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ASSESSMENT OF THE EFFECTS OF POLITICAL UNREST ON HOTELS AND TOURISM
ESTABLISHMENTS IN WEST SHEWA ZONE: EMPIRICAL EVIDENCES FROM AMBO
DISTRICT

A THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY, CENTRE FOR ENVIRONMENT AND
DEVELOPMENT STUDIES, TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

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TOURISM DEVELOPMENT AND MANAGEMENT**

By: Michael Amsalu

Advisor: Shiferaw Muleta (Ph.D.)

January, 2023

Addis Ababa, Ethiopia

**Assessment of the Effects of Political Unrest on Hotels and Tourism Establishments in West
Shewa Zone: Empirical Evidences from Ambo District**

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In Partial Fulfillment of Master's Degree

In Tourism Development and

Management Program

BY:

Michael Amsalu

Advisor:

Shiferaw Muleta (Ph.D.)

January, 2023

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Declaration

I certify that this study, " Assessment of the Effects of Political Unrest on Hotels and Tourism Establishments in West Shewa Zone: Empirical Evidences from Ambo District," is my original work. I am the undersigned. All of the data in this document was gathered and presented in accordance with academic standards and moral behavior. I have properly cited, recognized, and referenced all materials and findings that are not unique to my work, and this study has not been submitted for the granting of any Degree, Masters, or PhD program in this school or any other.

Researcher Name: Michael Amsalu Fufa

Signature -----

Date: January, 2023

Addis Ababa University

College of Development Studies

Centre for Environment and Development Studies

This is to certify that the thesis prepared by Michael Amsalu entitled “Assessment of the Effects of Political Unrest on Hotels and Tourism Establishments in West Shewa Zone: Empirical Evidences from Ambo District” submitted in partial fulfillment of the requirements for the Degree of Masters of Arts in Tourism Development and Management complies with the regulation of the University and meets the accepted standards with respect to originality and quality.

Approved by: _____

Thesis Advisor

Signature

Date

Internal Examiner

Signature

Date

External Examiner

Signature

Date

Chairman, Department

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Date

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LIST OF ACRONYMS

APA-	American psychological association
ATCTB-	Ambo Town Culture and Tourism Bureau
CSA-	Central statistical agency
FDRE-	Federal Democratic Republic of Ethiopia
OCTB-	Oromia Culture and Tourism Bureau
ONRS-	Oromia regional national state
WSZCTB-	West Shewa Zone Culture and Tourism Bureau
WSZRLMB-	West Shewa Zone Rural Land Management Bureau

ABSTRACT

The purpose of this research is to identify how hospitality and tourism industry has been affected by the political instability in Ambo district, West Shewa Zone and how the industry stakeholders had reacted to mitigate its negative consequences. The data were collected via survey questionnaire, semi structured interview, document review, and personal observation. The significance of this study is providing information about the effects of political unrest, or turmoil on the development of tourism and hospitality industry in Ambo district, West Shewa zone, and will have many fold significances to the entire sector and all stakeholders in the tourism industry and government sectors. Thus, to achieve the objectives, descriptive research design and mixed research approach were used. Both primary and secondary sources of information were used for this study. The primary data were gathered from 155 sample sizes, those of 147 through survey questionnaire, and 8 through key informant interviews and personal observation while secondary data were collected through a document review data collection instrument. The result of this study revealed that, Hotels and other accommodation establishments reduced their work force at the time of political unrest ($\bar{X}= 3.7823$). Tourism service providers in Ambo district were troubling to operate their ordinary business activity during last three years (2019-2021). The annual total revenue of tourism establishment has declined compared to the year before 2019. room occupancy rate, number of guests visiting tourism business, annual total revenue, number of employees, average number of stays of guests, service quality and service type providing by hoteliers are decline during political unrest. Hoteliers lost loyal customers, cost of operation and salary of employee's increases. Tourism investors discouraged from investing new tourism-related investments and expanding their businesses, and delays completing the project on schedule. Properties of hotels and tourism establishments was damaged, including employees those of injured (14), arrested (9), and beaten employees. Hoteliers and other tourism establishments disabled from participating and interacting with other actors, attending meetings, and reduced their motivation to compete with each other. They perceive that political unrest discourages and disorganizes them from coordinating together, and feel tourism establishments need to be strengthened. Hoteliers and other tourism establishments had reduced their workforce, delaying their cost of operation, changed their orientation to the local community (customers), closed their business for a given period of time to reopen it after conflict over, and also lost their plan to expand their business to other areas.

Keywords: - Political instability, Tourism development, Tourism infrastructure

CHAPTER ONE

INTRODUCTION

1.1. Background of the study

Ethiopian tourism began in the pre-Axumite era, when the friezes of the pyramids and other ancient Egyptian sites contain the earliest illustrated travel itineraries to Ethiopia. These portrayed journeys to Punt, which the Egyptians saw as the Nile's source, where they engaged in trade for slaves, gold, incense, and ivory (Gebremeskel, 2023). Despite early practices, the imperial authority is credited with the establishment of modern tourism as a significant economic industry, as evidenced by the 1961 founding of the Ethiopian Tourist Organization (Gebremeskel, 2023).

Despite being one of the world's largest industries, tourism is extremely susceptible to the direct and indirect effects of violence or political unrest. As tourism tends to be more prosperous in peacetime rather than in war time, it is assumed that it would have self-interest in supporting a peace dividend, and political instability does effects tourism in economic and social terms (Popowycz & Popławski, 2021). Nonetheless, this is not always happening in many developing countries. African countries have experienced an extensive and harsh history, which manifests itself in recurrent violence, political instability, and economic instability (Busey, 2014).

A country is said to be in political instability if its government "has been overthrown, or is controlled by factions in the wake of a coup, or if the fundamental functional prerequisites for social order control and maintenance are unstable and periodically disrupted"(Zhou, 2016).Political instability defined as 'A situation in which conditions and mechanisms of governance and rule are challenged as to their political legitimacy by elements operating from outside of the normal operations of the political system (Haddad et al., 2015). The tourism industry is one that affects the social, political, and economic facets of a country. Because of this, understanding how various countries' features impact perceptions of a country's safety is critical for the development of the tourism industry (Alarcon, 2021).

One of the regions in Africa where conflicts have been recognized is the Horn of Africa. Conflict had arisen in Ethiopia between the most powerful opposing groups in the Horn of Africa. Putting it differently, conflicts were manifest problems in Ethiopian empire in the Horn of Africa.

Ethiopia experienced various conflicts across different parts of its entire territory. Regional state of Oromia is the largest region of Ethiopia and has experienced various aspects of conflicts. The main areas of conflict in this region were the economy, land ownership, border boundaries, property inheritance, political issues, and the collapse of public peace (Muchie & Bayeh, 2014).

Undoubtedly the impacts and devastating effects of political instability on tourism are something that no tourism policymaker can afford to ignore. According to Seddighi, Theocharous & Nuttall (2013) the high levels of crime, violence, and political lawlessness can cause irreparable damage to the image of a given area as a tourist destination. The effects of political instability on the local economy and employment can be both direct and incidental, and very often they have repercussions far beyond the immediate location in which events of political instability occur (Ivanov et al. 2021). The industry is very delicate in nature, and instabilities such as war and terrorism usually result in sheer declines of tourist flows. Consequently, such unfortunate situations affect the economic impact and contribution of tourism to the countries in question and hence decrease their tourism potential. Politically unstable countries often suffer from high unemployment rates due to difficulties with cash flow, problems with funding and supply, unstable demand and a shattered international image (Chiang et al., 2020). Political turmoil and instability influence tourism demand and tourist behavior (Hateftabar, 2020). Tourism has become one of the industry's most exposed to political unrest and terrorist attacks (Lanouar & Goaid, 2019).

The tourism industry is being put to the test in a time of escalating political unrest. Tourism requires political stability and safety; even the mere threat of events like civil unrest and terrorism might make travelers reconsider their choice of destination (Haddad et al., 2015). Political unrest has an immediate and possibly long-lasting effect on a country's tourism industry (Lanouar & Goaid, 2019). Additionally, the tourism industries of neighboring countries may be impacted by instability in one country. International traveler numbers and tourism revenue in countries afflicted by political upheaval invariably fall. No nation has been able to protect its tourism industry from the effects of unrest (Haddad et al. 2015).

The recent political turmoil in Ethiopia, which has resulted in the declaration of a state of emergency, has brought mixed messages about its effect on the tourism industry. In this regard,

tourism and travel professionals indifferently agreed with the negative consequence of the political crisis on destination tourism development (Kebede, 2018). This study, therefore, attempts to examine the impacts of political instability in the west Shewa zone of Oromia regional state on tourism development and tourism infrastructure development.

Given that the reputation of the destinations is susceptible to internal political issues; political instability is a critical issue for the tourism and hospitality sectors. Political instability has many different definitions and is subject to ambiguity due to the variety of ways that political systems can alter (Chiang et al., 2020).

1.2. Statement of the problem

Political instability is the major factor that affects and hinders the development of the tourism industry. Tourism activity and political instability cannot exist in one place. Currently, worldwide as well as in our country, political conflict has reached its highest level, which badly affects tourism and hospitality development. In the Ethiopian case, coupled with COVID-19, the political instability is challenging tourism and hospitality industry development. As a result of an over-increased level of instability and its effects on the development of the tourism and hospitality industries in the country in general and in Ambo district, West Shewa zone, and Oromia region specifically, conducting research in this area is vital. This research theme has attracted the attention of scholars in many developing countries (Lanouar & Goaid, 2019, and Zhou, 2016, etc.).

Ethiopia is among the least economically developed countries in the world, but its abundance of historical and natural tourist destinations sets it apart from other countries. The growth of the nation's population and economy in general can be greatly aided by tourism. The tourism business is closely linked to a nation's stability, therefore any political upheaval or instability could also have an impact on it. The recent years' political unrest in Ethiopia is also believed to have had a huge negative effect on the country's tourism industry, the degree of effect in West Shewa zone is which this research assesses.

The SDGs goal 16 is about peace justice and strong institution. In the goal 16 the main statement raised is about "How can a country develop? how can people eat and teach and learn and work and raise families without peace"? Some parts of the world enjoy relative peace and justice, and

may come to take it for granted. Other parts seem to be plagued by armed conflict, crime, torture and exploitation, all of which hinders their development. The goal of peace and justice is one for all countries to strive towards. The Sustainable Development Goals aim to reduce all forms of violence and propose that governments and communities find lasting solutions to conflict and insecurity. That means strengthening the rule of law, reducing the flow of illicit arms, and bringing developing countries more into the center of institutions of global governance.

It can be understood that the role and importance of peace and political stability for every aspect of development and the absence of it can harm the development of every development activity including the tourism industry largely.

Rauf et al. (2022) depict that political instability and economic indicators are responsible for discouraging tourism and the development of tourism. This study revealed that tourism infrastructure and project development were not completed on time due to the political instability that had prevailed in the country. The findings in this study are commendable for conducting a similar study in another context, such as Ethiopia.

In their study entitled “Tourism, terrorism, and political violence in Tunisia: Evidence from Markov switching models” Lanouar & Goaid (2019) investigate the short-run impact and the duration effects of two particular shocks in Tunisia: terrorist attacks and political violence. The authors mainly focused on the impact of political instability and terrorist attacks on tourism planning and development. In particular, it investigates the magnitude effects of the Jasmine revolution and recent terrorist attacks at the Bardo National Museum on March 18, 2015, and the tourist resort at Port El Kantaoui, Sousse on June 26, 2015, on the number of tourist arrivals and the number of overnight stays. However, the paper didn’t address the effects of political instability on tourism development by hindering the development of tourism infrastructure and creating difficulties in the execution of tourism planning.

Zhou (2016) conducted the research entitled “Can political instability positively affect (some) travelers’ decisions? To estimate how political instability affects travelers’ decisions and the probability that political instability would impact travelers’ decisions not only negatively. This paper specifically explores the degree of political instability in North Korea, Iran, and Venezuela. The paper was expected to interpret the reasons why (or why not) tourists expect to travel to

politically unstable countries, how they make the decisions, and finally how travel agents manage potential instability in tourism and tailor corresponding strategies are also involved.

Busey (2014) conducted a research work entitled “Conflict and Tourism in Uganda” he looked relationship between conflict and tourism in the case of Uganda. He discusses the impact of political violence and how tourism can recover from it and become an important economic sector in Uganda. Ivanov, Gavrilina, Webster & Ralko (2017) conducted their study on the impacts of political instability on Ukraine’s tourism industry. In this study, the data subjects are only accommodation establishments and the managers of travel agencies. But to the best of my knowledge, it is important to include the government tourism office managers. This limitation allows the population gap for my study. Farmaki, Antoniou & Christou (2019) show the impacts of political instability on the motivation or de-motivation of travelers to one destination. According to the result of this study political turmoil affects the motivation of visitors to the island of Cyprus.

The effect of political instability in developing countries, such as, the Middle Eastern countries is more than developed nations (Al-Shorman et al., 2016). African countries and specifically our country, Ethiopia, in terms of tourist flows, as well as the overall development of the tourism industry, are more severe than developed countries. Some studies were conducted in Africa and Ethiopian context. Today, political instability is increasing in most parts of the country, and its effect on tourism activity is also increasing. As a result, its importance is now a burning issue, and few studies have been conducted on this matter in an Ethiopian context.

Kebede (2018) conducted a case study research on The Fate of Tourism during and in the Aftermath of Political Instability: Ethiopia Tourism in Focus by taking the case analysis of Fiji, Thailand, South Africa, Kenya, Egypt, and the Philippines during the state of emergency and relate with Ethiopian case during 2016 state of emergency. A case review research method was used to assess the effect of political turbulence on tourism activities. In his case review, he focuses on identifying the effect of political unrest and public protest following the state of emergency in 2016 on tourist arrivals to Ethiopian destinations. It mainly focuses on showing the impact of political instability with regard to tourist length of stay, number of tourist arrivals, and extent of trip cancellations in the country as a result of the state of emergency. However, this study was not examining the effects of tourism planning and infrastructure development.

Adane (2021), in his study employing a qualitative research approach, tries to explore the main cause of political conflict and its effects on the tourism industry of Bahir Dar city, socio-economics, and the safety and security of the tourism industry. This study subjects include star-designated hotels and their owners, tour operators, local guides, tourist boat captains and owners, souvenir shop owners, tourist transport vehicle owners, tourism officers, local police officers, and political science experts who are living in Bahir Dar. Furthermore, this study focuses on the causes of the 2016 political conflict in the study area and states that poor and limited infrastructure development results in political conflict, but does not examine how the political conflict affects the development of tourism infrastructure.

Gebremeskel (2023) conducted study on effect of political instability on the tourism sector in Ethiopia. In his research he employed Qualitative research methods, including observational research, and to understand the phenomena in detail. In this study qualitative used was used to measure the impacts of political instability on tourism development in Ethiopia. But it has to done by mixed research approach as it tried to measure impact. In currently conducting study it was tried to improve this work by applying mixed research approach.

Despite currently, the Ethiopian government is giving more attention to the tourism sector and making it one of the five top economic pillars of the nation; the political instability in different parts is increasing from time to time. Following this, the effects of it on the development of the tourism sector are also increasing, and the image of our country is drawing in international tourists negatively. As a result, displaying the current effects of political instability on hotel and tourism development by taking the west Shewa zone and Ambo district cases is the aim of this research.

Therefore, it is necessary to conduct a study on the Ambo district, west Shewa zone, as well as try to assess the political effect of political instability on tourism and hospitality industry development by challenging and influencing the development of tourism infrastructure in order to fill the gaps in the above studies.

The above-mentioned scholars conducted different research about tourism and the effects of political conflict on it in global, African, and Ethiopian contexts. However, most of these prior studies overlooked the effects of political instability on the implementation and success factors of

tourism infrastructure project accomplishments, in an Ethiopian context. This is particularly true for Oromia regional state, the largest both in area and population in Ethiopia, where political instability has prevailed for over five years. This study, therefore, fills in such research gaps in the current tourism research in Ethiopia by assessing the effects of political instability on tourism infrastructure development and tourism products by taking the Ambo district of West Shewa zone as a case study.

1.3. Objectives of the study

1.3.1. General objective of the study

- The general objective of this study was to assess the effects of Political unrest on hotels and tourism establishments in Ambo district.

1.3.2. Specific objective

1. To investigate effect of political instability on tourism service and product provided by provider establishments around attractions in Ambo district
2. To assess the effects of political instability on tourism establishments infrastructure and facilities development in Ambo district
3. To assess the perception of local tourism stakeholders on the effects of the political instability on tourism establishments development in Ambo district
4. To study the mechanisms adopted by tourism business to cope up with effects of political instability in the operation of tourism business in Ambo district

1.4. Significances of the study

This study will be significant in providing information on the effects of political unrest, or turmoil on the tourism and hospitality industry development of Ambo district in specific and West Shewa Zone in general.

1.4.1. Policy significance

This study will have many fold significances to the entire sector and all stakeholders in the tourism industry and all government tourism sectors. This includes identifying the very effects of the political conflict; empowering tourism to stand by itself by making it free from any kind of politically related affiliations and dominations; adopting policies to protect the tourism sector and

its stakeholders from the likelihood of psychosocial and financial insecurities. FDRE Culture and Tourism Minister to regional and city administration of the tourism sector; and all beneficiaries of the tourism industry at a local, regional, and national level will be benefited from this study by using the finding of this study to their tourism policy formulation.

1.4.2. Development significance

This study will be relevant to various stakeholders in the tourism sector, which range from the federal to the district level, such as tour guides, tour operators, hoteliers, and all other small-scale tourism occupants in the research area. The findings of the study will help the stakeholders by providing them with information about a very successful coping strategy taken by the stakeholders in the study area during the period of political instability. The national, regional, and zonal tourism and investment bureaus can benefit from this study by adopting the findings to alleviate infrastructure crises during times of political conflicts and public unrest.

While stakeholders and individual tourism beneficiaries can benefit from this research by having a better understanding of how to cope with the sustainability of their businesses and their livelihoods during the occurrence of conflicts. The findings of this research will be important to governmental bodies by providing information on how much political conflict affects the development of the tourism industry, which is the country's top five source of income, will use the finding of this study to solve and mitigate the political instability to minimize its effects on the tourism industry.

1.5. Scope of the study

The scope of the study was delimited depending on three dimensions. These are Geographical area, theme and units of observation of the research. Geographically the coverage of the study area focuses on Ambo woreda and surrounding which is located in Oromia regional state of Ethiopia. The main theme of the study is the assessment of political unrest on tourism and hospitality development through assessing the effects of political unrest on hotels and tourism establishments in Ambo district and surrounding. The study assesses effects of political unrest on tourism establishments and hotelier's activity in three years only (2019-2021) the time of political instability occurred. The study gives emphasize on to assess influence of political unrest on challenging the tourism development execution in the in the study area, and as well as identify

lost tourism development opportunities (infrastructure) because of political instability in the district. The results of this study may be applied to the whole tourism industry of Ethiopia, or Oromia region through identifying the influence of political instability on hospitality and tourism establishments' development in Ambo district and surrounding. This study also delimited based on the unit of analysis to these participants of the research from which relevant data are collected, as West Shewa Zone tourism offices, Ambo district tourism bureau, Ambo town tourism bureau, hotels in Ambo districts, West Shewa Zone investment bureau, and private tourism business.

1.6. Limitation of the study

Some respondents during interview time did not confirm the effects of political instability on the tourism sector resulted from fear of political issues. Even though they try to discuss it, some of them overlook the presence of political instability in the district and zone. The interviewees lacked a general skill set and understanding of the concept of the tourism industry as a whole. That means most of them understand the effects of political instability on tourism as only on the side of tourist activity, and they don't understand that the effects on roads, hotels, and other infrastructure, as well as the negative image of the zone, are also tourism effects from political instability.

1.7. Definitions of key terms

1.7.1. Political instability

A circumstance in which elements acting outside the regular course of the political system attack the political legitimacy of conditions and processes of administration and rule (Hall & O'Sullivan 1996, p. 106). Political instability is described as a condition of a country where a government has been toppled or is controlled by factions following a coup, or where basic functional prerequisites for social-order control and maintenance are unstable and periodically disrupted (Cook, 1990).

1.7.2. Tourism development

Tourism development is the act of creating and sustaining a tourism economy in a certain place. The process of creating strategies and plans to expand, develop, or promote tourism in a certain destination can be summed up in the simplest terms as tourism development (IGI Global, 2022).

1.7.3. Tourism infrastructure

Tourism Infrastructure means an infrastructure that supports artistic and cultural activities, such as roads, bridges, buildings, railways, airports, airstrips, telecommunications, sanitation, and lodging facilities (Mandić et al. 2018).

CHAPTER TWO

2. LITERATURE REVIEW

2.1. A Review of concepts and definitions

2.1.1. Political instability

Political instability is not universally understood or defined. Political scientists, according to (Rauf et al. 2022), contend that political instability is a multi-dimensional phenomenon, albeit there is disagreement about the ideal number of these dimensions. Political instability is a situation where the government has a lack of control over events that happens within or part of a country which usually leads to an effect on the country's economy and public image (Abam, 2020).

Political instability is a condition where the government lacks control over what happens in a country or a region of it, which typically has an impact on the economy and reputation of the nation (Abam, 2020). Jannils (2021) distinguishes four dimensions of political instability as politically motivated violence, mass civil protests, instability within the political regime, and instability of the political regime. Political instability is linked to the potential for protests, strike, and various violent acts, crimes, regime changes, insurgencies, and failed governments (Causevic & Lynch, 2013). Political conflict may be interpreted as a sign of unhealthy political disagreement between two or more political parties. It is also described that political conflict may not always be occurred only because of the revelry between two or more different negating political parties with polarized interests; but it can also be revealed as a result of a deep-rooted discontent between citizens and government when suppression remains to be institutionalized inherent character of a regime (Houlberg & Pedersen, 2015). Political instability is a result of a lack of agreement, which may be brought on by colonial influence, a failure of the populace to develop a feeling of "nationhood," a dictatorship, unstable economic conditions, or foreign influence (Causevic & Lynch, 2013).

Political instability may also be a result of frequent changes in governments (or attempts to do so), internal strife, labor disputes, and engagement in border conflicts with neighboring nations (Haddad et al. 2015).

In this context, political conflict may exist at the core of all political systems and may arise between individuals, social groupings, political representatives, and political parties (Adane, 2021). Political instability can impede growth through repression and unfavorable change and lead to social, ethnic, or even national collapse (Aisen & Veiga, 2013). And also they state that, Interstate war, civil war, terrorism, government repression, insurrection, and protest are examples of ways that a breakdown in governance may manifest. Parties may also employ political disagreement in disruptive and occasionally violent ways as a strategy or a strategic option to enact their political agenda (OEF, 2018). Additionally, it can lead to greater foreign influence or foreign interference (UIA, 2020).

Safety is the idea of being in an uninjured state. Similar to how "safety" relates to the lack of fear, "security" also connotes freedom from threat, worry, anxiety, and reluctance (Adane, 2021). Since the idea of security is widely understood, it encompasses all aspects of "human," military, political, economic, individual, social, and environmental security (Rothschild, 1995). From a different angle, the idea of security also extends from physical security to psychological security, where the first includes security of both the physical safety of buildings and the physical safety of people (Bogale, 2020).

2.1.2. Tourism and political instability

Political stability is the regularity of the flow of political exchanges. The more regular the flow of political exchanges, the more stable the world becomes (Caselli & Tesei, 2016) Alternatively, there is political stability to the extent that members of society restrict themselves to behavior patterns that fall within the limits imposed by political role expectations (Ake, 2023).

The negative implication of hostilities and war for tourism particularly the rapid decline of tourist demand under condition of war is major effect. According to Timothy (2013) "The politics of international tourism are not exclusively fought at the national level" Particularly in poorer countries, women's organizations and religious associations have made tourism important element of their agendas.

Regarding the perception of destinations in tourist-producing regions and the actual and perceived safety of tourists, the question of political stability and interactions between and within states is crucial (Abam, 2020). Given the sensitive nature of the tourism business, the fierce competition,

and the extremely low-profit margins, it is imperative to study, evaluate, and analyze the many interrelationships between political stability and the industry (Bayar & Yener, 2019). Conflict can be disastrous to the economy and tourism industry in developing countries (Nadee, 2020). Various methods of reconstruction help to aid in the expansion of the industry, but in some cases, tourism itself can be a powerful tool to aid in the forward progress of development and ending the conflict (Boyd et al. 2023). Tourism can be used to “repair the country’s political image (Busy, 2014)

Stability is one of the keys to successful tourism development; if the past tends to reflect the future then this is a platform conducive to growth in tourism activities and investment in the industry (Webster & Ivanov, 2013). The absence of terror or violence is a must for the development of destinations to an acceptable level since tourists prefer tranquility and peaceful social environments (Hai&chik, 2011).

Boyd, Reddy, Kulshreshtha & Nica (2023) stated that academics have upheld the idea that traveling internationally has the capacity to lessen prejudice and overcome cultural gaps, with every responsible traveler having the opportunity to serve as an ambassador for peace.

To improve the quality of life on a global scale and provide the groundwork for peace and prosperity, the highest goal of tourist policy is to integrate the economic, political, cultural, intellectual, and economic benefits of tourism with people, destinations, and nations (Guo, Jiang, & Li, 2019). Tourism's economic effects and political components are intertwined; "tourism is not merely a continuation of politics, but an intrinsic part of the world's political economy" (Mayer & Vogt, 2016). As a result of tourism being an economic, social, and, in the end, political activity, liberals and neo-Marxists have opposing perspectives on the tourism sector (Webster & Ivanov, 2013). They stated that, Liberals will naturally view tourism favorably because it mostly operates on market principles and generates wealth, employment, and social interactions that strengthen interpersonal bonds. The relationship between tourism and political stability is best understood using an idealist perspective on international relations. Realists contend that since tourism is an activity unrelated to the state's primary goals, it is an afterthought (security and war). However, the two main schools of idealism (liberalism and neo-Marxism) show that, depending on which school of idealism is adopted, tourism can play a significant role in either fostering or damaging peace and stability (Webster & Ivanov, 2013).

Tourism becomes a means of showing peace and security within the country. If tourists return home with positive images and stories of the country under conflict, it can represent safety for tourists, making them more inclined to go as long as it is still safe (Causevic & Lynch, 2013). Tourists become international witnesses by being able to see the level of safety from a first-hand perspective (Busy, 2014).

2.2. Review of empirical literature

Adane (2020) conducted his MA research paper on the cause of the 2016 political conflict in Bahir Dar and its effect on the tourism development of Bahir Dar tourism development. The results of his study demonstrate that conflict arose in the study area in 2016 for a variety of reasons due to limited access to basic infrastructures like roads, water, and electricity as well as other social capital defects like housing issues, insufficient health services, and other related bad administrations in the city. Political allegiance, enigmatic political hegemony, political, social, and economic exclusion, entrenched corruption, high unemployment, human rights violations, and pervasive ethnic tension brought on by the regime on the people of the research area in Bahir Dar were additional major root/fundamental causes for the emergence of the political conflict. Destination insecurity was one of the safety and security effects that the start of the political crisis had on the expansion of tourism in the study area. According to the results of this analysis, Bahir Dar has constantly been ranked as one of Ethiopia's least secure tourist destinations since the local political unrest began in 2016.

The city was considered to be one of Ethiopia's most dangerous tourist destinations and suffered various security issues, including grenade attacks and damage to some hotels. The outcome demonstrated that the political unrest also had an impact on Tiss-abay, a popular tourist destination location close to Bahir Dar. The psychosocial concerns brought on by the political upheaval affected the safety and security of the research area's tourism recipients. According to these respondents' accounts, this psychosocial consequence includes direct or indirect risks to the physical and psychological safety and security of hospitality industry personnel and their corporate organizations in the study area.

Kebede (2018) conducted a case study research on The Fate of Tourism during and in the Aftermath of Political Instability. The result of this study shows that A compressed political

tension, which is full of uncertainty, can still independently influence the confidence of tourists in choosing the destination, particularly if the state of emergency is in place. Instead of reporting a decline in tourist arrivals since the state of emergency took effect, the organization stated a decrease in trip cancellations. The country's visitor flow has decreased as a result of the emergency, which also included public protest as its primary cause. Lalibela's rock-hewn churches have suffered as a result.

Eight months after the state of emergency was declared, anonymous local tour guides in Bahir Dar, Gondar, and Lalibela further corroborated the continual reduction in foreign visitor arrivals and receipts when compared to the preceding few years. Similar to the previous years, the number of visitors to Bale Mountains National Park decreased by more than 7% in 2015–2016 and by 10.25% under the state of emergency in 2016–2017. In addition, it has been discovered that the wave of protests and the declaration of a state of emergency have caused hotels, airlines, and tour companies to cancel their bookings for travel to Ethiopia.

Lanouar & Goaid (2019) conducted their paperwork on Tourism, terrorism, and political violence in Tunisia. The finding of this study implies that Compared to other sorts of shocks, terrorist attacks and political violence have a long duration. This is primarily due to the fact that numerous nations, including the United Kingdom, Belgium, the Netherlands, Sweden, and Denmark, forbade visiting Tunisia following the terrorist attacks in June 2015.

Ivanov et al. (2017) conducted their study on the impacts of political instability on Ukraine's tourism industry. The study's findings show that the hotels were under significant financial strain: their revenues fell by -15.39%, while their guests' numbers fell by -15.49%, overnight stays fell by -14.02%, and the average duration of stay declined by 1.42 nights. Meanwhile, costs increased on average by 12.75%. The political unrest, in the opinion of hotel managers, had a distinctly detrimental effect on their industry. The hotels in the areas surrounding the conflict zones were more severely impacted by the political unrest than hotels in the rest of Ukraine, losing more visitors, having considerably lower pricing, generating less revenue, and having guests stay for shorter periods of time.

Similarly, the study's findings indicate that Ukrainian travel agencies' performance has declined. Their average client base shrank by -19.59%, sales fell by -17.19%, and costs increased by 5.62%.

The main issue affecting the hotel industry was thought to be the military conflict in Eastern Ukraine. To make up for the decline in visitors to their properties, hotel management primarily intensified their marketing efforts. They also had the option of lowering rates to minimize costs by employing fewer people and delaying payment to suppliers.

Altinay & Bowen (2006) investigated the relationship between Politics and tourism interface. The findings of their research indicate that a federal solution on the island would benefit the tourism sector since perceived risks and dangers of political instability would disappear and the country's image would improve. This analysis shows that the amount, variety, and quality of tourist accommodations would all increase under a federal approach. It was also believed that foreign entrepreneurs and multinational corporations would be encouraged by the new prospects and would invest directly in the industry. As a result, the government of one nation can contribute to the growth of tourism by enhancing tourism-related services and infrastructure and resolving any political unrest in the destination region.

Bogale (2020) conducted his doctoral dissertation on The Impact of Political Unrest on Tourism Marketing Performance. The result from this stated that both in 2016 and 2018, shortly after the imposition of a state of emergency, booking cancellations started to occur. Political unrest also hurt the country's tourism economy the most. It has also been proven that visitors do not invite friends, relatives, or other people to the country after experiencing some unexpected protests while they are there. The inconvenience of visitor safety, followed by civic disobedience, civil upheaval, and a state of emergency, had the greatest impact on the tourism business.

2.2.1. Effects of political unrest on tourism and hospitality development

Many studies have been conducted on exploring the influence of war and political instability on the development of the tourism and hospitality industry from different worldwide perspectives, those (Adane, 2021, Bogale, 2020, Bowen,Zubair&Altiny, 2017, Busy, 2014, Hai&Chik, 2013, Causevic& Lynch, 2013, Aisen&Veiga, 2013). Several variables, such as governmental stability, terrorism, civil war, world war, and natural calamities, might affect people's travel choices (NyongAbam 2020).

There are various fundamental categories into which the literature on how terrorism and political unrest affect travel can be subdivided. The first group of academics contends that this effect is not

substantial or long-lasting, while the second group suggests that instability causes the tourism industry to completely collapse (Popowycz&Popławski, 2021).

When there is unrest or a crisis, tourism suffers greatly because of how hazardous the world remains. Examined a wide range of crises and disasters that have an impact on the tourism sector and also emphasized that external crises make it vulnerable, which is occasionally out of the managers' and policymakers' control (Bowen et al. 2017). One of them is political unrest, which can have a significant and quick effect on the state of the tourism industry (Hai&chik, 2011). Both the internal and external environment of the destination may be affected by many factors related to war and terrorism, and subsequently, severely harm the tourism sector, among the challenges that politically unstable nation face issues with cash flow, funding and supply, foreign investors, antagonism perceptions, erratic demand, public perception, infrastructure quality, and safety and security concerns, and these factors are often interrelated and may cause chain reactions of negative impacts (Mayer & Vogt, 2016). Political unrest may harm a region's economy, employment prospects, and reputation as a travel destination. Disputes that take place within a context of political crises may have more severe and long-lasting repercussions on the tourism sector, negatively affecting all of the socioeconomic advantages that each tourist recipient receives (Adane, 2021). The tourism industry of a nation can be impacted by a variety of things for example; terrorist and political violence activity has a negative influence on tourism (Nadeem, 2020). Political unrest has a detrimental effect on the business climate in which travel agencies conduct their operations since it reduces tourist safety and frequently results in economic unrest in the destination (Ndife, 2014).

As Busey (2014) reviewed from (Neumayer, 2004, 277), When there is instability, tourism suffers greatly on a worldwide basis. In nations whose economies rely heavily on tourism, this has an even more severe effect. Significant increases in political violence were found to reduce tourist arrivals by around 25% over the long term in our worldwide sample. Conflict is more prone to occur in these developing countries, so the tourism industry is impacted (Busey, 2014).

Even the slightest possibility of insecurity can cause visitors to choose alternative vacation spots. Therefore, even if there is a slight chance that it would affect a visitor's vacation, violence or perceived conflict can be extremely harmful to the tourism business. Even nations with highly regarded traits suffer from regional conflict (Busey, 2014). Politically charged conflicts can have

a more profound and long-lasting effect on the travel and tourism industry by impeding the growth and development of travel in the particular destination area, which in turn affects all the socioeconomic benefits that the traveler receives (Haddad et al., 2015).

People may choose not to travel in the immediate aftermath of a conflict, or they may choose to travel. Already included in travel plans and continuing to travel, delaying impact on decline sightseeing. Another reason for the delayed effect of Tourism decline occurs when conflict continues, so tourism declines over time, and the full extent of instability may not be immediately recognized, which also causes delay (Busey, 2014).

Political inconsistency arising from the continuous change of governments could risk the cost of doing business by generating barriers against tourism investments (Adane, 2021). The tourism sector is vulnerable to outside shocks including political turmoil, economic crisis, and infectious diseases (Kebede, 2018).

For tourism to maintain its socioeconomic importance for a specific destination, sound safety, and security are necessary. Reviewing the effects of political instability on tourism development is the aim of this study to help understand how tourism development could suffer from a lack of safety and security (instability) in the research area. This study focused on assessing the effects of political instability on the tourism development of the Ambo district of West Shewa Zone.

2.2.2. Effects of political instability on tourism service and product

According to the World Tourism Organization (2012), the Middle East and North Africa region had a dramatic drop in visitor numbers in 2011 as a result of the region's political unrest. Additionally, Tang & Abosedra (2014) noted that due to political unrest, foreign tourist arrivals to the Middle East decreased by 8.4% and those to North Africa by 6.5 percent. Many findings support what many would expect: that tourists avoid unpleasant political realities that empirically illustrate that destinations that are unattractive for their political attributes will largely be avoided by travelers (Ivanov et al. 2017). When the number of tourist arrival decrease at the destination the consumption of tourism service and product will also decrease.

2.2.3. Effects of political instability on tourism business around attraction

There is a wealth of scholarly research on the connection between political variables and the travel and hotel industries (Becken & Carmignani, 2016; Durko & Petrick, 2016, Webster et al., 2017). Their findings showed that political unrest leads to declining sales, increased expenses, and a reduction in the workforce. Political instability may prevent tourism from generating revenue that can be allocated to investments, infrastructure, and health-related projects by enhancing social capital (Adane, 2021).

Tourism is sensitive to peace because it promotes comfort, joy, and leisure in stable political environments and it also very vulnerable to external stressors like political instability which damages a country's socioeconomic benefits from tourism (Najdić & Sekulović, 2012). In addition it also has an impact on the broader tourism sector by eliminating jobs and leaving people without work, and lack of employment in a failing economy puts an end to the region's growth aspirations. In addition, if infrastructure, employment, the economy, and other industries are affected during conflict times, there may be a significant risk of setbacks (Busey, 2014).

Arrivals of tourists are adversely affected by social upheaval, political violence, civil conflict, and violent protests (Aktas, 2019). Numerous pieces of evidence exist that demonstrate the connection between political unrest and the health of the travel and hospitality sectors. Political unrest in general has a detrimental effect on the business climate in which travel agencies operate since it reduces visitor safety and frequently triggers economic instability (inflation, depreciation of the value of the currency, recession, jobless rates, and increases in interest rates) (Inavo et al, 2017). From the standpoint of tourism policy, the results show that political climates have a significant impact on travel-related enterprises. Political crises would seriously hamper the efforts of travel agencies and public authorities to draw visitors and boost a destination's competitiveness since they render the nation unstable, which deters travelers. Without peace and political stability any efforts to attract tourists would be largely in vain (Webster & Ivanov, 2014).

Muzindutsi & Manaliyo (2016) Debating the notion that political crises or instability affect negatively the hospitality businesses revenues, Contrary to what they claimed, their examination of South Africa's tourism industry showed that, in spite of persistent political dangers, the industry's revenues rose. Hussein (2014) also points out that a stable government is not always a prerequisite for higher economic growth and vice versa. Political coup in 1987 resulted in hotel occupancy figures being only 10% of that normally expected and a decline of tourism receipts of

F\$36.6 M in that year alone. The hotel industry was negatively impacted by the political events. Ten percent (10%) of rooms were occupied, a dramatic drop from the high number of cancelled reservations. Consequently, hotels suffered financially. According to experts, Egypt's hotel sector lost over US\$825 million in 2011(Mohammad, Jones, Dawood, &Sayed, 2012).

2.2.4. Effects of political unrest on tourism infrastructure development

The physical, legal, environmental, and emotional amenities that make up the tourism infrastructure help to make the tourism product enjoyable, dependable, and sustainable (Mandić, Mrnjavac & Kordić, 2018). A wide range of elements in a destination that support and enable the expansion of the tourism industry are collectively referred to as tourism infrastructure. Development of transport networks at the international level (cross-border connections and border crossings), at the level of the country and the studied region does matter the tourism activity. The critical role played by the transport infrastructure in ensuring the connections of border regions and the advantages of good connectivity on regional, urban or local development is well acknowledged (Wendt et al., 2021). Recreational facilities are part of the physical infrastructure that directly relates to tourism, which also includes hotels and other lodging options, spas, and dining establishments (Mandic et al. 2018). The infrastructure for tourism is continuously utilized by locals (Mandic et al. 2018). Tourism development includes the creation of recreational amenities and infrastructure (Tursunalievich et al. 2021).

Many investments will be susceptible to political risk while evaluating new infrastructure options in a foreign host country (Inavo et al, 2017).

According to Lohmann and Netto (2017) many infrastructure features and recreational amenities can be regarded as components of tourism infrastructure. In a larger sense, it refers to all the amenities that travelers utilize when they depart from their homes, travels to their destination, then return to their homes. The stronger involvement of private sector players is the outcome of a changed view of the idea of tourist infrastructure and the expanding relevance of tourism (Mandic et al. 2018). One of the essential elements of tourism development is infrastructure development (Arshad, Iqbal&Shahbaz, 2018).

Infrastructure development is crucial to promoting tourism activities because tourism activities heavily rely on infrastructure (Adeola and Evans, 2019). Access to tourist destinations is made easier by improved infrastructure, which also boosts the tourism industry (Nadem et al. 2020).

Critical elements of tourism infrastructure include highways, railroads, airports, seaports, accommodation facilities, and dining establishments (Adeola& Evans 2019). According to Nadeem et al. (2020) enhanced airport infrastructure ensures that tourists have an easy and comfortable transition from the plane to the destination boundaries and vice versa. Good road infrastructure also boosts the accessibility of tourists (Adeola & Evans, 2019). There is evidence from several pieces of research that tourism, high-speed train infrastructure, and transportation are all positively correlated (Liu & Shi, 2019).

In the context of the supply side of tourism, conflicts and threats tend to affect the supply of tourism services as well. In the presence of conflicts, a significant number of service providers and operators in the tourism sector may suspend business activities (Khalid, Okafor & Aziz, 2020).Facilities generally include Transportation Facilities, Healthcare Facilities, Water Management Facilities, Waste Management Facilities, and Recreational Facilities, but tourism can stimulate the above benefits if and only if the area is safe and stable for building the development facility (Nadeem et al. 2020). Infrastructure is a crucial component of a modern tourist site, which now includes facilities that were once only dedicated to meeting the needs of travelers and locals (Adeola&Evans, 2019). It is frequently regarded as a resource for communal pools and/or the public good; while here it is political violence at a destination it is impossible to construct these tourism infrastructures (Mandic et al. 2018). The potential effect of political risks for infrastructure assets is wide.

The cash problem will in turn affect the improvement of the tourism infrastructure and products available, and this will lead to declining standards and low quality. At the same time, infrastructure and cultural attractions may be damaged by military action and violent conflict, and this will cause long-term complications for a destination's tourism potential (Inavo et al, 2017).

2.2.5. Effects Political Instability on tourism investment

The environment for business and investment changes across the conflict spectrum (Boyd et al.2023). Depending on how tourism developed in the years prior to a conflict, the private sector is frequently the main force behind the provision of important attractions and lodging for a variety of customers (Patrick, 2019). One of the keys to effective tourism development is stability; if the past has a tendency to predict the future, then this creates a favorable environment for the

expansion of tourist-related activities and financial investment (Ake, 2023). However, if something happens to undermine that stability, such as a war, political unrest, terrorist attacks, etc., this might have a seriously detrimental effect on the growth of the tourism infrastructure (Khalid et al., 2020). Tourism is a significant source of foreign income and investment for many developing nations. It is a strategy for encouraging visitors from higher GDP nations to spend money there, generating employment opportunities for locals in the tourist sector, and boosting the economy of the host nation (Nadeem et al. 2020). Conflict affects not only the people, but also numerous jobs throughout the world, tourism industry, leaving victims jobless in a nation and economy that is already fragile (Busy 2014). Political unrest leads to lower demand, private investment declines as investors lose confidence, and public investment declines as security concerns cause funds to be re-prioritized (Mandic et al. 2018).

2.2.6. Perceptions of tourism stakeholders on effects of political unrest on tourism development

When it comes to tourism and its various tourist activities, ensuring safety and security is unquestionably one of the most important aspects of the industry (Neumayer, 2011). She argued that Travelers' safety and security, both domestically and abroad, is now major world concerns. International travel is thought to be significantly discouraged by concerns about personal safety.

The four potential sources of a given security scenario that could negatively affect the tourism system crime-related occurrences are, terrorism, war, and civil or political unrest depending on the safety and security of tourism (Bogale, 2020). Furthermore, according to Biagi&Detotto, (2014) there are both actual and perceived personal hazards that travelers encounter when traveling. These risks include terrorism, war and political instability, health concerns, difficulty with other cultures and languages, and crime. The media's coverage of political turmoil and any stories of bad experiences from family and friends are the key variables that translate political unrest into a fall in foreign tourism arrivals. Even if the political unrest was restricted to a limited area, the negative perceptions of a tourist destination established in this manner can last for years and have an impact on an entire country (Haddad et al. 2015). When travelers substitute other regions or places for their vacations, the impression of risk can have a significant detrimental impact on destinations and their ability to attract tourists. Travelers do not want to spend their

vacation worrying about their own safety and security, being cautious of their goods, or being taken advantage of because they are risk-averse (Deme, 2022).

If potential tourists view political instability as a threat to their personal safety, it is nearly difficult for tourism to grow. Additionally, it has been asserted that political systems or structures dictate the prerequisites for engaging in the tourism development process (Causevic & Lynch, 2013). The likelihood of traveling is significantly influenced by perceived risk and safety. Potential travelers can go forward with their travel plans, choose a different place, and alter their travel behavior when the risk makes a destination seem less safe (Farmaki et al. 2019). Travelers have been diverted to other nations with comparable attractions by negative media coverage of political unrest in any given nation, resulting in a decline in tourism industry earnings (Abam, 2020).

2.2.7. Mechanisms adopted by tourism business to cope up with effects of political instability in the operation of tourism business.

A vital way to develop and keep tourism steady is by guiding tourists away from violent areas, and this can be done whether the conflict is still occurring, or after it is over, and want them to avoid seeing the troubled areas. This can be done by creating activities or marketing certain areas that are vital aspects of the country or culture (Busey, 2014). Instead of cutting prices or staffing expenses, managers of hotels and travel agencies in Ukraine were more inclined to engage in marketing campaigns. However, Crimean travel agency managers typically cut expenses and focused on marketing, and hoteliers decreased rates, cut staff, and insisted on cash payments (Popowycz & Popławski, 2021). The accommodation establishments experienced larger cost increases during political instability time. Therefore, it is understandable why their managers focus more on delaying payments to suppliers and decreasing the number of employees than at politically stable time (Ivanov et al., 2017).

Political unrest can be lessened by effective management, but travel destinations should have plans in place for dealing with unforeseen circumstances (Al-Shorma et al., 2016).

The top aim during a crisis is to show extraordinary crisis management skills in order to reduce losses, maintain the safety of tourists, and control overly bad media coverage (Boyd et al. 2023).

Effective search and rescue operations, the provision of safe lodging for visitors, increased

security in and around tourist destinations, and the facilitation of a person's return to their country of origin could all help (Haddad et al. 2015). And they suggested that while effective management might prevent disasters to some extent, travel destinations should include plans for resolving unforeseen circumstances. All stakeholders must be involved in the process to achieve effective and coordinated crisis management standards (Boyd et al. 2023). However, in order to prevent disputes, coordination and implementation should be the duty of a different body in which each party is represented (Bowen et al., 2017).

Politically unstable nations are frequently highly prone to disaster because their reputation is almost probably already poor and they might not have the resources to deal with another tragedy (Abam, 2020). Therefore, tourism planning and development is a key component in the growth of sustainable tourism, and crisis management should be at the center of the destination's entire tourism plan (Haddad et al. 2015). Countries can take action during crises, while security is gradually restored, and to strengthen the tourism industry when things have returned to normal (Boyd et al. 2023). The four main stakeholders that affect whether a tourist chooses to travel to a location are the visitors themselves, the media, travel agencies, and the governments of possible tourist destinations (Haddad et al. 2015).

2.3. Review of theories and theoretical framework

2.3.1. Tourism security theory

Tourism security theory by Pizam & Mansfeld(2006) focuses on the various aspects of security in tourism industry. it involves understanding and addressing the potential threats, risks and vulnerability that can affect the safety and wellbeing of tourists as well as destination they visit(Pizam & Mansfeld, 2006). The theory emphasizes the need for comprehensive security measures to ensure the protection of tourists and the sustainability of tourist destination. It considers both physical security, such as preventing crime and terrorism, as well as nonphysical security concerns, such as health and environmental risks. The concept of this theory include risk assessment and management, crisis and management, crisis and emergency planning, and collaboration between various stakeholders, including government, tourism organization, law enforcement agencies, and local community.

Tourism security theory also takes in to account infrastructure development, information sharing, and the use of technology to enhance security measures. Tourism security theory recognizes that a secure and safe environment is essential for the growth and success of the tourism industry. It aims to crate the balance between providing a welcoming and enjoyable experience for tourists while minimizing potential risks and ensuring their safety.

Overall, this theory provides a framework for understanding and addressing security challenges in the tourism sector, with the ultimate goal of creating a secure and sustainable tourism industry. In this research, Tourism Security Theory is used to conceptualize the effects of political instability on infrastructure development, crisis and management, collaboration between various stakeholders to overcome effects of political unrest, and to conceptualize the effects of unsafe and unsecure situation on tourism and vice- versa. This is an important point to conceptualize the insecurity of political condition affects the development of hotel and tourism industry in the Ambo district, West Shewa Zone.

2.3.2. Crisis theory

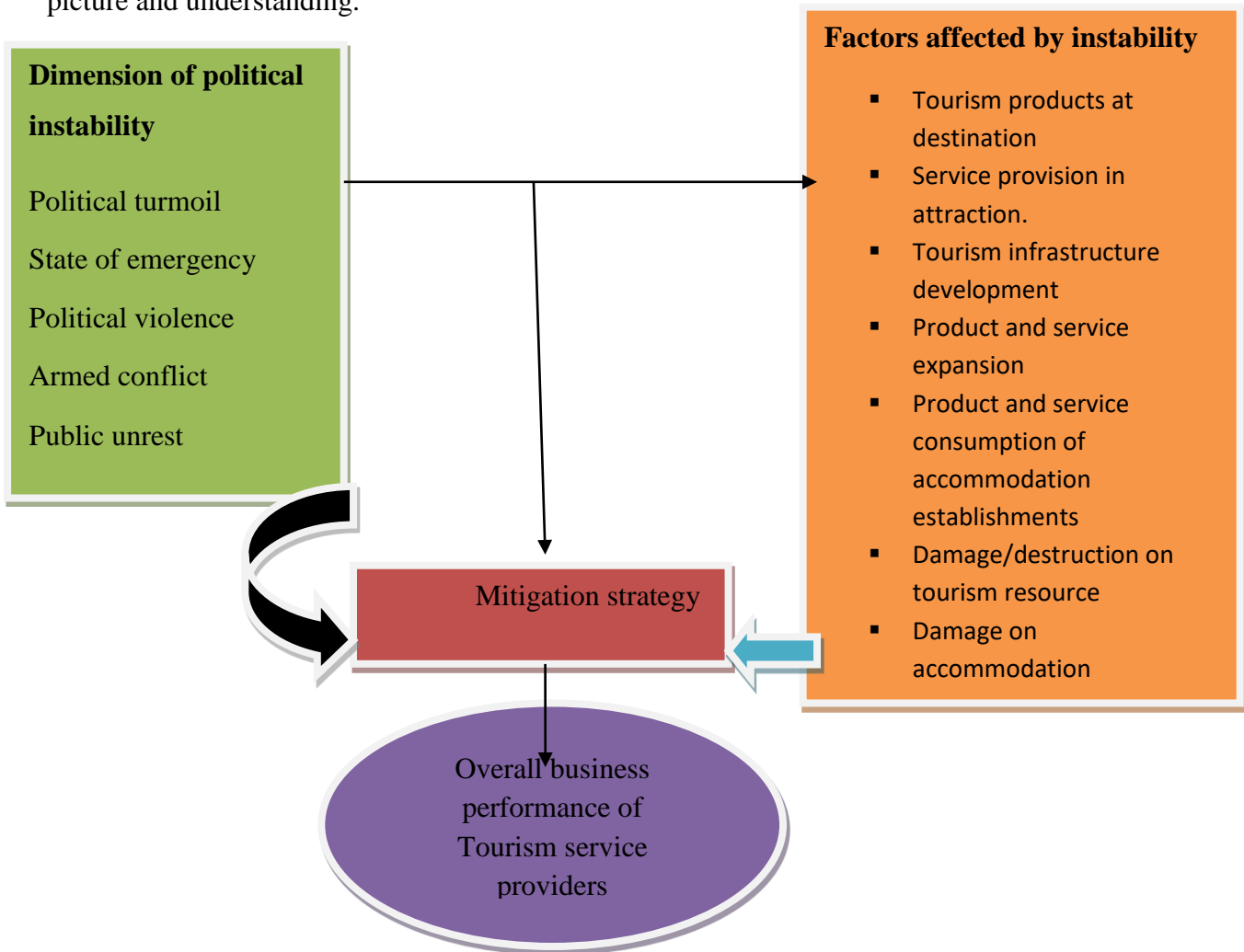
Roberts (2000) states Crisis as a period of instability and decreased functioning as a result of an event or situation that creates a significant problem that cannot be resolved by using familiar coping strategies. Crisis theory focuses on theoretical aspects of the nature and causes of the crisis. The crisis is thought of as a period when danger is coming out and at the same time when the aim or function of the situational object is threatened. This theory states that security is based on the objective existence of threats and accidental exposures. It researches and argues about the basic aspects of the creation and development of crisis (Lukas, 2016). Crisis theory can interchangeably be used with the theory of safety and security in that crisis theory adheres to the notion that security incidents emerge due to chaotic evolution causing negative interaction in the creation of damages. Obedient to this notion, crisis theory states that crisis can cause security incidents; and also, security incidents can cause crises showing the close interrelation between the theory of safety and security and the theory of crisis.

In this research, crisis theory is used to conceptualize the period of instability regards political violence in the research area; because it fits with the notion that crisis theory embraces thoughts that the emergence of chaotic events creates damage. This is an important point to conceptualize

the safety and security; and socioeconomic effects that the advent of the political conflict, as a crisis, brought adverse effects on the development of tourism in the research area.

2.4. A Conceptual framework of the study

From a different worldwide perspective, political instability influences the development of hospitality and tourism establishments industry. Both the internal and external environment of the destination may be affected by many factors related to war and terrorism, and subsequently, severely harm the tourism sector. Assessing the impacts of political instability on tourism development is the main objective of the study. The below graph can be reviewed for a clearer picture and understanding.



Source: - constructed by Researcher from literature, 2023

Figure 2. 1: Conceptual Framework of the Study

CHAPTER THREE

RESEARCH METHODOLOGIES

3.1. Descriptions of the study area

The study was carried out in Ambo Woreda, West Shewa Zone of Oromia Regional State, the zonal capital, Ambo, is found 114 kilometers away from Addis Ababa, the nation's capital. Geographically, Ambo town is situated between 37° 17' and 38° 45' E and 8° 17' and 9° 56' N. The zone is located between astronomical grids of 8° 16' N – 9° 56' N and 37° 1' E – 38° 46' E. It extends from north to south and east to west for 184km and 193km respectively. The West Shewa zone's entire area is 15,086.15 km² (WSZRLMB, 2023).

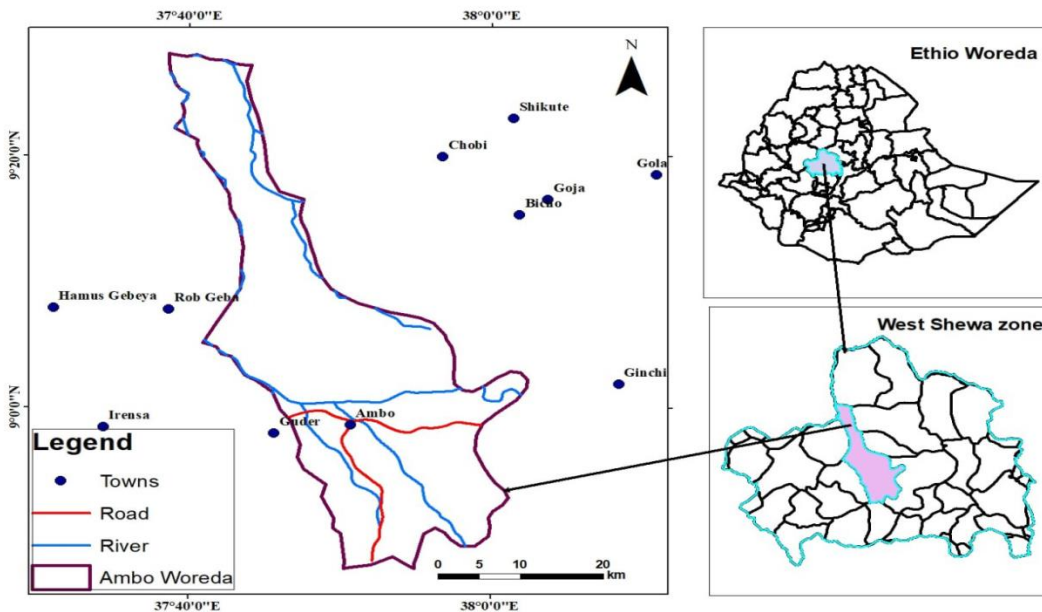
Ambo woreda is one of the nineteen woredas of West Shewa Zone which is found between the astronomical grades of 8° 47' N- 9° 21' N and 37° 03' E (Muchie & Bayeh, 2014).

Ambo Woreda has a mean annual temperature ranging between 23-25⁰ c and the mean annual rain fall of 1300 to 1700 mm (Muchie & Bayeh, 2014). The low land, middle land and high land covers 17, 60 and 70 per cent respectively. The altitude of agro climatic Zone in the district falls between 500 to 3200 m above sea level representing the lowest point of low land and highest of middle land respectively. The district covers different climatic zones which account Dega (high land), Woina dega (middle land) and kola (lowland) 35.29, 50 and 14.7 percents respectively.

Ambo district is surrounded by: The Southwest Shewa Zone, the Southern Nations, Nationalities, and Peoples Region in the south, Jimma zone in the southwest, East Wollega Zone in the west, Horo Gudru Wellega Zone at Northwest, North Shewa at Northeast, and the Oromia Special Zone Surrounding Addis Ababa (currently renamed as Shagar city) at the east (WSZCTO, 2021).

Ambo is one of the towns and cities in West Shewa. According to the Central Statistical Agency of Ethiopia's (CSA) 2007 Census, there are 2,058,676 people living in this zone overall, 1,028,501 of whom are men and 1,030,175 of whom are women. West Shewa has a population density of 139.21 people per square kilometer despite its size of 14,788.78 km². In addition to the 242,352 (or 6.1%) urban residents, 53 people live as pastoralists. The Oromo (93.82%) and the Amhara (5.15%) were the two largest ethnic groups in West Shewa, making up 1.03% of the population overall. 93.99% of people spoke Oromo as their first language, followed by 5.47% who spoke Amharic, and 0.54% who spoke all other primary languages listed. The majority of the

population identified as practicing Ethiopian Orthodox Christianity, with 53.84% of the population reporting that they did so, followed by Protestantism (32.93%) and Islam (9.85%).



Source; Own by researcher, Sep 2023

Map of Ambo district, West Shewa Zone

Figure 3. 1: Map of study area

There are so many tourism resources in the west zone. From there, the hot mineral waters and waterfalls Guder and Huluka are the most popular water resources located in Ambo and near Ambo town. The zone capital Ambo was popularized in the whole of Ethiopia as a place of production of tasty carbonated mineral water, called ambo and it is so popular in the country, that peoples relate it to any carbonated water (OCTB, 2021).

3.2. Tourism potentials in West Shewa Zone

3.2.1. Waterfalls and lakes

West shewa zone is endowed with various waterfalls. These waterfalls constitute tourist attractions with their nearby floras and faunas with their scenic landscapes. The West Shewa Zone and Ambo district has many waterfalls with different shapes and sizes which can be an ideal place for waterfall lovers as well as photographers (Solomon, 2021). Furthermore, these waterfalls have

interesting and scenic beauty nature of land feature. So, such remarkable land and wonderful topography of the water fall makes the best tourism attraction potential for the zone.

i. Natural hot spring water

It is natural hot spring water, which is found in Ambo town, Yaii Gada Kebele. It has the power to heal people from different diseases. In history, it has healed many patients from different diseases (ATCTB, 2022).



Source; photo taken by researcher, 2023

Figure 3. 2: Natural hot spring water

ii. Hingalchine waterfall and Obse waterfall

These are waterfall located in Ambo town, Awaro Kebele, 1.5 km from the main asphalt road of Ambo town. It is also one of the tourist attractions in Ambo town (ATCTB, 2022).

iii. Taltale waterfall

It is a waterfall located in Ambo district, Kisose, 1.5 km from the main asphalt road of Ambo town. It is also one of the tourist attractions in Ambo town (ATCTB, 2022).

iv. Leman water fall, Fale water fall, and Gatira water fall

These waterfalls are tourism attractions found in West Shewa Zone of Jibat district.

v. Dandi lake

Lake Dendi is a crater lake in West Shewa, about 87km southwest of Addis Ababa. The dumbbell-shaped Crater Lake is NW-SE oriented, and has its surface set at elevation of 2,836 meters (9,305 feet) above sea level. The lake is about 5km (3mi) long, 2km (1.2mi) wide narrowing down to only about 220m (722ft) at the center where the two craters form an opening to merge which otherwise could have been two separate lakes. The surface area of Lake Dendi is about 8km² (3mi²). As you are approaching Dendi Lake, you will be captivated by the gorgeous sight and magnificent natural location of Dendi, which is shaped like the figure 8 is filled by sky blue and highly sweet water naturally renewed by flow of rainwater from the surrounding mountains. Dendi Lake is surrounded by huge flat green area which increases the fresh splendor and beauty of the landscape that make Dendi Lake a unique spot for nature lovers.

3.2.2. Gods' bridge (Dildila Waaqaa)

It is a natural bridge on the Huluka River that divides the Ambo city into two parts. It served to cross the Huluka River before the modern bridge was built. It is located in Ambo town, Hora Ayetu Kebele (ATCTB, 2022).



Source; photo taken by researcher, 2023

Figure 3. 3: Gods' bridge (Dildila Waaqaa)

3.2.3. Hora Ayetu

This is a place where Irrecha ceremony of west shewa zone is celebrated annually. It is one of tourism attraction in ambo district of west shewa zone.

Irrecha Ceremony or Irreessaa also known as Irreecha Malkaa and IrreechaTulluu are a traditional Oromo thanksgiving celebrated every year at the bank of a river in the case of Irreecha Melka and on a hill top in the case of Irreechaa Tulu. As well the places which gather thousands of peoples to thanksgiving ceremony in West Shewa Zone is Hora Ayetu (WSZCTB, 2022)



Source; photo taken by researcher, 2023

Figure 3. 4: Hora Ayetu

3.3. Research design

Since data were only gathered from one place and time, a cross-sectional research design was employed in this study. Data was collected from Ambo district once a time for the purpose of answering the research question.

3.4. Research approach

In terms of the research approach, this study was gathered and analyzes data using both qualitative and quantitative research approach. Etefa (2018) argued that all methods have

limitations and hence researchers felt that biases inherent in any single method could neutralize or cancel the biases of other methods. Therefore, mixed design triangulates data sources to get reliable result. Triangulating data sources is a means for seeking convergence across qualitative and quantitative methods. It helps with the comprehension of how political instability affects the growth of tourism as well as the planning of Ambo woreda and surrounding. The goal of the qualitative research was to investigate the effects of political instability on tourism and hospitality from the perspective of governmental employees, on positions directly or indirectly related to the tourism industry.

Qualitative method was used to analysis data from key informant from regional , zonal and regional tourism offices and interview results from tourism service providers in ambo town, while quantitative method was used to analysis the quantitative data from local community and business regarding their business activity affected by political instability.

3.5. Target population and subjects of the study

The target populations of the study are the Oromia culture and tourism bureau, hotel, and restaurants and other accommodation establishments, West Shewa Zone culture and tourism office, West Shewa zone investment office experts. For qualitative part of this study, In order to gather in-depth information regarding the study's theme, the target populations are purposively chosen based on their job experience, position, responsibility, and educational background. For quantitative part of this study all hoteliers and other accommodation establishments are taken by census survey data collection method.

3.6. Sampling techniques and size

The researcher employed the purposeful sampling technique, in which representatives of the population were selected by the researcher for qualitative part of the study. As discussed in detail below, primary data were collected mainly by using in-depth interviews. Experts were purposefully selected from these subjects for this study based on their position, experience, and educational background in relation to the main issue of this research. This means the researcher select respondents from subjects depending on who could be more knowledgeable about related concepts and professions to answer the research question in a proper manner.

For the quantitative parts of this study census sampling technique was employed in this study. Some academics, including Cvent (2019) and others, suggest employing the census approach to

collect enough respondents for the survey results to have a high level of statistical confidence for less population. The woredas' total number of hotels and restaurants is just 173. That is, because this number is manageable, all the 173 general managers in each hotels and restaurants were considered for this study.

No	Subjects of the study	Number of Interviewees
1.	Oromia region culture and tourism bureau	2
2.	Ambo city culture and tourism office expert	2
3.	West Shewa zone culture and tourism office expert	2
4.	West Shewa zone Investment office	2
5.	Accommodation establishment (hotels)	173
	Total	181

Table 3. 1: *subjects of the study and sample size.*

3.7. Data sources and types

To conduct this research and collect the required data, both primary and secondary sources of data was used. Secondary data were collected from published and unpublished books and articles, as well as from different official documents, studies, and papers (Thesis and dissertations) comprehensively describing the effects of political instability on tourism development, the relationship between tourism and politics, and the influence of political instability for abortion of tourism development and planning, and the influence of political instability on tourism development and planning. The primary sources of data were collected through questionnaire, interviews with those representatives of the target population and personal observation of the study area by the researchers.

3.8. Data collection methods

To clarify the effects of political instability on tourism and hospitality industry development in the ambo district and surrounding, key informant interviews firsthand observations, and self-administered questionnaire were employed.

3.8.1. Questionnaire

Quantitative data was collected via a self-administered questionnaire distributed to hotels and restaurants. The questionnaire is prepared for hoteliers and other tourism business to know how much political instability in the study area affect the business activity and overall their business environment, their perception on effects of political unrest on sector development. As well as to study their mitigation mechanism they used during instability for survival from the influence of the political unrest.

3.8.2. In depth interview

Accordingly, 8 individuals are selected from different stakeholders of tourism which the researcher believed they can give the required information which can support data collected through survey. To get precise data, structured and semi-structured interviews were used for data collection.

For 6 responders, semi-structured interview questions were produced in order to learn more about their backgrounds and take into account their unique responses to the interview process in the west Shewa zone. Many of the interview questions were conducted, gathered, processed, and reported on in a correct manner. The study then concluded that the level of response was honorably brilliant and that many of the respondents were able to participate. In-depth interviews were used to get in touch with the respondents. The breakdown of the respondents' fundamental characteristics, including their prestige of education, position, responsibility, and other work-related category, as acquired from 6 respondents, is therefore the focus of the next section.

3.8.3. Personal observation to study area

In qualitative research (for qualitative part), personal observation is a subset category of data collecting approach in which the researcher serves as the main monitoring and data collection instrument. To this end, the researcher went to the study area in person, specifically to the widely

affected tourism establishment property found in the study area, and the researcher visit the tourism-related investment and potential tourism resources in Ambo district.

3.9. Data analysis and interpretation procedure

For this study, information from both primary and secondary sources was gathered. The material was gathered using several tools (non-quantifiable data from key informant interviews, document reviews, and personal observation), and questionnaire.

Qualitative data was evaluated and interpreted using the qualitative method through narrative, and phenomenon description. The narration and phenomenon description data analysis methods were used to analyze and interpret information and data from interview, and personal observation about effects on tourism resources and interrupted tourism establishment investment in the study area.

The data gathered using questionnaires for Yes/ No questions was first arranged and organized in tables and changed into frequency and percentage. Percentage is dominantly employed since it is used to assess and analyze the response of hoteliers and accommodation establishments. In addition the information gathered from different sources was compiled in the way that is easy to manage. Following the completion of the data collection, the survey information was coded and entered into Statistical Package for Social Science (SPSS) of 23.0 versions analysis. The result of analysis was interpreted and discussed using descriptive statistics (standard deviation and Mean).

The data were thoroughly evaluated after it has been gathered in order to interpret and derive conclusions from the vast volume of data. The American Psychological Association (APA) citation and referencing styles were applied consistently throughout this study. The research was conducted using the citation and referencing style recommended by the American Psychological Association (APA).

3.10. Ethical considerations

From the very beginning, the supportive letter and Ethical clearance review was written by the Center of Environment and Development, College of Development Studies, Addis Ababa University to all respective offices to help the researcher in providing support for the research work. Next to the letter researcher was in contact with Oromia regional bureaus, West Shewa

zone tourism bureau, West Shewa Zone investment bureau, Ambo town tourism bureau, and hotels and tourism establishments in Ambo district. Then the researcher was primarily provided clear information about the research topic and its purpose for the study area to the informants who were involved in this study. All type of communication in relation to this research was done with honesty and transparency, and the anonymity of individuals and organizations that participated in the research were ensured by protecting the confidentiality of respondents' information by using coded names as stated in data analysis methods.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1. Introduction

This part of the study presents the major findings of the study, interpretation and analysis. There are some subsections that going to be discussed in this section. The first is a general section which discourses the respondents' demographic characteristics whereas the other subsections address specific research objectives and they include the general information, the impact of political instability on hotel and tourism development and its challenges on tourism infrastructure development in Ambo district of Shewa zone, Oromia region, the coping up strategies employed by tourism offices and tourism business including hotel industry to withstand the effects of the current crises of political conflict. Finally, what would be the proposed working solutions to the hoteliers to mitigate the compounded effects of political crisis and other discussion points are pondered.

4.2. An overview of the interviewers and respondents

As the researcher applied both quantitative and qualitative methods, it is indispensable to put the indication of qualitative respondents. For this matter, data were collected from 8 individuals. Those include two from tourism officials from Oromia region culture and tourism bureau, two tourism experts from West Shewa zone Culture, and Tourism Bureau, two tourism experts from Ambo town culture and Tourism bureau and two experts from West Shewa Zone Investment office. In nutshell, 8 officials and tourism experts have participated in the study. The data analyses in this section is based on the interviews conducted with them by the student researcher between April 29 - Sep 29, 2023 For the sake of analysis and interpretation of the data, each respondent was given a reference code as shown in the Table (Appendix I). For the quantitative part 173 hoteliers and bars and restaurants was sampled. But some of hotels were absent /closed and few of them were refuse to fill the questionnaire. As a result the data was collected from 147 of them. The survey data is collected from general manager/ owner of all 147 accommodation establishments and, 8 key informant interviewer.

4.3. Result of study

4.3.1. Effect of political instability on tourism service and product provided by provider establishments around attractions in Ambo district

The below table shows the survey result on the effects of political instability on tourism service and product of tourism service provider establishments in Ambo district in the year of politically unstable time(2019-2021).

Table 4. 1: Descriptive Statistics

	N	Mean	Std. Deviation
My tourism establishment was not able to operate due to armed conflict prevailing in ambo district	147	3.5170	1.29991
My rooms have been occupied every night over the last three years despite armed conflict	147	2.5850	1.18694
The number of guests visiting my tourism services have increased over the years	147	2.5510	1.21172
The average price for a room per night has been decreasing compared to the year before 2019	147	2.3333	1.33105
My annual total revenue from my tourism establishment has declined compared to the year before 2019	147	3.5510	1.31994
The cost of my tourism establishment has reduced compared to the year before 2019	147	2.1905	1.26780
I have reduced the number of employees working in my tourism establishments over the last three years	147	3.7823	1.19655
The salaries of employees working in my tourism establishments are increasing over the years	147	3.5714	1.18784
The average number of stay of guests at my hotel increased compared to the year before 2019	147	2.4626	1.24566
I lost loyal customer that have been visiting my tourism establishments over the years	147	3.7211	1.03885
I have been paying insurance to employees who reduced from work	147	2.4014	1.05116
The service provided by my tourism establishment have been diversified over the year since 2019	147	2.3401	1.33702
The quality of the service being provided by my tourism establishments have been increasing over the year since 2019	147	3.1224	1.39911
Grand mean	147	2.9330	

According to Getasew (2020), the representation of mean value for 5 point Likert scale data is represents (strongly disagree) if mean value is 1 to 1.80, (disagree) if mean is between 1.81 until 2.60, (neutral) if mean value is 2.61 until 3.40, (agree) if the mean value is From 3:41 until 4:20, and (strongly agree) if mean value is From 4:21 until 5:00 represents

Table 4.1 above showed the mean and standard deviation for the items under the “effects of political unrest on tourism service and product” variable. According to table 4.1 above, the first mean value was recorded by “I have reduced the number of employees working in my tourism establishment over the last three years” (TSP7) mean value was 3.7823 with standard deviation of 1.19655. Second is recorded by TSP 10 (I lost loyal customer that have been visiting my tourism establishments over the years) with mean value of 3.7211 and standard deviation of 1.03885. Third by “The salaries of employees working in my tourism establishment is increasing over the year (TSP8) mean is 3.5714 with a standard deviation of 1.18784. The fourth one is recorded by “My annual total revenue from my tourism establishment has declined compared to the year before 2019” (TSP5) of mean value was 3.5510 with a standard deviation of 1.31994, Followed by “My tourism establishment was not able to operate due to armed conflict prevailing in ambo district” (TSP1) which mean value was 3.5170 with a standard deviation of 1.29991. The lowest mean value is recorded by TSP6 (The cost of my tourism establishment have reduced compared to the year before 2019) with mean value 2.1905 and standard deviation of 1.26780. The second lowest mean value is recorded by TSP4 (The average price for a room per night has been decreasing compared to the year before 2019) with mean value of 2.3333 and standard deviation of 1.33105. Followed by TSP12 (The service provided by my tourism establishment have been diversified over the year since 2019) with mean value of 2.3401 and standard deviation of 1.33702.

The items that records highest mean value “reduction of employees those have been working in their tourism business is get mean value 3.7823. According to Getasew (2020), if the mean value of an item is 3.4 - 4.20 it is to be concluded agree. In line with this, the researcher concludes hotels and other accommodation establishments reduced their work force at the time of political unrest prevailing in the Ambo district and West Shewa Zone. This result approve the study by (Busy, 2014, Adane, 2021) implies, Conflict impacts not only the people, but also numerous jobs

throughout the world, tourism industry, leaving victims jobless in a nation and economy that is already fragile and unstable political condition.

The interview results support the quantitative result that political instability in the zone hits job opportunities in the hotel industry by declining the market activity of the hotel business. For instance, one of the hotel managers confirms that their work force in the kitchen department has been reduced from six (6) employees to two (2) employees only. This shows the heavy effects of political instability on job opportunities and leads to a growing unemployment rate in the zone.

Some employees like to leave their work and place out of fear of political conflict, and the challenge that occurred before will occur again.

During the peace time we had 6(six) kitchen employees and now we reduce those to two (2) as a result of declining in market activity. Some time Employees themselves resign from their work for reason of fear from political instability time. As I told you before, during political conflict we all employees faced bitten by military forces as well as by public protest groups. So employees leave the work place this challenge will face us again (interview conducted with R14 on May 16).

Responses from some hotel managers replied that even if they didn't reduce their employees during political instability, it was impossible to create new job opportunities and utilize the full potential of the current employees. By hoping the political situation will be stable in the future and their business activity will recover, they decide to maintain the employees they have. They conclude in general that the political instability in the zone influences the movement of people from place to place, and this directly affects the business activity of hotels.

No we didn't reduce our employees at a time. Because the market will survive and recover in future, and it is difficult to fire employees during business activity is decline. Even if we didn't fire employees we cannot recruit additional employees. The political conflict in the zone influence the movement of peoples and this directly affect our business activity including creating job opportunity for unemployed (interview conducted with R13 on May 16).

The third mean value is by TSP1 (My tourism establishment was not able to operate due to armed conflict prevailing in Ambo district) which mean value was 3.5170. This result revealed

that the tourism service providers in Ambo district were troubling to operate their ordinary business activity during last three years (2019-2021). This result also supported by the qualitative data interviewed from Ambo town tourism office experts that said most hotels were closed at a time of political conflict raised in the Ambo town. This result go a line with Ndife(2014)) argument that Political unrest has a detrimental effect on the business climate in which travel agencies and hoteliers conduct their operations since it reduces tourist safety and frequently results in economic unrest in the destination.

Some of the respondents confirm the effects of political instability are not debated. In the last three and four years, social and economic activity has been limited, and in some districts of the zone, there is a time it has totally stopped. The political conflict in the zone hinders the stakeholders' ability to perform their own regular activities, including those of the Oromia Region Culture and Tourism Bureau (OCTB). In addition, respondents confirm that only tourists, government officials who are safeguarded by military force cannot go to some parts of the zone.

In general, the political instability in the West Shewa Zone highly damaging to tourism activity and is still today continuing to influence the development of tourism and hospitality industry activity in the Ambo district.

In the concept of tourism sector we call it peace or no peace. Tourism is highly linked with the availability of peace or no as a general. It is difficult for tourists to visit a place where is no peace and stability, it is difficult to investors to invest their resources, so safety and security is very essential elements in tourism destination. As our office we are working on maintaining safety and security of tourist destination as one of big agenda and strategy. That is why whatever you have any beautiful tourism resources, but no peace and instability tourist cannot visit the area. Because when peoples travelling to some area whatever for research, vacation and so on they need to take a rest and enjoy good time at a place they went. In such like place if there is instability or any conflict it is impossible to stay comfortable and they may leave the place in short period of time (interview conducted with R1 on Apr 29).

The annual total revenue of tourism establishment has declined compared to the year before 2019 in Ambo district, since the mean value of the item TSP5 (My annual total revenue from my tourism establishment has declined compared to the year before 2019) is 3.5510 and the result

from respondent's response is greater than 3.40 mean value it can be concluded as agree. This result approve the finding of Adane (2021) that, occurrence of political unrest might put an end to tourism's ability to create income that can be designated for the improvement of a nation's infrastructure, investments, and health by boosting social capital.

The results of in-depth interviews with hotel owners' informants showed that every strategy and attempt to resume their badly disrupted business operations was endangered by the presence of political violence in the study area. According to some tourism investors' accounts of the study's findings, the political conflict's emergence made it difficult for them to maintain the assets they had already invested to generation income, which prevented further tourism developments in the study area.

We get difficult to survive from damage faced us of political instability in the zone. Because the political instability is still not compromised fully. Even if there is some improvement we cannot trust the situation in the future. Today there is some political conflict in some districts of the zone and as ambo town we have in fear of insecurity. As a result we are encountered to survive from the last influence of political conflict still today (interview conducted with R13 on May16).

The results from two OCTB and one WSZCTB respondents explained that human movement is limited and reduced during political instability in the zone. Since the income of tourist service providers is highly dependent on human movement or movement from one place to another, their business is at high risk. It causes a decline in the income of hotels, log cabins, resorts, and other tourism businesses in the West Shewa Zone.

In addition, during the conflict time in the zone the human activity is limited and reduced, and tourism service providers income is highly depend on human activity and movement. So during this time no one can buy the service from them, and these results in decreasing of income for hotels, logs, resorts and other tourism business (R2 and R3).

The mean value for item TSP13 (quality of the service being provided by my tourism establishments has been increasing over the year since 2019) is 3.1224. This result implies that accommodation sectors remain neutral on their service quality that has been provided since last three years.

The cost of tourism establishment (hotels and restaurants) has increased compared to the year before 2019. The result of the survey data revealed that the cost of their business operation has been increased when compared to the year before 2019. This interpretation is driven from the lowest mean value of item TSP6 (the cost of my tourism establishment have decreased compared to the year before 2019) with mean value 2.1905, which can be concluded as disagree. This result goes a line with (Webster et al., 2017), that political instability results in Plummeting revenues, rising costs of accommodation establishments.

The service provided by tourism establishment have not been diversified over the year since 2019, since the survey data result is disagreed on item TSP12 (The service provided by my tourism establishment have been diversified over the year since 2019) with mean value of 2.3401. Accordingly the mean value of this item revealed the response of hotels and restaurants are not agreed on the item showed their service and product diversification during the time of political unrest prevailed in Ambo district (2019-2021).

The mean value for item TSP4 (The average price for a room per night has been decreasing compared to the year before 2019) is 2.3333. This shows that the hotels and accommodation establishments disagreed on the decrement of their room price per night despite of political instability prevailed in Ambo district. The price of room in Ambo districts have been increased in 2019 to 2021 even if there is political instability was prevailed. This result disprove the finding of Ivanov et al. (2017) that, hotels in the areas surrounding the conflict zones were more severely affected by the political unrest than hotels in the rest of Ukraine through losing more visitors, having considerably lower pricing of their room service.

The number of guests in hotels and accommodation establishments have been showing decreased pattern in the time of political instability (2019-2021), since the data result for item TSP3(The number of guests visiting my tourism services have increased over the years) is disagreed with the mean value 2.5510. This result goes a line with Ivanov et al. (2017), when the number of tourist arrival decrease at the destination the consumption of tourism service and product will also decrease.

The survey data result showed that, the hotel and restaurants in Ambo districts have not been paid insurance for employees for those who were reduced from their organization at a time of

political unrest in ambo district, since hotels and other accommodation establishments disagreed the item TSP11 (I have been paying insurance to employees who reduced from work) with the mean value of 2.4014. This result also supported by the interview result from most of key informants as hoteliers has not been paying insurance for employee they have reduced from work as almost all of their employees were by contractual agreement.

The item TSP2 (My rooms have been occupied every night over the last three years despite armed conflict) scored the mean value of 2.5850 and standard deviation of 1.18694. The mean value implies that the response of hoteliers and tourism establishments is disagreed on the item regarding the room occupancy per night despite there was political instability. Accordingly, this result allow the researcher to conclude as; the hotels room occupancy rate was declined following the political instability time(2019-2021) in Ambo district of West Shewa Zone.

According to the findings of the interviews, the insecurity eruption has had a substantial influence on the hospitality industry. Numerous respondents asserted that social isolation and constraints on people's mobility had a substantial effect on the industry, particularly on the sale of rooms, which has decreased compared to the previous period. The majority of participants said:

Our hotel had trouble with reservations because of safety restrictions, so we were only permitted to offer delivery services. Our company's revenue varies and we are compelled to incur additional costs as a result of the challenges associated with maintaining fresh food in the places where we do business. Similarly, during the onset of the virus, revenue from social gatherings, conferences, and other honoring events entirely dried up; as a result, the market value of the hospitality industry has been adversely impacted (interview conducted with R12 and R13 on May 11-16).

4.3.2. Property damage during the year from 2019 to 2021 due to any political conflict time

The below table shows the response from survey results on their experience of property damage of hoteliers and other tourism establishments. Their response is arranged as YES if they were faced property damage during time of political instability and NO if they were not faced property damage at the time of instability (2019 – 2021).

Table 4. 2: Property damage

Have you experienced any property damage during the year from 2019 to 2021 due to any political conflict time?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	32	21.8	21.8	21.8
	No	115	78.2	78.2	100.0
	Total	147	100.0	100.0	

Source; researchers survey data, 2023

Table 4.2 above describes the response of hoteliers and tourism establishments on the property damage during the political unrest time. From 147 hoteliers and accommodation establishments 32(21.8%) of them responds “YES” and 115(78.2%) of them respond “NO”. this implies there was no directly property damage for majority of accommodation establishments. The below table show the quantity and estimated money value of property damaged from these 32(21.8%) of hoteliers and tourism establishments.

Table 4. 3: Types, quantity, and estimated money value of damaged property

S/N	Hotel name/code	Type of property	quantity	Estimated money value
1	H1	Window and Machinery Equipment	6/2	ETB 180,000
2	H2	Window	4	ETB 32,000
3	H3	Fence	1	ETB 27,000
4	H4	Window	3	ETB 15,000
5	H5	Door	4	ETB 40,000
6	H6	Cash Money	ETB 28,000	ETB 28,000
7	H7	Tables and Chair	10/7	ETB 17,000
8	H8	Tables and Chair	4/2	ETB 10,240
9	H9	Window	5	ETB 21,000
10	H10	Machinery Equipment	1	ETB 60,000
11	H11	Door	2	ETB 20,000
12	H12	Door	3	ETB 24,000
13	H13	Cash Money	ETB 15,000	ETB 15,000
14	H14	Door	4	ETB 25,000
15	H15	Window/Door	5/2	ETB 30,000
16	H16	Machinery Equipment	2	ETB 45,000
17	H17	Tables and Chair	8	ETB 35,000
18	H18	Door	3	ETB 30,000
19	H19	Fence	1	ETB 25,000
20	H20	Door	4	ETB 20,000
21	H21	Window/Door	4/2	ETB 34,000
22	H22	Door	4	ETB 18,000
23	H23	Tables and Chair	7/5	ETB 28,000
24	H24	Window	5	ETB 15,000
25	H25	Window	4	ETB 14,000
26	H26	Door	2	ETB 8,000
27	H27	Cash Money	ETB 18,000	ETB 18,000
28	H28	Window	6	ETB 14,000
29	H29	Window	4	ETB 12,000

30	H30	Door	5	ETB 20,000
31	H31	Tables and Chair	3/7	ETB 15,000
32	H32	Machinery Equipment	1	ETB 30,000

Source; researchers survey data, 2023

Accordingly, property damage data collected from hotels and tourism establishments in Ambo district the highest property damaged from hotel H1 with its monetary value of ETB 180,000 (one hundred eighty thousand) and the lowest damage is on hotel H26 with the monetary value of ETB 8,000 (eight thousand). In total the property damage faced the hotels and tourism establishments in the year of politically unstable time is counts ETB 925,240 (Nine hundred twenty five thousand two hundred forty). In sum, the most damaged property is a window (46), followed by a door (35), a chair (30), followed by a table (28), machinery equipment (6), and a fence (2).

According to the results from investment bureau of West Shewa zone the hotel investment project by Ato Ababa Dinkisa was damaged and impacted badly by political conflict in Ejere woreda in which tourism activity is more suitable. And one of investor whose name is Fikre Kebede agreement to utilize the forest resource as recreational area is interrupted as a result of political instability (interview conducted with R8, on May 10).

Some interviewees from zonal and town-level tourism offices asserted that there are some tourist attractions that are not functioning or serving to generate income. For instance, Haile Selassie Palace, which is located in Ambo Town, is occupied by the government's military force as a camp. So in this reply, the political conflict can lose the value of tourism attractions by using them for other purposes, like military camp sites, which is unlikely to be their original purpose.

For a case political instability in the zone influence the utilization of tourism attraction in the Ambo town. For instance the Haile Selassie palace is serving as a military camp at the present time. Now a day we cannot generate any income as the tourist attraction from former emperor Haile Selassie palace (Interview conducted with R7 and R8 on May 8).

Most of the hotel managers' interviewees discussed how the political instability results in property damage to their businesses in Ambo Town. For instance, the building windows were broken and damaged by the stones and other objects thrown by protesters as well as government security members. And they confirm that hotel businesses cannot perform their regular work as a result of

political instability. They faced two opposite commands from the fighting body, or government, and protesters, which means government powers ordered us to open and continue our regular work without giving us enough warranty, and protesters ordered us to close the hotels. Following this, the hotel employees, including managers and owners, are bitten by both government military forces and protesters.

We had faced property damage during political conflict in the zone specifically in Ambo town. When public protest was held in the ambo town our building window were broken by stone thrown from people on protest. During the time of instability government power command us to open the hotel and do our regular work, and to inverse of it the protester command us to close the hotel. As a result we are facing bitten by those power. Our customers faced bad troubling at a time, and they cannot stay in the room they reserve at night. Our business activity is totally closed and we lost income for more than a week (interview conducted with R12 and R13 on May 11-16).

Some of the respondents explained that the impact of political instability on the hotel business is on two sides, which means that on one side, huge property damage to the hotels; on the other, work termination for more than a week faced the hotel industry during political instability in Ambo Town and the West Shewa Zone. One of the hotel managers confirmed that their hotel faced one hundred thousand and eighty thousand (180,000) ETB Loss due to property damage and work termination during political conflict in the town. According to the interviewee, the hotel cannot provide the necessary material and input for the organization after the political situation becomes stable. They have difficulty providing supplies for their customers, including food and beverages.

During the time political instability we faced the damage of property and work termination in high rate. Let we raise the time when artist Hacaaluu Hundessa died the property damage faced our hotel is estimated to one hundred thousand and eighty thousand (180,000) ETB. As a result after political condition is comes to stable we cannot cover the budget for provide our service supply. For instance we cannot supply the grosser elements. So the impact or damage of political conflict on our hotels was very difficult and we couldn't recover from it in short time of period (interview conducted with R14 on May 16).

The responses from these respondents confirmed this narrative by demonstrating that in Ambo town, it was Government elites met in these carefully chosen hotels to better "conspire and 'Subjugate' the people and organizations of the opposition party. According to the results from these respondents, it may have been because of this notion that during the 2016–2020 demonstrations in the west Shewa zone, certain lodging establishments were specifically targeted and attacked.

4.3.3. Damage to the employees of hoteliers and tourism establishment

The below table shows the response from survey results on their experience of employee damage of hoteliers and other tourism establishments. Their response is arranged as YES if they were faced employee damage during time of political instability and NO if they were not faced employee damage at the time of instability (2019 – 2021).

Table 4. 4: Have you experienced any employee damage during political instability time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	6.8	6.8	6.8
	No	137	93.2	93.2	100.0
	Total	147	100.0	100.0	

Source; researchers survey data, 2023

Table 4.4 above describes the response of hoteliers and tourism establishments on the damage of their employees during the political unrest time. From 147 hoteliers and accommodation establishments 10 (6.8%) of them responds “YES” and 137 (93.2%) of them respond “NO”. this implies there was no directly employees damage for majority of accommodation establishments. The below table show the number of injured, arrested and death of employees of the hotels and tourism establishments. From those 10 (6.8%) hoteliers and tourism establishments, they respond yes to the statement.

4.3.3.1. Injured, arrested, and death number of employees

The below table shows that number of hoteliers and other tourism establishments employees who was injured, arrested, and died during the political instability time in Ambo district.

Table 4. 5: Employees damage

S/N	Hotel Code	Injured	Arrested	Death
1	H1	2		-

2	H5	-	3	-
3	H6	1	-	-
4	H10	2	1	-
5	H12	1	1	-
6	H15	2	-	-
7	H27	2	1	-
8	H29	3	1	-
9	H32	-	2	--
10	H37	1	-	-
Total		14	9	0

Source; Researchers survey data, 2023

As shown on the above table 4.5 the number of employees injured during politically unstable time in the district from hotels and tourism establishment are 14 in number. And the number of arrested employees from the hotels and tourism establishments are 9 in number. The above 10(ten) hotels faced neither injured or arrested of their employees, and even some of hotels faced both injured and arrested of their employees during the time of political instability in West Shewa Zone (2019-2021).

4.4. Effects of political instability on tourism infrastructure and facilities development

The below table shows survey data results on the effects of political instability on tourism infrastructure and facility development in Ambo district in the year of political instability (2019–2021).

Table 4. 6: The effects of political instability on tourism infrastructure and facilities

	N	Mean	Std. Deviation
I am discouraged to invest in any new additional tourism related establishment due to armed conflict in Ambo district	147	3.9796	1.26312
I am planning to return the licenses as a result of armed conflict in ambo district	147	2.8299	1.16086
I have decreased my interest to expand my tourism infrastructure and facilities	147	3.5986	1.27494
I am not motivated to follow up the investment activity on my tourism establishments due to armed conflict	147	2.8503	1.39153
Accommodation establishments expanded more than ever in the last three years	147	2.3197	1.33440

I feel the armed conflict discouraged the expansion of auxiliary services for my tourism establishments in the district	147	3.5714	1.32417
My tourism establishments have got access to internet service despite armed conflict.	147	2.2585	1.22803
The sub project for the expansion of my tourism establishments goes with the stated schedule	147	2.2041	1.17005
The local governments have been providing support for my business during the conflict time	147	2.3129	1.14559
Grand mean	147	2.652	

Source; Researchers survey data, 2023

Table 4.4 above showed the mean and standard deviation for the items under the “the effects of political instability on tourism infrastructure and facilities development in Ambo district” variable. According to table 4.4 above, the first mean value was recorded by item TID1 “I am discouraged to invest in any new additional tourism related establishment due to armed conflict in Ambo district” With mean value of 3.9697 with standard deviation of 1.26312. The lowest mean value is recorded by TID8 (The sub project for the expansion of my tourism establishments goes with the stated schedule) with mean value of 2.2041 and standard deviation of 1.17005. The second lowest mean value is recorded by TID7 (My tourism establishments have got access to internet service despite armed conflict) with mean value of 2.2585 and standard deviation of 1.22803.

According the mean result shown in the above table, the item TID1 (“I am discouraged to invest in any new additional tourism related establishment due to armed conflict in Ambo district”) with mean value of 3.9697. Getasew (2020) described the interpretation of the mean value as if the mean value of the item is between 3.40 and 4.20 it shows the response from survey data is agreed on the item. Likely the item TID1 scored between this mean value (3.9697) This allow the researcher to interpret as investors are discouraged to invest new tourism related infrastructure and facilities in Ambo district as a result of prevailing political instability during the year from 2019-2021. The result confirmed with the finding of Mandic et al. (2018) which discussed as Political unrest leads to lower demand, private investment declines as investors lose confidence, and public investment declines as security concerns cause funds to be re-prioritized.

The political unrest in the region, as it was previously stated in the findings, raised anxiety and further insecure conditions for those who benefited from tourism. According to the findings from the in-depth interviews with tourist-related firms, this discouraged new investment in the West

Shewa Zone and addressed the role that tourism plays in the socioeconomic development of the area. The results of an in-depth interview with institutions and people who benefit from tourism revealed that the rise of political turmoil in the study area put their intended plans to maintain their tourist business institutions in peril. The outcome of in-depth interviews with hotel owners' informants revealed that the onset of political violence in the study area threatened every plan and attempt to restore their severely disrupted company operations. According to some tourism investors' accounts of the study's findings, the political conflict's emergence made it difficult for them to maintain the assets they had already invested in for income generation, which prevented further tourism developments in the study area.

Result from tourism office experts asserted as Not only tourists are challenged to visit the area with political instability, but also investors cannot perform their investment activities. As a result, the respondents confirm that safety and security are mandatory requirements for tourism activity in the zone. OCTB is working together with concerning body including local community elders, and police to maintain the safety and security of tourist destinations as part of their strategic plan and gives them priority as a big agenda in the Oromia region, including the West Shewa Zone. This is because whatever beautiful resources there are, they are nothing without peace and stability. The tourists went to enjoy a good time and take rest while they went to some destinations. It is impossible to make tourists' stays enjoyable without peace and stability. Tourists will leave the place before the planned departure date because of political instability in the zone last year. Potential tourists are aware of the negative image of the zone created as a zone of war, and it's believed that they will cancel their trip and shift to other destinations.

The item TID3 (I have decreased my interest to expand my tourism infrastructure and facilities) scored the second highest mean value with 3.5986 and with standard deviation value 1.27494. This implies that, the response from survey data is agreed on the item regarding with the decrement of the interest of hoteliers and accommodation establishments to expand their business infrastructure in Ambo district in the year of political instability occurred. Go a line with this survey result from hoteliers and accommodation establishment owner, researcher interprets as; the interest of tourism service provider to expand their business is decline during the political unrest prevailed in Ambo district. The result confirmed with the study of (Khalid et al., 2020) which discussed as; if something happens to undermine that stability, such as a war, political unrest,

terrorist attacks, this might have a seriously detrimental impact on the growth of the tourism infrastructure.

In politically unstable destinations, the development and sustainability of tourism infrastructure are highly challenged as a general concept. Respondents confirm that investors and government officials are desperate to develop infrastructure in different parts of the zone. They explain that they were in high fear when they went to conduct project establishment research on Wenchi and Dandi lakes. Somehow, the government gives more attention to these projects. If the government doesn't give attention to these projects and political instability exists in other parts of the zone, no one can visit or invest in the zone and around the two lakes. If the political conflict in some parts of the zone can spread to the Wenchi and Dandi Lakes areas, the zone is going to miss the opportunity to benefit from these very impressive natural tourism resources. According to many of the interviewees, there are some interrupted infrastructures that may support the development of tourism activity. For instance, the construction of the asphalt road from Ginchi to Shukute to Chulute, which passes through Chilimo Forest, was interrupted because of political instability in the zone. Two of my respondents from the West Shewa Zone Investment Bureau stated that some road construction is interrupted in some woreda's of the zone, and one project directly related to the tourism sector is interrupted because the investor cannot utilize the resource on time and his license agreement was cancelled. The reason for this is political instability in the zone. So it is possible to conclude that investors cannot invest in the tourism sector where political instability exists.

Infrastructures which are related with tourism sectors are clearly challenged in area of political instability were available. From recent trend when project on Wenchi and Dandi lakes was started when we were went to the area to researching the establishing activity we are so frighten. As a matter government give more attention on area of these projects are constructing. If not and the condition of political instability is like as other parts of the zone no one cannot visit and invest on them. The asphalt road construction from Ginchi-Shukute- Chulute that transfer in Chilimo forest is interrupting or not constructing because of political conflict and problem of peace in the zone. And in other woreda's of the zone road construction is interrupted for reason of political conflict (interview conducted with R1, R2 on Apr. 29).

Armed conflict prevailing in the Ambo district discouraged the expansion of auxiliary services for tourism establishments in Ambo district. This confirmed by the mean value of the item TID6 (I feel the armed conflict discouraged the expansion of auxiliary services for my tourism establishments in the district) is 3.5714. It implies the response of survey data is agreed on the item regarding the discouragement of auxiliary service expansion. Based on the above survey data result the researcher concludes as; the prevalence of armed conflict in Ambo district discourages the expansion of auxiliary services for tourism establishments in Ambo district during political instability time (2019-2021).

The sub project for the expansion of tourism establishments (hotels and restaurants) doesn't go with the stated schedule in Ambo district during political instability time. This is driven from the mean value of survey data result on the item TID8 (The sub project for the expansion of my tourism establishments goes with the stated schedule) is score 2.2041. Accordingly the mean value of the item, the responses from hoteliers and accommodation establishments revealed disagreed on the expansion of the auxiliary service on the stated scheduled time. As a result the researcher able to conclude as; the expansion of auxiliary service of accommodation establishments does not implemented on scheduled time for the reason of political instability.

Item TID7 (My tourism establishments have got access to internet service despite armed conflict) scored the mean value of 2.2585 with the standard deviation of 1.22803. The response from hoteliers and other accommodation establishments disagreed on the availability of internet access in their business during political unrest time. As a result researcher interpret as political instability prevailed in Ambo district of West Shewa Zone prevent the tourism establishments to get internet access.

The local government support for tourism establishments to sustain from effects of political unrest is low at the district. Based on the mean value of response of the item regarding the local government support TID9 (The local governments has been providing support for my business during the conflict time) is 2.3129 with standard deviation of 1.14559. Accordingly the response result of this item answered disagreed on the presence of support from local government for tourism establishments. A line with this, researcher conclude as; there were not local government support for hoteliers and other accommodation sectors in Ambo district to save them from effects of political instability during conflict time.

Most of the respondents agreed that the government's role in the development of the tourism industry was to regulate and control, as well as to maintain peace and stability at the destination to allay visitor anxiety and make the area safe, but they also believed that the power structure was unfair and led to the favoring of certain personal interests. Private sector respondents reported that they found it challenging to raise these issues with the government and believed that the government should be more accommodating to the tourism sector.

Government has the power to control the political instability in the zone as well as regulating the tourism activity and its determinant of development. The government officials use their power to fill their personal interest and they are not open to communicate with the community and rebels. We recommend that government should decide to discuss with private sectors and rebels to maintain peace and stability in order to develop tourism industry (R13, R14).

The item TID5 (Accommodation establishments expanded more than ever in the last three years) scored the mean value of 2.3197 and standard deviation of 1.33440. Go a line with the mean value the response from the hoteliers and tourism establishments revealed the disagreement on the expansion of accommodation establishments in the last three years than ever before. This result allow researcher to interpret as; the accommodation and tourism establishments were not expanded in West Shewa Zone during politically unstable time (2019-2021). Accordingly, the political conflict prevailing in the Ambo district disabled the accommodation establishments to expand their establishments across different parts of the West Shewa Zone and Ambo district.

The finding explains that one hotel business (Gibe Hotel) had two branches and was generating good revenue during peaceful times. However, due to a decline in customers, they were forced to close one of the branches (branch 2). The decrease in customers is attributed to a decrease in people's movement from place to place as a result of political instability. The hoteliers note that the business cannot even sustain its current activity, let alone expand, due to the decline in customers. Overall, the paragraph effectively conveys the negative impact of political instability on businesses and highlights the challenges they face in such situations.

During peace time we had another branch in ambo town, and we have been get better revenue from both two branches. But now we are enforced to close one of branch (No 2) as a result of decline in customer. The decline of customer is from

decrease in people's movement from place to place because of political instability. Even not to expand our business we cannot to sustain to our present business activity (interview conducted with R13 on May16).

The result from survey response from item TID2 (I am planning to return the licenses as a result of armed conflict in ambo district) and item TID4 (I am not motivated to follow up the investment activity on my tourism establishments due to armed conflict) showed that neutral, with mean value of 2.8299 and standard deviation 1.16086 and mean value of 2.8503 and 1.39153 respectively. Accordingly, hoteliers and other accommodation establishments remain silent regarding their plan to return license and motivation to follow up their investment activity in Ambo district as a result of prevailing political unrest.

4.4.1. New investment initiatives started following the armed conflict in Ambo district

The below table shows the response from survey results on hoteliers and other tourism establishments regarding new investment initiatives following political instability. Their response is arranged as YES if they started new investment initiatives during time of political instability and NO if they were not started new investment initiatives at the time of instability (2019 – 2021)

Table 4. 7: Are there any new investment initiatives that you have started?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	1.4	1.4	1.4
	No	145	98.6	98.6	100.0
Total		147	100.0	100.0	

Source; Researchers survey data, 2023

Table 4.7 above describes the response of hoteliers and tourism establishments on the presence of new investment initiatives that they had started following the armed conflict in Ambo district. From 147 hoteliers and accommodation establishments 2 (1.4%) of them responds “YES” and 145 (98.6%) of them respond “NO”. this implies there was no new investment initiatives that hotels and tourism establishments started following the armed conflict in Ambo district except only two hotels.

4.4.2. Newly inaugurated tourism service and products

The below table shows the response from survey results on hoteliers and other tourism establishments regarding newly inaugurated tourism service and products during political

instability time. Their response is arranged as YES if they had inaugurated new tourism service and products during time of political instability and NO if they had not inaugurated new tourism service and products at the time of instability (2019 – 2021)

Table 4. 8: Do you have any newly inaugurated tourism service and products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	8.8	8.8	8.8
	No	134	91.2	91.2	100.0
Total		147	100.0	100.0	

Source; Researchers survey data, 2023

Table 4.8 above describes the response of hoteliers and tourism establishments on the presence of new inaugurated tourism service and products they had started during armed conflict in Ambo district. From 147 hoteliers and accommodation establishments 13 (8.8%) of them responds “YES” and 134(91.2%) of them respond “NO”. this implies majority of hoteliers and tourism establishments had no newly inaugurated tourism service and products during the conflict time in Ambo district. Although 13(8.8%) of hoteliers had inaugurated new tourism service and product during political instability time in ambo district (2019-2021).

Some of our respondents stated that many infrastructure development projects are interrupted for some period of time and then resumed. As a zone, political conflict challenges the continuity of the development of tourism infrastructure and results in the building of infrastructure taking more time and budget to accomplish. It can be concluded that the development of tourism activity is lessened by the lack of development of tourism-supporting infrastructure in the study area.

Even if there is not totally interrupted, many projects related with tourism sectors are interrupted for a period of time and again begin to developing. This causes for weak efficiency of some projects, or prevent it to accomplish on a given planned period of time. There is high frustration in zone and tourist service provider and investors were leaving the zone during no stability (R2).

The feedback from hoteliers also revealed that future plans to expand their hotel operations by introducing new hotel amenities like health clubs, kids' play areas, and wedding venues had been shelved as a result of the political unrest. These issues also morally affected many recipients of hospitality, as the results from these hoteliers demonstrated, to the point that some hoteliers will completely withdraw their investment from Ambo town.

We had planned to expand our service by adding new hotel amenities including health clubs, wedding venue and kids entertainment area. But our plan to expand our business is aborted as a result of political instability. We will stop the business if the political situation will not improve and the business activity is go better (interview conducted on R14 and R16 on may19-20).

4.5. Perception of local tourism stakeholders on the effects of the political instability

The below table shows survey data result of perception of local tourism stakeholders about the effects of political insatiability on hospitality and tourism industry development in Ambo district, West Shewa.

Table 4. 9: Perception of local tourism stakeholders on the effects of the political instability

Descriptive Statistics	N	Mean	Std.
			Deviation
I have decreased the level of my participation and interaction with other actors	147	3.9116	1.01310
I have been attending meeting with other actors on ways to improve tourism establishments amid armed conflict	147	2.2313	1.03413
I feel the tourism establishments in Ambo district need to be strengthened to combat to political instability	147	4.1973	1.13258
The political unrest increased my motivation to compete with other tourism accommodation establishments	147	2.0476	1.22940
I perceived political unrest discourages and disorganized tourism stakeholders' coordination in the district	147	3.8299	1.32610
I feel suggesting to formulate a hotel association at the district level to withstood the challenges of the political unrest	147	3.8707	1.40582
Grand mean	147	3.3647	

Source; Researchers survey data, 2023

The highest mean value regarding the perception of tourism accommodation establishments on effects of political instability on their business activity is recorded by item PS3 (I feel the tourism establishments in Ambo district need to be strengthened to combat to political instability) with mean value of 4.1973 and standard deviation of 1.13258. According to the mean value on table 4.7 above, the response from survey data is agreed on the item regarding the feeling of the stakeholders on strengthening of tourism establishments to combat the effects of political unrest. This result implies that, the hoteliers and other tourism accommodation establishment's owners feel and suggest strengthen of the tourism business in Ambo district to withstood from political instability influence on them. A line with the above result the researchers conclude as; the

strength of tourism establishments (hotels and restaurants) can help them to combat the effects thrown to them from political unrest in Ambo district.

Responses from the higher official's interview stated that collaboration among all tourism stakeholders and concerned bodies is necessary to utilize the tourism resource, which is not fully functional in the west Shewa zone because of political conflict. They replied that it is possible to change this political instability into opportunity, and tourism by itself can solve this political problem if it is used properly. Interviewees from regional tourism office experts replied that there is an information connection between destination and zonal-level tourism offices and security bodies to ensure the safety and security of tourists and give them guarantees. It is working from the local community level to the destination, zone, and regional levels of tourism offices to maintain peace and stability in the zone and give priority to the safety of tourists at the destination.

All concerning bodies have to collaborated and work together to utilize tourism resources in the zone and develop the tourism sector amid armed conflicts. We can change the challenges and problems to opportunity if we work by collaborating to gather. And the tourism industry by itself can solve the political conflict problem. As our office we have interested to work with security body to maintain peace and stability in the zone. we are working to give guarantee for tourists by maintain peace in the zone and influence security body to give priority to the destination area and keep the safety and security of tourists(interview conducted with R1, R2, R5, and R6 on April 29- May 9).

The item PS1 (I have decreased the level of my participation and interaction with other actors) score the mean value of 3.9116 and standard deviation of 1.01310. In the above table the response of hoteliers and accommodation establishment's owners on the decrement of their participation an interaction with other actors of tourism industry is agreed by the mean value of 3.9116. This mean value result allows the researcher to interpret as; the prevalence of political unrest in Ambo district put off hoteliers and accommodation establishment owners from participate and interact with each other and tourism industry actors. Accordingly hoteliers and other service providers in Ambo district decrease their participation and interaction with actors in the industry, which is confirmed by their response on the level of their participation and interaction.

The hotel and tourism accommodation establishments suggest formulating hotel association at district to overcome the challenges of the political unrest in the district, as the item PS6 (I feel suggesting to formulate a hotel association at the district level to withstood the challenges of the political unrest) mean value is 3.8707 and standard deviation of 1.40582. Accordingly, this implies that, hoteliers and other accommodation sectors agreed on the item regarding the suggestion to formulate hotel association at district level and important to withstand the effects of political instability. Accordingly, hoteliers suggest formulating hotel association at ambo district level to help them to survive from effects of political instability.

The majority of respondents said it was essential for them to create strong relationships with many stakeholders in response to the conflict, which had numerous detrimental consequences on the hotel industry. The following concept was suggested by the respondents:

It is obvious that the political conflict crises caused a national and compound crisis for Ethiopia's hospitality industry, particularly in the in Oromia region. Operating the business in such conditions without the cooperation of stakeholders would put several hotels and the industry in existential danger. In light of this, our hotel has a tendency to collaborate with the relevant organizations in order to successfully navigate political issues (interview conducted with R11 R12on may11).

As a result, the interview analysis yields important results about the interdependencies between the industry's stakeholders and its workforces, clients, governments, raw material suppliers, and societies at the local, national, and global levels. Additionally, the research demonstrates how collaboration with various stakeholders can lead to the development of marketing strategies during crises, specifically income flows for the sector, operational changes, and even the creation of creative, marketable firms.

Political unrest prevailing in the Ambo district discouraged and disorganized tourism stakeholder's coordination in the Ambo district. This confirmed by the mean value of the item PS5 (I perceived political unrest discourages and disorganized tourism stakeholder's coordination in the district) is 3.8299 and standard deviation of 1.32610. It implies the response of survey data is agreed on the item regarding the discouragement and disorganization of tourism stakeholder's coordination by political insatiability. Based on the above survey data result the researcher

concludes as; the prevalence of armed conflict in Ambo district discourages and disorganized coordination of tourism stakeholders in Ambo district during political instability time (2019-2021).

According to some interviewees, they have spent many ups and downs during the political crises pertaining to their cooperation with different stakeholders like Financiers, customers (domestic & international), employees, and suppliers: partners, government offices, local communities etc. the result asserted that the political situation of the west shewa zone hinders the stakeholders to work together and benefited from the tourism activity a very well.

When political instability is occurred in destination it is impossible to cooperate and work to gather. Cooperation is important to utilize tourism resource. To utilize the resource we have maintaining peace and stability is necessary, to maintain peace and stability we have to work to gather with other stakeholder. In tourism industry the collaboration among all stakeholders is mandatory like government, supplier, employees, local community, and other partners (R5 R6 on May 8-9).

The item PS4 (The political unrest increased my motivation to compete with other tourism accommodation establishments) scored the lowest mean value of 2.0476 and standard deviation of 1.22940. This implies the disagreement of the respondents on the item PS4. Go a line with this result the political prevalence in ambo district discourage the accommodation establishments to compute with other competitors.

According to the responses received from five key informants, the tourism development of the destination cannot succeed by contribution of a single person or sector. As a result of this, the issue of tourism and its development must be addressed by all government sectors, academic institutions, investors, the local community, and tourism business owners. Most of the time, they exaggerate the simple and one-time occurrence as it is an all-time and heavy problem on social media. As a result, a negative image of the zone, as always, is created.

It is known that in tourism sector no one single stakeholder can succeed tourism development. As a result the issues of tourism and its development must be issue of all government sectors, academicians, investors, local community, tourism business owners, and all concerning bodies. There may be exaggeration of simple and once time occurrence as it is all time occurrence on social media and some parties group, which can create

negative image of the region at all and tourist may cancel their trip plan. To prevent this impact our office is working hard on it. Using counter media attack, through announcing the truth on the ground as the area is peace and open for tourism activity by supporting it with video, and updated information to the media (R1, R2, R4, R6, and R7 on April 29-May 9).

It has an effect on the area's reputation and general image. Potential visitors would view the area as unstable and unsafe, which could result in a long-term drop in tourism. Additionally, because the tourism sector is so intertwined with the regional economy, political unrest can have a big influence on the lives of those who depend on the business for a living. Fewer employment prospects, poorer income, and slower economic growth are the results of a decline in tourism. Governments and politicians must therefore give peace and stability a high priority in regions that depend on tourism. To preserve the security and well-being of everyone, they must work to resolve disputes and advance peace.

If potential tourists aware that as there no peace at one of destination they will cancel their trip plan and shift their choice to other parts. So when the issue of tourism is raised peace and stability has a huge place. In west Shewa zone the effect of political instability is not debated, in the past years and now the social activity and economic activity in this zone is restricted. In the last four years we cannot perform our plan as office we had to do in the zone because political instability. Not only for tourist is it difficult for government officials who are safeguarded by military force to go to some parts of the zone. Our office at local level where political instability is there cannot perform the tourism activity and permanent job. In general political instability, conflict, absence of peace in different zone of the region has high impact on tourism industry, and west Shewa zone one of the victim one (interview conducted with R1, R2, and R3 on Apr 29).

4.6. Mechanisms adopted by tourism business to cope up with effects of political instability

The below table shows response of survey data on mechanism adopted by tourism stakeholders and business to cop up the effects of political insatiability on operation of tourism business, and hospitality and tourism industry development in Ambo district, West Shewa Zone.

Table 4. 10: Mechanisms adopted by tourism business to cope up with effects of political instability

Descriptive Statistics	N	Std.	
		Mean	Deviation
I reduced number of employees working in my accommodation establishment	147	3.8707	1.06804
I delayed paying the cost of food, beverage, and delivery to suppliers after long duration	147	3.6190	1.16062
I adopted online marketing as a mechanism for adaption to continue my business although conflict have continued	147	2.2449	1.17969
I frequently revised prices to withstood market instability due to conflict prevailing in the district	147	2.9796	1.26312
I changed my orientation to serve local customers to meet their interests	147	3.7823	1.17343
I changed my business due to the fear of prevailing conflicts in the district	147	2.4150	1.20980
I closed my business to reopen after the conflict is over	147	3.4762	1.35147
I am planning to expand my tourism business to other area	147	2.1973	1.32230
Grand Mean	147	3.073125	

Source; Researchers survey data, 2023

The above table shows the response result regarding the mitigation strategy the hoteliers and other accommodation establishments reduce their work force during political instability in the zone. The highest mean value is record by the item MS1 (I reduced number of employees working in my accommodation establishment) with the mean value of 3.8707 and standard deviation of 1.0684. The mean value from survey data implies that the respondents confirm agreed to the reduction of the employees from their accommodation establishment during war time in the Ambo district (2019-20201). The above result open the way for researcher to interpret as; hoteliers and other accommodation establishments reduce their work force to mitigate from the effects of political unrest in 2019-2021 in Ambo district. This result go a line with the study of Ivanov et al. (2017) as hoteliers had the option of lowering rates to minimize costs by employing fewer people and delaying payment to suppliers

Item MS5 (I changed my orientation to serve local customers to meet their interests) scored the mean value of 3.7823 and standard deviation of 1.17343. Accordingly the survey response from hoteliers implies, they agreed on their orientation shift to local customer rather than other customer from another area. This above result shows that the accommodation establishment in Ambo district use serving local customers, providing service and product that local customer can use it as mitigating strategy during political unstable time (2019-2021).

During political unrest disturbs their business in Ambo district, hoteliers were paid the cost of operation after long period of time and after they sell the product. This is confirmed by the

response of survey data for the item MS2 (I delayed paying the cost of food, beverage, and delivery to suppliers after long duration) scored the mean value of 3.6190 and standard deviation of 1.160602. Accordingly the respondents agreed regarding their delayed payment strategy to withstand the political unrest effects in Ambo district in the unstable time (2019-2021). The above result allow the researcher to interpret as; hoteliers and other accommodation establishments were paid the cost of operation (food, beverage, and delivery to suppliers) after long duration for suppliers to sustain them self during political instability in Ambo district.

The item MS7 (I closed my business to reopen after the conflict is over) scored the mean value of 3.4762 and standard deviation of 1.35147. The result of survey data response implies agreed on the closing of their business to reopen after the conflict is over. Accordingly, researcher conclude as; hoteliers and other service providers were closed their business activity during the conflict time(2019-2021) in the West Shewa zone and reopen it after conflict was over or become stable.

The lowest mean value is scored by the item MS8 (I am planning to expand my tourism business to other area) with 2.1973 and standard deviation of 1.32230. Accordingly, the response from survey data show disagreed on their plan to expand their business to other area. Go a line with the above result the it means hoteliers and other service providers have not plan to expand their business to other area to mitigate the effects of political instability in the zone(2019-2021).

The item MS3 (I adopted online marketing as a mechanism for adaption to continue my business although conflict have continued) scored the mean value of 2.2449 and standard deviation of 1.17969. This shows the disagreement of the respondents on the adoption of online marketing to continue their business although there was political instability in the Ambo district. Accordingly, hoteliers and accommodation establishments didn't use the online marketing strategies to overcome the effects of political unrest on their business activity.

The response from hoteliers replied neutral for the item MS4 (I frequently revised prices to withstood market instability due to conflict prevailing in the district) and MS6 (I changed my business due to the fear of prevailing conflicts in the district) with the mean value of 2.9796 and 2.4150 respectively, and standard deviation of 1.26312 and 1.20980 respectively.

Responses from government offices asserted that they were working with community elders to bring peace and stability to the zone. The role of community elders is to negotiate between the

two fighting parties to solve the political conflict in the region. It will function by using the negotiation system (jarsumaa) in Oromo society, which is a system or framework to negotiate with someone in conflict and solve the problem in a fully peaceful way.

In Oromo community we have a system that any conflicts between groups or individual are solved called Jarsumaa. The community elders have a great role to negotiate the conflict between two parts like political conflict in the region as well in the west Shewa zone particularly. So we are trying to solve the political conflict in the region through this way and ensure peace and stability which can be ground base for development of tourism industry (R1, R2 On Apr. 29).

The response from interview with regional and zonal-level tourism office experts replied that maintaining peace and stability in destination areas located in the west Shewa zone through collaborating with concerning bodies is taken as a short-term and long-term strategy. In their strategic plan, it is planned to make the stay of tourists safe and revitalize the tourism sector from political instability. According to the tourism office, different mechanisms are used to address this strategic plan. The first and most important is creating awareness for the local community about the benefits of tourism, the movement of people, tourism business activity, and protecting natural and cultural resources in their environment. They agree that if all responsible bodies create awareness in society, they will protect the resources in their environment, give priority to peace, and show respect for tourists.

Offices are established at the zonal, district, and destination levels, which may help to perform the regular activities nearby for tourists and other customers. The office at the zonal, district, and destination levels aware of local society's concerns about the protection of natural resources and peace, and it's important to utilize the natural and cultural tourism resources they have as a society.

As our office level ensuring peace and stability is taken as short and long term (10) years strategic plan in order to make tourist stay safe and revitalize the sector from political conflict damage, and effects. To address this we use different mechanism, the first one is create awareness local community about benefit of tourism, movement of human being or people, business activity, and protecting environmental resources. If we do this the society will protect the resources around

their environment, give priority for peace, and give respect for tourists. So these factors will rise up tourism development at all. We had established our office at zonal, woreda, and destination level. They aware society about protection of natural resource, peace and the important of peace to utilize the natural and cultural resource they have. In our strategy we have to develop domestic tourism and we are working to improve the travel within between zones of the region which will help us to reduce the chance of conflict occurrence. And also we are on launching call free center in the future which will help tourists both international and domestic tourists to call freely if any accident of security is face tourists wherever during trip and in hotels (interview conducted with R1 R2 R4 and R6 on Apr. 29 and May 4).

Almost all of the hotel managers' interview responses replied that the hotel business market activity had badly declined during times of political instability. The people's movement is reduced by fear of the risks and challenges they will face when they are out of their homes. According to their response result, the only option to sustain the hotel's business activity was to handle the local customer and serve them by balancing the supply of products and service with the local customer standard. In addition, two hotel managers replied that different mechanisms were used to sustain hotel business activity amid the impact of political instability. They confirm that inputs for hotel business were taken or borrowed from suppliers and paid back after they were sold to the market. Those mechanisms help the hotel business owners sustain their business activity in Ambo Town during political instability

Our business activity and market were very cold at a time of political instability, and people were afraid to go out of their homes because they thought if we went to some place, we might face problems from political conflict. To sustain our business in a time of political instability, we handle and serve local customers. We were trying to attract local customers by reducing the cost of accommodation (interview conducted with R14, R15, R16, and R17, on May 19-20).

During the time our income decline as a result from political instability that limits the flow of peoples to the zone and specifically to the Ambo town we use different mechanism to sustain our hotel business. Like we take all necessary

input for hotel industry in the form of borrowing from supplier and pay them after we sell it (interview conducted with R11, R13, and R14, on May 11-16).

4.7. Discussion

In the past ten years, political instability is increasing in major part of the country. Despite this the tourism industry come to the major income source for world and Ethiopia make her top five source of income. Whatever, political conflict arise in different parts of the country may abort the tourism activity from benefiting the country. This study assesses the effects of political instability on tourism and hospitality industry in Ambo district, West Shewa Zone. This section discusses the result of survey data presented and relating them with existing literature and theory.

This study identified major political instability dimensions and tourism resources, tourism service providers, and its effect on the tourism and hospitality industry in West Shewa Zone by taking the case of Ambo district.

As a result of the mean value regarding the reduction of workforce 3.7823, Hotels and other accommodation establishments reduced their work force at the time of political unrest prevailing in the ambo district and West Shewa zone. This result approve the study by (Busy, 2014, Adane, 2021) implies, Conflict impacts not only the people, but also numerous jobs throughout the world, tourism industry, leaving victims jobless in a nation and economy that is already fragile and unstable political condition.

Tourism service providers in Ambo woreda were troubling to operate their ordinary business activity during last three years (2019-2021). This result also supported by the qualitative data interviewed from ambo town tourism office experts that said most hotels were closed at a time of political conflict raised in the ambo town. This result go a line with Ndife (2014) argument that Political unrest has a detrimental effect on the business climate in which travel agencies and hoteliers conduct their operations since it reduces tourist safety and frequently results in economic unrest in the destination.

The annual total revenue of tourism establishment has declined compared to the year before 2019 in Ambo district. This result approve the finding of Adane (2021) that, occurrence of political unrest might put an end to tourism's ability to create income that can be designated for the improvement of a nation's infrastructure, investments, and health by boosting social capital,

and Muzindutsi & Manaliyo (2016) that, political crises or instability affect negatively the hospitality businesses revenues.

The cost of tourism establishment (hotels and restaurants) in Ambo district has increased compared to the year before 2019. The cost of tourism business operation has been increased when compared to the year before 2019. This result goes a line with (Webster et al., 2017), that political instability results in Plummeting revenues, rising costs of accommodation establishments. Service provided by tourism establishment in Ambo district has not been diversified over the year since 2019.

The hotels and accommodation establishments disagreed on the decrement of their room price per night despite of political instability prevailed in Ambo district. The price of room in Ambo districts have been increased in 2019 to 2021 even if there is political instability was prevailed. This result disprove the finding of Ivanov et al. (2017) that, hotels in the areas surrounding the conflict zones were more severely affected by the political unrest than hotels in the rest of Ukraine through losing more visitors, having considerably lower pricing of their room service.

Number of guests in hotels and accommodation establishments in Ambo district have been showing decreased pattern in the time of political instability, this result go a line with Ivanov et al. (2017), When the number of tourist arrival decrease at the destination the consumption of tourism service and product will also decrease. Hoteliers and tourism establishments are disagreed on the item regarding the room occupancy per night despite there was political instability. Accordingly, the hotels room occupancy rate was declined following the political instability time (2019-2021) in Ambo district of West Shewa Zone. The result support the study of Mohammad et al. (2012) that discussed, political events had a negative effect on the hotel industry. Occupancy rates sharply decreased to 10% as a huge number of reservations were cancelled. As a result, hotels were hit financially. Experts have estimated that the hotel industry in Egypt lost about 825 million US dollars in 2011. The hotels and tourism establishments property damage in conflict time in Ambo district is accounts for ETB 925,240 (Nine hundred twenty five thousand two hundred forty).

Investors are discouraged to invest new tourism related infrastructure and facilities in Ambo district as a result of prevailing political instability during the year from 2019-2021. The result

confirmed with the finding of Mandic et al. (2018) which discussed as Political unrest leads to lower demand, private investment declines as investors lose confidence, and public investment declines as security concerns cause funds to be re-prioritized.

The interest of tourism service provider to expand their business infrastructure is decline during the political unrest prevailed in Ambo district. It also discouraged the expansion of auxiliary services for tourism establishments in Ambo district. The result confirmed with the study of (Khalid et al., 2020) which discussed as; if something happens to undermine that stability, such as a war, political unrest, terrorist attacks, this might have a seriously detrimental impact on the growth of the tourism infrastructure. The sub project for the expansion of tourism establishments (hotels and restaurants) doesn't goes with the stated schedule in Ambo district during political instability time. Local government support for tourism establishments to sustain from effects of political unrest is low at the district.

Accommodation and tourism establishments were not expanded in West Shewa Zone during politically unstable time (2019-2021). Political conflict prevailing in the Ambo district disabled the accommodation establishments to expand their establishments across different parts of the West Shewa Zone and Ambo district. There were some hotels which had two branches and were generating good revenue during peaceful times. However, due to a decline in customers, they were forced to close one of the branches. This result supported with the study of Mohammad et al. (2012) that discussed, political events had a negative effect on the hotel industry.

Survey result agreed on the item regarding the feeling of the stakeholders on strengthening of tourism establishments to combat the effects of political unrest. Hoteliers and other tourism accommodation establishment's owners feel and suggest strengthen of the tourism business in Ambo district to withstood from political instability influence on them.

Hoteliers and other service providers in Ambo district decrease their participation and interaction with actors in the industry, which is confirmed by their response on the level of their participation and interaction. This finding goes a line with the concept of tourism and security theory which discussed as; the issue of security affects collaboration between various stakeholders, including government, tourism organization, law enforcement agencies, and local community (Roberts, 2000).

Hoteliers and other accommodation sectors in Ambo district agreed on the item regarding the suggestion to formulate hotel association at district level and important to withstand the effects of political instability. Accordingly, hoteliers suggest formulating hotel association at Ambo district level to help them to survive from effects of political instability. Political unrest prevailing in the Ambo district discouraged and disorganized tourism stakeholder's coordination in the district in Ambo district. Accommodation establishment reduced their workforce during war time in the Ambo district (2019-2020). Hoteliers and other accommodation establishments use reduction of their work force as a mechanism of mitigating from the effects of political unrest in 2019-2021 in Ambo district. This result goes a line with the study of Ivanov et al. (2017) as hoteliers had the option of lowering rates to minimize costs by employing fewer people and delaying payment to suppliers. Accommodation establishment in Ambo district use serving local customers, providing service and product that local customer can use it as mitigating strategy during political unstable time.

Hoteliers and tourism establishments were paid the cost of operation (food, beverage, and delivery to suppliers) after long period of time and after they sell the product to survive the effects of political instability. This result goes a line with the study of Ivanov et al. (2017), which discussed as; managers focus more on delaying payments to suppliers and decreasing the number of employees than at politically stable time. Some Tourism establishments and hoteliers were closed in Ambo district to reopen their business activity after the unrest over. Some of hotels and restaurants don't exist, but their list was given and recorded on ambo district culture and tourism bureau.

The result of survey data implies hoteliers and other service providers have not plan to expand their business to other area to mitigate the effects of political instability in the zone. The prevalence of political conflict decreases the interest of tourism establishments and hoteliers to plan their expansion of business. This result get with the study by Mandic et al.(2018) that, Political unrest leads to lower demand, private investment declines as investors lose confidence, and public investment declines as security concerns cause funds to be re-prioritized.

All over, tourism establishments were getting challenged to operate their businesses in the Ambo district. Political insatiability affects them by reducing their room occupancy rate, number of guests visiting their business, annual total revenue, number of employees, average number of

stays of guests, losing loyal customers, reducing the service quality and service type they provide, and increasing the cost of operation and salary of employees. Many properties of hotels and tourism establishments are damaged, like windows, fences, doors, tables and chairs, machinery equipment, and cash money, including those of injured (14), arrested (9), and beaten employees. The prevalence of political instability in Ambo district discourages tourism investors from investing in new tourism-related investments decreases their interest in expanding their businesses, and delays completing the project on schedule. The number of new investment initiatives is 2, and newly inaugurated tourism services and products are only 13 in the district in three years of political instability (2019–2021). Political conflict disabled hoteliers and other tourism establishments from participating and interacting with other actors, attending meetings on the improvements of tourism establishments, and reducing the motivation of tourism establishments to compete with each other. Hoteliers and tourism establishments perceive that political unrest discourages and disorganizes them from coordinating together, and they feel tourism establishments need to be strengthened to combat the effects of political instability. They suggest the formation of hotel associations at the district level. Hoteliers and other tourism establishments had reduced their workforce, delaying their cost of operation, changed their orientation to the local community (customers), closed their business for a given period of time to reopen it after conflict over, and also lost their plan to expand their business to other areas.

In summing up, Political stability is a prerequisite for effective tourism development in politically unstable countries, thus future growth plans should be based on it. Through crisis management, the negative effects of instabilities should be appropriately identified and handled in a timely and considerate manner. In turn, this will raise the benefits of tourism and optimize its growth potential, leading to long-term gains in economic performance and the encouragement of political stability. If governments and authorities of nations with unstable political systems wish to experience economic growth and a booming tourism industry, political stability should be a key focus.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

This section begins by offering a perspective on the fundamentals of the study. It draws inferences on the basis of demonstrations, discussions, and examinations incorporated in the preceding sections. It then stretches certain recommendations and ways forward for the tourism industry to cope with the political instability crises in the study area.

In order to benefit the zone rather than because of a severe political dispute taking place in the area, this research is primarily attempting to demonstrate the effects of political instability in Ambo district. Chilimo Forest, Wenchi (now under construction), and Dandi Lake are a few examples of the region's very excellent yet underutilized tourism resources. Without peace and security, the zone's tourism resources are worthless. This demonstrates how seriously the tourism industry is harmed by political unrest in the zone.

The political climate of the region affects how long visitors stay, and political unrest has caused visitors to quit the region earlier than expected. Hotels and other accommodation establishments reduced their work force at the time of political unrest prevailing in the Ambo district and West Shewa Zone. It hits job opportunities in the hotel industry by declining the market activity of the hotel business. Tourism service providers in Ambo woreda were troubling to operate their ordinary business activity during last three years (2019-2021). Some hotels were closed at a time of political conflict and reopened after political unrest over. Annual revenue of hotels and tourism establishment's is decline when compared to the year before political instability that means before 2019. The cost of business operation for hotels and other tourism establishments is raised in the district as a result of political instability. Political conflict prevailed in the zone disabled the accommodation establishments to diversify their service and product. Despite the prevalence of political conflict the price of room per night is also increasing in Ambo district. The number of guests visiting the accommodation establishments in the district is declined following the political instability. The room occupancy rate of hotels in Ambo district decreased as a result of political conflict in the zone in 2019-2021. Poor infrastructure, limited tourism supply, uncertain demand, and a terrible international reputation are common problems for politically unstable nations. As a

country, Ethiopia, and as a study area, Ambo district, West Shewa Zone is in a similar situation currently. The image of the zone, especially some districts of the zone, is built as a war zone. The tourism supporting infrastructure is poor, and the supply of tourism services is limited. With the start of the political unrest, West Shewa Zone and the surrounding tourist attractions become some of the most dangerous tourist locations in the region.

The political unrest that comes along with the hotel industry's response to the current political instability crisis causes a variety of problems. The impact of political instability on the hotel sectors are as property damage (broken of windows and other hotel property), down up their room occupancy rate, and sometimes bitten and arresting of hotel owners.

Investors are discouraged to invest new additional tourism related establishments by fearing of the political situation in the zone, and those who are currently on investing decreased their interest to expand their tourism business infrastructure. Armed conflict discouraged the expansion of auxiliary service, and it affects the project expansion schedule of accommodation establishments. The expansion of auxiliary service of accommodation establishments does not implemented on scheduled time for the reason of political instability. There was not local government support for hoteliers and other accommodation sectors in Ambo district to save them from effects of political instability during conflict time.

Hotels and tourism establishment owners feel to be strengthening to combat the effects of political conflict in the district. Political instability in the zone decreases the level of participation and interaction of tourism establishment owners and managers within each other and other external actors. Hoteliers and accommodation establishments suggest to formulating the hotel association at district level. Prevalence of armed conflict in Ambo district discourages and disorganized coordination of tourism stakeholders in Ambo district during political instability time.

Hoteliers and other service providers were closed their business activity during the conflict time (2019-2021) in the West Shewa Zone and reopen it after conflict was over or become stable. They reduce the number of their employees who have been working in their establishments at peace time. Hoteliers and accommodation establishments were changed their orientation to local customers, and provide the service and product at the interest of local customers. Delaying cost of

operation is one of coping up mechanism used by hoteliers and other tourism establishments during politically unstable time in Ambo district. Tourism establishments have no plan to expand their tourism business at the current political situation of the West Shewa Zone, Ambo district. Hotels made an effort to respond to crises by enacting cost-cutting measures, assisting local society clients, and other potentially useful strategies applied to minimize the events, but they ought to have given more priority to the safety and well-being of guests during political upheaval.

All concerning bodies are working to brake negative media coverage through counter media attack strategy. Then potential tourists and investors will get correct timely information about the study area political and tourism activity know the truth on the ground. This may avoid over exaggeration of one time simple problem and revitalize the tourism activity as all.

Finally, the overall result of the study shows that there is strong and direct relationship, and interdependency between political stability and hospitality and tourism activity development in West Shewa zone. The influence of political conflict is in many directions and it is possible to conclude that political stability or peace is the first and mandatory requirements of tourism industry development. To think about tourism development, peace and stability is key issue.

5.2. Recommendation

- Until the political situation becomes stable, it is advised that hotels shift their focus from serving customers from other areas to local customers.
- In light of the current political crisis, the government must consider potential means of putting an end to military conflicts.
- In order to avoid the unfavorable perceptions of a zone that have been tricking travelers into visiting the zone, the government is expected to develop workable marketing strategies and conduct promotional activities alongside the relevant entities engaged in the hospitality industry.
- It is advised that the government carefully consider what the rebel-affiliated armed forces around the country have to say before engaging in military confrontations that would harm the region's overall socio-economic and tourism development.
- Since tourism resources in every part of the country belong to the nation, the ministry of tourism should create its own police structure to protect visitors by working with peacekeeping bodies, especially in the vicinity of stunning and well-known tourist destinations like Wenchi and Dandi Lake.
- At the national level, one of the government's first responses to the political crisis must be to establish contact with the media, especially the international mass media outlets, to emphasize the safety and well-being of travelers.
- It is advised to perform a counter-media attack to defend the exaggeration of a simple and one-time event in the zone, which can create a negative image for the zone's destination.
- It is better if academic and tourism offices create awareness for the local society about the importance of tourism resources and who to contact when they are damaged.
- It is advised that the local government give more attention to safeguarding tourism resources, hotels, and other tourism service providers in the district by assigning enough police members at a time of unrest.
- Local communities and other fighting powers should know that damaging public resources is not influencing the government, but troubling society.

- The economy's infrastructure has had a favorable effect on tourism. The development of infrastructure particularly that, which is tied to tourism, requires careful consideration of public sector policies.

5.3. Future research implication

The researcher hopes that this study will be improved upon and repeated by others in order to comprehend the effects of political unrest on the growth of the tourism and hospitality industries in Ambo district. In conclusion, the researcher believes that this study may pique academics' interests and inspire further work on this research issue area. In addition to this, the researcher tried to assess more on the effects of political conflict on tourism in Ambo district, west Shewa zone, but it provides a framework for future studies to focus on regional political instability and the effects it has on overall tourism activity.

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Appendix 1

Table 4.1 interviewers' code, date and position of interview conducted

No.	interviewers'	Code	Date & Time of Interview conducted	Stars	Position
1	Oromia region culture and tourism bureau (2)	R1	April 29	MA	General manager
		R2	April 29	MA	Destination development team leader
2	West Shewa zone Culture, and Tourism Bureau (2),	R4	May 4	BA	General manager
		R5	May 4	BA	Destination development expert
3	Ambo town culture and Tourism bureau (2)	R6	May 8	BA	GM
		R7	May 8	-	-
4	West Shewa zone investment office	R8	May 10	BA	Budget and plan leader
		R9	May 10	-	

Appendix 2

ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
COLLEGE OF DEVELOPMENT STUDIES
TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

Survey Questioners for tourism service provides

Dear Respondents,

My name is Michael Amsalu. I am a post graduate student of tourism development and management program under the college of development studies of Addis Ababa University. I am currently conducting a research in west Shewa zone, Ambo district with a title '**Assessment of the Effects of Political unrest on hotels and tourism establishments in west Shewa zone: Empirical evidence from Ambo district.**

In the study, your identity will be kept confidential and all information and ideas you share with me will be kept confidential. I would like to remind you that your participation in this survey is very significant for the completion of the study.

The following are questions prepared to collect information from respondents.

To investigate effect of political instability on tourism service and product provided by provider establishments around attractions in Ambo district

Statement	5	4	3	2	1
1. My tourism establishment was not able to operate due to armed conflict prevailing in Ambo district					
2. My rooms have been occupied every night over the last three years despite armed conflicts					
3. The number of guests visiting my tourism services have increased over the years					

Statement	5	4	3	2	1
4. The average price for a room per room per night has been decreasing compared to the year before 2019					
5. My annual total revenue from my tourism establishment has declined compared to years before 2019.					
6. The costs of my tourism establishment have reduced compared to years before 2019.					
7. I have reduced the number of employees working in my tourism establishment over the last three years					
8. The salaries of employees working in my tourism establishments are increasing over the years					
9. The average number of stay of guests at hotel/ tourism establishment increased compared to years before 2019.					
10. I lost loyal customers that have been visiting my tourism establishments over the years					
11. I have been paying insurance to employees who reduced from work					
12. The services provided by my tourism establishment have been diversified over the years since 2019					
13. The quality of the services being provided by my tourism establishments have been increasing over the years since 2019					

Measurement scales: 1 – Strongly Disagree, 2_Disagre, 3 _Neutral 4 – Agree, 5 – Strongly Agree;

S/N	Questions	Before 2019	After 2019
1	Average revenue per month		
2	Average income from tourist		
3	Average number of room occupied per night		
4	Average number of guests visiting my tourism establishment per month		
5	Operational cost per month		
6	Average number of employees per month		
7	Average number of services and		

	operations added		
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14. Have you experienced any property damage during 2010 – 2015 E.C due to any political conflict time?

Yes

No

15. If yes, on the above statement please fill in the table below

S/N	Item	Quantity	Estimated Money value
1	Car/Vehicles		
2	Machinery equipment		
3	Door/window		
4	Tables and chair		
5	Cash money		
6	Rooms		
7	Fences		
8	Animals		
9	Gardening/vegetables		
10	Retail commodities		

16. Is there any damage to the employers of your tourism establishment? Yes
No

17. If yes, fill out the below data

Number of Deaths	Number of injured

To assess the effects of political instability on tourism establishments infrastructure and facilities development in Ambo district

Statement	5	4	3	2	1
1. I am discouraged to invest in any new additional tourism related establishment due to armed conflict in Ambo District					
2. I am planning to return the licenses as a result of armed conflict in the Ambo district					
3. I have decreased my interest to expand my tourism infrastructure and facilities					
4. I am not motivated to follow-up the investment activities on my tourism establishment due to the armed conflict					

Statement	5	4	3	2	1
5. Accommodation establishments expanded more than ever in the last three years					
6. I feel the armed conflict discouraged the expansion of auxiliary services for my tourism establishment in the district					
7. My tourism establishments have got access to internet services despite armed conflicts					
8. The sub-projects for the expansion my tourism establishments goes with the stated schedule					
9. The local government has been providing					

Measurement scales: level of agreement: 5- Strongly Agree, 4- Agree, 3-Neutral, 2-Disagree, 1-Strongly Disagree

10. Are there any new investment initiatives that you have started following the armed conflict in Ambo District? If yes, fill in the table below.

<i>Type of investment/initiative</i>	<i>Year</i>

11. Do you have any newly inaugurated tourism services and products inaugurated?

12. If yes in what areas

<i>Type of investment</i>	<i>Specific area</i>

Perception of Accommodation Establishments about effect of political unrest on tourism development

Statement	5	4	3	2	1
1. I have decreased the level of my participation and interaction with other actors					
2. I have been attending meeting with other actors on ways to improve tourism establishments					
3. I feel the tourism establishments in Ambo district need to be strengthened to combat to political instability					
4. The political unrest increased my motivation to compete with other tourism accommodation establishments					
5. I perceived political unrest discourages and disorganized tourism coordination in the district					
6. I feel suggesting to formulate a hotel association at the district level to withstood the challenges of the political unrest					

Measurement scales: level of agreement: 5- Strongly agree, 4- Agree, 3-Neutral, 2-Disagree, 1- Strongly Disagree

To study the mechanisms adopted by tourism business to cope up with effects of political instability in the operation of tourism business in Ambo district

Level of agreement with statements related to mitigating the crisis of armed conflict

Statement	5	4	3	2	1
1. I reduced the number of employees working in my accommodation establishments.					
2. I delayed paying the costs of food, beverages, and delivery to suppliers after long durations					
3. I adopted online marketing as a mechanism for adaption to continue my business although the conflicts have continued					
4. I frequently revisited prices to withstood market instability due to conflicts prevailing in the area					

Statement	5	4	3	2	1
5. I changed my orientation to serve local customers to meet their interests					
6. I changed my business due to the fear of prevailing conflicts in the area					
7. I closed my businesses to reopen after the conflict is over					
8. I am planning to expand my tourism business to other area					

Measurement scales: level of agreement: 1 – strongly disagree, 2- disagree, 3- neutral, 4- agree, 5 – strongly agree

In-depth Interview Guide Questions

I. interview guide for regional zonal , district level tourism officers

1. How vital tourism is in West Shewa zone in attracting new investments? Please give me some pictures about tourism activities in West Shewa zone in general?
2. In your opinion, how do you describe the impacts of political instability on tourism activities in your zone?
3. In your opinion, how do you describe the impact of political instability on tourism infrastructure development in general in the zone? For instance, if there has been any delay or halt on ongoing tourism infrastructure developments such as star rated hotels or any other.
4. In your opinion, what are the impacts of war and political instability on tourism demand stability?
5. In your opinion, what are the impacts of war and political instability on image building of the zone to attract visitors?
6. In your opinion, what are the impacts of war and political instability on tourism investment opportunities?
7. The impacts of armed conflicts on asset destructions is imminent, Have you ever witnessed such effects on tourism facilities and infrastructures in your zone?

8. What kind of mechanisms have the zonal administration put in place to redress the impacts of political instability on tourism activities in general?
9. Finally, what should be done to revitalize tourism activities in your zone amid political instability and armed conflicts?

II. Interview guide for west Shewa zone investment office

1. Could you please describe about the trends in tourism investments in the zone such as new license issue?
2. How has the political instability affected tourism investment in your zone?
3. Would you please describe any damage on existing tourism facilities, or tourism infrastructure etc...? If there has been any over the last three years?
4. Would you please discuss any cancellation of already issued licenses for tourism facilities development because of political instability in your zone? (e.g. Hotel construction contract cancelled)

TRANSLATED IN DEPTH INTERVIEW GUIDE QUESTIONS

Gaaffiiwwan Qajeelfama Af gaaffii Gadi fageenyaa

I. Qajeelfama Af gaaffii waajira turizimii naannoo, godina fi magaalaa

1. Akka Godina shawaa lixaatti misoomni turiizimii investmeentii haaraa harkisuf gahee akkamii qabaata? Maaloo sosochii turizimii waliigalaa akka godina shawaa lixaati jiru irrati yaadaa naaf kennaa.
2. Akka yaada keetti, akka godina shawaa lixaatti miidhaa jeequmsa siyaasaa sosochii turizimii irrati gahu akkamin ibsta?
3. Akka yaada keetti, akka waliigalaa godina shawaa lixaatti miidhaa jeequmsa siyaasaa babalina fi guddina bu'uraalee misoomaa damee turizimii irrati ga'ee akkamin ibsta? Akka fakkeenyaatti, babalina bu'uraalee misoomaa addaan citan/ dhaabbatan, isaans kanneen akka Hoteeloota abbaa urjii fi kanneen biroo.
4. Akka yaada keetti, miidhaan jeequmsa siyaasaa fi wal waransaa tasgabbiif fedhii turizimii irrati qabuu maalfaadha?
5. Akka yaada keetti, miidhaan jeequmsa siyaasaa fi wal waransaa daawattoota hawwachuuf ilaalsha gaarii Uumuu irrati qabu maalfaadha?

6. Akka yaada keetti, miidhaan jeequmsa siyaasaa fi wal waransaa carraa investmentii turizimii irratti qabu maalfaadha?
7. Waliti bu'insii waraanaa miidhaa barbadaa'uu/ diigamuu qabeenyaa irrann ga'uf dhiyoodha. Amma kanaan durratti wanta akkasii dhaabbilee turizimii fi bu'urale misoomaa turizimii irra gahe taajabdee beektaa?
8. Akka waliigalaatti, bulchiins godinaa miidhaa jeequmsa siyaasaa sosochii turizimii irrann gahe furuuf / dandamachiisuf tooftaa/hojii akkam raawate?
9. Dhumarratti akka yaada keetti, sosochii turizimii godnichaa walitti bu'insa waranaa gidduu jiru haaromsuuf malli/toftaan jiruu maaliidha?

II. Qajeelfama Af gaaffii waajira investmentii godina shawaa lixaaf

1. Akka godnichaatti adeemsa baratamaa investmentii turizimii keessa jiru kanneen akka Eeyyama hojii haaraa argachuu, fi kkf naaf ibsuu dandessa?
2. Wallitt bu'insii siyyaasaa akka godnichaatti akkamiin damee investimeenti turizimii midhee?
3. Miidhama/barbadiinsa qabeenya facilitii turizimii yookiin bu'uralee misoomaa turizimii kanneen duraan turan sababa jeequmsa siyaasaa fi walitti bu'insa waraanaatiin naaf ibsuu dandeessaa? Yoo kun waggota sadan darban keessatti ta'eera ta'e?
4. Iyyama hojii baballina faasiilitii turizimiif laatamee garuu sababa walitti bu'insa siyyaasaa godnicha keessa jirun adda cite/ haqame naaf ibsi? (walii galtee ijaarsa hoteela addan cite).