



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

**A STUDY ON PRACTICE, OPPORTUNITIES AND CHALLENGES OF STOPOVER
TOURISM IN ADDIS ABABA, ETHIOPIA.**

BY: - BEFKADU KIFLE GETNET

ADVISOR: - TAMIRAT TEFERA (PhD)

**A Thesis Submitted to Addis Ababa University, Center for Environment and Development
Studies, Tourism Development and Management Program in Partial Fulfillment of the
Requirement for Masters of Arts in Tourism Development and Management**

ADDIS ABABA UNIVERSITY

ADDIS ABABA, ETHIOPIA

DECEMBER, 2021

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DECLARATION

I, Befkadu Kifle, declare that this thesis entitled “a study on practice, opportunities and challenges of stopover tourism in Addis Ababa, Ethiopia.” is a result of my original research work. I seriously affirm that this thesis is not submitted to any other institution anywhere for the award of any academic degree, diploma, or certificate. The opinion of the research participants have been duly acknowledged in this research. To the best of my knowledge, I have fully acknowledged the materials and pieces of information used in the study. All the research procedures do comply with the expected standards and regulations of Addis Ababa University

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TABLE OF CONTENTS

TABLE OF CONTENTS.....	i
LIST OF FIGURE	iv
LIST OF TABLE.....	v
ACKNOWLEDGEMENTS.....	vi
ABSTRACT	viii
ACRONYMS AND ABBREVIATIONS	vii
CHAPTER ONE.....	1
INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY.....	1
1.2 STATEMENT OF THE PROBLEM	3
1.3 RESEARCH QUESTION.....	4
1.4 OBJECTIVES.....	4
1.4.1 GENERAL OBJECTIVE OF THE STUDY	5
1.4.2 SPECIFIC OBJECTIVES OF THE STUDY	5
1.5 SIGNIFICANCE OF THE STUDY.....	5
1.6 SCOPE OF THE STUDY	5
1.7 LIMITATION OF THE STUDY	6
1.8 ORGANIZATION OF THE THESIS	7
1.9 DEFINITIONS OF TERMS	7
CHAPTER TWO.....	8
LITERATURE REVIEW	8
2.1. CONCEPTUAL AND THEORETICAL REVIEW	8
2.1.1. CONCEPTUALIZING TOURISM.....	8
2.1.4. STOPOVER.....	11
2.1.5. TOUR AND TRAVEL AGENCIES	12
2.1.6. TOURISM FLOW MODELS	13
2.1.7 MARIOT’S MODEL OF TOURIST FLOWS.....	13

2.2. EMPIRICAL REVIEW.....	18
2.2.1. ROLE OF TRANSPORT IN THE TOURISM INDUSTRY.....	18
2.2.2. THE POTENTIAL OF “HUBS” TO GENERATE TOURISM	20
2.2.3. POTENTIAL OF ETHIOPIA FOR STOPOVER TOURISM.....	21
2.2.4. DESTINATION AND TRANSIT IMAGE.....	23
2.2.5. OPPORTUNITIES OF STOPOVER FOR TOURISM	24
2.2.6 COVID 19 AND TOURISM SECTOR	25
2.2.7. SAFETY AND SECURITY	27
2.2.8 DEMAND & GROWTH FOR AIR TRANSPORT	30
CHAPTER THREE	32
RESEARCH METROLOGY	32
3.1 RESEARCH SITE DESCRIPTION.....	32
3.2 RESEARCH DESIGN	33
3.3 RESEARCH METHOD.....	34
3.4 SAMPLE SURVEY	34
3.5 SAMPLING TECHNIQUES	35
3.6 DATA COLLECTION METHODS	35
3.6.1 INTERVIEW	35
3.6.2 QUESTIONNAIRE.....	36
3.7 METHODS OF DATA ANALYSIS.....	36
3.8 VALIDITY AND RELIABILITY	36
3.9 ETHICAL CONSIDERATIONS	37
CHAPTER FOUR	38
DATA PRESENTATION, ANALYSIS AND DISCUSSION.....	38
4.1 RESPONSE RATE	38
4.2 DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS	38
4.3 PRACTICE OF STOPOVER TOURISM	40
4.4 CHALLENGES OF STOPOVER TOURISM	44
4.5 OPPORTUNITIES OF STOPOVER TOURISM.....	50

CHAPTER FIVE	57
CONCLUSIONS AND RECOMMENDATIONS	57
5.1 CONCLUSIONS	57
5.3 RECOMMENDATIONS	58
REFERENCES	60
APPENDIX A: QUESTIONNAIRE.....	64
APPENDIX B: INTERVIEW QUESTIONS	68

LIST OF FIGURE

- Figure 2.1 Mariot's model of tourist flows between two locations
- Figure 2.2 Simple whole tourism system and its environments model
- Figure 2.3 Multiple locations of the 'Hub' in the transit route region
- Figure 3.1 Map of Addis Ababa with Sub-Cities

LIST OF TABLE

Table 3.1: Summary of Sample Survey

Table 4.1: Sex of Respondents

Table 4.2: Age of Respondents

Table 4.3: Educational Qualification

Table 4.4: Work Experience in the Industry

Table 4.5: Stopover Practice in Addis Ababa

Table 4.6: Challenges that affect stopover tourism practice in Addis Ababa

Table 4.7: Challenges that affect stopover tourism practice in Addis Ababa regards promotion, research and conservation.

Table 4.8: Challenges that affect stopover tourism practice in Addis Ababa regards accessibility, safety, security, infrastructure and trained man power

Table 4.9: Opportunities stopover tourism bring for the city and other stakeholders

Table 4.10: Opportunities for stopover tourism practices in Addis Ababa.

ACKNOWLEDGEMENTS

First of all, I would like to thank God for his unconditional love. My special gratitude goes to my advisor Tamirat Tefera (PhD) of the Center for Environment and Development/ College of Developmental Studies at Addis Ababa University. The door of Dr. Tamirat Tefera office was always open whenever I got distress or had a question about my research or writing. He constantly permitted this thesis to be my own effort, but directed me in the right track whenever he thought I wanted it. And whose work ethic was worth modeling, for his commitment to do this thesis and for making invaluable comments and suggestions. His greatest support is highly appreciated.

Finally, I must express my very profound gratitude to my parents and my friends for providing me with constant support and continuous encouragement throughout my years of study and through the process of conducting this thesis. This achievement was not possible without the help of them.

ABBREVIATIONS AND ACRONYMS

Au	African Union
EAL	Ethiopian Airlines
ENTDP	Ethiopian National Tourism Development Policy
ETO	Ethiopian Tourism Organization
ETOA	Ethiopian Tour Operators Association
FDRE	Federal Democratic Republic of Ethiopia
GDP	Growth Domestic Product
GJM	Global Journal of Management
ICT´	Information Communication Technology
NGOs	Non-Government Organizations
NTAs	National Tourism Administrations
OAU	Organization of African Unity
TDP	Tourism Development Policy
TDP	Tourism Development Planning
UNECA	United Nations Economic Commission for Africa
UNESCO	United Nations Economic and socio cultural organization
UNWTO	United Nation World Tourism Organization
USD	United States Dollar
WEF	World Economic Forum
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

ABSTRACT

This thesis was conducted with the objective of an Assessment of stopover tourism practice, challenges and opportunities of stopover development in Addis Ababa as Stop Over. For achieving the objective of the study, both primary and secondary data source were generated by employing qualitative and quantitative methods. Purposive and stratified simple random sampling techniques were used to select the respondents. As the research approach employed here are a mixed methods research approach, the researcher used key informant interviews. The quantitative data was analyzed using frequency and percentage when appropriate while qualitative data was used to triangulate and confirm the study. The study identified various challenges which affected stopover tourism development the major once are political instability, covid 19, lack of promotion tourist attractions and lack of skilled man power. Whereas there are also opportunities that helps the development of stopover tourism in Addis government support for the growth of the sector, well known(international hub) airlines, development of new tourist attractions, cooperation to work together between tourism Ethiopia and Ethiopian airlines. The researcher recommends gov't should pay special attention on stability of the city and build country image, gov't and other stakeholders should raise their promotional budget, continuous trainings and short courses for tour guides should be provided. At last hotel, transport services providers, tour and travel agencies should update and go in line with the current technological advancements.

Key words: Tourism, Challenges, Tourism Organization, Ethiopian Airlines stopover Passengers

CHAPTER ONE

INTRODUCTION

This thesis intended to study on practice, opportunities and challenges of stop over tourism in Addis Ababa, Ethiopia. This is the introductory chapter of the study which describes the background of practice, opportunities and challenges of stop over tourism in Addis Ababa. This chapter also states the problem, research question, objectives of the study, significance of the study, scope of the study, limitations of the study, operational definition and organization of the study.

1.1 BACKGROUND OF THE STUDY

Tourism is a sector which is highly dependent on transportation. Previous research has shown the existence of a bilateral relationship between transport and tourism (Hall, 1999; Lohmann, Duval 2014; Ivanova, 2017; Luis Fernández et al., 2018). Airlines are in particular closely connected with tourism development, providing vital links especially for long-haul travel (Tang, Weaver and Lawton, 2017), while tourism, in return, is an important driver in the development of air transport (Bieger and Wittmer, 2006; Tang, Weaver and Lawton, 2017). Air travel has been an important factor in the development of international tourism, through decreased costs of travel, increased capacity and speed, wider networks and connected new destinations less accessible before (Palhares, 2002 cited in Lohman, Duval, 2011). At the same time, there is a bilateral relationship between the development of tourism attractions and air traffic, stimulating each other. From this angle, developing a tourism attraction at the destination has the potential of increasing air traffic, attracting airlines and even turning the local airport into an international hub, which in turn generate more tourists (Bieger, Wittmer, 2006). The co-dependence between tourism and transport consists of transport's reliance on the attractiveness and the capabilities of a destination, and destination's dependence on transport for visitor access (Lohman, Duval, 2011).

Besides the existing interdependence, nowadays Stopover tourism has come to the front creating extra bonds between air transport and tourism. According to Pacific Asian Traffic Association (PATA), 2019 Stopover is a package which allows the passenger to leave the airport and visit historical, cultural, religious, and natural tourist attractions around the city before returning to the airport to continue to their final destinations. Hubs are considered “world's most central places”,

concentrating a high number of passengers Kasarda and Lindsay (2012). Moreover, the transiting traffic generated by international hubs represent a potential tourism market (Bowen 2000). Despite the existing potential of hubs, they were often regarded as a non-discretionary space to transit before reaching the final destination (Weaver & Lawton, 2010 cited in Tang, Weaver, 2013). According to Tang and Weaver (2013), an uncomfortable and boring experience at the hub airport may determine tourists to consider that transit represents a waste of their time. Moreover, previous research has shown that the quality of service during transit affects both tourists' overall travel experience (Grob & Schroder, 2007, cited in Tang and Weaver, 2013) and their perception of the hub destination (Tang, Weaver, Lawton, 2017).

Globally Stopover has contributed for the development of tourism in different parts of the world. Airlines are getting into the business. Icelandair for instance has gone beyond providing Iceland with much more than just a national carrier. With its famous stopover/layover package that brought many North American tourists to the country for the first time and a proprietary group of branded hotels around the country, Icelandair has completely changed the face of its country's tourism PATA (2019). Icelandair's layover program where travelers could book a three day stopover in the country on the way to or from major European cities for less than simply booking a fare with a transfer in Reykjavik Airport began in the 1960s. It grew in popularity in the early 2000s as international curiosity began to grow about the small, mysterious Nordic nation PATA (2019).

Air travel connections also continue to expand across Africa, linking up the continent to the rest of the world. Ethiopian airline is a wonderful case in point being one of the continent's leading carriers, unrivalled in Africa for efficiency and operational success. According to Ethiopian airline monthly *Selamta* magazine (2019) the airline has also become one of Ethiopia's major industries and veritable institution in Africa. It commands the lion share of the pan African network including the daily and double daily east-west flight across the continent. The Ethiopian airline currently serves 100 international and 21 domestic destinations operating the newest and youngest fleet.

Currently the Ethiopian airline has officially created a unique partnership with Ethiopian Tourism bureau to specifically work on developing stopover tourism which will help both

parties. The process of hubs becoming destinations depends on their ability to offer facilities and attractions that would determine connecting passengers to stop for a few hours and even spend a few days, turning connectivity into interconnectivity (Lohman et al., 2009). According to Buhalis (2000), destinations are amalgams of tourism products, offering an integrated experience to consumers'. Previous research has shown that, despite the fragmentation of the system, consisting of several stakeholders with different strategies and objectives, a common coordination of activities could benefit all of the participating actors (Wang & Xiang, 2007). Moreover, In order for an airline hub to become a tourist destination, a coordination between the following entities is necessary: airline, airport, national government and private companies (Lohman et al., 2009).

When a passenger is flying through Addis Ababa with Ethiopian Airlines, the Stopover Package allows the passenger to leave the airport and visit historical, cultural, religious, and natural tourist attractions around the city before returning to the airport to continue to their final destinations.

1.2 STATEMENT OF THE PROBLEM

Airlines and tourism organizations have always been interconnected but the relationship between them has been reinvented over time; previously, partnerships between airlines and hotels, tour operators, rental cars were frequent (Lafferty & Fossen, 2001 cited in Lohman et al., 2009), through vertical integration. Nowadays, following the development of low-cost airlines and the rise of the internet, many tourism providers choose to promote their services on airlines' websites, or even create new products. "Stopover" programs represent a new form of tourism products, developed through partnerships between airlines, airports and tourism boards or tourism companies, with the purpose to turn the hub city into a tourist destination.

Offering a different travel experience to travelers, airlines can differentiate their brand and capture more revenue per passenger Ivanovo, (2017). For passengers, a stopover comes at no extra charge for the flight while opening revenue opportunities for airlines from offering third-party ancillaries like hotels, car services, and local attractions PATA, (2019). So, if a traveler is on his way from Europe to Asia, how about a quick stop, offering the opportunity to explore Addis Ababa, Gondar, Labella, Afar,... for a couple of days? A stopover makes this possible.

However, passenger satisfaction during transit is not only important for airlines and airports, but also for the tourism destinations. A positive transit experience may significantly influence passengers' perception on the destination (hub airport) and can be an important factor in their decision to turn the transit experience into a stay over in the future (Tang, Weaver, Lawton, 2017).

Although Ethiopia is a favorable tourist destination having fabulous historical, cultural and natural attractions with its well-known airline (a star alliance member) there has been no/or little efforts to integrate the two sectors and generate income through a stopover tourism. In fact there has been a good beginnings and announcements on the side of the government (Tourism Ethiopia) to get in to the business of Stopover tourism in this year. However, little is known as how to run the program, opportunities available and challenges that might encounter. Stopover tourism opens up an opportunity for travelers to visit and experience destinations/attractions in Ethiopia that have the potential to give a memorable time for passengers. Nevertheless, there has been little attention by the concerned bodies in the past and a lack of research into the phenomenon of stopovers in general. As far as the researcher knows there are no published academic studies concerning the issues in Ethiopia such as what opportunities are available, challenges for a stopover, and indeed even a definition of what time period constitutes a stopover relative to transit stops and longer stays. Given this gap in the literature, this study aspires to assess opportunities that enable Ethiopia to practice stopover tourism and the challenges that hindered the nation to get involved in the sector.

1.3 RESEARCH QUESTION

This thesis tried to answer the following questions.

- What are the practices of stopover tourism in Addis Ababa?
- What are the opportunities available to develop stopover tourism in Addis Ababa?
- What challenges are facing stopover tourism development in Addis Ababa?

1.4 OBJECTIVES

This thesis does have general and specific objectives which are stated below as follows.

1.4.1 GENERAL OBJECTIVE OF THE STUDY

The overall objective of this thesis was a study on practice, opportunities and challenges of stopover tourism in Addis Ababa, Ethiopia.

1.4.2 SPECIFIC OBJECTIVES OF THE STUDY

The specific objectives are to:

- Assess practices of stopover tourism in Addis Ababa.
- Identify stopover tourism opportunities in Addis Ababa.
- Identify the challenges of stopover tourism in Addis Ababa.

1.5 SIGNIFICANCE OF THE STUDY

To the Body of Knowledge: The significance of the study is highlights the scant attention given to the key areas of concern of the study of stopover tourism in Ethiopia. It serves as empirical information to the concerned body including policy makers and government organizations. The study provides further information to planners, policy makers, environmentalists, academicians, Non-Governmental Organizations, tourist and other stakeholders to expand their knowledge on issues related to tourism development. The study findings and recommendations altogether provide an insight for the government to develop policy that can use to review its role in promoting the tourism industry for socio-economic development of the country.

The findings of the research also serve for the minister and city offices and the respective district Culture and Tourism Offices to enhance and find better pathways to integrate the practice, opportunities and challenges of stopover tourism and make it conducive environment for tourism development. In addition to this it creates awareness about the practices, opportunities and challenges of stop over tourism benefits for those who are interest groups to work in this filed, It serves as a secondary source for planners and policy makers and the research results initiate the relevant government organs and other institutions to introduce proactive measures.

1.6 SCOPE OF THE STUDY

The scope of the study was delimited depending on three dimensions, i.e. geographical area, theme and units of observation of the research. Geotropically the coverage of the study area focuses on Addis Ababa city which is the economic and political capital city of Ethiopia. The city has international Airport /Bole Airport/ which serving for air transportation that helps to stopover tourism. The main theme of the study is the practices, opportunities and challenges of

stop over tourism in Addis Ababa, Ethiopia. The study restricted into stopover tourism in Addis Ababa. The study gives emphasize on to assess practice of stopover tourism in Addis Ababa, identify stopover tourism opportunities in Addis Ababa and to identify challenges of stopover tourism in the study area. The results of this study may not be applied to the whole tourism industry of Ethiopia, rather explore the practice, opportunities and challenges of stopover tourism in Addis Ababa, Ethiopia. The third aspect of delimitation for the study is units of observation. In this study, units of observation are the participant of the research from which relevant data are collected. They serve as a primary source of data for the study. The target group for this study includes the government office, NGOs, tour and travel agencies and private companies (star hotels) etc.

1.7 LIMITATION OF THE STUDY

Although this thesis was carefully organized, the researcher still aware of certain limitations and shortcomings. The first limitation was associated with the sample itself. There was a possibility that sample units this might not represent the majority of the population of the intermediate level, so the actuality of the total population might not address. As Dentin and Lincoln (2003) emphasize, “there is no single interpretive truth. The researcher could only rely on the strength of the validating and triangulating procedures he set in place so the output could stand up to analysis

The second limitation expected, some sample units who are very crucial to the study area might hide the limitations from that side, and some sample units expected to hide some facts. The third problem expected getting the main respondents was forced the researcher to rest only on existing respondents and the absence of the representative main respondents was another limitation.

This thesis could not effort to appearance into all these but only considered those thought important and relevant to the research. A limiting and influential factor was the theoretical preference afforded to the framework and collaborations. They have been adequate indeed in highlighting significant categories and pointing to causal mechanisms. However, except for brief comments, they were not examined critically in this thesis.

The final limitation of this thesis was the inaccessibility of some documents. Because of this the point extracted by the researcher was incomplete. There were a few detailed interview records obtained for various reasons, nobody from the study area could produce primary documents.

Thus, the researcher faced problem to obtain a better picture via hard evidence of for the study. Consequently, the researcher had limited ideas about the participation of main person of the area. Although these limitations were remedied somewhat by interviews and analysis of other materials and from some of the respondents have produced more powerful analysis.

1.8 ORGANIZATION OF THE THESIS

This thesis is divided into five chapters, beginning with chapter one which introduces the background, statement of the problem, research questions, research objectives, significance, the scope of the study. The second chapter contains the literature review, where previous research, findings and concepts regarding to the study area are described. Methodological considerations such as study area description, the research design, target population, sampling technique and sampling procedure, sample size, research instruments, and methods of data analysis, validity and reliability and ethical considerations of the study are explained in chapter three. Where as in the fourth chapter the collected data are analyzed and discussed, it provided answers to all of the research questions. The final chapter offers a summary of the main research findings, conclusions and makes recommendations for future research.

1.9 DEFINITIONS OF TERMS

Stopover/Transit/Connection Flight: A travel status of passengers of a given Airlines whereby they are required to stop at a particular point through scheduled flight duration for a specified duration to connect flight to destination points.

Transit Passengers: Passengers of transit status who are required to stop scheduled flight for specified duration to connect flight for a length of stay less than 8 hours.

Layover Passengers: Passengers of stopover/transit status who are required to stop scheduled flight for specified duration to connect flight for a length of stay less than 8 hours.

Stopover Passengers: Passengers of transit status visa who are required to stop scheduled flight for specified duration to connect flight for a length of stay longer than of 2 (Two) days.

Airport Passengers Stopover/Transit Service: Services facilitated and promoted to Stopover passengers to visit the city during over 4 hours of waiting status to connect flight.

CHAPTER TWO

LITERATURE REVIEW

2.1. CONCEPTUAL AND THEORETICAL REVIEW

2.1.1. CONCEPTUALIZING TOURISM

Tourism is the act of travel for the purpose of recreation and business, and the provision of services for this act. Tourists are persons who are "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited" (UNWTO, 2011).

Individuals become tourists when they voluntarily leave their normal surroundings, where they reside, to visit another environment. These individuals will usually engage in different activities, regardless of how close or how far this environment (destination) is (Hall, 2008; Holloway & Taylor, 2006; Jafri, 2002). Therefore, tourists are visitors, and what they do whilst visiting another place may be considered as tourism.

Broader definition for tourism was given by the International Conference on Leisure Recreation Tourism that was organized by the Worldwide Network of Tourism Experts (AIEST) and the Tourism Society in Cardiff, in 1981: "Tourism may be defined in terms of particular activities, selected by choice, and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home". In 1991, the United Nations World Tourism Organization declared that "Tourism comprises the activities of persons travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business or other purposes". At this stage, one could differentiate between domestic and international tourism (Yokel, 2004). The former refers to travel that is exclusively undertaken within the national boundaries of the traveler's home country. The latter refers to travel within the borders of one's home country. Domestic travel will have an impact on the balance of payments and will reduce the outflow of money from the tourists' home country (Mathieson & Wall, 1982).

Tourism is an effective mechanism for economic growth, whether through the creation of new attractions (Waitt, 2001; Getz, 2008) or through infrastructure and enhancements (Briedenhann & Wickens, 2004; Becker & George, 2011; Liasidou, 2012). There is no doubt that international

travel and tourism comprises a major part of the global economy and is the largest service sector in international trade (Lew, 2011).

It is within the top five sources of international export income for over 80% of countries in the world (UNWTO 2001a). International tourism has proven relatively resilient to global economic downturns, continuing a healthy growth in international arrivals despite retraction in other global sectors (Abiven, 2012; Song and Lin, 2010). Destinations see tourism as a way to use their comparative advantages in natural and cultural supply side resources to draw tourist money into the local economy, thereby generating foreign exchange, creating jobs, and enhancing government tax revenues (Hindley & Smith, 1984; Mihalič, 2002;). As an approach to economic growth, tourism may also have fewer environmental and social impacts than extractive industries, such as timber and mining (Hall & Lew, 2009). From a macroeconomic perspective, international tourism contributes to the export income of a destination. Investment in export-led growth is major part of the development objectives of economies that see it as the most secure means of achieving long-term economic growth and livelihood (Nowak et al., 2007). As a result, there is a growing body of academic literature on the empirical relationship between tourism development and economic growth.

2.1.2. General Overview of Tourism Sector in Ethiopia

2.1.2.1 History of Tourism Sector in Ethiopia

Ethiopia's territory includes seven UNESCO World Heritage Sites, four important national parks, a source of the world's longest river (the Blue Nile), and sites revered among adherents to Christianity, Islam and Judaism and diverse African traditional societies. Ethiopia has very distinct cultural and historic products based on (a) ancient Axumite civilizations and the Ethiopian Orthodox Church; (b) the walled Old City of Harar with its seven gates considered as the fourth holiest city in Islam; (c) as a cradle of civilization, with fossilized evidence of the ancestors of homo sapiens as old as 4.4 million years B.C., and the much more famous Dinknesh, or Lucy.

Though Ethiopia faces an image problem for tourists, it is worth noting that this was not always the case. Ethiopia was one of the first African countries to establish a tourist industry. Modern tourism in Ethiopia can be said to have started with the formation of government body to develop and control it in 1961. In common with many other countries (notably Morocco, Tunisia, Egypt and Kenya that also started investing in tourism in the late 1960s), tourism was considered a key

economic growth sector in Ethiopia as early as 1966 when the first Tourism Development Master Plan was developed. Guided by the plan, the government invested heavily in tourism infrastructure in the subsequent decade including establishing Ethiopian Airlines for international and domestic air access, building airfields around the country at key tourism sites, building hotels at or near these sites, and establishing a national tourism operation to take tourists to the hotels and attractions. The main attraction was the “Historic Route” which at the time (1968-73) Ethiopian Airlines was servicing with seven flights per day. The “Historic Route” included Addis Ababa, Lalibela, Gondar, Axum and Asmara

From 1974, for two decades, the Ethiopian tourism industry suffered from the adverse effects of a prolonged civil war, recurrent drought and famine, strained government relations with tourist generating countries, and restrictions on entry and free movement of tourists during the military government from 1974 to 1991. During this period, apart from periodic upgrades of the infrastructure (such as airports and roads), there has been little investment and successive governments have largely overlooked the sector. The tourism sector is in urgent need of reinvestment, in particular, the cultural and natural attractions, and human resources that form the basis of the tourism product, have been completely neglected. Linkages to international tourism networks, both for marketing and research purposes, have also been neglected.

Lack of coordination between stakeholders and the government resulted in poor infrastructure development and under developed tourist sites as well as a shortage of skilled workers in the sector. Generally, there was lack of marketing and promotional strategy as well as low awareness of tourism by local communities. During the last few years, however, tourism has once again emerged as a growth industry taking advantages of the current peace and stability in the country.

2.1.2.2 Trends in International Tourist Arrivals

The direct contribution of Travel & Tourism to GDP is expected to be ETB 20,628.5 million in 2011 (4.6% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists (WTCC, 2011).

2.1.2.3 Trends in Tourism Receipts

The data on tourism receipts is available from 1971 onwards. The receipts show a stagnant and sometimes a falling trend throughout the Derg period. The data shows the trends in tourism receipts and the percentage growth starting from the year 1997.

2.1.2.4 Distribution of Tourist Standard Hotel Accommodations and Transport Facilities

Tourism is to a great extent dependent on the type and quantity of accommodation available. Hotel accommodation is one of the major components of tourism development. A major weakness of Ethiopia compared to its competitors is its hotel supply. In Ethiopia where tourist attraction places are scattered all over the different regions, the distribution of hotel accommodation specially the tourist class ones are a bit unbalanced.

2.1.3. Tourism Policy and Strategy of Ethiopia

According to World Bank, (2006) tourism in Ethiopia generated approximately USD 132 million in the country expenditure from the revenue base of about 150, 000 foreign visitors. The bank thus suggested that formulating a strategy by identifying these potentials leads to promote the growth of Ethiopia's economy. According to the MOFED (2005) though tourism policy is not currently available tourism policy in Ethiopia, the government has already begun formulating a policy and strategy for the tourism sector and many of the ideas are already bulleted in Poverty Reduction Sustainable Programmed (PRSP). The supply chains in Ethiopia of saving the tourism sector are weak and shallow with very little value being added beyond the profitability of the individual service providers, such as tour operators and hotels (WB, 2006). In other countries, studies have shown that this is an important dimension to grow for tourism to be successfully terraced in to the economy. It is because, the more people who participate in tourism economy, the better it tends to perform as a whole. As a result, the participation of the community in tourism destination areas has to be improved by expanding the sources of production and supply of goods and services to tourism sector (Ibid).

2.1.4. Stopover

Due to the dearth of published research into the stopover phenomenon, there is a lack of an accepted definition in the literature of what constitutes a stopover during international air travel. The International Air Transport Association (IATA) defined a stopover as being at least 24 hours at an intermediary port between the departure airport and the final destination (see Beaver, 2005), but did not indicate either an average or maximum length of stay. Also, in this assumption

a stay of less than 24 hours is considered as a layover or airport transit. Technically, however, it is possible for a traveler to spend one night in accommodation at a transit city but still stay less than 24 hours.

Airline stopover programs are not new. Iceland Air was one of the pioneers of this type of program. Iceland Air launched its stopover program in 1948, the year the airline made its debut. At the time, the Program was a necessity as the airline did not have a license to operate directly from North America to Europe. The only way the carrier could fly was to offer a layover in Reykjavik. This led to the idea of allowing passengers to stay for a few days in Iceland at no cost. The initiative's goal was to bolster tourism for the country. It was not until the 2000s that the program started to take off in a big way, as more people became curious about the free stopover and what Iceland could offer as a destination. The success of the Iceland air program led to more airlines and DMOs adopting the concept (PATA, 2019).

This study is interested in the concept of a stopover as involving at least one night in accommodation, with one of the aims being to determine the average length of a stopover during long-haul international air travel.

2.1.5. Tour and Travel agencies

Generally, the travel agents' job is to work out an itinerary that suit their customers' requirements in order to secure reservations from them. This can be achieved by either working through a tour operator or by approaching individual suppliers, directly. The travel agents are usually paid commission by the supplier / tour operator for sales made on their behalf.

However, many airlines have either reduced their commissions (to travel agents) or eliminated them, completely. The travel agents secure specific elements of the tourism product to meet their client needs (Camilleri, M 2017).

Therefore, the travel agents provide a location (either through brick and mortar premises, or online) where potential tourists can seek information on the tourism products; Travel advice on the various options available;

- A booking service to secure reservations, on the various aspects of the product, such as transport, accommodation, sight-seeing, et cetera;
- Support in travel formalities. This may include the procurement of travel documents, including passports and visas;
- The issuance of tickets, vouchers and itineraries for all travel arrangements.

A passport (or identification document) is required to travel internationally, and in some cases a visa may also be needed. The inability to get these documents may hamper the individuals' ability to travel, at least internationally. Moreover, some destinations may have currencies that could not be exchanged in other countries. Alternatively, individuals may have certain restrictions on the transfer of their funds. These issues may restrict international travel, although they could boost domestic tourism (Camilleri, M 2017).

2.1.6. Tourism Flow Models

A better understanding of the intrinsic connections between the air transport and tourism industries can be obtained through the context of tourism flow and airline operation models. Tourism has been recognized as a major global industry since the end of World War II, involving just 25 million international stayover tourists in 1950 but about 1.1 billion in 2012 (UNWTO, 2013). Modelling of the tourism systems within which these industries operate has been undertaken by investigators since the 1960s. Given the topic of this thesis, the transit component of these models is emphasized below.

2.1.7 Mariot's model of tourist flows.

Early tourism models such as Campbell (1967, cited in Prideaux, 2000) and Miossec (1976, cited in Prideaux, 2000) explored the evolving relationship between tourism and transport. Mariot (1969, cited in Prideaux, 2000) developed a theoretical tourist flow model emphasizing the linkage and access routes between the tourist's place of permanent residence and the tourist center. As depicted in Figure 2.1, *access*, *return* and *recreational* routes link the tourist's place of origin with the destination. The access and return routes may be the same and essentially provide a direct link between the two places. Tourists travelling via the recreational route tend to use various tourism facilities along the way and enjoy the whole trip to the destination even though these intervening or transit areas do not constitute the main purpose of their journey (Pearce, 1989). The idea of the recreational route already indicates a fuzzy rather than dichotomous boundary between the 'destination' and the 'transit' process.

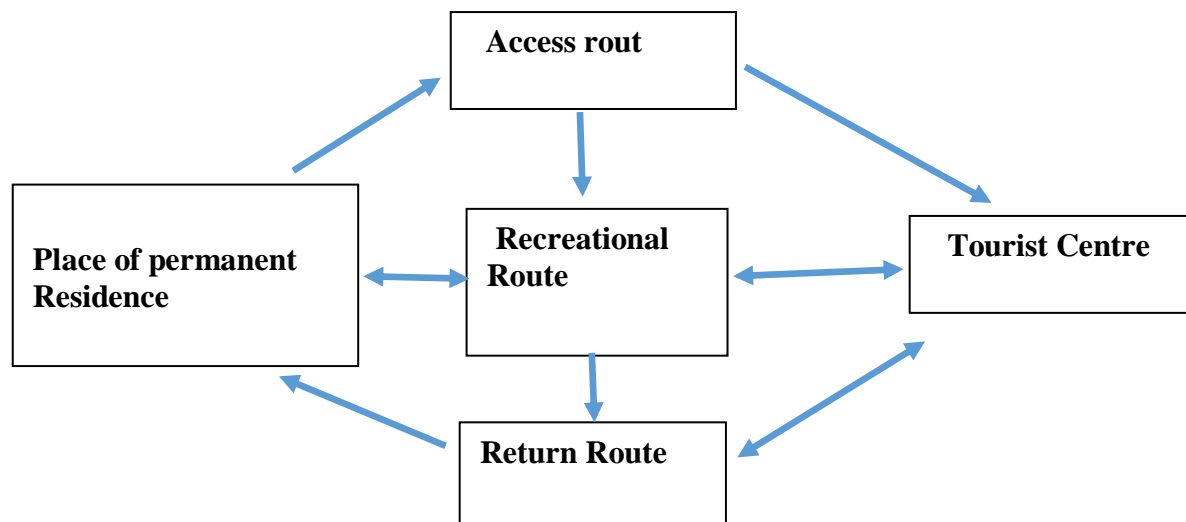


Figure 2.1 Mariot's model of tourist flows between two locations (Pearce 1989, p.6)

The recreational route actually is the main idea of 'touring', that is, participating in various tourism activities on one trip, rather than just a single visit to the destination (Pearce, 1989). The cruise ship industry, to and from the port of embarkation, is essentially confined to the recreational route. Based on this model, it is apparent that tourists can have variable choices to reach destinations. The selection of the route is normally based on the total travel expense as well as tourist's preference (Duval, 2007).

Leiper's basic whole tourism system.

To conceptualize the basic spatial dynamic of tourism, Leiper (2004) developed 'a simple whole tourism system and its environments model' (see Figure 2.2), which minimally requires at least (1) one tourist, (2) one tourist-generating region, (3) one transit route region, (4) one tourist destination, and (5) a travel and tourism industry (Weaver & Lawton, 2010). External technological, political and legal systems will additionally influence the development of the tourism system and the tourist experience. For example, government policies on bilateral air service agreements can significantly affect a country's accessibility (Graham, Papatheodorou & Forsyth, 2008).

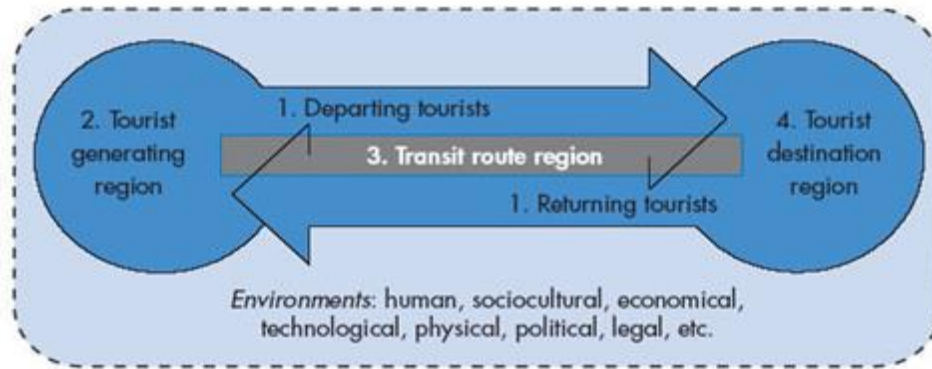


Figure 2.2 Simple whole tourism system and its environments model (Weaver & Lawton, 2010)

Transit region

The different routes linking the origin and the destination developed in Mariot's model have been generalized as the transit route region of Leiper's model. The movement of tourists through this region constitutes the primary flow of energy within the tourism system (Weaver & Lawton, 2010). Leiper (2004), however, also like Mariot recognizes some fluidity between destination and transit by framing the transit route region as a physical space that can include attractions and places where required stops and changes can be made. A specific place for such pauses or changes is the hub, which we add to Leiper's model to emphasize its importance and distinctiveness within the transit process. As depicted in Figure 2.3, the transit region can therefore be differentiated between a transit component where movement (i.e. in an aircraft) occurs, and a hub component where this movement is temporarily interrupted as part of the itinerary. Air transport has become an essential element in the transit component. According to a UNWTO survey of international arrivals conducted in 20 countries (2000, cited in Graham, Papatheodorou & Forsyth, 2008), over 70% of international tourists access their destinations by air, and this proportion is continuing to increase. Although the airlines are able to launch more long-haul flights due to the development of aviation technology (Duval, 2007), airline-related hubs will continue to exist and play a significant role because long-haul flights normally cannot achieve the cost efficiency for airline operation (Wenseveen, 2007).

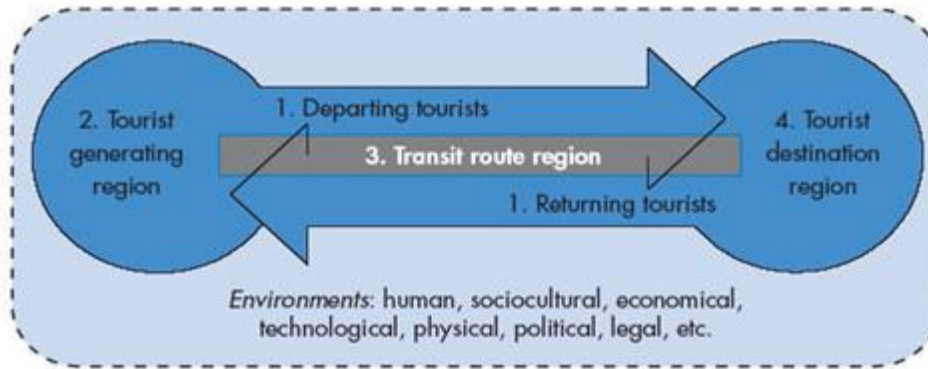


Figure 2.3 Multiple locations of the ‘Hub’ in the transit route region (adopted from Weaver & Lawton, 2010)

The word ‘transit’ means making a passage or a journey from one place to another. In tourism, it indicates the process for tourists travelling from their origin region to the destination region. The places that tourists pass through comprise the transit region. Broadly, transit activity includes moving from one place to another, changing transport modes (e.g. from shuttle bus to cruise) and transferring within the same transport mode (e.g. from one flight to another in a hub airport). At least one transit point is usually required within the transit region for long-haul travelers in particular.

The UNWTO (cited in Weaver & Lawton, 2010) recognizes the unique status of transit by describing the temporary visitors to hubs as ‘stopover visitors’, as distinct from the ‘stay over tourists’ who spend at least one night in the final destination. According to Weaver and Lawton (2010), ‘stopover visitors’ are ‘travelers who stop in a location in transit to another destination’. They are not normally included in tourist arrival statistics from the transit location’s perspective and are not normally subject to usual arrival and departure border formalities. However, in the airline industry, ‘stopover’ means that the passenger has spent more than 24 hours at the transit point. Unless otherwise specified, the term ‘stopover’ used in this thesis refers to the former or tourism perspective.

Despite the critical facilitating role of transit regions and hubs, few studies have emphasized their importance within the tourism system. One reason is that they are often regarded as a taken-for granted and non-discretionary space which the tourist must cross in order to reach their final destination (Weaver & Lawton, 2010). Normally, recreational routes aside, many tourists consider the time spent in transit as wasted due to the fact that the experience is often uncomfortable and boring. Nevertheless, the transit component significantly influences local

landscapes and economies. Once a place is recognized and used as a transit point or region, the development of specialized landscapes in this area will usually accelerate. For example, to avoid the congestion that impedes flight arrivals and departures, airports have to expand their capacity and improve their infrastructure (Page, 2005). In highway transit situations, the major impact is the appearance of 'motel strips' in service areas of highways, along primary roads, and at major interchanges (Weaver & Lawton, 2010). With such facility improvement, more travelers are attracted to the transit area, to the benefit of the local economy. Cruises, which involve many transit points (departure port and ports of call) are a major driver of economic development in regions such as the Caribbean and Mediterranean (Seidl, Guiliano & Pratt, 2006). Normally, cruise travelers need various services, including accommodation, dining and ground transportation, at the departure port and ports of call and would like to visit nearby places of interest. A similar effect is evident in Asian hub airports such as Hong Kong.

Freyer (1993, cited in Grob & Schroder, 2007) indicates that the service quality offered during transit will significantly influence the tourist's overall travel experience. As a result, more attention has been paid by industry stakeholders to this service area and business strategies are developing to improve the quality of tourists' transit experiences. Some facilities and services in the transit region are now being marketed as tourism attractions in their own right, thus further blurring the distinction between the transit and destination components of Mariot's and Leiper's models. For example, Hong Kong International Airport is not only an air transport utility but also a shopping and entertainment precinct, and the new Airbus 380 is not just an aircraft but a comfortable and memorable flight experience. This blurred distinction has been captured in the concept of 'transit tourism', which McKercher and Tang (2004) define as a short-stay visit by transit tourists (i.e. stopover visitors) in the transit point while they are en route to their final destination.

The difficulty of distinguishing between a transit region and a destination is not only due to the idea of 'touring' and the concept of 'transit tourism'. Even within a destination region, multiple transit experiences will probably occur (Weaver & Lawton, 2010). If an inbound tourist in Shanghai would like to visit a nearby place of interest, a one or two-hour transit journey may be required. Additionally, in many instances the location can be important both as a transit point and as a tourism destination (Weaver & Lawton, 2010). Bangkok, as the gateway to Thailand, is a vital transit point for resorts such as Phuket, but in itself is also a major destination. As noted

above, the distinction between a transit region and a destination is particularly ambiguous in cruise tourism (Wood, 2004).

Lohmann and Pearce (2010) further indicate that a place can have different nodal functions based on the number of nights that the passenger stays and the primary reason for experiencing this place. If the passenger's primary reason for experiencing this place is for connecting or transferring and the passenger does not stay overnight, this place can be classified as a transit point. If the passenger only experiences this single place and stays there for more than one night, this place can be then recognized as a tourism destination. In addition, the place can be also considered as a gateway destination, which functions as a transit point and a destination at the same time, if the passenger stays for more than one night at this place in order to transfer to another destination. This function is similar to the aforementioned concept of transit tourism (McKercher & Tang, 2004). Meanwhile, it is believed that there is a crucial link between the nodal functions of the transit place and engagement with the local tourism industry. Appropriate management and promotion for the transit point can yield significant economic benefits for the relevant local stakeholders (Lohmann & Pearce, 2010).

2.2. Empirical review

2.2.1. Role of Transport in the tourism industry

The relationship between transport and tourism has been intensively analyzed over the years. Previous research has shown the existence of a bilateral relationship between transport and tourism (Hall, 1999; Lohmann, Duval 2014; Ivanova, 2017; Luis Fernández et al., 2018). First of all, transport facilitates mobility between the tourist generating regions and the tourist destinations (Page et al., 2001; Lohmann, 2006) creating accessibility and improving visibility (Ivanova, 2017). Moreover, transport is considered a component of the tourism product and is therefore influenced by the increase in tourist demand (Prideaux, 2000; Ivanova, 2017). Also, transportation facilitates the internal mobility of visitors between the different components of the tourist destination (tourist attractions, accommodation units, shopping services, etc.) (OECD, 2016), influencing tourists' perception of the destination and of the tourism experience (Thompson and Schofield, 2007; Ivanova, 2017).

In addition, while transport contributes to the development of tourism, offering accessibility, visibility or being part of the tourist destination, the emergence and consolidation of tourist destinations contribute to the development of transportation networks.

Transportation represents a very complex sector, integrating multiple levels of government and agencies responsible for different modes including land, sea and air transport, as well as private companies (OECD, 2016). In this context, the public-private collaboration, the application of new innovative business models and personalized transport services to revolutionize the way people travel are important issues that authorities need to consider in order to create an affordable, efficient, sustainable, safe and competitive integrated transport (OECD, 2016), in line with regional economic development policies (including tourism).

Airlines are in particular closely connected with tourism development, providing vital links especially for long-haul travel (Tang, Weaver and Lawton, 2017), while tourism, in return, is an important driver in the development of air transport (Bieger and Wittmer, 2006; Tang, Weaver and Lawton, 2017). Both ICAO and UNWTO have been underlining the synergies between aviation development and tourism since the adoption of the “Medellín Statement on Tourism and Air Transport for Development” during the last World Tourism General Assembly (ICAO, 2017).

Similarly, Duval, 2013; Forsyth, 2006, 2008 argues that Air transport and tourism are mutually dependent, with airlines often involved in the planning and development of tourist destinations, while tourism destinations may invest in local airports or the development of new routes (Lohmann & Vianna, 2016). International airline alliances affect tourist destinations by influencing fares and total travel time, connectivity, and cooperative promotion (Morley, 2003a). Low-cost carriers (LCCs) have been found to stimulate demand for destinations in case studies from Korea (Chung & Whang, 2011) and Southern Italy (Donzelli, 2010; Macchiavelli & Vaghi, 2003). Aviation regulatory regimes, aviation liberalization, air transport policies, and ‘open skies’ agreements underpin growth in air travel (Dobruszkes & Mondou, 2013; Zhang & Findlay, 2014), since regulation can influence the range of routes operated by airlines, and hence determine competition, and spatial patterns of tourist travel (Forsyth, 2008). The growing tourism demand requires new airport infrastructure (Martín-Cejas, 2010), development of new

airport routes (Halpern & Graham, 2015, 2016), and coordination between airline, airport, and destination strategies (Lohmann, Albers, Koch, & Pavlovich, 2009).

2.2.2. The potential of “hubs” to generate tourism

Despite the increasingly critical facilitating role of transit regions and hubs, few studies have emphasized their importance within tourism systems or potential for influencing the overall tourist experience. For example, the service quality offered during transit will significantly influence overall tourist satisfaction (Freyer, 1993 in Grob and Schroder, 2007), and competitive business strategies therefore aspire to improve transit experience quality. Some facilities and services in the transit region are now being marketed as tourism attractions in their own right. This blurred transit/destination distinction has been captured in the concept of ‘transit tourism’, which McKercher and Tang (2004) define as a short-stay visit by transit tourists (i.e. stopover visitors) in the transit point while en route to their final destination. It is also captured by Lohmann and Pearce (2010), who argue that a place can have simultaneous nodal functions as transit point and destination based on the number of passenger nights and the primary reason for visiting.

In tourism, the place of origin of tourists and the destinations are connected through transport. Different modes of transport can be combined and interconnected, through a set of links (air routes, highways, railways) and nodes which are part of a transport network (Lohmann, 2006).

According to Lohmann (2006), the transport network comprises the following nodes: “place of origin”, “hubs”, “gateways”, “destination” and the higher number of links they have, the more accessible and transited they becomes.

Hubs and gateways are points of the network where routes converge but they can also represent the place of origin or destination, depending on the itinerary of each tourist. Gateways represent “major entry/exit points for travelers into or out of a national or regional system” (Pearce, 2001, p.30 cited in Lohmann, 2006) and places that provide access to a destination place or region (Lew and McKercher, 2002, p.609 cited in Lohmann, 2006). Hubs have been defined as central distribution points where passenger traffic is concentrated in order to connect for a continuing flight (Huang and Wang, 2017), centrally located points that passenger flows are transiting between origin and destination points (O’Kelly and Miller, 1994 cited in Lohmann, 2006) and strategically located places within transportation systems (Fleming and Hayuth, 1994 cited in

Lohmann, 2006). Moreover, according to Kasarda and Lindsay (2012) and Tigu and Stoenescu (2017), hubs can be referred to as “world’s most central places”, having access to increased passenger traffic.

Bowen (2000) considers that hub cities hold the advantage of being connected with multiple points of the national and international air transport networks (O'Connor and Scott, 1992 cited in Bowen, 2000) and of being exposed to increased passenger traffic, which can represent a possible tourist market (Bowen, 2000).

These cities have the potential to become tourist destinations for transiting tourists depending on their ability to provide attractions and facilities that could determine them to stop for a few hours or days (Lohmann, 2006).

Usually, major hubs and gateways are developed around international airports, which are considered “the most critical and complex setting for the interaction between the tourism and transport industries” (Page, 2005 cited in Tang, Weaver and Lawton, 2017).

According to O'Connor and Scott (1992) and Bowen (2000), “airports are perhaps the most important single piece of infrastructure in the battle between cities and nations for influence in, and the benefits of, growth and development”. Airports support the development of air travel in a country, contribute to economic growth directly and indirectly and are the first place that tourists have access to within the destination. From this angle, their perception of the airport service quality may influence their image of the destination (Martincejas, 2006; Barros, 2014 in cited in Tang, Weaver and Lawton, 2017) and of their overall stay (Grob and Schroder, 2007, cited in Tang and Weaver, 2013 and Tigu and Stoenescu, 2017). Moreover, their experience while transiting an airport may be a factor in their decision of returning for a stay over in the future (Tang, Weaver and Lawton, 2017; Tigu and Stoenescu, 2017).

2.2.3. Potential of Ethiopia for stopover tourism

Ethiopia has a rich religious and cultural history, as well as numerous natural wonders – it hosts 10 UNESCO World Heritage sites. It undoubtedly has the potential to offer tourists a wide range of exciting activities, some of which are described below. Addis Ababa itself is an intriguing city to visit. It’s a complex city experiencing tremendous growth while blemished with poverty and

grime. The city holds hope for unsurpassable development, not only for the city itself, but as a stimulus for Ethiopia at large, and the East African region in general.

Ethiopia's Ministry of Culture and Tourism (2015) lists some of the natural highlights available to gallant visitors who venture out from Addis Ababa. These include the Simien Mountains National Park, a UNESCO World Heritage site, which boasts spectacular geographic landscapes and unique wildlife; the Mago National Park on the eastern bank of the Omo River; Lake Tana, the source of the Blue Nile and home to the Blue Niles Falls; and Sof Omar cave system, the most extensive underground cave system in the world, and currently an Islamic Shrine with a religious history spanning thousands of years. The country has a rich cultural diversity reflected in the 88 languages spoken. The Ministry (2015) further suggests that the tourist to Ethiopia can visit and learn of the Semen Mountain people, home to Ethiopia's mother language, Amharic; the Konso fortified settlements; and the Omo people in the Omo National Park.

Christians and Muslims live in peaceful co-existence and are proud of their significant historical significance in places such as Axum, home to historical monoliths and regarded as the holiest city in Ethiopia; and Lalibela, which is termed the Eighth Wonder of the World and is regarded as one of the holiest cities worldwide with churches hewn out of rock dating back to the 11th century AD (Ministry of Culture and Tourism, 2015). There are also a range of other buildings scattered throughout the country, such as Fasil's Castle Gondar in the city of Gondor dating to the 17th century AD. Cheng (personal communication, 2015) describes the remarkable religious context of travelling in Ethiopia:

From an archaeological perspective, Ethiopia has a number of fascinating finds. The Tiya Stones is a UNESCO World Heritage Site comprising 36 standing stones – a prehistoric burial ground of the ancient Ethiopians. The Lower Awash area is currently an archaeological compound, where archaeologists are excavating a gorge that was home to the earliest of mankind's ancestors. 'Lucy', dating back to 3.5 million years, and 'Ramides', dating back to 4.4 million years, were both discovered in Ethiopia (Ministry of Culture and Tourism, 2015).

Among the major advantages Ethiopia has in tourism development is its World class airline. Ethiopia's airport has seen spectacular development from a relatively small stop for a few airlines in the beginning.

The success of Ethiopian Airlines is having a positive but limited impact on Addis Ababa. In-transit accommodation is growing in the city and hotels are getting face-lifts, stimulating some

tourism, construction, and job creation (Mkhabela, 2015). However, Ethiopia is considered lagging in tourism in Africa, ranking 17th on the continent with regards to overseas tourists, although the tourism sector has the potential to overshadow coffee exports, currently the country's biggest foreign income generator (Jeffrey, 2014).

In addition to the available attraction sites and world class airline the country especially Addis Ababa (the capital city) has now developing star hotels that can accommodate tourists. The city is described as a “dynamic city with vibrant cultural and entertainment options”. The many international standard hotels like Sheraton, Radisson, Hilton etc... are another important asset to the city. The construction of new hotels is happening quickly, and other fields still have to adapt to this development. The Hotel industry in Addis Ababa is booming. One of the various reasons for this development is that the city, as it has been the location of the African Union (AU) since 2002, is now known as the political and economic center of Africa. The United Nations Economic Commission of Africa (UNECA) is also settled in Ethiopia's capital. Aside from that, Addis Ababa has the third highest number of diplomatic missions in the world. Therefore, it has become the “leading conference and event tourism destination in Africa) and is of particular interest for political personalities as well as for tourists who look for a diverse insight into the African continent (Sustainable Tourism Master Plan 2015).

It is clear from the above discussion that Ethiopia has huge inherent tourism potential, yet the practice and adoption of stopover tourism is a very recent phenomenon. Stopover tourism in the country in general is at its infancy and plagued with numerous challenges. The question arises as to what the Ethiopian government and concerned private organizations like tour and travel agencies has done to address it's proactively?

2.2.4. Destination and Transit Image

High service quality and consequent satisfaction with airlines and airports during the transit process may help to create positive images of both the transit hub and transit movement (flight) components of the transit region, and also the host destination, thus stimulating interest among stopovers to re-visit in the future as stay over tourists. It is important therefore to understand the phenomenon of image as it pertains to the destination and transit components of the tourism system. Due to sustained growth in tourism, destination choices for consumers continue to

expand. Therefore, destination marketers, potentially including airlines and airports, are now faced with challenges in influencing consumer decision-making in an increasingly complex and competitive global market. To better position a tourism destination, a distinctive and appealing image of the destination must be fostered as part of a broader awareness of that destination (Echtner & Ritchie, 2003).

Destination image can be defined as ‘*an attitudinal concept consisting of the sum of beliefs, ideas and impressions that a tourist holds of a destination*’ (Crompton, 1979, p.18). According to the World Tourism Organization (1979), destination image can be also considered as ‘an aura, an angle, and a subjective perception accompanying the various projections of the same message transmitter’. Such an image can exist only if there is at least a small amount of knowledge about the destination. Destination image is important for tourism destination development, since it can affect the tourists’ subjective perception, consequent behavior and destination choice (Gallarza, Saura & Garcia, 2002). Destination image, in addition, can influence satisfaction as tourists normally compare the reality encountered at the destination with expectations created by previously held images (Chon, 1990). Therefore, it is argued that destination image should be as original as possible, truthful, and capable of being implemented at a cost appropriate to its attractiveness (Lawson & Baud-Bovy, 1977). Guthrie and Gale (1991) believe that consumers’ motivation to act is influenced more by perception than reality, implying that images are at least as important as tangible resources.

2.2.5. Opportunities of Stopover for tourism

Stopover Programs have many benefits, including: Bringing immediate incremental arrivals; encouraging repeat visits; Bringing economic benefits to airlines and local industry stakeholders (operators, hotels, and attractions); attracting travelers that did not previously consider destination a priority; and Benefiting the traveler by allowing two destinations with one airfare (PATA, 2019).

Stopover Programs leverage an airline route to attract specific markets on long-haul flights, promoting stopovers as a ‘gateway’ to a region. According to Bowen (2000), places being part of an international airline network have wider access to global flows of goods, people, information, ideas, and capital.

After the liberalization of air traffic, most airlines have adopted the hub-and-spoke system, consisting of increased stopover traffic in specific hub locations (Page, 2007 cited in Tang,

Weaver, Lawton, 2017) and a network made of interconnected links and nodes, with functions of origin, destination, hub or gateway (Pearce, 2001 cited in Lohman et al, 2009). While all nodes can be considered possible origins or destinations, hubs and gateways have the advantage of being very well connected (Lohman et al., 2009), in both domestic and international airline networks (O'Connor and Scott, 1992, cited in Bowen, 2000). According to Kasarda and Lindsay (2012), hubs are considered “world’s most central places”, concentrating a high number of passengers. The same authors argue that there are more passengers passing through Heathrow Airport than “Britain has citizens”. Moreover, the transiting traffic generated by international hubs represents a potential tourism market (Bowen 2000).

Airports started to become more than a travel infrastructure, some of them turning into tourism attractions in their own right (Tang, Weaver, Lawton, 2017, Gheorghe, Sebea, Stoenescu, 2017). Identified as „quasi-destinations“ by Tang, Weaver, (2013), some airports offer a variety of commercial facilities such as shops, hotels, restaurants, business centers (Seyanont, 2011, Gheorghe, Sebea, Stoenescu, 2016).

2.2.6 Covid 19 and Tourism Sector

According to Tourism Society in Britain, “tourism is the temporary short-term movement of people to destination outside the place where they normally live and work and their activities during the stay at their destinations, including movement for all purposes, as well as day visit or excursions”. Tourism mostly depends on the range and types of accommodation available at the destination. Accommodation is a core of the tourist industry, and plays a distinctive role in the development of this ever-expanding industry. Tourism also tends to give support to local handicrafts and cultural activities in both urban and rural areas. Expenditure by tourists has a multiplier effect and generates considerable tax revenue for local economy. Tourism has become a major and an integral part of economic, social and physical development (Viyaja, 2016). It comprises complete system of nature, the universe, the space and the galaxy which includes the man and his activities, wildlife, mountain and valleys, rivers and waters, forest and trees, social and cultural system, flora and fauna, weather and climate, sun and the sea. Tourism is a service industry, consisting of transportation, accommodation and hospitality. The term tourism and travel are often use interchangeably though literally there is a difference. The tourism industry is a major sector of the economy of any nation. The constituents of the tourism industry are varies

ranging from small-scale businesses operating at local levels to multinationals. More over these different components are closely link to each other. This linkage is there in spite of the competition within one set of constituents. The tourism industry is made of the following,

- a. Hotel and hospitality, this includes lodges, resorts, tourist homes, guesthouses, restaurant and eatery among others.
- b. Transportation services that include air, water, road, rail and foot.
- c. Entertainment services that is casinos, social halls, churches and mosques.
- d. Information services that is travel agencies, tour operators etc.
- e. Attraction services both natural and manmade.
- f. Education and research, which is tertiary colleges and universities.
- g. Stakeholders that is shareholders, local community and the government.

According to the World Tourism Organization (2020), the international tourism has indicated continues growth for the tenth consecutive year reporting 1.5 billion international tourist arrivals in 2019 and estimated 1.8 billion of international tourist arrivals by 2030)people are forecasted to be. Reporting the COVID 19 or the Corona outbreak started from Hubei province, Wuhan City in China in November 2019 and spread all over the world by March 2020 has been remarkable in world history as the most challenging tragedy occurred in the world after decades may be the World War II. The major disruptions on the global economy from the transmission of this virus especially to the retail sector, food, consumer goods, healthcare delivery and a potential curtailing of travel and tourism as major drivers of the most of the countries in the world is in immeasurable and severe than expected by many. The situation shall be strategically addresses with suitable proactive and reactive measures. Considering the current situation and to overcome future threats to ensure the socio economic wellbeing of all humans keeping space for increased travel and tourism.

However, the decisions on limiting the movements of people and commodity mainly affected to the industries like tourism, because, tourism include air transportation, rail way transportation, food handling, accommodation sector, entertainment and recreation etc. it impact on COVID- 19 pandemic on Ethiopian tourism and hospitality sector. Being a country has very less experiences on health system with respect to technical and technological to protect such types of pandemic in the globe. Ethiopia was to clear mechanism to mitigate the risk of the pandemic and survive the country economy and social problem. However, after the pandemic case reported in Ethiopia was

the Government is highly participate to make measurements, policy and rule to mitigate the pandemic consequences in the country. Due to this, regular hand wash policy, social distance, use mouth and nosh protective masks. There are number of service providers such as accommodation suppliers, travel agencies, event coordinators, and transportation Suppliers etc. At the current situation they don't receive any income from their tourism products. Therefore it is important protect this sectors and remain them for cater the future tourism demand to the country. Otherwise, this may lead to reallocating the resources to other industry where Tourism industry would face the challenge of finding the service providers in the future. To overcome this situation, it is good to release them from their business loans temporarily, help to retain the employees in their organization. Using the tourism resources, like hotels as quarantine centers with a monthly rental to the organizations. With the available technologies and medial advancements, it is expect to overcome from this emergency within a short period. Hence, safeguarding the tourism industry would be a good investment in the future development of the country.

2.2.7. Safety and Security

Defining terms is a pre-condition to be understand by the readers. In the new Oxford dictionary, safety defined as “the condition of being protected from or unlikely to cause danger, risk or injury” and security as “the state of being free from danger or threat” Pearshall (2001, as cited in Albrechtsen, 2003). In addition, she articulates that the thought behind both of the terms is to take care of people by eliminating any hazards and threats and ensuring a safe and secure environment. Furthermore, she states that the difference between them is that safety is concerned especially with the protection of human lives and health while security adverts to the protection against criminal activities. From this point of safety and security definition safety is more or less comfortableness of places or things for users it is about the high level of access with no doubt to consume and walk out in the area of human preferences. While security stands for not being abuse by any accidental occurrences. Moreover, she argues that incidents within the field of safety are often unplanned criminal acts that derive from a thoughtless action (Albrechtsen, 2003). In this case, most people act deliberately without the intention to achieve a particular effect. Because these hazards are often tangible and observable, it makes it easier to get a general

idea of the problem and therefore makes it easier to prevent or at least control them (Albrechtsen, 2003).

2.2.7.1. Tourism Safety and Security

In fact that all humans are threatened with both safety and security issues not only in their routine life situations, like driving a car, going to work and doing sports, they are also confronted with them in their social environment, in private and public surroundings as well as while going on vacations. Specifically, In relation to tourism and its ranges of tourist activity assuring safety and security are undoubtedly part of the most important aspects of this industry (Neumayer, 2011). As Pizam and Mansfeld (2006), Tourism safety and security depend on the four possible generators of the given security situation that might harmfully affect the tourism system are crime-related incidents, terrorism, war, and civil/political unrest. On the other hand, Mavondo, (2006) Terrorism; war and political instability; health risks; cultural and language difficulties; and crime are among the five Major risks associated with tourism; upon these, there is an absolute (actual) and perceived personal risk tourists experienced.

There is evidence that suggests that few if any; major tourist destinations are invulnerable from the incidences of harassment and crime against tourists in the region (Garraway, 2002). By Pizam and Mansfeld, (2006), as they stated that no matter, on a typical security incidents tourist confronted with, it always negatively affects all tourism stakeholders.

However, the decision making the process by tourists failed on both their personal characteristics and touristic, it is necessary for putting different factors into consideration that have an influence on the tourists travel decision. Neumayer (2011), as already pointed out terrorism, epidemic diseases, car hijacking is perceived as a potential risk factor that might deter tourists from traveling to countries within the Sub-Saharan region. Whereas in other study illustrated that epidemic diseases, crime-related incidents and terrorism were the top three positions of tourists risk perceptions (Moreira, 2007). However, the position among the three travels deters attributes, not similarly put. Both don't indicate the degree of their rank influence the travel decision.

2.2.7.2. Destination Safety

Safety or perceived safety of a destination has unhidden reason for preference of holiday; No people want to be concerned about the possibility of violence when they were on holiday. Consequently, tourists are more likely to choose a destination where risks to safety are perceive

to be minimal (Allen, 2000). According to Reisinger, (2005) believes, to create a favorable environment for tourism development. it is important to understand how potential tourists experience their environment in terms of safety; Since safety and security is one of the five pillars that essentially complimented to tourism development if an area which is under suspension of hazards or crime tourism either couldn't be developed or managed following this tourist will never have demand for such area. According to Fofie, (2014) in his study findings, safety, and security attributes never been generalized; continent as a single destination, since individual destinations may have its own features specifically the Africa continent in contradiction of many studies generalization that Africa as a single destination as risky for tourists.

2.2.7.3. Tourists' Perception of Destination Safety

The perceptions that developed by tourists lead the destination under puzzle for destination development and marketing. If a tourist feels unsafe or threatened at a holiday destination, he or she can develop a negative perception of the destination. This negative perception can be very damaging to the destination's industry and can result in the decline of tourism to the area. This decline can happen in the following ways: Potential tourists may decide not to visit the destination. because it has the status of having a high crime rate; If tourists sense risky at the host country, once they will not participate in activities outside their accommodation facility; in addition Tourists, who felt threatened or insecure, are not to be expected to return to the destination and are not possible to recommend the destination to others (George, 2003). According to Alenna and Frederic, (1999) stated in contemporary ages, there has been an excess of criminal incidents at international tourist destinations. For instance, Tourism of Egypt, Florida, Kenya, Spain, Lebanon, and Yemen, have been affected by reports that tourists have either been held hostage or been accidental victims; targets of crime or terrorism resulting in injury, rape, torture, and, sometimes, even death. A common finding is that the safety and security of tourists are essential for a prosperous tourist destination. If the destination choice is narrowed down to two alternatives which promise similar benefits, the destination that is less costly and the safe from threat, is likely to be chosen (Mawby, 2000).

2.2.7.4. Pre-trip perception of the destination's safety

According to Fofie, (2014) examined in his study, that inbound tourists perceived the destination to be safe before deciding and making the trip. According to this argument, the studies try to

confront that if the host region is very safe travelers may not incur extra costs like insurances and bubble accommodations this situation makes the host region either choose with regard of the budget and time tourists have.

On warding 1990 safety and security in tourism become very multifaceted by its nature following its high integration in global communication media, trade, internet web, traveling security, destination safety; it also stagnantly affected by the region so common action and approaches are necessary needed to the tourism safety & security to reach this very complex nature with integrated provision (Istv, 2011). Therefore, in the pre-trip with no arguments every tourist demand which is safe & secure destinations for their holiday.

Either following this, the researcher intended to reach, tourism activities in Ethiopia affected by the regions political turmoil or not, since Perceived risks were generally stronger predictors of avoiding regions than of planning to visit them.

2.2.8 Demand & growth for air transport

Air transport is essential for world businesses, creating jobs and opening up new market opportunities by attracting businesses to locations in the developed and developing world. It moves products and services quickly over long distances, enabling economic and social interaction among communities. It is becoming increasingly accessible to a greater number of people who can now afford to travel by air for leisure and business purposes. More than 1.6 billion passengers worldwide use the world's airline for business and leisure travel. It is expanding twice as fast as the general output of the world economy, with further growth potential expected over the next two decades. In the developing countries, air transport accounts for nearly 80% of international tourist arrivals (Aero-Tech Magazine, 2007).

Air transportation has had great impact on economic activity but it differs from other transportation modes because of its distinctive characteristics: speed, cost, flexibility, reliability and safety. It is the only feasible long-distance transportation mode for high value perishable commodities and time-sensitive people and is often the only means of Access for geographically isolated areas.

Over the past 20 years, air travel grew by an average of 4.8% each year. This was despite two major world recessions, terrorist acts, the Asian financial crisis of 1997, the SARS1 outbreak in 2003, and two Gulf wars. On average over the next 20 years, passengers travel will grow at 5%

per annum. The fastest growing economies will lead the transformation into a more geographically balanced market (Summary Outlook, 2008-2027).

Tourism is a social phenomenon that promotes the movement of visitors to a destination with certain natural or artificial features aimed at leisure, business, education, and vacation objectives (Gonzalez Fonseca, 2012). Currently, tourism is the world's largest industry and is valued at somewhere between USD\$3 to \$3.5 trillion, and it accounts for more than 10% of total employment, and 11% of global GDP (WWF International, 2001). Similarly, the direct contribution of travel and tourism to Ethiopian GDP was 4.1% of the total GDP and accounts for 8.4% of the total employment (creating 2,326,500 jobs), and 2.9% in the total investment of the country in 2015 (WWTC, 2017).

However, managing the rapid growth of tourism and it is sustainably is a Challenge for many destinations (Weber, et al. 2017). According to Tekabe (2016), the tourism industry in Ethiopia has a number of challenges and opportunities. He distinguished that lack of promotion, lack of physical infrastructure, misperceptions the images of Ethiopia and shortage of trained human power as major challenges of tourism industry in Ethiopia. Vellas (2011) stated that it is newly emerging industries and became an increasingly important source of income, employment and wealth in many countries. On the other hand, various factors have been affecting sustainable development of the tourism industry worldwide. According to Philip (2017) factors, affecting tourism industry development may be either internal or external. External factors like weather, safety, access to amenities, peace, and security may affect the development of the tourism industry (Becken, 2010).

Likewise, internal factors like inadequate infrastructures, weak human resources, low marketing and promotion strategies (Mekonen, 2016; Selemon and Chiranjib, 2018), and weak linkage with international organizations can hinder the development of tourism industry in a given place (Tadesse, 2015; Yimer, 2016).

CHAPTER THREE

RESEARCH METROLOGY

This chapter presents a description of the methodological procedures that were employed in the study. It describes the area in which the study is carried out, the approach and techniques of sampling, data collection instruments used in the data collection and justifications of the choice and data analysis techniques.

3.1 RESEARCH SITE DESCRIPTION

The study is conducted in Addis Ababa, the capital city of Ethiopia. It is where the African Union is headquartered and where its predecessor the Organization of African Unity (OAU) was based. It also hosts the headquarters of the United Nations Economic Commission for Africa (ECA), as well as various other continental and international organizations. Addis Ababa is therefore often referred to as "the political capital of Africa" due to its invaluable historical, diplomatic and political roles in Africa (Berhanu, 1996).

Addis Ababa's climate is subtropical with precipitation varying considerably by the month. There is a variation in the city's highland climate zones, with temperature which can go up to 10 °C (18 °F), depending on elevation and prevailing wind patterns. Year round, the temperatures is moderated by the high elevation and its proximity to the equator results in constant monthly temperatures. As such the climate would be maritime if its elevation was not taken into account, as no month is above 22 °C (72 °F) in mean temperatures (Climate-Data.org, 2015).

Addis Ababa bole International Airport is the largest in Ethiopia and it's the center hub for its national airlines. There are a number of stopover tours available here. The city has this largest international airport creates opportunities for big business. Because Ethiopian largest airport is busy and around 12 million passengers a year pass through it usually on their way to somewhere else. In addition to, because of Bole International Airport stopover tours by getting out of the airport during transit.

Addis Ababa also blessed in different tourist attraction that helps to stopover tourism development. Some of the city tourist potentials are: national Museum of Ethiopia, Mercato Market, Entoto Hill and Entoto Park, ethnological Museum, The Mausoleum of Menelik II, Hot Air Balloons, Menelik II Square, City Walking Tour, Unity Park and Wedajenet Park etc.

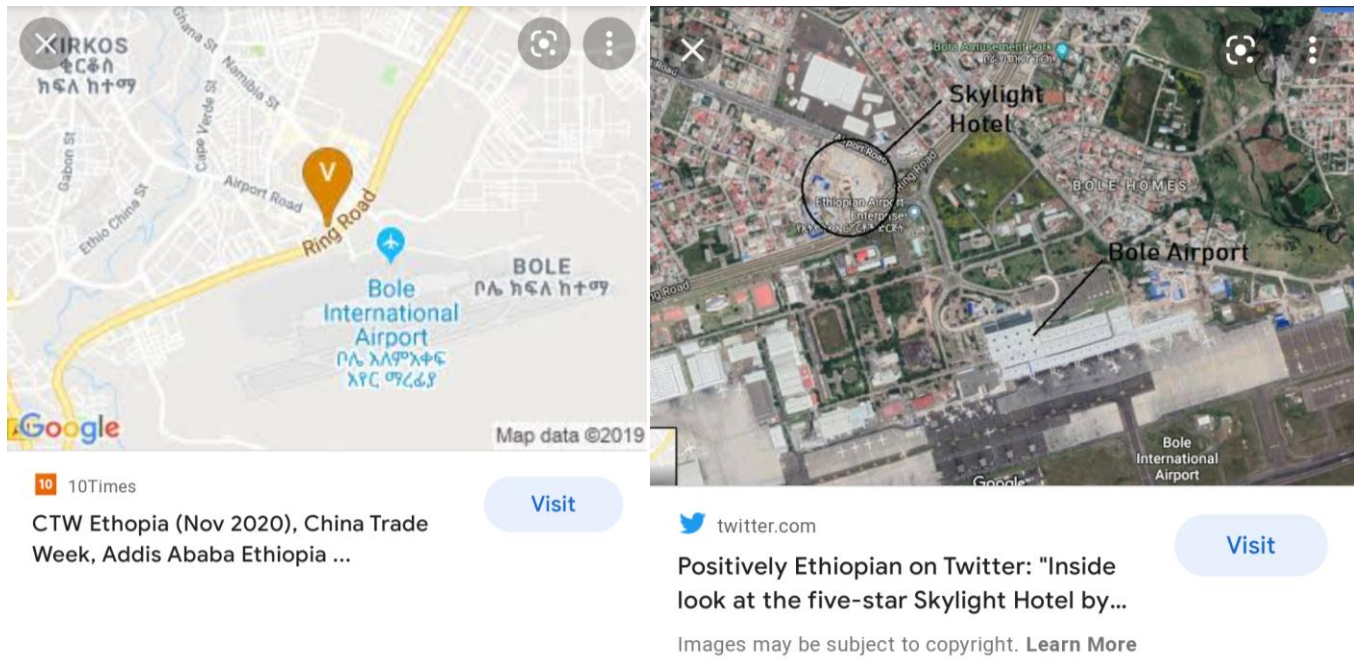


Figure 3.1 Map of Addis Ababa with Sub-Cities
Source Goggle Map (201

3.2 RESEARCH DESIGN

Basically, research can be structured by three types of research design. According to Shiu et al., (2009) and Saunders et al., (2003) there are three different types of research design, namely, Exploratory, Descriptive and Explanatory.

The researcher used descriptive research design, it deals with the exact situation, place or event. In this research design there has to be a clear view of those particular phenomena on which the data going to be collected. It creates the exact summary of a particular events and situation. Descriptive research aims to accurately and systematically describe a population situation or phenomenon. It can answer also what, where, when and how questions. It also open the door and use a wide variety of research methods to investigate one more variables. Because of these feature the researcher used descriptive research as a design.

3.3 RESEARCH METHOD

Qualitative method focuses on distinction or attributes than amount. In qualitative method, data is presented in the form of quotations, or descriptions of the phenomenon. One of the most common techniques of data gathering applied in qualitative method is interview. On the other hand, quantitative method focuses on information that is numerical, and it is confirmatory in nature. Qualitative method isolates variables to explain causal relation between them and determines the magnitude and frequency of the relationships. Common techniques applied in quantitative method are: surveying with questionnaires.

Taking this advantage in to consideration, researcher decided to employ both qualitative and quantitative methods (mixed methods). Mixed methods involved the collection and analysis of qualitative and quantitative information in a single study. The main reason why the researcher used mixed method is that integrating qualitative and quantitative methods about a situation results better understanding than using only one of the pure methods. According to Creswell (2003), confirms this fact as follows. Mixed method enables to understand a problem more comprehensively. He further explained mixed method as applying mixed methods gives opportunity to build knowledge on pragmatic grounds and bases the research on the techniques that can best address the problems and questionnaires at hand.

3.4 SAMPLE SURVEY

In the nature of the study different type of population is engaged as a sample included managers at different levels of star rated hotels in Addis Ababa, tour and travel companies, Ethiopian Airlines concerned body and Tourism Ethiopia were participants in this study.

Table 3.2 Summary of Sample Survey

No	Survey Conducted	Research Tools	Sample Size
1	Tour and travel companies employees	Questioner	75
2	Hotel managers	Interview	10
3	Ethiopian Airlines concerned body	Interview	2
4	Tourism Ethiopia Managers and Employees	Interview	2
Total			89

Source own survey, October 2020

3.5 SAMPLING TECHNIQUES

Sampling techniques, which consist of probability and non-probability sampling, enable researchers to identify and select a representative subject that represents the target population. For this research, purposive sampling technique, which is one of the methods of non-probability sampling, will be employed. Purposive sampling is a non-probability sampling method and it occurs when “elements selected for the sample are chosen by the judgment of the researcher. Purposive sampling is sometimes referred to as called judgment sampling techniques. It will be used to select representative respondents of the study area. Researchers often believe that they can obtain a representative sample by using a sound judgment, which will result in saving time and money.

3.6 DATA COLLECTION METHODS

The main sources used for this study comprise primary as well as secondary data. The primary data was collected through interviews and questionnaires. Regarding the secondary data, the researcher was employed published and unpublished sources such as, magazines, proceedings, pamphlets and articles.

3.6.1 Interview

According to (Kothari, 2006), “an interview is a set of questions administered through oral or verbal communication, tape recorder, or is a face to face discussion between the researcher and the interviewee respondent”. The purpose of this interview was to collect detailed information through measuring attitudes, feeling and approach of the respondents about the stopover tourism challenge, practice and opportunities. It also helped to assess Addis Ababa city the effectiveness of stopover tourism and allowed the respondents to use their own words to answer the questions and was encouraged to express their thoughts and gave them a chance to show their freedom of expression.

The researcher was interviewed key informants through semi structural interview of data collection instrument from Hotels manager, Ethiopian Airline, Tourism Ethiopia. They were chosen based on the knowledge they have within in the area.

3.6.2 Questionnaire

A questionnaire is a set of questions which are usually sent to the selected respondents to answer at their own convenient time and return back the filled questionnaire to the researcher (Novatus Bartholome, 2013). Therefore, in addition to Interview the researcher used structured questioner to collect the data with Tour and travel company's employees. Questionnaires help to cover large sample at low cost. The researcher believed that asking several questions around the major concerns of the inquiry was one appropriate technique to promote accuracy.

3.7 METHODS OF DATA ANALYSIS

This section discussed the process of analyzing the data once it collected, transcribed and coded. To achieve the objectives of the study data analyzed through both qualitative and quantitative approaches. Data analysis is the process of developing answers to questions through the examination and interpretation of data. Once the data collection was over, the findings were being written using thematic analysis method; by analyzing the content of interviews, and discussions. Once the data was received, it would be edited by checking for missing data or unfilled sections of the questionnaire. Only sections properly filled were used. The statistical software used to analyze was SPSS version 20 (statistical package for social sciences). Data collected was quantitative data. Descriptive statistics in this study helped to describe, showed and summarized the large amount of data collected in the meaningful manner. The descriptive analysis adopted in this study has included frequencies and percentages. This was the most appropriate in order to deduce any patterns emerging from the data for meaningful interpretation.

3.8 VALIDITY AND RELIABILITY

To make the data gathered from different interviewees valid, the researcher documented it both in written and in audio recordings form and translated the concepts directly from word to word. In other words, the information from the informants will be interpreted accurately. In order to make the collected data reliable and the results representative is carried out with in the concerned body like Tourism Ethiopia, Ethiopian Airline, Tour and travel companies and hotel managers. Besides, to enhance the reliability of the primary data the researcher was used secondary sources as verification.

3.9 ETHICAL CONSIDERATIONS

Ethics of a research is the consideration of ethical principles that include different codes of conduct addressed by researchers. The researcher adhered to all principles like honesty, objectivity, integrity, carefulness, openness, respect for intellectual property, confidentiality, responsible publication, responsible mentoring, respect for colleagues, social responsibility, nondiscrimination, competence, legality, animal care, human subjects protection(David B. Resnik, 2015). Strictly and avoided unethical issues such as submitting others' works as owns work, accrediting colleague without any contribution for this research, the use of inappropriate statistical technique, using others' works without acknowledgement, Therefore, taking the nature of this study under consideration, participants were told the nature of the study to be conducted and given the choice of either to participate or not. More specifically, for ethical clearance the researcher confirmed to respondents about brief description of the nature of the study, a description of what participation would involve in terms of activities and duration, the guarantee that all response remains confidential and anonymous, an offer to provide detailed information about the study.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 RESPONSE RATE

This research attempts to assess challenges, opportunities, and practices of stopover tourism in Addis Ababa city. In order to come up with the results a survey was conducted on employees of 6 Tour and travel agencies.

This chapter presents the results of the study based on the analysis of the data collected from the respondents and discussion of results based on the literature reviewed. As indicated in the methodology section, this study is conducted using a questionnaire filled by respondents and interview was conducted for selected Hotel managers, Tourism Ethiopia management staffs and Ethiopian airlines concerned bodies. A total of 75 questionnaires were distributed out of which 65 were returned (with a response rate of 87%) and 10 questionnaires were discarded due to the incompleteness of data. Therefore, 65 questionnaires were considered for the data analysis. The data received from the respondents were analyzed using frequency distribution table and charts.

4.2 DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Demographic information about respondents is shown below:

I. Sex Composition

Table 4.1: sex of Respondents

	Frequency	Valid Percent
male	41	63.1
female	24	36.9
Total	65	100.0

Source: Own Survey, 2021

The demographic data for gender shows that out of the 65 respondents (24(36.9%)) respondents are female and (41(63.1%)) respondents are male. As table 4.1 shows the majority of respondents are male that represented 63.1 percent, while females represents the remaining 36.9 percent.

II. Age of respondents

Table 4.2: Age of respondents

	Frequency	Valid Percent
18-33	30	45
34-49	25	39
50-65	10	16
above 65years	0	0
Total	<u>65</u>	<u>100.0</u>

Source: Own Survey, 2021

The instrument administered categorized the age of respondents into four major categories namely: 18-33, 34-49, and 50-65 and above 65. Accordingly, the results were 46.1%, 38.5%, 15.4% and 0% respectively. The majority of the respondents fall under the age group of 18-33. Thus, it can be implied that the randomly selected respondents were younger.

III. Educational Level of Respondents

Table 4.3: Educational Qualification

	Frequency	Valid Percent
Certificate	0	0
Diploma	5	7.7
Degree	38	58.5
Masters	22	33.8
Above Masters	0	0
Total	<u>65</u>	<u>100.0</u>

Source: Own Survey, 2021

While conducting the study the researcher absorbs that from the response of the questioner, there is no employee which have certificate, from the target population of the study. The table 4.3 shows those respondents educational level ranges from Diploma to master's degree. To be particular, (5(7.7%)) percent of the respondents holds diploma, majority of the respondents which are (38(58.5%)) of the respondents hold Degree, and (22(33.8%)) percent of the respondents hold Masters. From this, one can understand that most of the respondents are degree holders; it also implies that most probably the participants of the study easily understood the

questions while they fill the questionnaires. This will be very valuable for the findings of the study.

Iv. Work Experience

Table 4.4: work Experience in the industry

	Frequency	Valid Percent
1-10 years	62	95.4
11-20 years	3	4.6
21-30 years	0	0
31-40 years	0	0
41 and Above	0	0
Total	<u>65</u>	<u>100.0</u>

Source; Own Survey, 2021

As seen from the Table 4.4, the percentage response of the respondents on years of experience in tourism industry is tabulated. As shown on the above table, 62(95.4%) had been working between 1-10 years and only 3(4.6%) persons had been working for about 11- 20 years at tour and travel agencies. There is no employee that that work more than 20 years.

4.3 Practice of stopover tourism

According to Pacific Asian Traffic Association (PATA), 2019 Stopover is a package which allows the passenger to leave the airport and visit historical, cultural, religious, and natural tourist attractions around the city before returning to the airport to continue to their final destinations.

The below listed questions assess the stopover tourism practice in Addis Ababa and tour and travel companies relationships with Ethiopian airlines in development of stopover tourism.

Table 4.5: stopover practice in Addis Ababa

No.			Frequency	Valid Percent
1	Did you know about Stopover Tourism	yes	63	96.7
		no	2	3.3
	Total		65	100.0
2	Does stopover tourism differentiate from other type of tourism	yes	35	53.8
		no	30	46.2
	Total		65	100.0
3	Does your company offer stopover tour services	yes	65	100
		no	0	0
	Total		65	100.0
4	Does your company use different marketing strategies	yes	9	13.9
		no	56	86.1
	Total		65	100.0
5	Does your company work in cooperation with Ethiopian Airlines	yes	35	53.8
		no	30	46.2
	Total		65	100.0
6	Does Ethiopian Airlines Provide visa easily for stopover tourists	yes	63	96.9
		no	2	3.1
	Total		65	100.0

Source; Own Survey, 2021

Due to the dearth of published research into the stopover phenomenon, there is a lack of an accepted definition in the literature of what constitutes a stopover during international air travel. The International Air Transport Association (IATA) defined a stopover as being at least 24 hours at an intermediary port between the departure airport and the final destination (see Beaver, 2005), but did not indicate either an average or maximum length of stay.

Based on the above table, 4.5, 63(96.7%) of respondents were responded that they have information about stopover tourism and only 2(3.3%) of respondents responded they didn't have

any information regards stopover tourism. This indicates that most of tour and travel companies' employees have knowledge/information about stopover tourism.

Interview result support that Stopover package is away that a traveler let to leave the airport and visit historical, cultural, religious, and natural tourist attractions around the city before returning to the airport to continue to their journey.

According to the results on table 4.5, 35(53.8%) of the respond that they have known the difference between stopover tourism and other types of tourism. 30(46.2%) respondents can't differentiate stopover tourism from other types of tourism. From the above result one can shows that most of employees have known the difference between stopover Tourism and other types of Tourisms.

The results in the above table indicate that all 65(100%) of employees respond that their company (currently they are working with) Provide Stopover tourism in Addis Ababa As well as other Parts of the country.

According to interview results Tourism is the process where people from one place to another go for enjoyment and spend the time. It play great role for the development of a country.

Interview results also shows that most of the respondents have stated that currently tourism is one of the fastest growing sector in Ethiopia .According to interviewee's response major importance's of tourism are listed below;

- ✓ Helps the country Economy at Macro and Micro Level
- ✓ Increase FDI investments
- ✓ Build Country Image
- ✓ Helps to gain Foreign Currency
- ✓ job opportunities and services (Transport services, Hotels service, Tour and Travel Agencies)
- ✓ Increases the number of travelers by Ethiopian Airlines
- ✓ Increase local communities income who are working around tourist sites

As well as the above response the responses from interview agrees that stopover tourism is one of many ways to attract international travelers to introduce once country/city cultural, natural, historical and religious tourist attractions. Stopover tourism makes travelers journey interesting by different tour packages during their travel.

Most of Tourism Ethiopia and Ethiopian Airlines staffs have detailed information about Stopover tourism except for Hotel managers, they have little information about stopover tourism.

According to the responses, there was a general agreements that stopover tourism encourages a variety of cultural activities and that travelers promotes cross cultural exchange. They also acknowledged that stopover tourism provides employment opportunities and is one of the means of income generating in the city. In addition to the above listed benefits it can be experience sharing for travelers with other travelers that help to promote the tourist attractions and Ethiopian airlines.

As it can be seen from the above table, 56(86.1)% of the respondents indicated that their company doesn't have/use Different Marketing Strategies to promote Tourist Sites in Addis Ababa and About their service packages. While 9(13.9%) respondents respond that their company used different types of marketing strategies to promote tourist sites in order to increase their sales.

The closer analysis of the result leads to the conclusion that promotion about stopover tourism is very weak some efforts made to promote the tourism using government medias, Airlines website and pamphlets but it is restricted only in shady numerous tourism resources were not promoted well and it asks more and more effort to attract tourists and investors as well as to ensure stopover tourism development. Promotion work has not been made aggressively using national and international Medias.

About 35(53.8%) of the respondents stated that their company work in cooperation with Ethiopian Airlines. Similarly 30(46.2%) of the respondents stated that their company doesn't work in cooperation with Ethiopian airlines. The result depicts that there are significant number of travel agents that doesn't work in cooperation with Ethiopian Airlines.

Although Majority of the respondents respond their company is working with Ethiopian Airlines closely, there are also high number of response which doesn't work closely with Ethiopian airlines. Therefore, Ethiopian Airlines should include (offer a way) to all tour and travels companies with in its stopover tourism packages.

The results on table 4.5 revealed that 63(96.9%) of the respondents agree with there is an easy visa process at Ethiopian airlines website and also at the Terminal while 2(3.1%) of the respondents stated that Ethiopian Airlines Doesn't provide travelers visa easily.

4.4 Challenges of stopover tourism

According to Kidane-Mariam, J Tourism Hospit, 2015 In the Addis Ababa-Upper rift valley corridor, the practical challenges facing the tourism development sector include: significant absence of textual information on tourist destinations’ physical and cultural features; poor sanitation standards and conditions in smaller hotels and restaurants; chronic begging and ‘tourist baiting’ on streets and tourist sites; mismanagement and/or neglect of existing tourist destinations and resources (e.g. Sodere, Langano, Ankober); lack of trained manpower in the tourist corridor; neglect of important cultural sites and facilities (e.g. Addis Ababa Museum, Ankober historical site, Langano resort) and lack of strict control and regulation of tourist related infrastructures and services and site developments.

This part tries to assess the major factors that affect the stopover tourism practice in Addis Ababa.

Table 4.6: challenges that affect stopover tourism practice in Addis Ababa

		Agreement level	Frequency	Valid Percent
1	I did not have information about Addis Ababa stopover tourism	strongly disagree	20	30.6
		disagree	43	66.1
		neutral	2	3.3
		agree	0	0
		strongly agree	0	0
		Total	65	100.0
2	The reservation technology is not advanced and easy to use.	strongly disagree	0	0
		disagree	23	35.4
		neutral	10	15.4
		agree	32	49.2
		strongly agree	0	0
		Total	65	100.0
3	Transport services doesn't uses advanced technology and are not easily accessible	strongly disagree	5	7.7
		disagree	12	18.6
		neutral	6	9.2
		agree	33	50.7
		strongly agree	9	13.8
		Total	65	100.0
4	There are sufficient hotels, lodges, pensions and services for tourists	strongly disagree	0	0
		disagree	15	23.2
		neutral	9	13.8
		agree	40	61.5
		strongly agree	1	1.5
		Total	65	100.0

Source; Own Survey, 2021

As the table shows (4.6) the first question indicates that (30.6% and 66.1%) of the respondents strongly disagree and disagree respectively with lack of information about stopover tourism. The rest 2(3.3%) of the respondents agree with the lack of information about stopover tourism.

The result depicts that majority of respondents agree with that of there is no information gap about stopover Tourism within the employees of tour and travel employees.

Travelers nowadays can obtain detailed room information from the internet. Travelers can also check the availability status of rooms, as well as the weather conditions of a locale. Besides this, they can also foresee the upcoming events which will help them to further plan their vacations (Bilgihan & Bujisic, 2015).

Majority of the respondents agree that hotels doesn't use advanced technology in Addis Ababa. According to (Billgihan & Bujisic 2015) advanced technology can help travelers to check availability, status of rooms for future vacation plan. So, using outdated technology have impact on development of stopover tourism.

On the same table, it has displayed that 32 and 10 (49.2% and 15.4%) of the respondents that strongly agree and agree respectively responded with that the reservation technology in hotels at Addis Ababa is not advanced and easy to use. While (15.4%) of the respondents are neutral the rest of the 13(20%) of the respondents disagree that the reservation technology in hotels at Addis Ababa is not advanced and easy to use.

The interview results also shows that Currently, The online reservation system plays an important role in today's hotel and airline booking procedures. In Addis Ababa many hotels have online reservation system but their functionality is in question. Payment modes are obsolete as compared to the current financial and technological integration in other countries.it hard for international travelers to book from abroad.

From the data depicted on the above table employees were asked their agreement level on the Transport services usage of advanced technology and accessibility. The data shows that majority of respondents 33(50.7%) and 9(13.8%) agree and strongly agree with the easily unreachability and unable to use advanced technology in transport services. While 6(9.2%) of respondents remain neutral 12(18.6%) and 5(7.7%) disagree and strongly disagree respectively with the easily unreachability and unable to use advanced technology.

On the last question of table (4.6) 1 and 40 number of the respondents strongly agree and agree by 1.5 percent and 61.5 percent on the availability of sufficient hotels, lodges, pensions and services for tourists in Addis Ababa. Although 9(13.8%) of the respondents are neutral the rest 15 (23.2%) of the respondents disagree with the availability of sufficient hotels, lodges, pensions and services.

Table 4.7: challenges that affect stopover tourism practice in Addis Ababa regards promotion, research and conservation.

1		Agreement level	Frequency	Valid Percent
1	There are potential tourism resources but they are not well promoted	strongly disagree	0	0
		disagree	1	1.5
		neutral	6	9.3
		agree	35	53.8
		strongly agree	23	35.4
		Total	65	100.0
		2	There are potential tourism resources but the concerned bodies are not giving due attention for the development of the sector	strongly disagree
disagree	34	52.3		
neutral	6	9.2		
agree	15	23.1		
strongly agree	7	10.8		
Total	65	100.0		
3	There are potential tourism resources but they are not researched	strongly disagree	0	0
		disagree	7	10.7
		neutral	20	30.8
		agree	30	46.1
		strongly agree	8	12.3
		Total	65	100.0
4	There are potential cultural and natural tourism resources but they are not well conserved	strongly disagree	0	0
		disagree	5	7.7
		neutral	5	7.7
		agree	45	69.2
		strongly agree	10	15.4
		Total	65	100.0

Source; Own Survey, 2021

According to the results on table 4.7, 35(53.8%) and 23(35.4%) of the respondents agrees with availability of potential tourism resources/tourist attractions in Addis Ababa but they agree with that the resources are not well promoted. While 6(9.3%) of employees remains neutral the rest 1(1

5%) number of respondents disagree with the unavailability of promotion for potential resources. The results in the above table indicate that all 65(100%) of employees respond that their company (currently they are working with) Provide Stopover tourism in Addis Ababa As well as other Parts of the country.

To strengthen the idea interview was held with Tourism Ethiopia office, the experts stated that off the challenges that hinder the development of stopover tourism, the activity of promotion about stopover tourism is very weak some efforts made to promote the tourism using government medias, Airlines website and pamphlets but it is restricted only in shady numerous tourism potentials of the study area were not promoted well and it asks more and more effort to attract tourists and investors as well as to ensure tourism development in the area.

The results on table 4.7 revealed that 15(23.1%) and 7(10.8%) of the respondents agree and strongly agree respectively with there are potential tourism resources but the concerned bodies are not giving due attention for the development of the sector. while 6(9.2%) of the respondents remain neutral that of the gov't giving attention for tourist attractions. The remaining 34(52.3%) and 3(4.6%) of respondents disagree and strongly disagree with the statement stating the concerned bodies are not giving due attention for the development of stopover tourism.

Ethiopian Sustainable Tourism Master Plan stated that Ethiopia possesses remarkable tourism potential in its unique and largely unexplored cultural, historical, and archaeological and natural resources. Those resources key to attract visitors and are the basis on which to build a strong tourism industry. With its 3,000 years of history and more than 80 ethnic communities each with their own distinct languages, cultures and traditions, Ethiopia stands out as a unique country in Africa (ESTMP, 2015).

From table 4.7, it is clearly revealed that the employees of tour and travel companies agree and strongly agree with the question on the availability of potential tourism resources but they are not researched on agreement level of 30(46.1%) and 8(12.3%). From the total number of respondents 20(30.8%) of respondents shows neutral. The results in the table further depict that 7(10.7%) of employees disagree with the question states tourism sites are not researched.

As described on the above table most of respondents respond that 45(69.2%) and 10(15.4%) of employees agree and strongly agree that cultural and natural tourism attractions are not conserved

properly. 5(7.7%) of employees are impartial on the question. The rest 5(7.7%) respondents disagree with conservation of potential tourist attractions.

Table 4.8: challenges that affect stopover tourism practice in Addis Ababa regards accessibility, safety, security, infrastructure and trained man power

1		Agreement level	Frequency	Valid Percent
1	The tourist attraction sites in Addis Ababa are accessible to all types of tourists	strongly disagree	0	0
		disagree	0	0
		neutral	3	4.6
		agree	57	87.7
		strongly agree	5	7.7
		Total	65	100.0
2	The city is safe for travel around all of it tourist sites at day and night	strongly disagree	0	0
		disagree	25	38.4
		neutral	20	30.8
		agree	20	30.8
		strongly agree	0	0
		Total	65	100.0
3	There is a disruption of infrastructure	strongly disagree	0	0
		disagree	8	12.3
		neutral	20	30.8
		agree	22	33.8
		strongly agree	15	23.1
		Total	65	100.0
4	There is Lack of Well-trained tour guides	strongly disagree	0	0
		disagree	14	21.6
		neutral	16	24.6
		agree	35	53.8
		strongly agree	0	0
		Total	65	100.0

Source; Own Survey, 2021

Among the basic elements of tourism industry, the most essential thing is that accessibility of tourist attractions or tourism potentials. Without accessibility thinking about tourism development is like undefined dream, it is difficult to move forward and sustain tourism development. Therefore, when we see the respondents return to the idea of accessibility most of the respondents were give their answer none of the respondents were disagree with the question of accessibility that means the tourism potentials are accessible for all types of tourists, from the total respondents around 3(4.6%) of respondents were choose to say nothing and the other

57(87.7%) and 5(7.7%) of the respondents were agree and strongly agree respectively with the question.

Tourism and security are unavoidably interwoven phenomena, and security is very likely the single most important determinant of a tourist destination. Security fears such as terrorism, war, crime and political unrest are travel barriers and affect tourist decision making when selecting a particular destination. A large volume of studies demonstrated that tourist destinations are deeply affected by perceptions of security and the management of safety, security and risk. Destination security concerns obviously have the capacity to affect the flow of international travelers as demonstrated by many studies undertaken in different parts of the world. Evidences show that substantial declines in global visitation are recorded due to the lack of safety and security in tourist destinations (Zahed, Behnaz and Mana, 2017).

Therefore, as indicated in table 4.8 the sample respondents return their response on this idea is as follows most of respondents about 20(30.8%) of the respondents were agreed that the city is safe instead of Peace and security for all types of tourists, from total respondents about 20(30.8%) of the respondents were neutral and the other 28(38.4%) were disagreed to the question.

As depicted in table 4.8 from the total sample respondents 22(33.8%) and 15(23.1%) of respondents were agreed and strongly agree with the question on the disruption of infrastructure in the city, 20(30.8%) of respondents were neutral with the idea and the rest 8(12.3%) from the total respondents were disagree with the question.

In tourism industry professionals and trained man power is the main inputs for the development and activities of stopover tourism. Without the professionals and well trained human resource it is difficult to activate the tourism industry, every moment and activity should be supported by professionals. Thus in table 4.8 the respondents put their return for the provided questions therefore, most of the respondents around 35(53.8%) of respondents were agreed to the question that is tourism officials/tour guides are not well trained, 16(24.6%) of the respondents were also neutral say nothing to the question and lastly the rest 14(21.6%) of the respondents were disagree to the question.

In addition to the above results the interview results lists down the major challenges faced by travelers during their stay in the city;

- ✓ Insecurity to travel at night in the city, burglars, street dogs
- ✓ Potential political unrest in Ethiopia. Spontaneous and unpredictable events, such as work stoppages and demonstrations
- ✓ Fear of Covid 19 (Peoples doesn't wear masks at public places(that makes them uncomfortable during their stay)
- ✓ Network interruption/blockage/
- ✓ Lack of Utilities when their day trip in the city
- ✓ Lack sufficient Translator (local and international languages)
- ✓ Lack of well-trained tour guide which knows the city well

4.5 opportunities of stopover tourism

Table 4.9: opportunities stopover tourism bring for the city and other stakeholders

1		Agreement level	Frequency	Valid Percent
1	In Addis Ababa stopover tourism benefit those involving in the industry	strongly disagree	0	0
		disagree	10	15.4
		neutral	10	15.4
		agree	25	38.4
		strongly agree	20	30.8
		Total	65	100.0
		2	The stopover tourism activity have positive effect on image building of the country	strongly disagree
disagree	0	0		
neutral	0	0		
agree	35	53.8		
strongly agree	30	46.2		
Total	65	100.0		
3	Essential tourism facilities and services like telecommunication, electricity....are available satisfactory	strongly disagree	14	21.5
		disagree	22	33.9
		neutral	5	7.7
		agree	15	23.1
		strongly agree	9	13.8
		Total	65	100.0
4	Tour guides in Addis Ababa are trained professionals	strongly disagree	10	15.4
		disagree	20	30.8
		neutral	13	20
		agree	12	18.4
		strongly agree	10	15.4
		Total	65	100.0

Source; Own Survey, 2021

The data illustrated in table 4.9 shows that respondents have agreeing level of agreement about stopover tourism benefit those involving in the industry. 20(30.8%) and 25(38.4%) of respondents strongly agree and agree respectively with that stopover tourism importance for all stake holders(Hotels, tour and travel agencies, transport providers, Ethiopian airlines, translators etc...).while 10 (15.4%) of respondents remain neutral the rest 10(15.4%) disagree with the benefit of stopover for all stakeholders.

Based on the above table, 30(53.8%) and 30(46.2%) of respondents responds respectively that stopover tourism activity have positive effect on image building of the country.

Beside the accessibility for the tourism potential essential tourism facilities like Telecommunication and electricity are primary facilities to begin the infant tourism activity. Due to the attention given to distribute the electricity and telecommunication by the government all over the country. Therefore, as depicted in the above table employees were asked their agreement level on the availability and satisfactory level of Essential tourism facilities and services like telecommunication, electricity in Hotels and in the city. The data shows that majority of respondents 22(33.9%) and 14(21.5%) disagree and strongly disagree with the satisfactory level availability. While 5(7.7%) of respondents remain neutral 15(23.1%) and 9(13.8%) agree and strongly agree respectively with the satisfactory availability of tourism facilities and services.

According to Tosun and Temizkan (2004), tour guides shoulder big duties and responsibilities in the tourism industry. Not only does the work of a tour guide involve the transmission of information, but it also involves presenting it in an interesting and sincere manner (Ap & Wong, 2001). In addition to this, tour guides play an extremely important and diagnostic role on tourists' remaining pleased with tour organization and travel experience (Zengin & Yıldırğan, 2004).

As it is indicated in table above, 12(18.4%) and 10(15.4%) agree and strongly agree with the availability of trained professional Tour Guides in Addis Ababa. 13(20%) of employees remain neutral. The remaining 20(30.8%) and 10(15.4%) disagree and strongly disagree with the availability of trained man power (Tour Guides).

The above data was backed by the interview result one of the challenges in development of stopover tourism is lack of tour guides most of the guides doesn't have enough knowledge of the

destination’s tourist attractions as well as the knowledge of culture of customers they are serving. Tour manager/tour operator, therefore, might also provide internal short courses to improve this knowledge for tour guides. Additionally, the ability of tour guides to handle complaints and to solve problems or conflicts in the tour is a significant factor leading to the success of a package tour. Because of this reason, tour guides have to be keen to realize all of abnormal things that happened in a tour. They also should show sound judgment in solving the problems to avoid the disagreement among tourists that may break the tour’s atmosphere. Consequently, understanding the culture of tourists in various countries, again, is an important skill of tour guides.

Table 4.10: opportunities for stopover tourism practices in Addis Ababa.

1		Agreement level	Frequency	Valid Percent
1	The city is safe for international visitors	strongly disagree	5	7.7
		disagree	10	15.4
		neutral	40	61.5
		agree	10	15.4
		strongly agree	0	0
		Total	65	100.0
2	The government is ready to support the tourism activities	strongly disagree	1	1.5
		disagree	6	9.2
		neutral	8	12.3
		agree	30	46.2
		strongly agree	20	30.8
		Total	65	100.0
3	Addis Ababa has fabulous historical, cultural and natural attractions	strongly disagree	0	0
		disagree	0	0
		neutral	0	0
		agree	55	84.6
		strongly agree	10	15.4
		Total	65	100.0
4	Well known Airline	strongly disagree	0	0
		disagree	0	0
		neutral	0	0
		agree	60	92.3
		strongly agree	5	7.7
		Total	65	100.0

Source; Own Survey, 2021

Safety and security are essential factors that influence the success or failure of the tourist industry. Administrators at tourist destinations need to confirm the safety and security of tourists

at the destination as well as while tourists are in the route because tourists seem to choose a destination where threats to safety are minimal. The result presented in table 4.10 shows regarding the safety of visitors in the city 10 (15.4%) agree and strongly agree with the city is safe for international travelers. While 40(61.5%) number of respondents remain neutral. The Remaining 10(15.4%) and 5(7.7%) of respondents disagree and strongly disagree respectively with the safety of the city for travelers.

To strengthen the above respondents' idea additional interview was held with hotel managers, airlines works and tourism experts at tourism Ethiopia. They explained and clarified that for instance, it is stated that "The State Department alerts U.S. citizens to the potential for unrest in Ethiopia. Spontaneous and unpredictable events, such as work stoppages and demonstrations still occur, a state of emergency remains in force. This kind of statements and other political instabilities within the country makes travelers feel unsafe.

In relation with the question asked for the sampled respondents about the readiness of the government to support the tourism industry the respondents give their response. As table 4.10 shows that from the total respondents about (46.2% and 30.8%) were agreed and strongly agree that the government is ready to support the tourism industry, from the respondents (12.3%) of the respondents were neutral just to say nothing and also the rest (9.2% and 1.5%) were disagree and strongly disagree to the question. Generally, the sample respondents' response that in table 4.10 regarding the question of government readiness to support the tourism activities in the study area it shows that the government is ready to support Tourism activities in Addis Ababa.

Interview results shows that the government is giving special attention for tourism sector. There are different opportunities in development of stopover tourism in Addis Ababa, Ethiopian Government providing tax incentives and duty-free privileges for new hotels.

- ✓ The government/Tourism Ethiopia participates in development of stopover tourism in collaboration with Ethiopian Airlines.
- ✓ Ethiopia's government has long supported the development of hospitality assets going as far as providing tax incentives and duty-free privileges for new hotels to support tourism.
- ✓ Providing Transit visa easily process and e-viza for travelers

As a country, Ethiopian government begin to support the industry and GTP is prepared, the GTP aims at doubling the tourist arrivals from 500,000 to 1 million, and a twelvefold increase in

tourist expenditures from 250 million USD in 2010 to 3 billion in 2015. The Government is also now in the process of embarking on the second GTP which seeks to propel the country to middle income status by 2025. Accordingly, building on the success of the GTP1, GTP2, further sets high targets for the tourism sector to be achieved by 2025 of course, while these targets may seem ambitious, they fully reflect the aspirations of the country becoming one of the Five Top Destinations in Africa by 2020. To help ensure that tourism growth delivers broad and equitable social, economic, and environmental benefits, the government of the FDRE adopted the National Tourism Development Policy in 2009 (ESTMP, 2015-2025).

As it can be seen from the above table, 55(84.6%) of the respondents indicated that Addis Ababa has fabulous historical, cultural and natural attractions. In addition to that 10(15.4%) of employees strongly agree with the existence of tremendous Tourist Sites in Addis Ababa.

Interview results shows that The respondents agrees with that Addis Ababa is one of the historical cities enrich with different cultures, religions, natural, historical attractions and world class Airline which it makes the city attract tourists. Also the city is settlement of many international organizations i.e.; AU (Africa Union), UNISA (United Nations Economic Commission of Africa). Addis Ababa is also have an interesting night life(cultural singing and dances), as Ethiopia is origin place of coffee visiting coffee shops, a lot of historical squares,

The city has also different Tourist attractions;

- ✓ National museum
- ✓ Largest outdoor Market Place in East Africa
- ✓ Wedajent Park
- ✓ Sheger Park
- ✓ Unity Park
- ✓ Entoto Park
- ✓ Gulele Botanic
- ✓ Different city tours
- ✓ Different Day Hiking Groups

As interview results shows in recent times hiking groups has been emerged and that can be potential resources in stopover tourism development in making travelers experience enjoyable. City development in infrastructure eases traveler's challenges in their stay.

The results shows that all of employees of tour and travel companies agree with the availability of tourist attractions. While conducting the study the researcher grips that from the response of the questioner, All of the respondents 60(92.3%) and 7(7.7%) agree and strongly agree with how Ethiopian Airlines is recognized in Africa and the world. The result is supported by monthly selamta magazine (2019) released by Ethiopian Airlines as stated below.

According to Ethiopian airline monthly Selamta magazine (2019) the airline has also become one of Ethiopia's major industries and veritable institution in Africa. It commands the lion share of the pan African network including the daily and double daily east-west flight across the continent. The Ethiopian airline currently serves 100 international and 21 domestic destinations operating the newest and youngest fleet.

Interview results recommend that among the major advantages Ethiopia has in stopover tourism development is its World class airline. Ethiopia's airport has seen spectacular development from a relatively small stop for a few airlines in the beginning. So, the airline should work closely with tour and travel companies and hotels by developing different package to offer to travelers in order to make Addis Ababa tourist center and make their transit memorable.

Addis Ababa has more than enough tourism resources but little has been known. To develop stopover tourism, Tourism Ethiopia should work in preserving existing tourist attractions, and developing and promoting public festivals for international Medias.

Information is one of the basic thing that can lead any sector to success. To develop stopover tourism all stakeholders as well as local community in the city should have a detailed information on the meaning of stopover tourism and the importance of it to the city, community and other stake holders.

In order to enhance stopover tourism development Continuous standardization and inspection of tourism service institutes such as hotels, lodges, restaurants, cafeterias, bars, and tour guides should be done on regular basis so as to improve the quality of service rendered to tourist and

maximize tourists experience and length of stay and spending in tourism destination. Also the below listed recommendations are stated by the interviewees;

- ✓ Promoting of Tourist Attraction resources
- ✓ Inviting international organizations as FDI to involve in stopover tourism sector
- ✓ Creating peace and stability with in the country
- ✓ Giving due attention for the safety of travelers in the city day/night
- ✓ Improving hotel, transport, air ticket booking
- ✓ developing tourist attractions sites
- ✓ creating international HUB
- ✓ Improving Hotel services/Accommodation

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

This chapter summarizes the findings followed by conclusions and recommendations. Limitations and implications for future research are discussed at the end.

In this chapter the conclusions and recommendations are discussed. For clarity purpose, the conclusions are based on the research objectives of the study. Based on the findings of the study recommendations are made to government bodies, Tourism Ethiopia, Ethiopian Airlines, Hotels and Transport service Providers and Tour and travel Companies.

5.1 CONCLUSIONS

According to the research findings, stopover tourism is becoming familiar in Addis Ababa in recent years. Tourism Ethiopia and Ethiopian airlines plays vital role in development of stopover tourism. Ethiopian airlines started stopover package during Ethiopian holidays, it also started e visa or on desk support at the airport for travelers to get transit visa easily. In addition to that Ethiopian airlines provides transportation From/to Hotels for traveler who want to visit Addis Ababa in their transit.

As mentioned by the respondents Addis Ababa has many Historical, cultural, religious and natural historical tourist attraction like national museum, largest outdoor market place in Africa “mercato” ,Red terror museum, Ethiopian Ethnological museum. Also, the newly opened tourist attraction parks (Unity Park, Entoto and Wodajinet Park) create opportunities for the city in development of stopover tourism. Currently the above listed Parks are become most favorable places for travelers.

The research finding revealed that traveler doesn't have much knowledge about stopover packages and the tourist sites in Addis Ababa. Lack of information about the city, Inconvenience on safety and security of tourists had the highest influence on stopover tourism market followed by civil disobedience, civil unrest, state of emergency in the city and Covid 19. Therefore, it can be concluded from the research that inconvenience on safety of tourists and Covid 19 has become highest challenges that influence stopover tourism and overall tourism market.

Another noteworthy concern is inefficient tour service companies, inadequate trained manpower, outdated reservation system at hotels and transportation service providers, disruption of infrastructure facility (water and electricity), limited access to finance for tour and travel companies make the development of stopover tourism challenging.

Whereas there are also many opportunity created recently: Tourism Ethiopia started to work hand to hand with Ethiopian Airlines in development of stopover tourism, the newly opened UNITY PARK, ENTOTO PARK, WEDAJINT PARK are becoming favorable tourist sites. Ethiopian airlines started stopover packages, made easy transit visa process, Lower loan interest rate for Hotels and tourism industries, Duty free Privilege for Hotel and Apartment furnishing.

5.3 RECOMMENDATIONS

Based on the findings, the researcher proposed the following recommendations to alleviate potential challenges on stopover tourism and improve stopover Tourism development.

The findings have revealed that although the city has potential tourist sites. Its tourist sites are not well researched, conserved and promoted for travelers effectively. In order to increase traveler's stopover tourism, the government as well as concerned stakeholders should look to raise their promotional budget to persuade travelers to come back and boost the activity. In addition to that promotion can also attract foreign investors to invest in tourism sector in Addis Ababa/ Ethiopia. In Promoting Tourist sites Ethiopian Airlines might play a great role by putting signs/pictures of tourist sites on its website, tickets, and displays on terminals etc...

Now a days Due to political unrest with in the country and COVID 19 Maintaining the safety and security of travelers/tourists is being clearly the highest priority. Therefore, it's recommendable that the government should pay special attention on stability of the city and build country image. Hotels, transport service providers and Tour and Travel agencies should have strong and user friend digital platform for Room booking, transportation and electronic payments for travelers safety and to make their stay ease and comfortable.

Continuous standardization and inspection of tourism service institutes such as hotels, lodges, restaurants, cafeterias, bars, and tour guides should be done on regular basis so as to improve the quality of service rendered to tourist and maximize tourists experience in their transit.

Tourism Ethiopia/Tour manager/Tour operator might also provide short courses to update and improve knowledge of tour guides about tourism attraction sites in Addis Ababa. On the top of this issue, in fastest growing countries like Ethiopia, where the tourism sector is at its early stage and tourism tour operators are not plenty to meet the demand of their customers, it has become mandatory for government of a nation is to pay special attention for such sector—including thorough and periodic analysis over the trends in the growth of this sector, supplying this sector with the required skilled man power, furnishing this sector with the required infrastructure, and allocating financial resources.

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APPENDIX A: QUESTIONNAIRE

Questionnaire to be filled by Employees of Tour and Travel Company employees

Dear Respondent,

First of all I would like to thank you for taking your time to read and fill this questionnaire.

My name is Befekadu and I am a graduating Master of Tourism development and management program at Addis Ababa University. This questionnaire is to be used solely for the research I am undertaking in order to fulfill my thesis work required to complete my study.

The aim of this research is to assess practice, opportunities, and challenges of stopover tourism in Addis Ababa city. Your participation is invaluable and will remain anonymous. Circling the number that reflects your true opinion is very important for its success.

The questionnaire is divided in to two parts. Please read the instructions carefully before starting to answer. Once again, thank you for your participation.

Please tick in the most appropriate box. [] or []

PART I.

A. General information

1. Kindly indicate your gender:

Gender: Female Male

2. What is your age range?

18 to 24 Years 25 to 29 Years 30 to 34 Years 35 to 39 Years
40 to 44 Years above 45 Years

3. Education level:

Certificate Diploma Degree Masters Above Master

4. Number of years in the company:

1-10 11-20 21-30 31-40

PART II. Practice of stopover Tourism

Please tick in the most appropriate box. [] or []

1. As a Tour and Travel employee, did you know about Stopover Tourism?
Yes No
2. In your opinion, does stopover tourism differentiate from other type of tourism services?
Yes No
3. Does your company offer stopover tour services in Addis Ababa? If your answer is ‘yes’ what are frequent challenges you face? _____
Yes No
4. Does your company use different marketing strategies to travelers to inform about tourist attraction sites in Addis Ababa?
Yes No
5. Does your company work in cooperation with Ethiopian Airlines to promote Historical, cultural and natural attractions in Addis Ababa?
Yes No
6. Does Ethiopian Airlines Provide visa easily for stopover tourists? Yes No

PART III. CHALLENGES OF STOPOVER TOURISM

The statements written below are concerned with potentials, challenges and opportunities of stopover tourism development in Addis Ababa. In each statement you are expected to rate the scale of your choice from one up to five. Choose one from the following lists based on your agreement to the statements given. Your rate of scale of choices are given from 1-5 or from strongly agree – strongly disagree. The rate of scale of 1 indicates I strongly agree and the rate of scale of 5 indicates I strongly disagree. Here are the lists of the rates of scale you are expected to rate: - 1=**Strongly Agree**, 2=**Agree**, 3=**Neutral**, 4=**Disagree** and 5=**Strongly Disagree**

N.o	Assessment of challenges for stopover tourism development in Addis Ababa	scale				
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	Most people don't have information about Addis Ababa stopover tourism					
2	The reservation technology is not advanced and easy to use.					
3	Transport services doesn't uses advanced technology and are not easily accessible					
4	There are sufficient hotels, lodges, pensions and services for tourists					
5	There are potential tourism resources but they are not well promoted					
6	There are potential tourism resources but the concerned bodies are not giving due attention for the development of the sector					
7	There are potential tourism resources but they are not researched					
8	There are potential cultural and natural tourism resources but they are not well conserved					
9	The tourist attraction sites in Addis Ababa are accessible to all types of tourists					
10	The city is safe for travel around all of it tourist sites at day and night					
11	There is a disruption of infrastructure					
12	There is Lack of Well-trained tour guides					

PART IV. OPPORTUNITIES OF STOPOVER TOURISM

N.o	Opportunities of stopover tourism development in Addis Ababa					
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	In Addis Ababa stopover tourism can benefit those involving in the industry(Hotels, Airline, Tour and Travel business, Transport Providers)					
2	The stopover tourism activity have positive effect on image building of the country					
3	Essential tourism facilities and services like telecommunication, electricity....are available satisfactory					
4	Tourism officials in Addis Ababa are trained professionals					
5	The city is safe for international visitors					
6	The government is ready to support the tourism activities					
7	Addis Ababa has fabulous historical, cultural and natural attractions					
8	Well known Airline					

APPENDIX B: INTERVIEW QUESTIONS










Interview Guideline for Hotel managers, Ethiopian Airlines concerned body and Tourism Ethiopia Managers and Employees

1. What do you know about tourism and its importance?
2. What do you know about stopover tourism and its importance?
3. Do you think Addis Ababa is huge tourist center, which can have the power to attract domestic and international tourists? If your answer is “Yes”, can you list them?
4. Do you think Addis Ababa has advanced reservation technology for hotel booking?
5. How can we use the potential tourism resources for stopover tourism development?
6. Does the government support to enhance stopover tourism?
7. Are there challenges that tackles tourists during their stay? If you say “Yes” please mention the main challenges that affects the stopover tourism development?
8. Are there stopover tourism development opportunities currently in Addis Ababa? If you say “Yes” please mention the opportunities that support the stopover tourism development?
9. Are there prospective tourism development opportunities that could enhance tourism development? If you say “Yes” please mention them?
10. What should be done to enhance stopover tourism development activities in Addis Ababa and make all stakeholders benefit from it?

Document Information

Analyzed document	Befikadue Kifle.pdf (D126389887)
Submitted	2022-01-28T12:45:00.0000000
Submitted by	Tesfaye
Submitter email	tesfaye.zeleke@aau.edu.et
Similarity	10%
Analysis address	tesfaye.zeleke.aauni@analysis.orkund.com

Sources included in the report

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SA	University of Addis Ababa / Hana Seife Master finall.docx Document Hana Seife Master finall.docx (D111005236) Submitted by: hanaseife999@gmail.com Receiver: tewodros.mesfin.aauni@analysis.orkund.com		1
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SA	University of Addis Ababa / Addis Ababa University finished 49921.docx Document Addis Ababa University finished 49921.docx (D112718205) Submitted by: dwenbeto@yahoo.com Receiver: filmon.hadaro.aauni@analysis.orkund.com		3
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