruptive manner. Because they have no guidance and regulation, that binds the film industry to the tourism industry. Therefore, it makes sense policy makes rules and guidelines that tie the film to tourism as they make laws and guidelines as well as policy.

**For researchers:** This study was bounded only in Addis Ababa tourism destinations. It needs further investigation around tourism destinations incorporated with film in Addis Ababa, and the country as the whole. So, it is expected from the researchers to conduct further research in other tourism destinations or sites related with film industry in this issue to contribute for policy formulation and design.

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## PART II: Main questions for the research concerning film and tourist destinations

1. What do you understand about film related to tourism destination in general?

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2. The role of film for Addis Ababa tourism destinations questions is given in the table below. For those questions ‘strongly agree’ ‘agree’ ‘neutral’ ‘disagree’ and strongly disagree’ answers are given. Therefore, put a tick mark (√) to your answer in each row for all.

No	Items of questionnaire	Alternative answers				
		S/Agree	Agree	I don't know	Disagree	S/disagree
<b>2.1</b>	<b>Perception of film makers on contribution of films for tourism destination development.</b>					
2.1.1	I have clear understanding about tourism destinations					
2.1.2	It is possible to combine tourism destinations with the film.					
2.1.3	It is possible to promote tourism destinations in the film.					
2.1.4	Film is used for the development of tourism destinations.					
2.1.5	Film can affect tourism destination negatively or positively					

3. For Film productions questionnaires, the role of film for Addis Ababa tourism destinations questions is given in the table below. For those questions ‘Yes’ and ‘No’ answers are given. Therefore, put a tick mark (√) to your answer in each row for all.

No	Items of questionnaire	Alternative answers	
		Yes	No
<b>3.1</b>	<b>Tourism destinations used in films for tourism development</b>		
3.1.1	Do you agree, there are many tourism destinations in Addis Ababa?		
3.1.2	Do you agree, there are many tourism destinations in Addis Ababa for filming purpose?		
3.1.3	Are Addis Ababa tourism destinations safeties for filming purpose?		
3.1.4	Are there any Addis Ababa tourism destinations you used for filming?		
<b>3.2</b>	<b>Contribution of films to create image and promote tourism destinations</b>	<b>Yes</b>	<b>No</b>
3.2.1	Do your films create image and promote Addis Ababa tourism destinations?		
3.2.2	Do your films help local people in conserving Addis Ababa tourism destinations?		
3.2.3	Have your films made a positive impression on the Addis Ababa tourism destinations?		
3.2.4	Are your films enabled to visit Addis Ababa tourist destinations?		
<b>3.3</b>	<b>challenges of linking film making for tourism destination development</b>	<b>Yes</b>	<b>No</b>
3.3.1	Is there a budget problem for integrating Addis Ababa tourism destinations with your films?		

3.3.2	Is there an infrastructure problem to integrate Addis Ababa tourism destinations with your films?		
3.3.3	Are there any problems with staff to integrate Addis Ababa tourism destinations with films?		
3.3.4	Are there any problems with the public to integrate Addis Ababa tourism destinations with your film?		
3.3.5	Are there any problems with the government to integrate Addis Ababa tourism destinations with your films?		

**4. give short answer from the following questions**

**4.1** List the major tourist destinations that you have used for filming in Addis Ababa?

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**4.2** How do you check your films create image and promote Addis Ababa tourism destinations?

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**4.3** Describe any problems encountered by staff to integrate the Addis Ababa tourist destinations in your films?

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**4.4** Describe any problems encountered by the public in order to integrate the Addis Ababa tourist destinations in your film.

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**4.5** Describe any problems faced by the government to integrate the Addis Ababa tourism destinations in your films.

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**4.6** Explain if any of the above problems arise from integrating the Addis Ababa tourist destinations in your films.

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**Thank you!**

**Annex II: Interview Guide for government body**

**Interview Guide for** Ministry of Culture and Tourism (MOCT) and Addis Ababa Culture and Tourism bureau (director of the department).

**Part one: personal detail.**

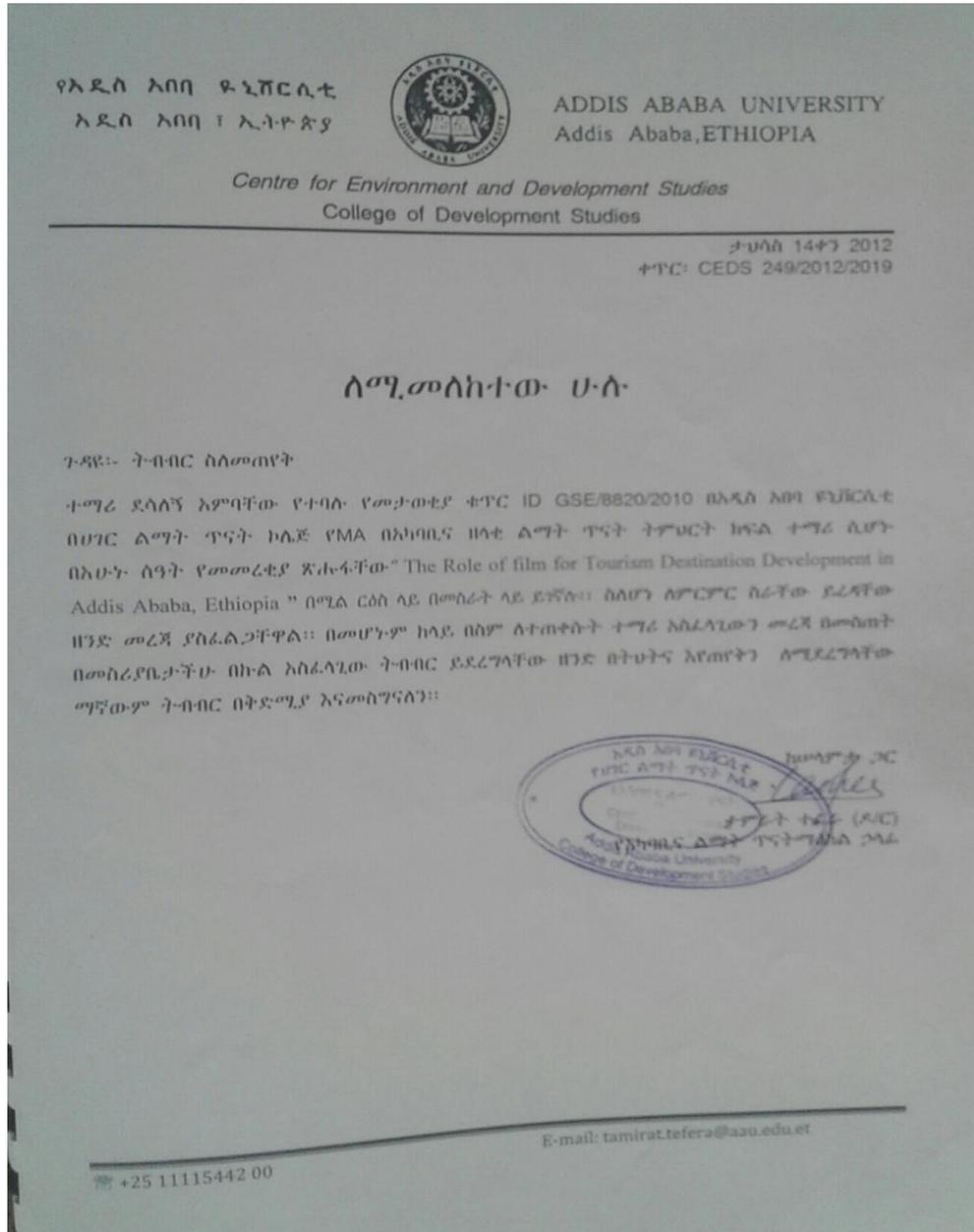
1. Sex.....
2. Age.....
3. Your educational level.....
4. Position in the company.....
5. Experience .....

**Part two: Questions related to film and their roles for tourism destination development.**

1. What is film in your perception? And what is its importance?
2. What do you understand about the role of film for tourism destination development?
3. What do you think that film incorporated in Addis Ababa tourism destinations?
4. What do you think that the contribution of film to creating image and promoting Addis Ababa tourism destinations?
5. Does your office solve the challenges of film productions linking film making with Addis Ababa tourism destinations?
6. What is your opinion on films contribution for Addis Ababa tourism destination development? How?
7. If you want to add anything?

**Thank you!!**

# Annex III: Letter To Whom It May Concern



**APPROVAL**

This is to certify that the thesis research conducted by Desalegn Ambachew, entitled "The role of film for tourism destination development in Addis Ababa, Ethiopia" in partial fulfillment of the requirements for the award of Master of Arts Degree in Tourism Development and Management.

Approved by:

<u>Thesis Advisor</u> <u>Kamirat T.</u>	<u>Signature</u> <u>Lashes</u>	<u>Date</u> <u>June 15, 2020</u>
Internal Examiner	Signature	Date
_____	_____	_____
External Examiner	Signature	Date
_____	_____	_____
Chairman, Department	Signature	Date