



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

**MARKETING AND PROMOTION OF HISTORICAL HERITAGES FOR
CULTURAL TOURISM:
THE CASE OF HISTORIC BUILDINGS IN ADDIS ABABA**

BY: DEJENE TILAYE

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ADDIS ABABA

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The Case of Historic Buildings in Addis Ababa**

**By
Dejene Tilaye**

**A Thesis Submitted to School of Graduate Studies of Addis Ababa University
in Partial Fulfillment of the Requirements for the Degree of Masters of Arts in
Tourism Development and Management**

Advisor: Tesfaye Zeleke (PhD)

**OCTOBER, 2019
ADDIS ABABA**

Addis Ababa University
School of Graduate Studies
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Department of Tourism Development and Management

This is to certify that the thesis prepared by Dejene Tilaye Tadesse entitled Marketing and promotion of Historical Heritages for cultural Tourism: The Case of Historic Buildings in Addis Ababa submitted in partial fulfillment of the requirements for the Degree of Masters of Arts in Tourism Development and Management complies with the regulation of the University and meets the accepted standards with respect to originality and quality.

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Declarations

I, the undersigned, declare that this study entitled, Marketing and Promotion of Historical Heritages for cultural Tourism: The Case of Historic Buildings in Addis Ababa is my own work. All information in this document has been obtained and presented in accordance with academic rules and ethical conduct. This study has not been submitted for award of any degree or diploma program in this or any other institution and, I have fully cited, acknowledged and referenced all material and results that are not original to this work.

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List of Acronyms and Abbreviations

AACPPO	Addis Ababa City Planning Project Office
AACTB	Addis Ababa Culture and Tourism Bureau
ARCCH	Authority for Research and Conservation of Cultural Heritage
AU	African Union
BRICS	Brazil, Russia, India, China, South Africa
CSA	Central Statistical Agency
DMO	Destination Management Organization
ECT	European travel commission
ETO	Ethiopia Tourism Organization
ETTB	Ethiopian Tourism Transformation Board
HUL	Historic Urban Landscape
ICOMOS	International Council on Monuments and Sites
ICT	Information and Communication Technology
IES	Institute of Ethiopian Study
ITB	International Tourism Business
MA	Masters of Arts
MOCT	Ministry of Culture and Tourism
MICE	Meeting Incentive, Conference and Exhibition
NGO	Non-Governmental Organization
OAU	Organization of African Union
ORAAMP	Office for the Revision of Addis Ababa Master Plan
PPP	public private partnership
SNNPR	Southern Nations Nationalities and Peoples Region
SPSS	Statistical Package for Social Science
STMP	Sustainable Tourism Master Plan
UK	United Kingdom
UNECA	United Nation Economic Commission for Africa
UNESCO	United Nations Education, Scientific and Cultural Organization

UNWTO	United Nation World Tourism Organization
USD	United States dollar
US	United States
WHC	World Heritage Center

Glossary of Local Terms

Arada: one of the earliest settlements of Addis Ababa (piazza) which had very vital city wide functions serving as a center of business, a place for cultural activities and hub of entertainment in the first decade of the city.

Agerhen Eweke: ‘know your country’, name of the clubs formed in schools to organize an educational and other trips.

Bitwoded: ‘beloved’, most favored courtier, imperial counsellor, often officiating in the name of the king

Dejazmach: ‘Commander or General of the Gate’, a military title below ras, meaning commander of the central body of a traditional Ethiopian armed force composed of a vanguard, main body, left and right wings and a rear body.

Derg: The name of political party (junta) that ruled Ethiopia from 1974 -1991.

Gebbi: ‘courtyard’, a settlement (royal compound) consisting of a main house or palace (royal palace) and its outbuildings including dwellings, offices, streets, workshops, stores.

Itegue: title reserved for the empress (empress consort) which was crowned as consorts by the emperor at the Imperial Palace.

Kegnazmach: ‘commander of the right wing’ a military title meaning commander of the right wing of the traditional Ethiopian army and it is a politico-military title above grazmach.

Leul: ‘prince’, title borne by the sons of the royal family and by the upper nobility who already have the title of ras, hence leul ras.

Lij: ‘child’, honorific title generally reserved for sons of the royal family and the upper nobility.

Negadras: ‘Head of the merchants’ originally leader of the merchant caravans, later appointed leader of a larger town's merchants, who supervised the operations of the markets, the administration of customs, and the collection of taxes.

Ras: ‘head’, the highest traditional title next to the king. The combined title of leul ras was given to the heads of the cadet branches of the Imperial dynasty, such as the Princes of Gojjam, Tigray and the Selalle.

Abstract

Cultural heritage tourism is globally attractive to governments because it has demonstrated an ability to contribute to the rejuvenation of regional and inner-city urban areas. Addis Ababa possess historical buildings with exceptional architecture that express astonishing history of the city. As tourism sells a beautiful experiences historical buildings and architecture in physical form plays a significant role in cultural heritage tourism activities in urban areas. However most of the buildings in Addis Ababa are not maintained and conserved as heritage tourism resources. To this end, the thesis was intended to explore the marketing and promotion of historical buildings as cultural heritage tourism recourses in Addis Ababa. To achieve the objectives, the researcher employed a mixed type of research method. Both primary and secondary data were used to assess the marketing and promotional activities of historical buildings for cultural heritage tourism purposes. Questionnaires were distributed to purposefully selected, one hundred fifty (150) cultural tourists and one hundred fifty (150) tour operating firms. Key informant interview were undertaken with seven (7) selected heritage and tourism marketing experts. Secondary data were collected from government reports, policy documents, journals and local research papers. In addition, personal observation was conducted to fill the gap of primary and secondary data gathered from different sources.

The analysis of the result reveal that tourists visiting historical buildings were leisure tourists coming independently on holidays, price around historical buildings is not expensive, from cultural tourism sites in Addis Ababa museums are mainly included in the package tours. Tour operators serve foreign tourists as their target market, but the finding revealed that there was huge potential of domestic tourism. Word of mouth is the single most source of information tourist know about historical buildings of Addis Ababa while, exhibitions, tourist information centers, and tourist guide books were insignificant in terms of informing about the buildings. Tour operators used websites, blogs and emails (internet) as marketing and promotional strategy. Cultural tourists who visited historical buildings were motivated by history or learning (curiosity) and architectural beauty of historical buildings. Cultural tourists visited historical buildings of Addis Ababa were casual tourists but, recommended Addis Ababa as cultural tourism destination. Unbalanced system of budgeting with the cost of heritage conservation, lack of collaboration and lack of sufficient knowledge about historical buildings by tour operating firms were among the barriers of marketing and promotion of historical buildings as cultural heritage tourism recourses.

Government is recommended to manage and conserve historical buildings, facilitate and initiate the collaboration and participation of stakeholders during the planning, marketing and promotional stages of historical buildings as cultural tourism resources. Tour operators recommended to diverse their target market, conduct marketing research and analysis to understand the potential of domestic tourism, and acquire the necessary knowledge which is very essential for marketing and promotion of cultural heritage tourism.

Key words; Historical buildings, Addis Ababa, marketing and promotion, tour operators, tourists

CHAPTER ONE

1. INTRODUCTION

This chapter of the research thesis dealt with the background of the study, the statement of the problem, the objectives of the study, significance of the study, limitation of the study, scope of the study, definition of terms, and thesis over view.

1.1. Background of the Study

As tourism is becoming world's largest industry, is essential for community's economic vitality, sustainability, and profitability, cultural tourism is its fastest-growing segment. The historic and cultural recourses associated with people, events or aspects of community's past give the community its sense of identity and help to tell its story. These resources are the most tangible reflections of a community's heritage and they can be used as a selling point for a community. The recognition of an area's historic resources can bring about neighborhood revitalization, increased and sustainable tourism, economic development through private investment, and citizenship building (Cave&Jaliffe). When communities' travel-related entities partner with public or private organizations, the historic, cultural, and natural resources are more effectively promoted to meet the heritage traveler's desire for an integrated and enriching experience(Heritage Office, 2011, Speno, 2010).

A research by a Marketing council, in conjunction with the U.S. Department of Commerce, revealed that 78% of all U.S. leisure travelers enjoy cultural and/or heritage activities while traveling, which translates to 118.3 million adults each year (Heritage Office, 2011, Speno, 2010). Cultural and heritage travelers spend an average of \$994 per trip and contribute more than \$192 billion annually to the U.S. economy.

When we explore European heritage tourism experience, especially the British, both cultural and heritage tourism is developing based, predominantly, on the increasing leisure time and spend, associated with the increasing mobility of the 1960s and 1970s. According to the English Heritage Monitor (2017), there are now over 2,000 historic buildings regularly open to the public in England, together accommodating some 70 million visits per annum. The historic environment is intrinsically linked to economic activity, with a large number of economic activities occurring within it, dependent on it or attracted to it. Bespoke studies, in Heritage

Monitor (20017), have attempted to unravel the complex relationships and interdependencies between heritage and economic activity to understand and estimate the value added of heritage. The economic value and impact of heritage can come from a variety of sectors and functions, including: tourism; the demand from the construction sector to service heritage buildings; conservation activity; economic activity in historic buildings(English Heritages,2016) investment in the investigation, research and display of archaeological sites and structures and education(Richards, 2005, Visit England, 2017). Cultural tourists tend to visit heritages than arts as the study cited in English Heritages (2016), in most recent UK holiday in 2015, 63 percent of domestic travelers cited being able to visit a historic building or monument as their main reasons or a very important reason why they took their holidays. Historic attraction numbers have experienced strong growth. In 2015, visits to historic houses/castles increased by 5 percent compared to the previous year (Joudifer, 2016, Visit England, 2016, WTO&ETC, 2005).

In Ethiopia, even if the country is rich in its heritage resource, including those inscribed as world heritages by UNESCO, the global trend witnessed on the development of heritage tourism is not witnessed in Ethiopia tourism industry as much as it is expected. Even if there are gradual development of the sector compared to the previous periods, it is not successful compared to the countries potential to the sector (AACTB, 2010, Dereje, 2018, Selam, 2010).

Addis Ababa, as the capital city of Ethiopia for more than a century, there are plenty of tourism attraction sites and structures inside the city. According to ORAAMP (2002), there are many heritage sites and historical buildings in the city. These includes, churches, mosques, former public buildings, residence of former dignitaries, monuments, caves and bridges and historical sites.

Currently, Addis Ababa Culture and Tourism Bureau identified and registered 440 historical sites and heritage structures of which 389 are historical buildings (AA CTB, 2018, Dereje, 2018). These structures reflect the level of civilization (artistically and technologically) of the periods and some of the buildings were residences of famous personalities that had a major role in Ethiopian history and their architectural designs are very unique. But, most of historical buildings in the city have not been properly preserved in a ways that could be used for scientific, educational or tourism purpose. The buildings do not receive adequate attention from local

authorities or the society and consequently, they lack proper maintenance and attractiveness (Mekonnen, 2008, Woudnesh, 2014, Mesaye, 2009).

Marketing and promoting historical buildings for Cultural Heritage tourism purpose which includes creating, communicating, delivering, and exchanging the heritage value of the structures with potential client (cultural heritage tourists), is essential to increase adequate attention from the government and the local people (Richards, 2006). Heritage marketing for cultural tourism purpose, is a system with a clear, well-defined and organised concept of attracting people who should decide on the destination of their travel and stay, and whose interest in the place was captured by the values of the cultural heritage (Veverka, 2000, Kotler, 2012). If the buildings properly preserved, and promoted as heritage tourism resources, could influence the perception of tourists, improve their experience while offering a piece of past and present times.

Therefore this study aspires to investigate the marketing and promotional practices on historical buildings as heritage tourism resources in Addis Ababa.

1.2. Statement of the Problem

Heritage or cultural tourism are notably one of the fastest emerging competitive niche tourism segments internationally and developments in heritage and cultural tourism have shown an increase in the number of travelers who are seeking both authentic and memorable experiences through meaningful interaction with local peoples and their cultures (Greg, 2017 & McKerracher, 2003). According to WTTC (2017) Cultural tourism generally has a faster growth compared to most other tourism segments worldwide. From the general tourism industry, Cultural tourism market account for over 39% of all international tourism arrivals, or the equivalent of around 516 million international trips in 2017 (WTTC, 2017 & Unatti, 2017).

Addis Ababa possess historic urban landscapes and identities are marked by a built environment whose physical characteristics refer to a process of development stretching back over century (Matiyas, 2017, Fasil & Denis, 2007). Individual monuments and landmarks, groups of buildings, street patterns and coherent ensembles inform us, of our cities' pasts, continuity of change through time, periods of ascendancy of remarkable events, or ruptures in the urban fabric as a result of conflict or transformation (ORAAMP, 2007). Historical buildings of Addis Ababa represent a melding of traditional prototypes, indigenous identity and modern design, reflecting

different era's urban history and architectural development in the country. Due to its role of being a historical and political center of the country for more than one century, Addis Ababa has a considerable number of built heritage sites. Addis Ababa Culture and Tourism Bureau identified and registered 440 historical sites and heritage buildings in which Out of them 389 are historical buildings (Pankhurst, 2008, Dereje, 2018, AACTB, 2018)

Addis Ababa is the gateway of international tourists to the country and Ethiopian Air Line is the largest transit carrier in the continent which are important in bringing potential tourists to the city. From the destination point of view, Addis Ababa, with its conducive weather condition, rich in cultural and natural tourism products in addition to competitive advantage of better accommodation and other tourism facilities over any city in the country. In its nearly one hundred and thirty(130) years of journey, Addis Ababa has produced abundant amount of Cultural tourism attractions and the historical, cultural and traditional resources that could attract international and domestic tourists.

There are alarming situation of built heritage in Addis Ababa. Historic buildings in Addis Ababa are rapidly degrading because of lack of conservation and incompatible land use (Fasil Giorgihis & Likuworkalemaw, 2007). In general, it can be said that heritage has not been given due attention by way of protection and renovation (Mesay & Demessie, 2009). Lack of awareness and attention, both by government and local people, has let the historical structures deteriorate and demolition. In the last budget year (2018 & 2019) year alone, four historical buildings are demolished in the city. Many characteristics and priceless buildings have been transformed losing their original features and values. Moreover, priority of social and economic issues such as, poverty reduction, investment attraction etc. are posing the dilemma of choosing between modernization and preservation (Dereje, 2018, Selam, 2012, ORAAMP, 2002).

In contrast to the current global trend of heritage tourism boom and availability of heritage tourism products with sufficient tourist facilities, the city is not exhibit substantial development in heritage segment of tourism activity. Because of insufficient tourism destinations and sites, tour operators and tourists in the city prefer to travel sites of outside Addis Ababa. Cultural tourism has long had an important economic dimension, particularly because the income derived from tourism is argued to help support the preservation of cultural heritage. Under-use of historic

heritages for tourism purpose can result in the insufficient generation of revenue for needed conservation work or a loss of local support for maintaining the attraction, especially if public resources are required to subsidize its operations. Under usage of heritage tourism potential, especially, historical buildings in Addis Ababa, is posing the problem of sustainability. Creating strong awareness of local people to protect and consume its own heritages and marketing and promoting of heritages for the global tourists is very crucial for the survival of the heritages under study (ICOMOS, 2000, Dereje, 2018, Rebecca, 2016, Tarek & Abdulaziz, 2017).

This study contends that, the built heritage tourism potential in the city have been given little attention by tourism managers, planners and tour operating firms in Addis Ababa. Therefore, the main problem that confronted cultural heritage tourism development in the city is lack of proper mechanism of marketing and promotion of the built heritages, especially historic buildings, to diversify the tourism destination base of the city.

There are many researches that are done on built heritages of Addis Ababa. For instance, Abe net Gezahegn (2010) studied the restoration and maintenance plan of Alfred Ileg's residence. Fasil Giorgis and Denia Gerand (2007) tried to assess the early urban settlement and architectural values of Addis Ababa.

In tourism and hospitality sector, there is hardly any research that have focused on marketing and promotion of historical buildings for cultural heritage tourism purpose in Addis Ababa. To the best knowledge of the researcher, there is only the study of Selam (2011) assessed the status of historic building in Addis Ababa and their contribution to the urban development of the city. In addition, Dereje (2018) studied the practice of cultural heritage conservation in Arada sub city of Addis Ababa emphasizing on issues of heritage policy. Moreover, the researcher, argues that prior researches conducted on historical buildings in Addis Ababa focused on current status of the buildings, issues on conservation, and management problems. To date, there is no study conducted on marketing and promotion of historical buildings for cultural heritage tourism in Addis Ababa. Therefore, the study fills these research gap in the existing literature. By doing so, this study answers to those basic questions such as: how historical buildings, as heritage tourism resources, were promoted for the local and foreign tourists, what were barriers of marketing and promotional activities and finally evaluate the effectiveness the existing marketing and

promotional strategies used to market and promote historical buildings of Addis Ababa. The study would have practical implication since marketing and promoting historical buildings for cultural heritage tourism is essential in a competitive global cultural heritage market to strengthen the tourism activities of the city.

1.3. Research Questions

To make the whole activities of the research project manageable and researchable, the following four research questions are developed.

1. What is the status of marketing and promotion of historical buildings as heritage tourism sites in Addis Ababa?
2. What type of marketing and promotional strategies in use currently to market and promote historical buildings of Addis Ababa as valuable heritage tourism products (destination) of the city?
3. How effective the current marketing strategies in promoting historical buildings as heritage tourism sites?
4. What is (are) the obstacle(s) and barrier(s) to market and promote historic buildings of Addis Ababa as heritage tourism destination?

1.4. Objectives of the Study

1.4.1 General Objective

The general objective of the research was to assess the status of marketing and promotion of historical buildings of Addis Ababa as heritage tourism destinations.

1.4.2. Specific Objectives

More specifically, the study attempts to reflect on the following points;

1. To assess the current status of marketing and promotional activities of historic buildings in Addis Ababa as heritage tourism recourses.
2. To evaluate marketing strategies used to promote historical buildings in Addis Ababa as tourist site?

3. To examine the effectiveness of the current tourism marketing strategies used to sale historical buildings in Addis Ababa as heritage tourism sites.
4. To identify barriers in heritage tourism marketing and promotion of historic buildings in Addis Ababa as heritage tourism destination.

1.5. Significance of the Study

Numbers of research studies related to this subject are still limited. Therefore the research is give significant source of information for future marketing and promotion of historical buildings in Addis Ababa and have policy, developmental, academic and research significance.

Policy significance: The document provides guidance on the marketing and promotion of historical buildings as heritage tourism products to the tourism managers and planners of the city. The finding of the research help them to incorporate historic heritage issues in tourism planning and recognize the importance of historical heritage tourism as an alternative product for the diversification of urban tourism. In this regard, Addis Ababa Culture and Tourism Bureau and the Authority for preservation and Conservation of Cultural Heritage, are believed to be direct beneficiaries as it is a strong belief of the researcher that these institutions can use the results of this study for their future action.

Development significance: The findings of the research will support the economic development of the city as new direction of the research output will enable and strengthen the income generation activity of the city government through the tourism industry. Private sectors, which are directly involved in tourism investment especially in areas of heritage tourism and historic buildings, are believed to be direct beneficiaries since they will have additional income if they act in accordance with the recommended output of this study.

Academic and research significance: After filling the gap the researcher had identified, findings of the research initiate other scholars to carry out further studies to fill the gaps that this study failed to address.

The searcher selected Addis Ababa as study area for the reason that, in the capital city there are plenty of precious historical buildings, owned by government and privately, with fascinating

history in one hand, and there is lack of destination diversification, insufficient marketing and promotional work in addition to less public awareness about historic buildings on the other hand

1.6. Limitation of the Study

As any research work cannot be totally free from limitation, there were limitations also in this research. The study is limited to a specific area of Addis Ababa, on historical buildings promoted by tour operating firms, government institutions and visited by tourists. Lack of adequate literature on heritage marketing and promotion policy in Ethiopia is another limitation of this research. The other limitation of in performing this research is lack of fund and financial constraints.

1.7. Scope of the Study

Any study from the early beginning have its own scope to determine the level and extent of the study, similarly this paper has also its own focus in terms of theme, space, target group and time.

Thematic scope: In Addis Ababa there are a lots of historical heritages among which the 440 historic buildings found in 10 sub-cities of Addis Ababa. with regard to the thematic scope of the subject matter, the study and analysis mainly focus on the marketing and promotion of historic buildings of Addis Ababa that are constructed starting from *the period of Emperor Menelik up to the period of emperor Hailesillassie*.

Spatial scope; on the other hand, the spatial scope of the research was limited only to the ten sub cities of Addis Ababa where the sample historic buildings are found with their respective historical and cultural association.

Target group: The main target groups for this research were:

1. Tourists: Both local and foreign tourists were targeted to collect the necessary information. Cultural tourists visited historical buildings are the main target group of the research as they are motivated by cultural heritage tourism resource.
2. Tour operators: There are 480 tour operators in Addis Ababa and the researcher planned to gather important information, especially, to measure the level of promotion of historical buildings to the tourists

3. Government institutions: marketing and heritage experts from Addis Ababa Culture and Tourism Bureau (AACTB here after), and Authority for Research and Conservation of Cultural Heritages (ARCCH here after) were targeted as the information from these institutions is important to support the main objective of this research.

1.8. Definition of Key Terms

Marketing: from the general perspective, it is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that will satisfy individual and organizational objectives. When it applies to heritage and heritage tourism, marketing is successfully communicating with and convincing potential visitors that you have something that they need or will benefit from, and that you can provide a service or fill that need better than anyone else (Veverka, 2010).

Promotion: It is a form of corporate communication that uses various methods to reach a targeted clients with a certain message in order to achieve specific organizational objectives (Kotler, P& Keller, Khan, 2006). When it applied to the tourism industry, the most important function of marketing is to bring about an awareness of the product in the minds of existing as well as prospective consumers in the overall market area (Kotler &Keller, 2006, Khan, 2005).

Historical buildings: These are buildings and structures that bring past history into our daily lives, remind us our economic, social, architectural and cultural development and serve as important measures of our progress. In the context of Addis Ababa, buildings and structures that express the architectural and construction style of the city in the past hundred years from the reign of emperor Minilik up to the reign of emperor Hailesillassie (AACTB, 2018).

1.9. Thesis Overview

The research report was organized in six main chapters which are structured as follows: The first chapter includes, introduction, problem statement, background of the study, research questions, objectives of the research, clarification of basic terms and concepts, scope of the study and significance of the study, the second chapter provide a broad account of cultural tourism in Addis Ababa and its development globally. As related to the research topic, the chapter emphasis on historical buildings as cultural tourism site in in the city and their marketing and promotional

activities for tourism purpose, the third chapter examines the methodology used in the research, in chapter four, questionnaires are coded, analyzed and results presented, chapter five presents the findings and discusses the results and finally conclusion and recommendation are presented in chapter six.

CHAPTER TWO

2. LITRATURE REVIEW

2.1. Conceptual Review

2.1.1 The Nature and Meaning of Cultural Heritage and Cultural Tourism

Understanding the concept of cultural heritage is important to present, conserve and using it effectively for the purpose of tourism. To able to talk about cultural tourism, we should understand two important terms in parallel with tourism. These are heritage and culture.

In the 20th century, the concept of heritage gained in strength. It divided heritage into material and non-material aspects, and then subdivided the material into mobile and immobile heritage, thus covering all fields of human interest in recognising and preserving past values in the present. Enriched by the cultural environment of historic towns and settlements, by the cultural landscape which expresses human activities over many centuries, the concept of cultural heritage reached the level where it was necessary to view it as a whole so that its individual parts could be better understood (Gitera, 2008, Joudifer, 2016, Visit England, 2016 WTO&ETC, 2005).

Heritage is the memory of nation, including its events, which have been historically affected by economic, social , cultural ,spatial and constructional condition and shall consider the following: `monuments, architectural works, works of an archaeological nature, inscriptions, cave dwellings and combination of the features, which are of outstanding universal value from the point of view of history, art or science, groups of buildings, groups of separate of connected buildings which, because of their architecture, their homogeneity or their place in the landscape ((Mortada, 2008, UNESCO cited in Ermias, 2009).

According to the authority for research and conservation of cultural heritage proclamation NO 209/2000, immovable cultural heritage is defined as “cultural heritage attached to the ground with a foundation and which can be removed only by dismantling.” Based on the above definition, historical structures refer to buildings, monuments or statues that were built during a respective time and historical sites refer to large settlements or groups of buildings constructed at similar time and that have historical significance or an area served as a ceremonial or festival place of a community

The following World Bank definition of heritages gives more attention for physical cultural resources as follows: “Movable or immovable objects, sites, structures, groups of structures, and natural feature and landscapes that have archeological, paleontological, historical ,architectural, religious, aesthetic, or other cultural significance”. Accordingly, physical cultural resources are important as sources of valuable scientific and historical information, as assets for economic and social development, and as integral parts of a people’s cultural identity and practices (World Bank, 2010).

In this regard, historical buildings that give as a sense of wonder and make as appreciate culture and our heritage by attracting the curiosity of both the local and foreign tourists (Dereje, 2018).

The General Assembly of the World Tourism Organization (WTO) brought a declaration on 28 June 1985 which included principles on the preservation and promotion of the natural, cultural and historic heritage and the criteria on how to implement this in the fields of tourism. The Declaration states: “The cultural heritage of a people encompasses the works of their artists, architects, composers, writers and philosophers, the works of unknown authors that have become an integral part of the people's heritage, together with all the values which give life meaning. The works are of material and nonmaterial origin and they express the creativity of a people. These are: language, customs, beliefs, sites and historic monuments, literature, works of art, archives, libraries (Mexican Declaration, Article 23). Accordingly, the basic characteristic of heritage is that it is grounded in territory. National cultural heritage is linked to the territory of an actual state, and, keeping in mind some earlier historic parameters, it is difficult to change the national sign of a certain cultural set of heritage. Multiple historic layers and the changes of borders of a national territory should be seen today as richness in the mutual permeation of individual national cultures and influences (WTO, 1985, Marusic &Tomljenovic, 2003, Cave, &Joliffe (2012). Non-material culture is connected with people, while material culture is connected with territory (Gitera, 2010, Rechards, 2016).

Heritage is using the past for the present through the ‘production, consumption and regulation of the cultural, political and economic meanings of the past’ (Gitera, 2002). Heritage tourism is often included under the banner ‘cultural and heritage tourism’ (Edgell, 2006). The strong relationship between the concepts of ‘culture’ and ‘heritage’ makes it sometimes difficult to separate the two terms when referring to tourism experiences. In Webster’s II New Dictionary

(2001 edition culture' is defined thus: "The totality of totally transmitted behavior patterns, arts, beliefs, institutions, and all other products of human work and thought typical of a population or community at a given time." In the same edition, heritage' is defined as a property that is or can be inherited, passed down from preceding generations and the status gained by a person through birth. Cultural tourism gives visitors the opportunity to understand and appreciate the essential character of a place and its culture as a whole. This includes history and archaeology. People and their lifestyle (including the ways in which they earn a living and enjoy their leisure) (Ahmed, 2011, Greg, 2012, Richards, 2003).

In a report compiled to indicate the role of culture on European tourism market, Zurab Pololikashvili, Secretary-General of UNWTO forwarded about heritage as follows;

In the thousands of years chronicling mankind's progress, civilizations have flourished and fallen, and in their wake, left legacies bearing their indelible mark in the history of the world. These legacies showcase the pinnacle of mankind's abilities, be they in outstanding monuments or in the uniqueness of paintings and music. Heritage tells mankind's story. Tourism enlivens this heritage (UNWTO, 2018, P.10).

Culture, as the highest expression of man's creation, includes a set of all material and spiritual values, generated by man's material and spiritual intervention in nature, society and thought (Lwoga, 2011). Thus, culture consists of structures, sites, people, and activities which have the potential to enrich personality, to broaden horizons, to increase the general level of culture, and to develop communication. Tourism encompasses structures, sites, people and activities. It is a set of phenomena that arise as a consequence of people staying in places outside their permanent residence. These relations and phenomena are the result of man's activities related to observing, experiencing and communicating in natural, social and cultural environments (McKerracher & Du Cross, 2002, D'Auria, 2009).

There is universal agreement amongst the tourism industry and scholars that Cultural Tourism is an incredibly difficult thing to define and describe consistently. The European travel commission (ECT), in its study of City Tourism and Culture within Europe, defines it as an international context as "A movement of persons to specific cultural attractions, such as, heritage sites, artistic and cultural manifestations, and drama to cities outside their normal country of residence". It is a movement of people to cultural heritage assets such as archeological sites, museums, places, historical buildings, famous buildings, ruins, arts, sculpture, crafts, galleries, festivals, events,

music and dance, folk arts, theatre, ethnic cultures/communities, churches, cathedrals/mosques and other things to represent people's culture(Loge , 2011).

Cultural tourism received a new operational definition from the UNWTO at the 22nd Session of the General Assembly held in Chengdu, China (UNWTO, 2018); Accordingly:

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions include a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions(UNWTO, 2018, P.15).

There are many other definitions but they all seem to have many common concepts. According to Dewar (in Jafari, 2000), most definitions of cultural tourism as a major element include learning about others and their way of life. If every society has its own culture, a part of cultural tourism it would be experiencing and learning about the folklore, literature, music, history, architecture, heritage and even gastronomy of the destination.

More generally, cultural tourism satisfies cultural and intellectual curiosity and involves visits to historical buildings and architectural beauty (Khan, 2005). In support of this, Dewar (in Jafari, 2000) noted when Herodotus of Halicarnassus first saw the Pyramids almost 3 millenniums ago, he was a cultural tourist admiring architectural wonder of the time. He emphasizes humans' insatiable curiosity as an essential motivator to conduct travels in order to expose themselves to and learn about new cultures, art and architecture.

There is much debate as to whether cultural and heritage tourism are two separate entities or one and the same. Most of the time, cultural and heritage tourism are marketed to the consumer as one package, sometimes referred to as cultural heritage tourism (The national trust for historic preservation, 2011& Rebecca, 2016). Throughout this study heritage tourism and cultural tourism are examined as one synonymous niche tourism market referred to as heritage tourism.

As a broader category of cultural tourism, heritage tourism is now a major pillar of the nascent tourism strategy of many countries. Because of this, heritage tourism strategies in various countries have in common that they are a major growth area, that they can be used to boost local

culture, and that they can aid the seasonal and geographic spread of tourism. In recent decades, there is a trend toward an increased specialization among travelers, and cultural/heritage tourism is the fastest growing segment of the industry. Americans' interest in traveling cultural/heritage destinations has increased recently and is expected to continue. Because of people's inclination to seek out novelty, including that of traditional cultures, heritage tourism has become a major new area of tourism demand, which almost all policy-makers are now aware of and anxious to develop as a new segment of tourism industry.

2.1.2 Special Characteristics of Cultural Tourism and Cultural Tourists

According to a report by a heritage office of Australia (2011), Heritage and historic tourism is one of the most rapidly expanding tourism segments in terms of visitor numbers globally. Governments, in which tourism industry is matured, throughout Europe, Britain, the United States, Canada, New Zealand and Australia have identified the economic and social benefits of actively engaging in heritage tourism. Consequently they have developed policies and provided resources to stimulate and expand this market segment, including intervention in the marketplace to redress product, infrastructure and marketing gaps (McKerracher & Du Cros, 2002, Timothy & Boyd, 2003).

The rationale for governments to conceive, develop, resource and implement heritage tourism plans and initiatives is driven by the following economic and social benefits that heritage tourism brings to those countries. Investment heritage tourism yields sufficient economic return and government investment programs have significantly leveraged additional funding from government, private and philanthropic sources. (E.g. a \$23 return to a state's economy for every dollar the state invests; a return of \$225m from an outlay of \$63m nationally over a ten year period). To increase product diversification, heritage tourism stimulates both depth and breadth in tourism, creates new markets for local and regional arts and crafts, extends tourism seasons, and encourages adaptation of existing products (i.e. accommodation; tours) (Weesp & Richards, G. 2007, WTO&ETC, 2005).

Heritage and historic tourism is globally attractive to governments because it has demonstrated an ability to contribute to the rejuvenation of regional and inner-city urban areas. In terms of Spreading economic benefits, unlike many tourism products, historic and heritage tourism can

spread economic benefits across a greater geographical area. The heritage tourism segment represents one of the highest yield tourism groups, ahead of both traditional mass markets and other niche tourism audiences such as arts. Heritage tourists spend 38% more per day, and stay 34% longer than traditional tourists and spend 20% more and stay 22% longer than arts oriented tourists. As a consequence, high yields and increasing numbers generate employment (10 new jobs for every 1000 tourists), stimulate retail sales (44% of heritage travelers shop as a specific activity against 33% for other travelers), increase property values and generate taxes (Heritage Office, 2011, Heritage Counts, 2017).

Research by Louis Harris, Inc., cited in Decima Research (2011) on Travel Industry of America, and the National Trust for Historic Preservation tells us that heritage tourists are well educated and most heritage tourists have advanced degrees. Education level is the single most significant factor that influences cultural and heritage participation and travel. Heritage tourists are and participation in cultural and heritage events peaks between ages 45 and 65, when people are at the height of their careers, earning power, and discretionary income (Prideaux, B. 2002Greg, 2014). Most heritage tourists influenced by women in which women typically plan family vacations and group trips, and also control more personal discretionary income. In terms of geographical area most heritage tourists are cosmopolitan and accountability-driven. Increasing access to global communication has made heritage travelers more discerning and better informed. They look for value for the dollar and experiences that will meet their expectations. Heritage tourists are generous in spending in which visitors to historic and cultural sites spend about \$62 more per day than other visitors. They tend to spend money on antiques, art, gourmet food, wine, health food, and outdoor experiences such as biking, hiking, canoeing, and bird watching (McKerracher, 2002, UNWTO, 2010).

Heritage tourists inclined to stay overnight in hotels and bed and breakfasts. They are more inclined to stay longer than the average traveler and more likely to visit a diversity of sites, cities, and regions than the average traveler. According to Gitera (2008) they want high quality services like infrastructure and services, as well as in program content. Interested in authenticity, heritage tourist seeks out experiences that are authentic in order to learn about a community's history and culture. Wants easy-to-do, accessible quality travel experiences. More generally, due to time constraints, including less leisure time, the heritage tourist wants a unique and enriching

travel experience that combines education, entertainment, and authenticity (Heritage Office, 2011, Gitara, 2008).

It is possible to distinguish five types of cultural tourists (McKerracher & Du Cros, 2002, Mousavi¹, Doratli, 2016). Purposeful cultural tourists have the primary motive of visiting the destination and have very deep cultural experience. The serendipitous cultural tourists doesn't travel for cultural purpose, but after participating in cultural activities end deep cultural experience. The casual cultural tourists are those cultural tourists with weak motive for travel and result in shallow experience at the end. For sightseeing cultural tourists, Cultural tourism is the primary motive to the destination visit, but the experience is shallow and the incidental cultural tourist's does travel for cultural purpose, but participate in some type of cultural activities and have shallow experience(Ivana, 2011, Greg, 2003, Timothy & Boyd, 2003).

2.1.3 The role of Cultural Tourism for Urban Tourism Activities and Its Barriers

According to many scholars, urban tourism is a complex phenomenon consisting of diverse set of activities and depending on many factors. The European Commission (EC) in Uysal (2015) defines urban tourism as “the set of tourist resources or activities located in towns and cities and offered to visitors from elsewhere. Urban tourism refers both to the movement of tourists in cities or urban agglomerations of at least 20,000 people outside their main residence, subject to remaining at least one night at the destination and the tourist movement to less than 24 hours in the urban area, provided that the travel distance to be at least 100 km⁷⁴. It encompasses the activities of international and domestic visitors as well as local residents in urban areas, contextualized by built and natural landscapes, amenities and infrastructure. (Cave, J & L. Jolliffe, 2012).

As over 50% of the world's population is urbanized, Cities and towns are sources of travelers, act as tourism destinations and are gateways to other destination which make urban tourism an important and tourism activity needs two important pull factors which is made up of: Primary elements: such as visitor attractions with the ability to attract tourists and Secondary elements: such as facilities and transportation used by tourists to travel to the destination or as services after arrival (Greg, 2017, Cave, J & L. Jolliffe, 2012).

The cities that accommodate most tourists are large multifunctional entities offering a diversity of functions and spaces into which tourists can be effortlessly absorbed so that they become economically, socially and physically invisible to an extent that is not so in many other tourism spaces, such as beaches, spas or winter sports resorts. There five major important factors that characterize cities as tourism destinations, which are location of high populations, which attracts high numbers of tourists who are visiting friends and relatives, major travel nodes that serve as gateways or transfer points to other destinations, focal points for commerce, industry and finance. ,harbor concentrations of people services such as education, administration center, health and others and Places that offer a wide variety of cultural, artistic and recreational experiences (Menshawi, ANE1, Muhammad &S. Eldaidamony, 2002 Popescu, I. (2008).).

Urban tourism is an expanding segment of tourism industry because world-wide urbanization and internationalization of our societies new economic impulse created by investments in urban regeneration, and improving the quality of life. In terms of scale, urbanization and urban tourism ranges from mega cities of more than 10 million inhabitants, to small cities and towns in both the developed and undeveloped worlds. By its nature, urban tourism is likely to follow geopolitical shifts from developed world cities, to cities in the undeveloped world, in parallel with the development of megacities. Back in 1950 the globe had two megalopolises of more than 10 million people by 2000 eighteen and in 2007, nineteen - the majority in the developing countries of Asia, Africa, and Latin America (Ashworth GJ, 2012 and UN, 2005 D´Auria, 2009).

As tourism sells a beautiful experience, historical buildings and architectural in physical form plays a significant role in urban tourism. Architectural elements such as buildings, monuments, sculpture, park, landscapes and public spaces contribute to the identities of places and the presence of these elements as part of the urban fabric makes cities as one of the most desired attractions of tourism industry. A physical form which defined by architecture refers to space with aesthetic value that can help people to recognize and feel a sense of place and help to pull tourists to the area through the various focal points that attract visitors attention and offer them a rich experience (Mryiamjansen- verbeka, 2010, G. J. Dweik, 2018 , Scerri, Edwards, &Foley, 2016).

Globally, architecture has always a strong influence in tourism and, as observed in mass tourism, historical buildings, palaces and monuments such as travel to urban areas for many reasons The

need to breathe life back into and rehabilitate the historic centers of towns and cities, wider-ranging and more diversified cultural pursuits, consumers' interest in the heritage and urban development and their search for things to do and for spending opportunities is another important. The image of a city or region becomes based both on physical assets and a series of experiences built around those assets, which extends to the living culture and the atmosphere of places. This necessitates the need to safeguard cultural heritages and cultural tourism which in turn safeguard practices, expressions, knowledge, skills, as well as the instruments, objects, artifacts and cultural spaces associated therewith that communities and individuals recognized as part of their cultural heritage and sense of ownership. Scholars have already stressed on the need to conserve and promote cultural heritage tourism for long term benefits in terms of socio-economic, historical-cultural and ethical dimension of conservation (D'Auria, 2009).

According to Tuner (1999), in Rahel, asserts that, urban cultural heritage tourism is particularly recognized to possess a unique glue value intended as a value related to the structure and functioning properties of the system which holds everything together. In addition to that, there are objectives for developing tourism in the city to include increasing the length of tourists stay and expenditure in the city, to conserve urban heritage, to diversify country's tourists to bring opportunities for social economic development and city generation (Khan, 2005, Rahel, 2017).

As cultural tourism site, historic buildings can capture celebrations, events and promote renowned people, while museum is a building that holds and displays cultural products and historical artifacts that serves as an educational reference point for the community and tourists (Noraslinda Abdul Rahman, 2010) In most cities, cultural heritage tourism has turned as engine for fostering development strategies and creates local distinctiveness in the faith of globalization, developing their social economic vibrancy (Ray, 1999).

Among barriers in developing cultural tourism activities encountered at initial stage are, lack of authenticity, inaccessibility, problem of balancing between tourism activities with heritage conservation and heritage management. To build a trustworthy relationship between stakeholders of heritage tourism authenticity is an important issue. In built heritage term, authentic means something unchanged and kept in an original form which is real, .genuine, and not an imitation. Authenticity is central to heritage tourism and travel and tourism industry professionals should recognize visitor's desires to experience the real heritage. The professionals in cultural and

heritage segments should fulfil their important role in the travel and tourism industry by increasing understanding of the significance of authenticity and its effect on visitation and marketing (US heritage summit, 2005, Gitera, 2010).

While marketing and promoting historical buildings in Addis Ababa, there must be high level of trust between stake holders concerning quality of tourism professionals, available information and quality of the historical buildings. This is because, authenticity, most often displayed in the architecture and as authentic attraction, may give tourists the desire to stay in town longer. Travelers have to offered authenticity and promised attractions, services, and facilities .If historic architecture is promised, it should be generally available upon reaching the destination and a trustworthy relationship have to be built between the supplier and buyer (Prideaux, 2002, speno, 2010).

For historical heritage sites, accessibility, managing, conserving and preserving the heritages is the initial stage of marketing it. According to Prideaux (2002) access was a function of distance and difficulty which needs an area's geographical and physical infrastructure requirements. Therefore two groups of infrastructure are required to support the establishment and nurturing of a tourism industry, i.e. physical infrastructure and tourism product infrastructure proper management and conservation. Sometime, there is certain reluctance on the part of management to consider cultural heritage assets as product, but adopting a consumer-based marketing approach is vital to the success of any actual heritage product. This becomes clear when looking at sites in Addis Ababa that are either overcrowded or suffer from too low visitation. In both cases management and planning actions are needed to control the visitor experience and to minimize impacts on historical heritage (Selam, 2010, Dereje, 2018, Matiyas, 2017).

2.1.4. Cultural tourism in Ethiopia and Addis Ababa

Ethiopia has abundant cultural and natural heritage sites including those are listed on UNESCO'S World Heritage Site attesting to the outstanding universal value of the countries heritage. Considerable amount of international flow come from USA, Britain, Germany which is economically significant for the continent(Kebede, 2017, Rahel, 2017).Although the value of tourism has long been recognized; sufficient attention to the role of tourism development especially in areas of managing and marketing the available site to the industry In addition, there

is high population pressure; therefore, Nations are obliged to provide infrastructure, housing facing the cities have made natural and cultural heritage to be given lesser attention (Fasil Giorgihis & Likuworkalemaw, 2007).

As in many developing countries, population pressure, environmental degradation, poverty and global warming endanger Ethiopia's natural and cultural heritage it is important to note that though the visitor numbers are steadily growing, these are, nonetheless, relatively low compared to other regional destinations and given the country's recognized potential and product diversity. According to a research report by a world bank, in Rahel (2017) the industry is under-performing relative to its tremendous potential value of its cultural heritage as an anchor for a tourism industry.

Among the main obstacles of the industry are weakness in Ethiopia's image, market presence and penetration resulting in a demonstrable weak demand for its products; a severely undervalued cultural and natural resource base; uncompetitive supplier and support services and importantly, absence of efficacy coordinating and communicating governance framework to guide and integrate the many stakeholders at both the national and sub national levels is also considered as one among the many factors for the low performance of the industry(Tadesse, 2011, MO CT, 2014)

2.1.5 Historical Buildings as Major Cultural Heritage Tourism Sites in Addis Ababa

Addis Ababa is a city with an historic urban landscape of more than 130 years old and has been produced abundant amount of cultural tourism resources. Cultural tourism attractions of Addis Ababa city administration involve the historical, cultural and traditional resources, which are the most significant factors for international and domestic tourists or visitors (AACTB, 2018, Dereje, 2018)

A great deal of these attractions denotes the historical and cultural progress of the entire country, while few of them are only related with the foundation and growth of the Capital City. In order to create convenient conditions for all visiting communities or other purpose, major man made tourist attractions of Addis Ababa are arranged into: Government Palaces, Places of worship such as churches, mosques and cathedrals, Monuments of different historical background erected on various famous squares, Museums of historical, cultural, anthropological, archaeological,

natural, ethnological, religious etc. , old historical buildings and houses, religious and other event festivals together with annual ceremonies, market and shopping centers, and other traditional and cultural activities(Selam, 2010, AACTB, 2018, Tadesse, 2011).

Historical buildings of Addis Ababa represent a melding of traditional prototypes, indigenous identity and modern design, reflecting different era's urban history and architectural development in the country. Due to its role of being a historical and political center of the country for more than one century, Addis Ababa has a considerable number of built heritage sites. Addis Ababa Culture and Tourism Bureau identified and registered 440 historical sites and heritage buildings in which Out of them 389 are historical buildings (Dereje, 2018, Matiyas, 2017).

Historical buildings of Addis Ababa started to be built immediately after the beginning of the city as capital city of the country. The period between 1887 and the 1930s saw different forms of buildings were erected mainly made of worked stone with wooden gables and balconies which was the expression of buildings erected during the Minilik- Iyasu- Zawditu period. The period was particularly significant from the point of view of Addis Ababa's development and witnessed the emergence of new buildings, and the development of what historians and architects describe as the Minilik_Zawditu style (Pankhruest, 2008).

The activities undertaken to make historical urban structures and sites found in cities like Addis Ababa as major tourism attractions are still at its infant stage, and struggling with ample major challenges. Currently there are historical buildings in which the city depends as a main tourist site for both for their architectural beauty and their historical value (selam, 2010, Kebede, 2017).

2.1.5.1Taitu Hotel

The hotel was built in 1907 (1898 in Ethiopian Calendar) in the middle of the city (Piazza), as the first hotel in Ethiopia. Taitu Betul (1851 – 1918), an Ethiopian Empress and the wife of Emperor Menelek II, established this hotel to provide guests a place to rest and dine. The Hotel is located in a hilly quiet area with cool breeze and panoramic views, thus amazingly tranquil and peaceful.

The atmosphere is also very charming and friendly. It is the ideal place for people who cherish privacy and at the same time meet like-minded travelers. Its location in the middle of the city (Piazza), where tourist guides, and souvenir shops are found at ease (Addis Ababa Tourism Commission, 2007, ORAAMP, 2001 GTZ, 2008).

Figure: 2.1 Taitu Hotel, the first Ethiopian hotel



Source: Addis Ababa heritage data base, 2009

The hotel serves as a symbol of the period at the beginning of the twentieth century when Ethiopia began to open up to the rest of the world and Emperor Menilek II signaled this by welcoming foreign dignitaries and entrepreneurs to his court. The need to accommodate the increasing number of visitors led to his agreeing to establish a hotel, supervised by his consort, Empress Taytu. The hotel became the centerpiece of the modern section of a new commercial district that grew up between the Arada, the vast traditional market to the northwest and the imperial palace to the southeast.

The century-old structure, which continues to serve as a hotel, is a fine example of the buildings constructed with a foreign (mainly European and Indian) influence in Addis Ababa in the early twentieth century which was by Minas Kerbekian, one of the early Armenian residents in Addis Ababa, who collaborated with the emperor on the development of the young capital city. The beauty and elegance makes the hotel a perfect place for business travelers and cultural tourists.

Under the Italian Occupation, the Fascist administration it was renamed as “the Hotel Imperiale” and added some modification to the structure (Emanuel weldegerima , 2007).

2.1.5.2 Holy Trinity Cathedral

The original church of the Holy Trinity was founded by Emperor Menelik II soon after he moved his imperial capital from Mt. Entoto to Addis Ababa and built of wood with intricate carvings with the help of artists from India. Located close to the Imperial Palace, it was frequently visited by the royal family and in 1928, a cornerstone was laid by Empress Zewditu for a new cathedral to be built. After the work progressed very slowly and totally halted during the Italian occupation of 1936 to 1941, the new Cathedral would not be completed until 1942, after the return from exile of Emperor Haile Selassie following the Italian occupation.

Figure 2.2: Trinity Cathedral



The cathedral attracts cultural tourists by its importance in term of architectural beauty, paintings by famous Ethiopian artists and the churchyard hosts the graves of many notable Ethiopians, foreigners and patriots who died fighting the Italian occupation, including the great Resistance fighter Ras Imru and the British suffragette Sylvia Pankhurst (Fasil Giorgihis, and Likuworkalemaw 2007)

Source: Addis Ababa Urban heritage data base, 2009

Emperor Haile Selassie laid the cathedral's cornerstone in 1931 (1924 E.C.) and inaugurated in 1943 (1936 E.C.). The church is adorned with statues of saints and angels which is not common in Ethiopian church tradition, the painting were done by famous Ethiopian artists and a Greek called Germinis. The cathedral bears the title of "Menbere Tsebaot" or "Pure Altar" and the compound is the burial place for those who fought against the Italian Occupation, or those who accompanied the Emperor into exile from 1936 to 1941. There is also a museum, monuments housing the remains of those massacred in Addis Ababa by the Italians in 1937 in response to an assassination attempt against the Fascist Viceroy of Italian East Africa, memorial and graves of the ministers killed by the Derg for their opposition in 1974. The churchyard also hosts the

graves of many patriots who died fighting the Italian occupation, including the great Resistance fighter Ras Imru and the British suffragette Sylvia Pankhurst (Fasil Giorgihis, and Likuworkalemaw 2007, Bahru Zewdie and Fasil Giorgihis, 1986)

Emperor Haile Selassie I with his consort Empress Menen Asfaw are buried in the north transept of the cathedral and the other members of the Imperial family are buried in the crypt below the church. In the southern part of the cathedral is a recently added chapel of St. Michael, which houses the Tabot or Ark of St. Michael the Archangel which was returned to Ethiopia in February 2002 after being discovered in Edinburgh, Britain. The relic was taken by British forces from the mountain citadel of Magdalla in 1868 during their campaign against Emperor Tewodros II (GTZ, 2008, Ermias Nimani, 2009, ORAAMP, 2001) The Cathedral compound also includes the "Bale Wold" (Feast of God the Son) Church, which is also known as the Church of the Four Heavenly Creatures which was served as the original Holy Trinity Monastery Church before the building of the Cathedral (Fasil Giorgihis, and Likuworkalemaw 2007, GTZ, 2009).

2.1.5.3 Genete leul palace

Rastafari the later, Emperor Haile Selassie, inherited the land in 1907 from his father, Ras Mekonen and ordered the construction of the palace to become the royal residence. The palace was designed by the German Architect Kametz and built in 1934 and during the occupation, it used as residence of the "vice king" of Italy. Among major components of the building, the most important is the main palace building which is currently serves as the Institute of Ethiopian studies since 1963. With three major components: a research and publication unit, a library and a museum the institute mandated to collect, documents, analyze and disseminate knowledge about languages, cultures and history of Ethiopia.(Mekonnen Worku, 2008, GTZ, 2009)

The main focus of the museum is traditional art and material culture of nationalities of the country. The IES Museum brings the many diverse ethnic groups of Ethiopia under one roof. The museum is fortunate to be found in the old palace that the building with its own architectural beauty welcomes all visitors with dignity and grace. The museum is accommodated on the first and second floors the comprising the bedroom of the late Emperor and ethnographic section on the first floor and the art gallery on the second floor. The bedroom and other personal materials of the king reminds us that the building was once a palace in the formative period of modern Ethiopia.(Bahru Zewdie and Fasil Giorgihis).

Figure 2.3: Genete Leul Palace



Historically, the building served as a palace of Ethiopian King, residence of the vice king of Italy (including Graziani) in addition to its architectural beauty (selam, 2010)

Source: Addis Ababa Urban heritage data base, 2009

The other important historical building in Addis Ababa University is, Amsale Genet palace. The guest Palace of Emperor Haile Selassie was built in 1924 to host the Italian Duca degli Abruzzi. Next to the Institute of Ethiopian Studies, currently it hosts the faculty of Law of Addis Ababa University. Its architectural design reflects art deco influences combined with heraldic motifs of the Ethiopian history (Messaye, 2009, Mekonnen Worku, 2008 Milena Batistoni & Gain paolochiari 2004, Matiyas, 2017).

2.1.5. 4 St .George Cathedral

The Church started to be built in 1903 by Minilik I with an originally round plan and a large thatched roof, and was re-built in its present appearance by the Italian Sebastiano Castagna with a design of Greek Orphanides during the reign of Empress Zewditu 1905-1911, who was crowned here as well as Emperor Haile Sellassie.

The design was influenced and inspired by the Coptic Church in Jerusalem, and architectural elements copied from the Italian Renaissance were added (Demessie, 2009, Ermias Nimani, 2009).

Figure 2.4: St. George cathedral



The design was influenced and inspired by the Coptic Church in Jerusalem, and architectural elements copied from the Italian Renaissance were added (Demessie, 2009, Ermias Nimani, 2009)

Source: Addis Ababa urban heritage data base, 2009

There is museum in the complex of the church. The museum, which is located under the church's bell tower, is small, but it contains several valuable historical relics like differently shaped crosses, religious books, parchments, vestments of religious leaders as well as handicraft products.

2.1.5.5 Ras Birru Residence (The current Addis Ababa Museum)

The magnificent building currently functions as a museum was the residence of Ras Birru Wolde Gabriel a notable advisor to Minilik II in 20s century. Built in 1920s, it's Outstanding by the dimension of the complex and its decorations (Fasil Giorghis and Denis Gerard, 2007). The house is renovated changed into Addis Ababa museum which was inaugurated on Addis Ababa's centenary in 1986. Addis Ababa museum portraits of role and contribution many royal people for the development of the city like Empress Taitu, LijIyasu and Empress Zewditu, along with pictures of the capital in its infancy. Is still worth an hour or so. There's a 'first-in-Ethiopia' room, with pictures of Menelik with Bede Bentley in Addis Ababa's first motor car (1907) and the first telephone in Ethiopia which was brought from Italy by Ras Makonnen in 1890(AACT, 2018, Garettan, 1974, Abent Gezahegn Berhe, 2010).

Figure 2.5: Former residence of Ras Birru Woldegebriel, the current Addis Ababa museum



Built in 1920s, it's Outstanding by the dimension of the complex and its decorations

Source: Addis Ababa Urban heritage data base, Addis woubet, 2008

2.2 Empirical review

In our country, historic buildings need more focus in order to attract tourists and activities undertaken to make historical urban structures and sites found in cities like Addis Ababa as major tourism attractions are still at its infant stage, and struggling with ample major challenges.

The review of literature revealed that there are many tourism related research conducted in Addis Ababa that are related to heritage tourism and the overall tourism activities of the city. According to study by Kebede (2017) on assessment of tourists destination brand image perception in Addis Ababa, found that, the perception of tourists' towards Addis Ababa City and its attraction sites have positive and promising and if this good perception of tourists towards the city is leveraged by effective marketing and promotion nationally as well as internationally, it will be hopeful for the tourism sector to thrive and flourish though retaining existing tourists and attracting new tourist.

According to research by Selam (2011) on historical buildings, revealed that historical buildings are not sufficiently visited by tourists. Even if historical buildings of Addis Ababa thought that Addis Ababa has got beautiful historic buildings and they are unique in their architectural design however, they are not well maintained and promoted as a heritage tourism sites suitable to be

visited by tourists. The finding of the research by Yimane (2018) on application of E-marketing among tour operators in Ethiopia indicates inadequate public private partnership, Limited data management capacity, Inadequate horizontal and vertical communication are among challenges tour operators in Ethiopia

A research study conducted by Tigist Birhanu (2017) on value chain collaboration of tour operators in Ethiopia reveals that there is a fragmented collaboration and cooperation between tour operators at national is currently very fragmented. The study identified that the industry is under-performing relative to the contemporary supply chain collaborative practices as an anchor for a tourism operation. Addition to that he Erick Abdiel kaya(2014) 1 (Any marketing and promotion of tourism products and services requires sufficient information about the products marketed since tourism products are not physically seen, measured or touchable but can only experience. Hence sufficient information about tourism products and services offered by tour operators can motivate customers to engage and purchase. This includes good arrangement of product with sufficient information, constructs organized websites and well optimized as a source of information that reach majority of people worldwide.

Study conducted by Tadesse (2011) indicates that tourist attractions are not well protected and preserved, even if the city is rich in its historical and cultural tourist attractions. The attractions are not well organized for visit, experts from governmental and non-governmental offices in Addis Ababa, and stake holders have no good awareness about tourism business. On contrary, the ancient heritages (old houses) are being destroyed by government project, and there are no committed private sectors that can support the conservation and preservation of attractions.

According to a research conducted by Matiyas Bekele(2017) the city is currently in tension between rapid development, high rate of migration, and limited developable land. The available policies on heritage could not be implemented due to ‘policy constraints such as the dilemma between development and preservation and more importantly due to the failure of collaboration.

According to research by Rahel (2014) to promote public awareness on the existing cultural heritage tourism sites in Dar es Salaam city, revealed that most of the cultural heritage tourism sites are not known as cultural heritage assets, even if they are known in general as places found in the city. The findings also revealed that mass media is the good source to be used in

promoting a destination, use of billboards, more exhibitions, building of tourist information centers and others for promoting cultural tourism and enhance community to gain knowledge. According to research conducted by Gitera (2006) on promotion of heritage tourism in Uganda reveals, successful heritage tourism development depends on collaboration. Successful heritage tourism promotion depends on the active participation of political leaders, business leaders, operators of tourist sites, artists and craftspeople, hotel/motel operators, and many others.

Abenet Gezahegn (2010) tried to assess restoration and maintenance plan of Alfred Ileg's residence. Fasil Giorgis and Denia Gerand (2007) tried to assess the early urban settlement and architectural values of Addis Ababa.

Therefore, this research attempts to concentrate on assessing the issue how historical buildings as heritages are promoted for the local tourists, external tourists, studying the barriers of marketing and promotional activities and finally try to identify the existing marketing and promotional strategy and frame work used to market and promote historical buildings of Addis Ababa.

2.3 Theoretical Review on Marketing and Promotion of Cultural Tourism

From the general perspective marketing is defined as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchange that will satisfy individual and organizational objectives. when it applies to heritage tourism, in simple terms, heritage tourism related marketing is successfully communicating with and convincing potential visitors that you have something that they need or will benefit from (2002), and that you can provide a service or fill that need better than anyone else (Veverka, 2000, Mohammed, 2011)).

Heritage tourism, the promotional and scientific use of cultural heritage, is the ultimate in the marketing approach to cultural heritage (Richards, 2006). This is a system with a clear, well-defined and organised concept of attracting people who should decide on the destination of their travel and stay, and whose interest in the place was captured by the values of the cultural heritage. This level of exploitation begins by inciting interest through all forms of promotion, particularly by stimulating usually the most efficient one: creating a satisfied visitor and stirring their value interpretations, visitors who will communicate their experience in the environment in which they live and work. The promotion of cultural heritage can be carried out in diverse forms:

publications, exhibitions, visual media and virtual information networks. The use in tourism of cultural heritage should start with promoting it at home and abroad (Siiri Same & Jorma Larimo , 2012 Kotler, Bowen, & Makens, 2008).

Marketing is the critical element of Heritage tourism because it is a highly competitive and market-oriented business, and many heritage sites around the world place great emphasis on attracting and maintaining a viable market share. The importance of marketing heritage tourism is attached to understanding the nature of demand for heritage so that product development and promotional strategies may be devised in accordance with the needs and expectations of visitor's .In heritage management our customers are our visitors (Mahamudul Hasanand & Imrul Jobaid, 2015). Tourism marketing is an integrated effort to satisfy tourists by making available to them the best possible services. It is a device to transform the potential tourists into actual tourists and the safest way to generate demand and expand market (Shamsuddoha, 2005).

There are three strategic approaches to marketing of tourism products emphasize on different orientations, depending on the interest and strategic advantage of the organization, such as consumer, competitor and trade (Riege & Perry 2000). The consumer-oriented approach concentrates on individuals or groups of tourists. Since services inherently have an intangible nature and intensive customer interaction; customer orientation plays a critical role in terms of commercial success for service organizations Conze, O., Bieger, T., Laesser, C. & Riklin, T (2010). By segmenting specific group of tourists, they position, differentiate, cover the market, and effectively communicate with the tourists by creating additional benefits and unique experience. The competitor-oriented approach focuses on competitive forces that can affect a business. The targeting, positioning, and differentiation processes is dependent on strategic advantage of the organization over its competitor. The trade-oriented approach focuses on intermediaries accordingly, the company focus on effectiveness of channels extended from production to consumption. Creative recombination of distribution channels used s to display, sell, or deliver the physical product or service(s) to the buyer or user cut the cost and bring profit, (Riege & Perry 2000, Kotler, 2012).

Relationship marketing, one of consumer oriented approach, is an ideal approach for marketing and promotion of historical buildings as a cultural tourism recourses. Among the reasons, encourage cooperation between stake holders by establishing, maintaining and enhancing

relationships and collaboration with customers and other partners. In addition, successful implementation of relationship marketing is based on trust, promise fulfillment, exchange and communication among the partners which very important for cultural heritage marketing. The production-oriented approach of marketing unlike relationship marketing approach excludes the participation of main stakeholders of the industry which makes impossible for marketing and promotion of service sectors like heritage tourism.

Accordingly, identifying the unique character of historical buildings as a heritage tourism product, and communicating it with potential tourists by relationship marketing approach is preferable for long term and sustainable heritage tourism development. Therefore, further explanation of the unique characteristics of relationship marketing is mandatory to fully understand this approach.

2.3.1 Relationship Marketing Approach

The literature on tourism marketing adheres to the paradigm shift from the tourism marketing mix presented by Morrison (2002), to the application of relationship marketing in tourism (Conze, Bieger, Laesser & Riklin 2010). Relationship marketing (RM) as important schools of marketing thought which is influenced by several intertwined research streams ongoing in marketing since 1970 (Egan, 2008). These authors have rejected the adoption of marketing mix and suggested a paradigm shift towards relationship marketing that has orientations in relationship rather than transaction based marketing.

The marketing mix was judged as a static framework and has been criticized for being incomplete and manipulative, not properly considering the needs of the customer by stating , once you know your customers, you can design, price, promote and distribute a product that matches these needs and then become a success in the marketplace. The seller is the active party and the customer is persuaded to buy and the basis of the marketing mix is mass manufacturing and standardized consumer goods which never wholly embraced by service firms who found it difficult to apply in practice.

Because of this relationship marketing was suggested as a dynamic and robust approach. Kotler has been infamous for supporting the marketing mix in his marketing text books, but he

acknowledged the need for a change for businesses to shift from ‘transaction-oriented goal to a long-term relationship-building goal’ (Kotler 1992).

Gronroos (1997) argued that unlike relationship marketing, marketing mix did not accomplish the essentials of the marketing concept and it offered a production-oriented meaning of marketing rather than a market or customer-oriented. According to Gronroos, relationship marketing is to establish, maintain and enhance relationships with customers and other partners, at a profit, so that the objectives of the parties involved are met. The successful implementation of relationship marketing is based on trust, promise fulfillment, exchange and communication among the partners. Adopting the essentials of trust, promise, exchange and communication, the relationship marketing approach for cultural tourism is established on following four elements of the marketing strategy (Conze, 2010).

2.3.1.1 The Product

The product consists of what is being offered to cultural tourists with its features and benefits (Morrison, 2003). A product based relationship marketing strategy includes: moving towards strategic segmentation; relating product performance to customer needs, modifying the product if necessary; intense distribution; and, building efficiencies in production and marketing. The investment in product development and improvement to build trust and loyalty with customers is essential key to relationship marketing.

2.3.1.2. The People

People play an important role in relationship marketing linked to a service product (Cone, 2010). In cultural tourism many people interact with the tourists at various places during the tour and these people range from travel agents to destination guides who have the opportunity to transform transactions to relationships (Palmer & Wilson 2009).

The people working on relationships need to be selected and trained so that they meet tourists’ expectations. In order to effectively apply relationship marketing there is a need to build a positive interaction between all the people concerned with the cultural tourism product. Hence relationship marketing, with the interaction between provider and customer driven by knowledge of tourists’ interests, and, discounted pricing of packages to repeat customers, should benefit both the customer and the tourism operators (George, 2001, Conze, 2010).

2.3.1.3. Communication

Communication of tourism products involves the connection between tourists, tourism operators and other stakeholders (Morrison & Ismail 2003). Effective communication is important for relationship marketing as it develops product awareness and persuades tourists to purchase and re- purchase specific products. Advertising, personal selling, sales promotion, merchandising, and, public relations and publicity are the communication tools that should be selected thoughtfully by the tourism operators (Rebecca, 2016).

There are two types of communication techniques; firstly, above the line (television, radio, the internet and print media) and secondly, below the line (participation in tourism fairs, festivals and conferences) could be used for marketing tourism (Morrison 2002). Effective communication channels should be built to facilitate the relationship marketing between service providers and buyers of cultural tourism (Gronroos, 1997).

The first step in advertising is to set objectives for communication, many authors have specified promotion objectives such as attracting attention, creating interest, fostering desire and inspiring action (Ashworth 2006). The Cultural tourism message needs to target a specific group of people that will be identified from the triangulation of the data collected from various sources. The advantage of target advertising is that cultural tourism operators can focus their advertising entirely to tourist segments that have interest and commitment for their product. Different market channels employed to facilitate promotion of tourism products and services to the segmented tourist market to communicate effectively. There are two types of channels of communication exist, namely personal and non-personal channels of communication (Morrison 2002).

2.3.1.4. Personal Communication

Personal channels of communication facilitate direct interpersonal contact with individuals and carry messages to identifiable customers or prospects. Because of this they are referred to as addressable media; because all these types of media can be used to send brand messages to specific geographic and electronic addresses. Addressable media include postal mail, fax, telephone and the internet which are used primarily to communicate with current customers or with carefully selected prospects (Belch & Belch 2001).

Direct marketing is the most cost-effective than any other promotional tool because of the precise targeting that the technique allows. Existing customers contacted to introduce them to new products and special offers, while new customers can be identified and encouraged to purchase products and services through direct channels. Among direct marketing channels, include direct mail, telemarketing, direct response advertising and door to door pamphlet distribution. More recently, the Internet has been introduced as a form of marketing communication. Because of its intangible nature, the tourism industry is ideal for the marketing using internet (Van Der Merwe & Michelle Caroline 2003, Yimane, 2018).

Interactive marketing is the two way media which allow both companies and customers to send and receive messages and the benefit of interactive media (telephone, e-mail, and personal sales people) is that they allow an instant exchange of information to take place, making it possible for a customer to contact the company and receive feedback. E-mail is the fastest interactive medium and messages can flow between individual members directly, or to any number of members worldwide allowing organizations to communicate directly with their customers. It has proven to be a popular and effective way to reach customers because it is simple and inexpensive to use (Duncan, 2002). *Personal selling* is a form of person to person communication, in which a seller attempts to persuade prospective buyers to purchase the company's product or service. With its involvement of contact between buyer and seller, gives the marketer communication flexibility and can see or hear the potential buyer's reactions and modify the message accordingly. It can be targeted to specific markets and customer types that are the best prospects for the company's products or service (Duncan, 2002, Belch & Belch 2001).

2.3.1.5. Non-personal Communications

Among non _personal communications *Public relation* is the most credible form of marketing communication (Belch & Belch, 2001) since it is not the company itself but rather an outsider who compliments or criticizes the company. The purpose of public relation is creating a positive image of the business to its publics which include customers, shareholders, employees and suppliers .It is the management function in which public attitudes are evaluated, and a programmed of action to earn public understanding and acceptance is executed (George, 2001, Belch and Belch, 2001).

Internet marketing is ideal for marketing in hospitality services which represents and tremendous opportunity and gives customers much wider choice. It is an umbrella term which encompass the commonly used internet marketing methods which including e-mail marketing, web advertising, on line branding, use of search engines and newsletters(Van Der Merwe &Michelle. Caroline 2003, Yimane Reda 2018).

2.3.1.6. Collaboration

Collaboration is a critical driver of relationship marketing as it brings about operating efficiencies among various stakeholders involved in cultural tourism industry. The collaboration to be successful must benefit all partners (Wang 2008). Since the tourism industry typically includes both vertical and horizontal integration with both forward and backward linkages, it was concluded that collaborations in cultural tourism needed to be located in relation to their position on vertical and horizontal axis.

Horizontal partnerships identify the amount of cooperation with public and private operators and providers of cultural tourism products and services. Vertical partnerships identify the degree of collaboration between operators and various stakeholders, including transport companies, hotels, media channels, insurance companies, destination management and financial institutions such as banks and credit card companies. The depth and width of any collaboration will indicate the quantity and variety of stakeholders (Duncan, 2002, Erick, 2014).

The partnerships shall be organized horizontally across the public and private sectors and the diverse interests of the public and private sectors should be recognized and the identity of each partner needs to be appreciated. The partnership shall be based on reciprocal grounds so an effective information system and coordination network and the partners shall be able to share resources, capabilities, competencies and various costs. Performance appraisal of the partnership is based on economic indicators, the social development of the organizations and the public. Sustainable collaborations on vertical and horizontal axis is important and regular feedback among the partners is critical, objectives should be flexible, mutual agreement must be reached to refocus the objectives (McKerracher and Du Cross, 2002).

2.3.2 Market Segmentation

It is important to identify and classify the cultural tourists with similar motivations and cultural tourism product needs to be positioned to attract the identified cultural tourists. Relationship marketing approach requires analysis of various types of segmentation tools. To this end, *geographical segmentation* used to managers to know how many people there are in the ‘catchments region’ of both existing and planned cultural heritage sites and what distances people are away from sites in terms of different public and private modes of transport(Kotler, 2014, Gitera, 2008).

Demographic segmentation used segment heritage markets along the lines of such variables as age, sex, occupation, level of income, ethnic association, religion, level of education, and class. *Psychographic segmentation* is important in identifying heritage market depending on people’s motivation and self-image. Markets can be identified by the particular product characteristics they prefer, such as a particular type of cultural or heritage experience or visitor activity, which is called product or benefit segmentation (Wang, 2008, Popescu, 2008).

2.3.3. Trust and Authenticity in Marketing and Promotion of Cultural Heritage Tourism

In relationship marketing theory, trust is a vital component to ensure a lasting business relationship and incorporates those components of a business relationship that establish the level to which each party feels he can rely on the truthfulness of the promises offered by the other party. According to Grönroos (1994) the fulfillment of promises forms an integral part of the RM concept. Baran (2008) states that trust is the belief that the other involved party will act in a dependable, sincere and truthful manner, keeping both parties best interest in mind at all times(Harker, 2006).

To build a trustworthy relationship between stakeholders of heritage tourism authenticity is an important issue. Authenticity is central to heritage tourism and Travel and tourism industry professionals should recognize visitors desires to experience the real heritage Authentic and quality historic and cultural attractions express, interpret and preserve cultural heritage and their contribution to the visitor experience is twofold: first the interpretive programs and materials they present must be of high quality, providing accurate information in engaging and memorable ways. Second, the artisans, performers, writers and artists that bring a place to life for visitors

should meet the highest standards of that community. The cultural and heritage segments should fulfil their important role in the travel and tourism industry by increasing understanding of the significance of authenticity and its effect on visitation, marketing and branding (US heritage summit, 2005, Gitera, 2010)

While marketing and promoting historical buildings in Addis Ababa, there must be high level of trust between stake holders concerning quality of tourism professionals, available information and quality of the historical buildings. This is because, authenticity, most often displayed in the architecture of Main Street stated that a unique and authentic attraction may give tourists the desire to stay in town longer. Travelers have to offered authenticity and promised attractions, services, and facilities .If historic architecture is promised, it should be generally available upon reaching the destination and a trustworthy relationship have to build between the supplier and buyer.

2.4. Exceptional Characteristics of Cultural Tourism Marketing

There are four basic characteristics that make the marketing of tourism different from the marketing of manufacturing products which includes include intangibility, inseparability, variability with perish ability (George, 2001).

Services such as tourism described as intangible which implies that they cannot be seen, felt, heard, tasted or smelt prior to purchase. This character makes the Service offered cannot be inspected or tested in advance and cannot be brought to consumer which increases the complexity for potential tourists of acquiring product knowledge in advance of purchase as it is possible with tangible products. Because of this, the tourism marketer has an important task to promote the intangible benefits of tourism, such as relaxation, entertainment and education as well as aiming to make the intangible aspects seem more tangible.

In tourism consumption and production are inseparable. In manufacturing industry, the products are manufactured, sold and then consumed over a number of years. Tourism offerings are sold first and then produced and consumed simultaneously (George, 2001) which mean customers often involved in the creation of the service (Pender, 1999).

Tourism offerings differ each time they are consumed because humans produce them (George, 2001) and Service providers are part of the offering and cannot provide the exact levels of

service each time or the same levels of service as their colleagues. Again, no two consumers are precisely the same and may have different needs, demands, expectations, moods, perceptions and emotions, causing the tourism offering to vary according to each situation. Because of this, Tourism companies can only strive towards offering a standardized and consistent service as, exact standard can never truly be realized.

Tourism product producers cannot be stored (store smoke) of a service or product to consume later and there is a finite period during which the sale and consumption of a service can occur (Pender, 1999). If that particular period has passed the revenue that could have been earned by providing the service is also lost. Because of this providers of services try to sell their service even by lowering the price rather than losing the full amount (Van Der Merwe, 2003).

2.5. Policy Review

National tourism development policy of Ethiopia (2009) prepared by Mo CT puts emphasis on Undertaking promotional work through the creation of strong market ties in order to become competitive on the International Market. Marketing and promotion is among the main policy issues and strategies and expressed as one of the six pillars of the policy document. According to the policy document, because of insufficient Marketing and Promotional activities, the real image of the country as a tourist destination is not known and the negative image of the country still persists amongst potential tourists in the main tourist generating countries. Because of this, there is a need to develop a tourism marketing and branding strategy to effectively market the country's tourism products and position the country as preferred and unique in Africa and globally (Mo CT, 2009)

The sustainable tourism master plan (2016) puts tourism marketing, branding and promotion as its third among the ten policy pillars to give priority and especial attention for its implementation. Accordingly, strongly linked to product development, tourism marketing and promotion is an integral component of destination growth and development. The special program area of the policy document focuses on strategic interventions to market the country as a tourism destination within the international markets, the African regional market, and the domestic market. Furthermore, the master plan focuses on widening the country's tourist market while developing the current markets (Mo CT, 2016).

The policy identifies strategies to achieve five key outcomes by implementing the policy issues. These are, intensifying the promotion of the country's tourism in the current target markets, diversifying the country's tourist market, building a national brand that improves and entrenches the image of the country as a tourist destination disseminating and managing information about the destination and establishing institutional and strategic frameworks to market the country as a tourist destination. To deepen the country's appeal in the current target market segments, the tourism master plan (2016) focuses marketing and promoting the country and its regions at relevant tourism trade fairs and exhibitions in various parts of the world that are increasing becoming an important avenue through which to market the country and its regions to various intermediaries including tour operators, travel agents and even tourists themselves. Among the targeted tourism trade fairs that have importance globally and regionally include, ITB in Germany, World Travel Market in the UK, Tourism Indaba in South Africa and the recently launched Karibu Tourism and Travel Fair in Arusha Tanzania, mainly for the East African market.

To diversify the country's tourist market, the master plan (2016) targeted to expand the country's tourist market to new and emerging source markets in Eastern Europe, Africa and Asia. The globally emerging tourist markets which are non-traditional markets such as Brazil, Russia, India, and South Africa (BRICS) is essential to ensure the wider reach and the projected growth of the middle class in Africa provide opportunities for market diversification in the future.

The master plan also want to tap the potential of the domestic tourism by developing a strategy to stimulate it. Accordingly, the rapidly improving access and communications infrastructure, combined with the growing affluence of the population, conducive opportunities for domestic tourism development.

Establishing institutional and strategic frameworks for marketing the country as a tourist destination Formulate national and regional tourism marketing strategies in a well-coordinated tourism marketing approach through the formulation of a national tourism marketing strategy that will be used as a framework for regional tourism marketing is among the focal point of the master plan. The master plan targeted to institutionalize the bidding to host major conferences to use the capacity of the country in hosting international conferences and conventions noting the

availability of mega event facilities, for instance, the AU and UNECA facilities in Addis Ababa and the growing image of Addis as a diplomatic center for Africa.

In terms developing national Framework for tourism marketing and marketing the country as a tourism destination, the master plan give the responsibility to the Ethiopia Tourism Organization (ETO). According to the national tourism marketing framework, the regional governments will develop their respective destination marketing frameworks spearheaded by regional DMOs, which comprise key stakeholders and will be responsible for marketing the respective regions (Mo CT, 2016). Conceptual framework

2.6. Conceptual Framework

The review of literature revealed that heritage tourism is notably one of the fastest emerging competitive niche tourism segments internationally. Developments in heritage and cultural tourism have shown an increase in the number of travelers than most other tourism segments worldwide. Addis Ababa possess historic urban landscapes and identities. Among this heritages, historical buildings of Addis Ababa represent a melding of traditional prototypes, indigenous identity and modern design, reflecting different era's urban history and architectural development in the country.

Marketing and promoting historical building as heritage tourism sites starts with understanding the heritage value (historical and architectural value) of structures. Changing historical building into valuable heritage tourism destination demands developing marketing and promotion strategy, segmentation and targeting, collaboration of stake holders, preparing trained and sufficient human resource in the industry and lastly, communicating with potential tourists. Relationship marketing approach which is conducive for this purpose and used as glue for marketing and promotion of historical buildings as cultural tourism resources.

Communicating historical buildings with potential heritage tourists as attractive heritage tourism sites which the promotional and scientific use of cultural heritage, is the ultimate in the marketing approach to cultural heritage (Richards, 2006). This is a system with a clear, well-defined and organised concept of attracting people who should decide on the destination of their travel and stay, and whose interest in the place was captured by the values (architecture and

history) of historical buildings as heritage as heritage tourism sites. This level of exploitation begins by inciting interest through all forms of communication (promotion) particularly by stimulating usually the most efficient heritage travellers.

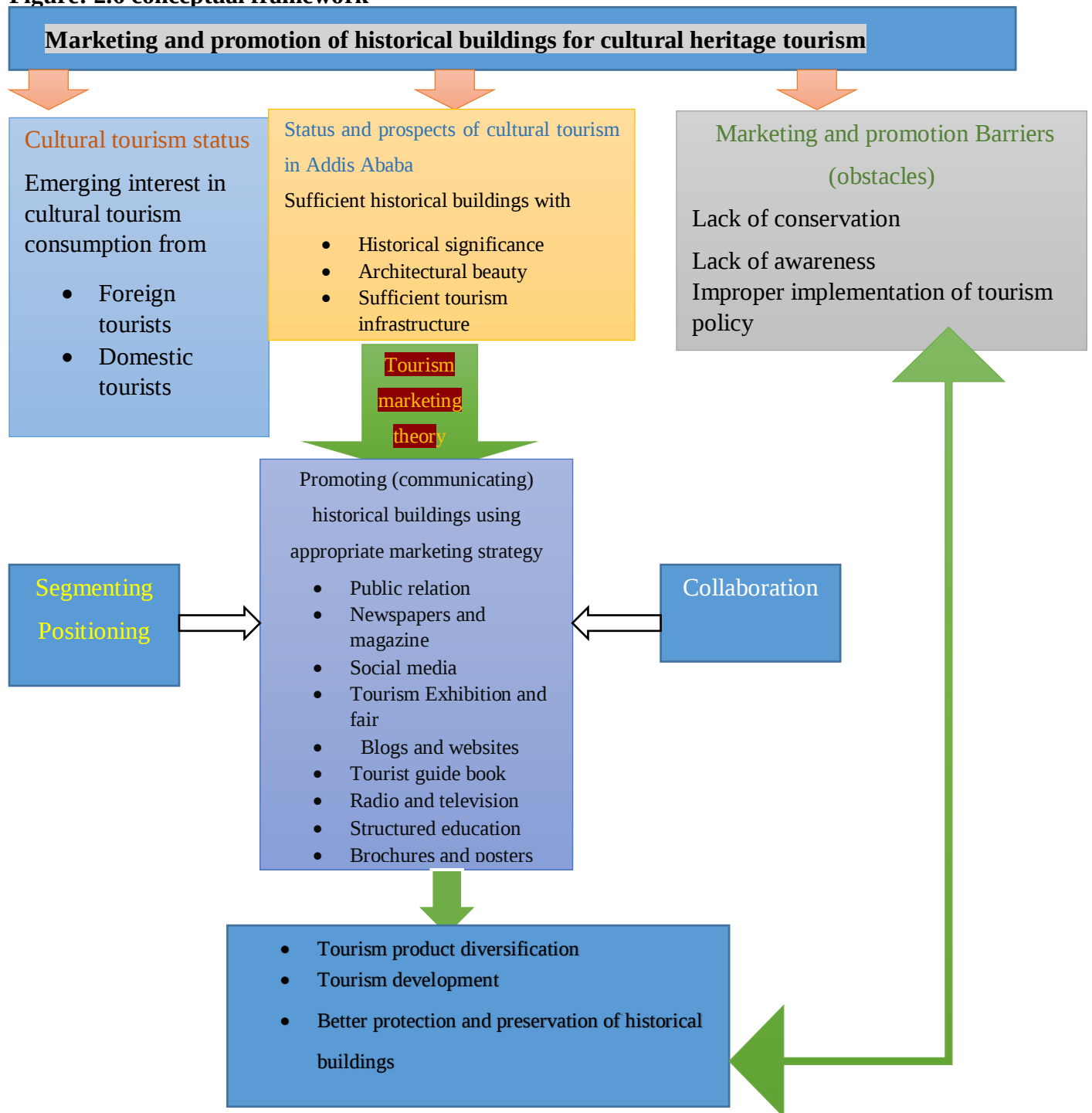
The policy documents of the country support development of new heritage tourism sites from the perspective of, product development to increase destination diversification. In this regard, heritage tourism sites like historical buildings could be important tourism option to promote domestic tourism, because heritage tourism has historical association with the local people. Diversifying heritage tourism sites also important to decrease the pressure posed on a limited heritage tourism carrying capacity (Mo CT, 2016)

With the current of trend of heritage tourism boom and availability of heritage tourism products, like historical buildings, with sufficient tourist facilities in Addis Ababa, development in heritage segment of tourism activity is important from economic perspective (Rebecca, 2016). This important, particularly Addis Ababa, because the income derived from tourism used to finance the preservation of cultural heritages, especially if public resources are required to subsidize its operations. In this way, the balance between heritage tourism and heritage conservation could be maintained.

The conceptual framework included the variables which are vital for marketing and promotion of historical buildings for heritage tourism. The combination of variables included in the conceptual framework may have positive impact in promoting and marketing of historical buildings as heritage tourism recourses.

Depending on the issues related with statement of the problem and research questions, the researcher developed the following conceptual frame work.

Figure: 2.6 conceptual framework



Source: The summary of researchers literature review (2019)

CHAPTER THREE

3 RESEARCH METHODOLOGY

3.1. Description of the Study Area

Addis Ababa is the capital city of the country. It is the political capital of Africa due to its historical, diplomatic and political significance for the continent. The city is populated by people from different regions of Ethiopia – the country has as many as 80 nationalities speaking eighty (80) languages, belonging to a wide variety of religious communities. All the man-made historical, cultural and traditional heritage of the city is one of the attractions of Addis Ababa can offer to her tourists. The city presents an amazing journey through its nearly 130 years of abundant (Selam, 2010, AACTB, 2018).

With an area of 540 square kilometers and million people, city is not only political capital, but also commercial and socio-culture of the country; it is nerve center for the country's nations and nationalities. The absolute location of the city is 9° N latitude and 38° E longitudes and city lies between 2120 meters (Aqaqi sub-city) and 3200 meters (Entoto mountain- Gulele sub-city) above sea level, which makes it the third highest capital in the world next to Lapaz and Quito of Latin America. Even though the city is located in tropical region, due to its high altitude, the city has very convenient climatic condition with average temperature of 16°C and the average mean annual rainfall of 1,160 mm which falls between June and September ((Addis Ababa Millennium, 2008, Tadesse, 2011).

Addis Ababa is a city with an historic urban landscape of more than 130 years old and has been produced abundant amount of cultural tourism resources. Cultural tourism attractions of Addis Ababa city administration involve the historical, cultural and traditional resources, which are the most significant factors for international and domestic tourists or visitors. A great deal of these attractions denotes the historical and cultural progress of the entire country, while few of them are only related with the foundation and growth of the Capital City. In order to create convenient conditions for all visiting communities or other purpose, major man made tourist attractions of Addis Ababa are arranged into: Government Palaces, Places of worship such as churches, mosques and cathedrals, Monuments of different historical background erected on various famous squares, Museums of historical, cultural, anthropological, archaeological, natural,

ethnological, religious etc. , old historical buildings and houses, religious and other event together with annual ceremonies, market and shopping centers, and other traditional and cultural activities(Tadesse, , 2011, AACTB, 2011).

Historical buildings of Addis Ababa represent a melding of traditional prototypes, indigenous identity and modern design, reflecting different era's urban history and architectural development in the country. Due to its role of being a historical and political center of the country for more than one century, Addis Ababa has a considerable number of built heritage sites. Addis Ababa Culture and Tourism Bureau identified and registered 440 historical sites and heritage buildings in which Out of them 389 are historical buildings (AACTB, 2018, Dereje, 2018, Pankhurst, 2008).

Historical buildings of Addis Ababa started to be built immediately after the beginning of the city as capital city of the country. The period between 1887 and the 1930s saw different forms of buildings were erected mainly made of worked stone with wooden gables and balconies which was the expression of buildings erected during the Minilik- Iyasu- Zawditu period. The period was particularly significant from the point of view of Addis Ababa's development and witnessed the emergence of new buildings, and the development of what historians and architects describe as the Menilek-Zawditu style (Pankrust, 2008, FasilGiorghise & Denis Gerard, 2007).

Figure 3.1: First palace of Menelik

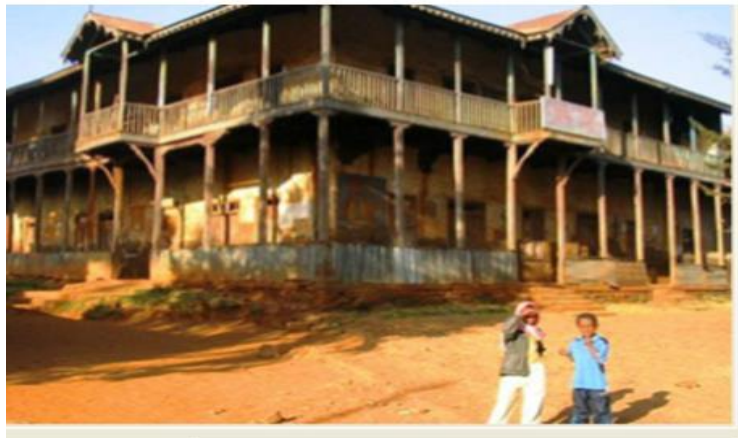


Source: Addis Ababa urban heritage data base, 2009

As it is called a town in the town, the Ghebbi hosts dwellings, offices, streets, workshops, stores and a mint. The Elfign was the imperial residence, sided by the prayer pavilion first built in 1889.

After the construction of the first places of Menelik in Addis Ababa, regional rulers and court dignitaries started to build their own residences on the large tracts of land given to them by the emperor (FasilGiorghise & Denis Gerard, 2007).

Figure: 3.2: Residence of sheikh Hojele



Source: Addis Ababa Urban Heritage Data base, 2009

This is the former residence of Sheik Ojele Al-Hasan, who was ruler of Asosa and helped Ras Makonnen to conquer the Beni Shangul in 1897-1898. The house was built in the beginning of the 20th Century which depicts the style of 1910s and influenced by Indo-Islamic architecture. Located in gulele sub city currently the building is serving as school (Selam, 2010, GTZ, 2008).

Figure 3.3: Residence of Lij Eyasu. The 1910s style



Source: Addis woubet, 2006

Built in the 1910s, it was a former residence of Lij Iyasu, ruled the country, from 1913-1916. The building is located in gulele sub city and after the residence building was destroyed during the Derg period, the still existing building functioned as an "adarash" (reception hall) of Goethe Institute (Pankrust, 200, GTZ, 2008).

Among business people constructed of their own buildings, Armenian Matig Keworkof built his own house known as Keworkof's building in Piazza.

Figure: 3.4: The houses and business complex of Mating Keworkof, the 1910s style



Built for the for the purpose of business in 1910s, the building still serve as shop, store, college and restaurant (selam, 2010)

Source: Addis Ababa Urban heritage data base, 2009

Built by order of the Armenia trader Matig Kevorkoff to be used as a shop, a store and as the headquarters of the tobacco monopoly in the 1910s (GTZ, 2008, ORAAMP, 2001, selam, 2008).

Most of the private homes built in this time later became governmental offices. Among these, the house of Bitwoded Haile Giorgis (who served as foreign minister) located in front of St. George church, became the first municipal offices in the capital; the house of the close advisor to Emperor Minilik, a Swiss engineer named Alfred Ilg is later became the office for the Central Statistics Agency; the house of Ras BirruWolde Gabriel is now the Addis Ababa museum and the house of Ras Gebre Hiwot is today the Oromia regional state procurement office located in Sedist Kilo(Addis Ababa Urban Heritage Data base, 2008, Selam, 2010, , Bahru Zewdie and FasilGiorghis, 1986)

Figure: 3.5. Former residence of Haile Giorgis Agidewu the first municipality of the city 1906



Source: Addis Ababa Urban heritage data base, 2009

Built in 1906, the building was the former residence of Haile Giorgis Agidew, appointed "head of merchants" (negadras) by Menelik, later he received the title "bitwaddad" and chaired the Cabinet. The building functioned as Municipality from 1916-1964. Until 2008, the house was used as Supreme Court of Addis Ababa and then after, the house is empty with threat of adjacent construction works and demolitions. Currently, AACTB and other stakeholders were working to change the building into cultural heritage tourism destination.

The Fascist occupation in Ethiopia left an architectural hybrid influence in Addis Ababa. The Italians used the local style of house construction combined them with non-native exteriors mainly in the building and quarters Piazza and Cazanchise which were declared for white settlement and administration. Centro, Cinema Ethiopia, Banko de Roma Hakim Bora Hospital what is today the Ras Desta Dantew Memorial hospital, are among constructions of the period (Demessie, 2009, Ermias Nimani, 2009 Fasil Giorgihis, and Likuworkalemaw 2007)

Figure: 3.6: The National Museum building.



The building served as the residence of the mayor of Addis Ababa during the occupation, residence of the Duke of Harar, Ras Mekonen, and as Ministry of Foreign Affairs under Emperor Haile Selassie. Source: Addis Ababa Urban heritage data base (Milena Baisoni and Gian Paolo Chiar, 2004)

Source: Picture taken on April, 2019

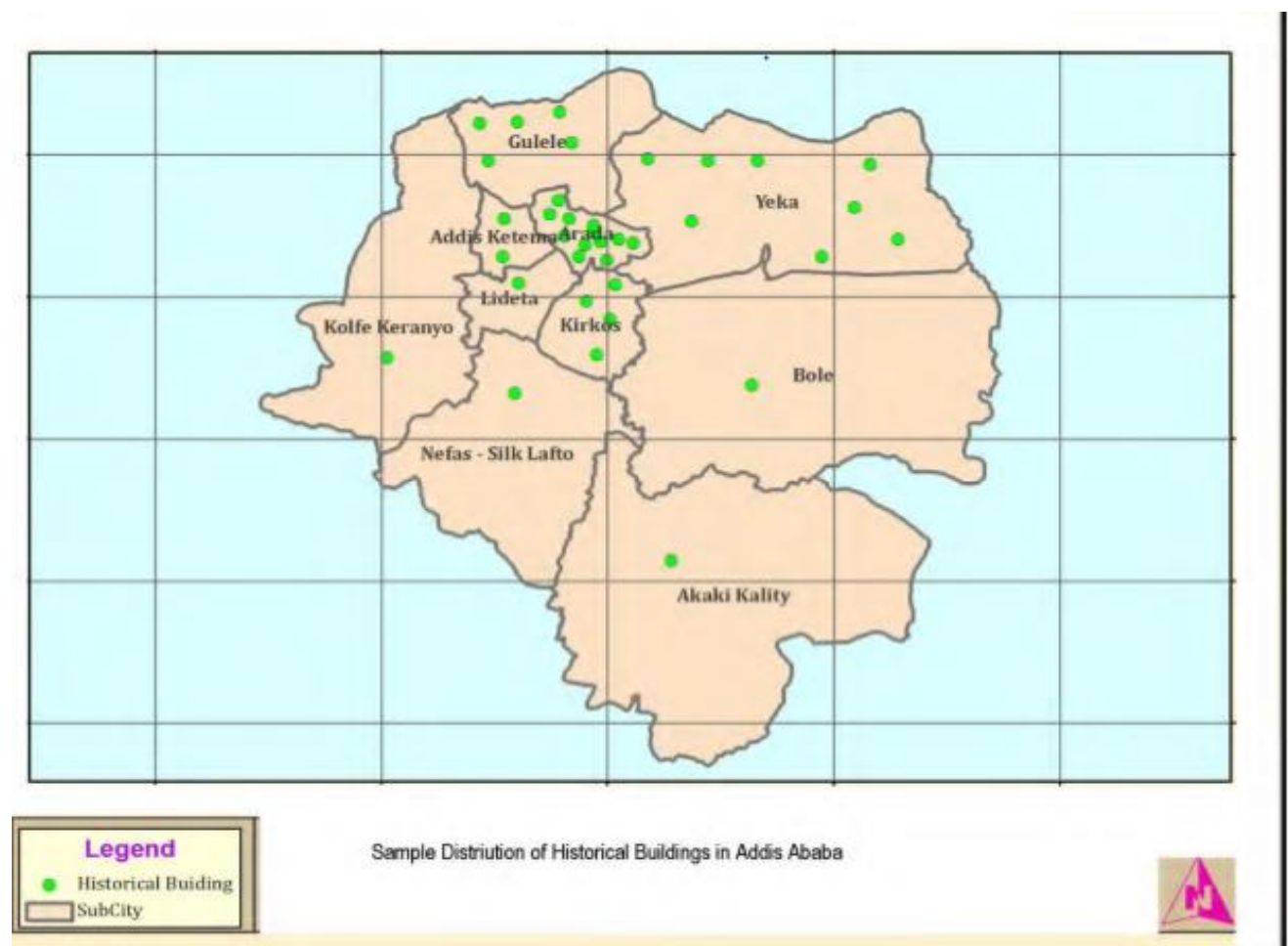
Built during the Italian occupation period, the building served for multiple purposes. Before its current function as the National Museum, the building served as the residence of the mayor of Addis Ababa during the occupation, residence of the Duke of Harar, Ras Mekonen, and as Ministry of Foreign Affairs under Emperor Haile Selassie.

The post-liberation period is known by the establishment of multilateral organizations in the city (Demessie, 2009, Ermias Nimani, 2009). Among this, establishment of the Organization of African Unity, and the selection of Addis Ababa as the newly formed multilateral organization's seat, in 1963. Therefore, starting from 1960 onwards, important buildings like the National Theatre, the United Nations Economic Commission for Africa (ECA), the headquarters of the Organization of the African Unity, the circular Ministry of Fine Arts and Education located at Arat Kilo, the Municipality, and the National banks of Ethiopia, the school of Lycée Gebre Mariam were built (AACTB, 2018, Garrettson, 1974, Abent Gezahegn Berhe, 2010, GTZ, 2008 ORAAMP, 2001)

In conclusion, even if there are historical buildings with unique architecture and historical significance in the city, activities undertaken to make historical urban structures and sites major tourism attractions is still at its infant stage, and struggling with ample major challenges. From

the destination point of view, Addis Ababa, with its conducive weather condition, rich in cultural and natural tourism products. Therefore, if cultural tourism sites like historical buildings marketed and promoted, heritages could be changed into valuable economic pillars of the city rather than being a target of demolition and destruction. Due to the above mentioned purpose, the city attracts international and domestic tourists and investors. But for the study purpose, the researcher focused on heritage tourists and those tour operators, with historical buildings in their package tours, stationed in the city.

Figure: 3.7 Map of the study area



Source: Addis Ababa culture and tourism bureau, 2018

3.2 Research Design

A research design is the arrangement of conditions for collection and analysis of data in a way that aims to combine relevance for the research purpose with economy in procedure. It is a decision concerning what, where, when, and how much by what means concerning an inquiry or a research study constitute a research design. A research design is the conceptual structure and blue print within which a research is conducted (Kathori, 2004 & Ranjit, 2011)

A research design is a procedural plan that adopted by the researcher to answer questions validly, objectively, accurately, and economically. Through a research design the researcher decide and communicate to others his decision regarding what study design he propose to use, how he is going to collect data from his respondents, how he is going to select his respondents, how the information he is going to collect is analyzed and how he is going to communicate the findings (Ranjit, 2011 & Croswell, 2010)

In order to achieve the objective of the study, a mixed type of research designs are employed for the sake of enriching the result of the research. The research involves both statistical and descriptive design with critical interpretation and analysis of the collected data. The reason for the selection of both qualitative and quantitative approach stem from the nature of the study as it requires both statistical (numerical) expression and verbal description.

3.3 Sampling Technique

The current study selected as its sample area five major historical buildings including Taitu hotel, Selassie (trinity) cathedral, Residence of Ras Birru Wolde Gebriel, St. George church and Genete Leul palace purposefully as a case study. These historical buildings were selected, depending on their historical and architectural importance, prefer ability in tour packages produced by tour operators in city tour of Addis Ababa, and prefer ability of the structures both by foreign and domestic tourists. Therefore, the study utilized purposive sampling technique for selecting tourist participants according to their willingness and availability. Again purposive sampling technique was used to select tour operators since the sample respondents are those tour operating firms focus on cultural heritage tourism activities. Therefore, tour operating firms have been selected based on their tour packages in relation to the historical buildings situated in Addis Ababa and their sample size determination are summarized as follows.

3.3.1 Sample Size Determination

Tour operators in Addis Ababa, tourists, and cultural tourism experts are the target population of the study. In order to increase the sample's representativeness and to achieve the research's objective and to get sufficient information to reach at a reasonable conclusion taking sufficient sample size is important. To this end, the researcher has used the appropriate amount of sample size from the target population.

Therefore, one hundred fifty (150) tour operators in Addis Ababa have tour packages directly related with historical buildings in the City. Currently, there 467 tour operators licenced by MoCT in the country. From these tour operators, more than 90% are located in Addis Ababa. Based on checklist of MoCT and their online marketing and promotion activities, a sampling framework of 150 tour operators was prepared. Tour operators were selected depending on location of tour operator in Addis Ababa and package tours which are historical buildings are included in or focus on cultural tourism activities which depends on historical buildings. Depending on this criterion one hundred fifteen (150) tour operators were selected. However, the response rate of the tour operators has been 68% successful. Similarly, 150 questionnaires has been to tourists and response rate has shown 70%. These tour operators have tour packages of the major historical buildings mentioned above and the tourist participants were visitors of the five major historical buildings.

3.4. Population Inclusion Criteria

The participants of the study have been selected based on the following inclusion criteria:

- i. Each participant must be 18 or more years old
- ii. The purpose of tourists' visit needs to be for visiting of the specified historical building.

3.5 Data Collection Instruments and source

Again, both qualitative and quantitative data collection methods took place by means of interview and questionnaire, whereas document analysis and personal observation were used to

strengthen the main data. Employing multiple data collection instruments helps the researcher to combine, strengthen and amend some of the inadequacies of the data and for triangulating it.

3.5.1 Primary Data

3.5.1.1 Questionnaires

Questionnaires were main data source of the research and used to collect relevant and first-hand information from tour operators and tourists. As tour operators are important in marketing and promotion of any tourism products directly to the tourists, can assist first hand data for the research. The items of the questionnaires were mainly close-ended questions and accompanied by some open ended ones. The reason why a questionnaire was used was that easier to handle and was simpler for the respondents to answer within a short period of time.

3.5.1.2. Key informant Interview

To get relevant data regarding role and significance of marketing and promotion for historical buildings, key informant interview was conducted with seven (7) marketing and heritage experts selected from AACTB and ARCCH.

3.5.1.3. Personal Observation

Field observation of the researcher is used as one means of generating primary data in this study. It is conducted using cameras and checklists which reinforce the qualitative information obtained by interviews and questionnaires. In these regard the researcher observed that, there are historical buildings which are not visited by tourists even they are sufficiently prepared for tourism activity. In contrast, there are historical buildings repeatedly visited by domestic tourists in a way that poses problem on the sites. The researcher observed the status of historical buildings as heritage tourism resources and the way historical and architectural values are interpreted for the tourists.

3.5.2. Secondary Data

3.5.2.1. Document Analysis

Document analysis was used to collect information about the type marketing and promotional strategies and policies currently available to strengthen the data obtained through questionnaires and interview. Annual reports of AACTB and ARCC, brochures and CDs are used to collect data. Journals, books, and articles were evaluated, because they are important sources of data to explore the global trend concerning the issue under the study. Print media, newspapers and magazines used as source of information about historical buildings. In the last budget year (2018 & 2019) alone, four historical buildings are demolished in the city including buffet de lagar.

3.6 Methods of Data Analysis

Data gathered in different form is systematically accessed, arranged, organized, and analyzed using various methods and techniques.

3.6.1 Content Analysis

Content analysis, which means organizing and analyzing the content of data gathered from interviews, and field observation notes to identify the main themes that could be emerged. According to Creswell (2002) the main advantage of using content analysis is that the researcher can gain in-depth understating of the theme which is important for the study. The researcher used the technique to analyze qualitative data gathered from key informant interview and observation from the field.

3.6.2 Descriptive Analysis (Frequency)

For the analysis of the data from questionnaires descriptive statistics was used in the research to quantify and understand the current marketing and promotional activities of historical buildings. Frequency analysis was conducted for each question as it appears in the questionnaire and the results are presented in tabular form and analyzed. Statistical Package for Social Sciences (SPSS) version 23, computer software was used to analyze the collected data. Finally the data is processed and analyzed, summary statistics, frequencies and percentages are computed and presented in the form of graphs and tables (Gitara.v.2008).

3.7 Issues of Validity

There are many strategies, used to validate the data, but the following three strategies were important for my research purpose.

1. ***Triangulating:*** *triangulating* different data sources of information by examining evidence from the sources and using it to build a coherent justification for themes is important and according to John Creswell, (2010) if themes are established based on converging several sources of data or perspectives from participants, then this process can be claimed as adding to the validity of the study. To this end the research was rich diversifying data sources. Questionnaires' were used to collect data tour operators and tourists. Qualitative data was gathered from key informant interview document analysis and personal observation. Therefore the diversity of data sources in the research strengthen the validity of the data (John W. Creswell 2010).
2. ***Using member checking:*** *this is to* determine the accuracy of the qualitative findings through taking the final report or specific descriptions or themes back to participants and determining whether these participants feel that they are accurate. This does not mean taking back the raw transcripts to check for accuracy; instead, the researcher takes back parts of the polished or semi-polished product, such as the major findings, the themes and the case analysis.
3. ***Spending prolonged time in the field;*** in this way, the researcher has been tried to develop an in-depth understanding of the phenomenon under study and could convey detail about the site and the people that lends credibility to the narrative account. This is because the more experience a researcher has with participants in their settings, the more accurate or valid will be the findings.

3.8 Ethical Consideration

In this study participants are selected using purposive non-probability in line with the principle of justice to make the research result based on fair selection procedures fair selection outcome Confidentiality of information of all participants was insured from risk or threat through granting the participants rights to have control over the use or access of his her personal information as well the right to have the information she or he shares the researcher kept private. Also, any information that might affect the privacy and dignity of research participant was kept secret. Any

data or information gathered from informants or participants for this research purpose was conducted as the per the informed consent of the participant by insuring the three basic elements informed consent of being competent, knowing and voluntary.

CHAPTER FOUR

4. DATA PRESENTATION AND ANALYSIS

4.1 Overview

Chapter four presents and analyses the results obtained from completed questionnaires, interviews and review of documents. Three hundred (300) questionnaires were distributed, of which 150 for cultural tourists and 150 for tour operators. Out of 300 questionnaires, a total of 207 complete and usable surveys were obtained. This resulted an overall response rate of 69%. Questionnaire from tourists and tour operators were presented separately and supported with the data from interview and document. The results were presented in subsequent sub parts.

4.2 Demographic Characteristics of Cultural Tourist Respondents

4.2.1 Age

Tourist respondents were asked to indicate the exact age they are. This question was asked, as indicated in literature review, because there is a perception that heritage motivated travelers are older and (Luis Harries, 2011). Participation in cultural and heritage events peaks between ages 45 and 65, when people are at the height of their careers, earning power, and discretionary income. The data captured through the survey was presented in the table below.

Table 4.1: Age group of tourist respondents (N=105)

Age Range of Respondents	Frequency	Percentage
< 20	8	7.6
20-30	46	43.8
31-40	29	27.6
41-50	12	11.4
51-60	6	5.7
> 60	4	3.8

Source: field survey, 2019

The issue of age was so important for the purpose of marketing and promotion of cultural heritage tourism. Destination managers and cultural tourism marketers can easily segment the market depending on the age characteristics of the tourist population and possible to establish the requirement of each age group segments.

The result in table 4.1 shows that the highest numbers of the respondents were in the age group of 20 to 30 years with 43.8% followed by those with 31 to 40 years old with 27.6%. The table indicates that the lowest percentage of respondents who visit the historical buildings and cultural tourism activity in Addis Ababa, related with historical buildings was those tourists over the age of 60 years old with 3.8 only. Accordingly, it was possible to conclude that, cultural heritage tourists in Addis Ababa are concentrated at the middle age of the adult population. Over 70% of the tourist population is between the age of 20 and 40. Therefore, any marketing and promotional activity designed and planned by stakeholder's better targets the needs and aspiration of this age group. As a result age remained among the crucial factors in the establishments of marketing and promoting of heritages.

4.2.2. Sex

Table 4.2 shows the gender distribution of the respondents which was an important variable in marketing and promotion of cultural heritage for tourism purpose. Gender was among the demographic statistics most commonly used method for segmenting markets, owing to the relative ease of acquiring, understanding and applying the data

According to a research by Louis Harris, Inc., (2011) cultural heritage tourism activities are influenced by women and women typically plan family vacations and group trips, and also control more personal discretionary income. While there was a general perception that heritage tourists were likely to be male than female, Keyed (2017) found that most of the tourists in Addis Ababa who visited cultural tourism attractions were male (55.5%) than female. Segmenting cultural tourist's needs and interest depending on their gender differences in the consumption of heritage products has many advantage for policy makers and heritage managers in identifying and serving their needs and demands.

Table e 4.2: Gender demographics of tourist respondents (N=105)

Sex	Number of respondents	Percentage (%)
Female	32	30.5
Male	73	69.5

Source: field survey, May, 2019

Accordingly, table 4.2 shows that 69.5% of the tourists are male and 30.35 of the tourist respondents are female. This may be the result of the income inequality between male and females, especially for those domestic tourists.

4.2.3. Country of Origin

Cultural tourism respondents were asked to indicate their country of origin which is important for marketing and promotion of heritage destinations. It was important to know where the potential customers live or work to communicate with them. Geographical considerations were important in tourism marketing and promotion for geographical segmentation. For the purpose of this research, local tourists asked to indicate their home region and foreign tourists asked to indicate their country of origin.

Table 4.3: Origin of tourist respondents

Country of origin	Number of respondents	Percentage (%)
Ethiopian	51	48
Non-Ethiopian	54	52

Source, field survey, May, 2019

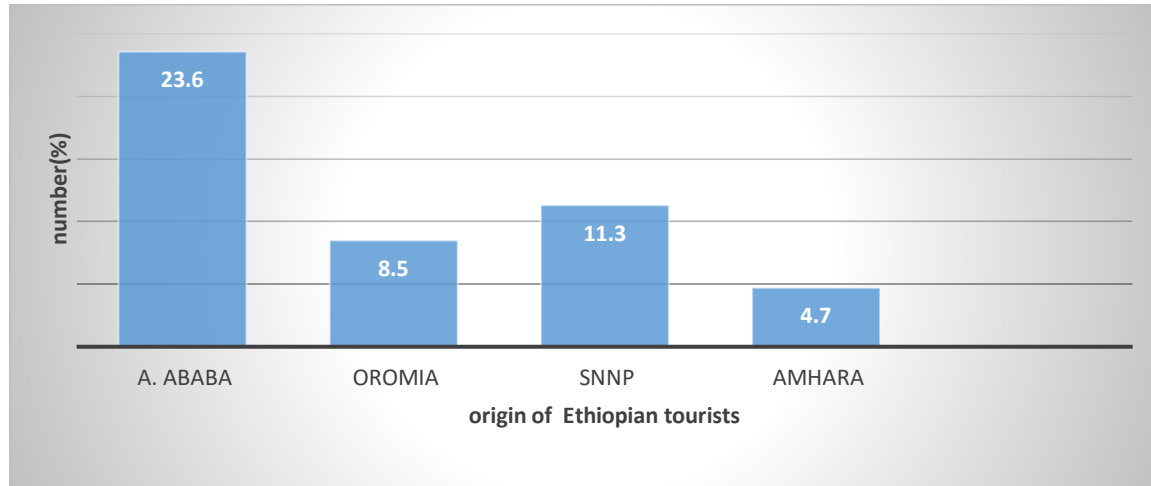
Table 4.3 indicates that 52% of the tourist respondents were foreigners and 48% of the respondents are nationals with slight domination of foreign tourists over the nationals. The finding indicate that tour operators and tourism planners of the city should not under look the potential of domestic tourists while marketing and promoting heritage tourism in Addis Ababa.

4.2.3.1 Origin of Ethiopian Tourist Respondents by Region

Among important characteristics of cultural tourism was that, it had strong attachment with the identity of the local people and tend to be consumed by the domestic tourists. Table 4.3 shows only a little difference between the foreign tourists (52%) and domestic tourists (48%) which was an indication for tour operators and tourism planners the potential of the domestic tourism related with historical heritages like historical buildings of Addis Ababa. In marketing and promoting historical buildings as cultural tourism destinations, geographical units like, regions, cities, urban

and rural areas used to segment primary and secondary markets for effective communication of potential tourists.

Figure 4.1 Origin of Ethiopian tourists



Source: field survey, May, 2019

Figure 4.1 shows that 23.6% of Ethiopian tourist respondents were from Addis Ababa and followed by tourists from SNNP region. Oromia and Amhara region account 8.5% and 4.7% respectively. The location of historical buildings here in the city and an international perception that cultural tourists were more of cosmopolitan had an influence for the domination of Addis Ababa over the number of domestic tourists. Regionally, the domination of domestic tourists from SNNP over both Oromia and Amhara, even if the two regions are dominant in terms of population number the country, can tell us there are some barriers in terms of promoting and communicating with domestic tourists from these geographical area.

4.2.3.2 Origin of non-Ethiopian Tourist Respondents by Country

The tourism activity in Ethiopia dependent mainly on international tourists and studying and analyzing by segmenting the international tourist population geographically has paramount advantage for tour operators, destination managers and the general tourism industry to communicate effectively and provide better services.

Table 4.4: origin of non-Ethiopian tourist respondents (N=105)

Country of origin	Number of Respondent	Percent
Norway	1	.9
Belgium	1	.9
Cameron	1	.9
Canada	2	1.9
Djibouti	1	.9
Dominica	1	.9
England	5	4.7
Ethiopia	51	48.1
Finland	2	1.9
France	5	4.7
Germany	6	5.7
Greece	1	.9
Holland	5	4.7
Hong Kong	1	.9
India	1	.9
Italy	1	.9
Japan	1	.9
Kenya	2	1.9
Korea	1	.9
Madagascar	1	.9
Puerto rice	1	.9
South Sudan	2	1.9
Somalia	1	.9
Spain	2	1.9
Sweden	2	1.9
Switzerland	1	.9
USA	6	5.7
Total	54	52.0

Source: field survey May, 2019

Addis Ababa is a gateway to many tourists arriving in the country and, Ethiopian Airline is the most flying airline in African sky. Tourist respondents were requested to indicate the origin of their country. In response to this question, international cultural tourists coming around historical buildings of Addis Ababa were from USA and Germany France with 5.7% each equally followed by Holland, England and France account 4.7% each. Among east African countries, tourists from Kenya and South Sudan consists 2% of the General tourist population and followed by Somalia and Djibouti with 0.9% each. The finding shows that Europe, USA and Africa were still source f markets for cultural heritage tourism activities in Addis Ababa.

Educational status of the tourists

Educational status was an important variable in marketing and promotion of cultural heritage tourism. A research on American cultural tourists revealed that (Luis, 2011) most heritage tourists are well educated and have advanced degrees. Therefore educational status served as the single most significant factor that influences cultural and heritage participation and travel.

Table 4.5: Educational status of tourist respondents (N=105)

Educational Background	Frequency	Percentage
High school	13	12.4
Diploma	8	7.6
Degree	54	51.4
Masters	23	21.9
Others(Ph.D. and MD)	7	6.7
Total	105	100.0

Source: field survey, May 2019

Table 4.6 shows that, 51% of the tourists are degree holders, and 21% of the tourists have master's degree. 12.4% of the tourist respondents are high school graduates and 7.6 % of the tourists are gained their diploma from college. 6.7% of the respondents are PhD holders and medical doctors. Therefore, cultural tourists that have interest of historical buildings of Addis Ababa were well educated. Heritage site managers and tour operators have to consider this information in marketing and promoting historical buildings and tourism activity related with them.

Group Size

Understanding trends of cultural tourists according to group size was important in marketing and promoting historical heritages for tourism purpose. Tourism planners have to consider group size with the carrying capacity of heritage sites like historical buildings. Carrying capacity relates to the available infrastructure being able to absorb the tourist population. Most heritage sites were fragile only with specific carrying capacity.

Table 4.6: Group size of tourist respondents (N=105)

<i>Group Size</i>	<i>Frequency</i>	<i>Percentage</i>
1-5	93	88.6
6-10	2	1.9
11-15	1	0.9
16-20	0	0
21-25	0	0
>25	8	8.4
Total	105	100.0

Source: field survey, May, 2019

Table 4.6 shows that most of respondent tourists visiting historical heritages travel in small group from 1 person up to 3 (88.6%) and followed by those who travel large group size (8.4%). Therefore, even if the majority of tourists travel in small group size, which is suitable for heritage tourism activities, planners and managers have to give concern to those who travel in large group of which most of the time cause threat on fragile heritage like historical buildings.

4.3 The status of Current Marketing and Promotion of Historic Buildings as Heritage Tourism Sites

4.3.1 Tourist Type

In marketing and promotion of heritage tourism, it is important to know the type of tourist customers a destination or a site is more identified with. This is important for the purpose of segmentation and for provision and planning of services accordingly.

Table 4.7: Type of tourist respondent (N=105)

Types of Respondents	Count	Percentage
Tourists on independent holiday	43	41.0
Tourists on inclusive package	13	12.4
Visiting friends	27	25.7
Attending conference	13	12.4
On transit	5	4.8
Other	2	1.9
Both visiting friends and attending conference	1	1.0
Total	105	99.0

Source: Field Survey, May, 2019

Table 4.7 indicates that 41% the tourist respondents are tourists on independent holiday, those who visit friend and relative's account 25.7% and those who attend conference 12.4% and inclusive package tourists 12.4%. Tourist respondents on transit to other sites account 5% of the total population. Business tourists and special interest tourists included in the other tourist's category.

The majority of tourists were tourists on independent holiday and those visiting friends, may indicate influence of public holiday as data was gathered in May 2019, was important information for tourism service providers in planning and managing their service provision activity.

4.3.2 Destination Quality

For historical heritage sites, accessibility, managing, conserving and preserving the heritages is the initial stage of marketing it. According to Prideaux (2002) access was a function of distance and difficulty which needs an area's geographical and physical infrastructure were requirements. Therefore two groups of infrastructure were required to support the establishment and nurturing of a tourism industry, i.e. physical infrastructure and tourism product infrastructure, proper management and conservation

Table 4.8: Characteristics of the site that enabled to visit as responded by tourists (N=10)

Characteristic of sites	Count	Percentage
Accessibility	40	38.1
Peace and quietness	36	34.3
Proper management and conservation	19	18.1
Others	10	9.5
Total	105	99.0

Source: field survey, May, 2019

According to the data from table 4.9 38.1% of the respondents were able to visit because of accessibility, 34.5% of the tourists by peace and quietness, and 18.1% of the tourists abled to visit historical buildings because of the proper management and conservation of the buildings. As historical buildings were located in Addis Ababa, access in terms of physical infrastructure was not a problem and stakeholders had to focus on managing, conserving and preserving historical buildings.

4.3.3 Entrance Fee Charged

Tourists were asked to rate whether the entrance charged for heritage visits was not expensive, expensive or not paid. This was to know how tourists perceive historical buildings as tourism sites in terms of pricing. Price competitiveness is one way of promotional strategy in heritage tourism industry. As the cost of tourism experience became high, it may affect the demand for tourism products. Because of international travelers were sensitive to price, it is important to consider the price competitiveness of historical buildings of Addis Ababa as cultural heritage tourism sites as compared to that of its competitors.

Table 4.9: Rating the entrance fee charged (N=105)

Entrance Fee	Count	Percentage
Not expansive	80	76.2
Expensive	3	2.9
Not paid	10	9.5
Moderate	12	11.4
Total	105	99.0

Source: field, survey, 2019

Table 4.9 shows 76.2% of the tourists confirm that the price of cultural heritage around historical buildings is not expensive, 11.4% of the tourist respondents rate as moderate and 9.5 % of the tourists are doesn't paid for their tourism activity. These are tourist who appreciate the architectural design of historical buildings such as Selassie cathedral, St. George church and buildings in Addis Ababa University. Only 2.9% of the respondent tourists rate as expensive. Therefore, in terms of price competitiveness, there no strong complain from tourists that visited historical buildings of Addis Ababa.

4.3.4 Reason or Motivation of the Visit

There was a substantial difference in the interest of travelers that motivated them for different destinations. Understanding the in motivation and destination important for heritage marketers and heritage site planners.

Table 4.10: Motivation of visiting cultural tourism (cultural tourism activities on historical buildings of Addis Ababa) in Addis Ababa)

Motivation of visiting	Count	Percentage
Architectural beauty	28	26.7
Place attachment	3	2.9
Leisure	19	18.1
learning(history)	41	39.0
previous visit	1	1.0
Other	9	8.6
Both architecture and history	4	3.8
Total	105	99.0

Source: field survey, May, 2019

Table 4.10 shows that 39% of the respondents motivated by history or learning (curiosity), 27.6% of the tourists were motivated by architectural beauty of historical buildings of Addis Ababa. There are tour operators organize tour packages only for the purpose of visiting historic buildings only for architectural beauty of buildings such as the buildings of the Ethio –French railway and the building of Biherawi theater. Other reasons to visit historical buildings in Addis Ababa were business tourists who assess the business opportunities in the city. The findings in the above table were important for planners and managers of historical buildings for heritage tourism purpose because they show the relations between tourist motives for visiting heritage sites, the symbolic and emotional meaning they ascribe to the buildings. Therefore, as more 80% of the tourists were motivated by historical and architectural reason shows that if historical buildings were marketed and promoted there was huge amount tourism market both in international and domestic tourism industry for historical buildings.

Satisfaction Level of Destination Quality

Assessing and rating the overall status of historical buildings in Addis Ababa as a tourist destination/site for continuous improvement of tourism activities. Heritage managers at historical buildings identify their strength and weakness from the information the tourists respond after the visit.

Table 4.11: satisfaction level of the respondent tourists from conservation preservation and over all status of historical buildings as cultural heritage tourism site (N=105)

<i>Satisfaction Level</i>	<i>Count</i>	<i>Percentage</i>
Not satisfied at all	16	15.2
Somewhat satisfied	38	36.2
Satisfied	40	38.1
Highly satisfied	11	10.5
Total	105	100.0

Source: field survey, May, 2019

Table 4.11 shows 38.1 % of the respondents are satisfied, 36.2% of the respondents are somewhat satisfied and 15% of the respondents are not satisfied. More than half of the respondents (51.4%) are not sufficiently satisfied by the management and conservation of historical buildings. The findings of the above table indicates for government, heritage managers and planners, as many works to conduct for development of heritage and heritage tourism activities in the city.

Level of satisfaction with marketing and promotion historical buildings

It was assumed that historical heritage in Addis Ababa were not well marketed and promoted. Therefore tourists were asked their level of satisfaction with promotion of historical buildings of Addis Ababa as a tourism sites. To give tourists further explanation whether or not their expectations were meet, there was an open ended question for further indications

Table 4.12: satisfaction level of the tourist respondents with marketing and promotion of historical buildings of Addis Ababa as a tourist site N=105)

<i>Satisfaction Level of the Tourist Respondents</i>	<i>Count</i>	<i>Percentage</i>
Poor	23	21.9
Good	42	40
Very good	31	29.5
Excellent	9	8.6
Total	105	100.0

Source: field survey, May, 2019

Table 4.12 shows that 40% of the respondents rated as good, 29.5% of the tourist respondents, as very good, 21.9% of the respondents said historical buildings are poorly promoted as compared to their potential tourism attraction, and only 8.6% of the tourists said historical buildings are sufficiently promoted. Almost more than 60% of the tourists agreed that, historical buildings are

not sufficiently promoted as heritage tourism products, and heritage tourism promoters needs to conduct aggressive marketing and promotional campaign.

Reasons of your dissatisfaction

Among the most suggested reasons of dissatisfaction, inappropriate description about the history of the buildings, lack of protection historical facades, lack of description of objects in museums around historical buildings like Selassie cathedral, and St. George churches in foreign language, and lack of preservation of historical buildings. Accordingly, the ethnographic museum and historical buildings in Addis Ababa University, with their architectural beauty are selected as best destinations by 18.1% of the tourists. Other historical buildings are selected as best destination by the following amount of tourist population. Holy trinity church 9.5%, Minilik palace in entoto 5.7%, St. george church 2.9%, Bata le mariam church 1% and residence of Ras Birru (the current Addis Ababa museum) 1%.

Addis Ababa as cultural heritage tourism destination

Recommendation of tourists about the heritage tourism destination, after the visit, for their friends, relatives was one of the efficient method of promotion. Therefore it important to identify whether tourists recommend Addis Ababa after the visit as word of mouth was an important dominant means of information for tourists in the city.

Table 4.13: Tourist respondents whether they recommend Addis Ababa as cultural tourism destination (N=105)

<i>Recommendation of Tourist on Addis Ababa</i>	<i>Count</i>	<i>Percentage</i>
Yes	92	87.6
No	13	12.4
Total	105	100.0

Source: field survey, May, 2019

Table 4.13 indicate that 87.6% the respondents says yes and 12.4% says no. Among the reasons given for not recommending Addis Ababa as heritage destination Among the most suggested reasons of dissatisfaction, inappropriate description about the history of the buildings, lack of protection historical facades, lack of description of objects in museums around historical buildings like Selassie cathedral, and St. George churches in foreign language, and lack of preservation of historical buildings.

Word of mouth was the most reliable means of promoting heritage tourism, as it was called walking advertisement. Therefore, even if great majority of the respondents agreed to recommend Addis Ababa as heritage tourism destination, it was important for tourism marketers to focus on those tourists reluctant to recommend the city and solving the problems pointed out by them.

Domestic tourists explained that easy and accessible promotional activities focusing on local people as necessary. Some tourists suggest that historical buildings should be included in education curriculum.

Among the marketing and promotional strategies explained and suggested by international tourists are; internet, website advertisement, social media advertisement and other global indexes, have importance for effective global access of historical buildings as cultural heritage tourism sites. Flyers and brochures which were prepared in foreign language could be effective means of promotion if they are placed in hotels, Ethiopian airline fleets and in foreign place for more international appeal.

According to the an interview conducted with different destination managers, the only marketing strategy the most tourist sites like trinity cathedral, St. George, Addis Ababa Museum and Taitu hotel was participating in annual exhibition and fair prepared by government in Addis Ababa.

ACTB currently focus on registering and awareness creation practices in the city about the heritage value of historical buildings. It's far behind in its capacity in case of changing historical buildings into valuable tourism potential destination of the city. According to an interview, the main obstacle not to develop historical buildings into tourist site was that, lack of sufficient funding and institutional capacity, and organization and lack of sufficient skilled man power as a city and as country.

4.4 Effectiveness of the current tourism marketing strategies

4.4.1 Time of planning

Time of planning can tells as the type of cultural tourists in our tourist destination, and the quality of our cultural resource and the marketing and promotional effectiveness and quality. In the analysis of cultural tourists there purposeful cultural tourist in which Cultural tourism is their

primary motive to the destination visit and have very deep cultural experience. Incidental cultural tourists were those who travel not for cultural purpose but participate in some type of cultural activities and have shallow experience before and after the visitation. Length of time in which a tourist planned to visit a destination tells as the interest and motive of the tourist.

Table 4.14: Time of planning of tourist respondents (N=105)

<i>Time of Planning</i>	<i>Count</i>	<i>Percentage</i>
Less the a month ago	50	47.6
1 to3 month ago	10	9.5
More than 3 month ago	18	17.1
In the plane	19	18.1
Less than a day	7	6.7
Before an hour	1	1.0
Total	105	100.0

Source: Field survey, May 2019

Table 4.14 shows that, 47.6%of the tourist respondents planned the tour less than a month ago, 18% in the plane and 17.1% of the respondents planned more than three months ago. 6.7%of the tourists planned within less than a day. 1% of the tourists planned before an hour to visit the destinations.

The finding of the survey indicate that, 74.3% of the tourists planned the tourism activity before the started their journey to a destination. 26.6% of the tourist planned the tourism activity three months before their journey. This group of tourists is purposeful cultural tourists. The remaining 25% of the tourists are casual tourists who appeared at the destination accidentally. Therefore, the marketing and promotional activities of historical buildings of Addis Ababa are not effective in capturing the interest and covering the geographical distance of the purposeful cultural tourists.

4.5 Marketing and promotion Strategies Used to Market and Promotion of Historical Buildings in Addis Ababa.

4.5.1 Knowledge of the sites (destinations)

Understanding how customers acquire information was important for marketing and promotion of heritage products. This is more for tourism and travel industry. According to Molina, Gomez

and Consuegra in Rahel (2010) a concrete destination which is occasionally demanded by tourist is, a destination which have important means of promotion for the tourist industry. The researcher wanted to identify communication techniques used aware tourists that has made tourists aware of historical buildings of Addis Ababa.

Table 4.15: knowledge of the destination as responded by the tourists (N=105)

<i>Knowledge of the Destination</i>	<i>Count</i>	<i>Percentage</i>
word of mouth	53	50.5
Newspaper or magazine	14	13.3
Social media	9	8.6
Public relation	10	9.5
Tourist guide book	8	7.6
Websites blogs and emails	7	6.7
Structured education in schools	3	2.9
Printed materials such as brochures and posters	1	1.0
Total	105	100.0

Source: field survey, May, 2019

Table 4.15 shows that half of the tourist(50.5%) know about historical buildings of Addis Ababa from their friends and relatives,13% from newspaper or magazine ,9.5% from public relation,8.6% from social media, 7.6 from tourist guide books,6.7% from websites blogs and emails, 2.9 from structured education and only 1% from brochures and posters.

An interview result with AATB tourism expert indicate that the bureau conducted awareness creation campaign using different methods (posters, flyers, newspapers, radio) both for the general public and for heritage experts up to woreda level. To this end, all sub cities awareness creation campaign which could be used as source of information for domestic tourist. Training programs, print media like magazines newspapers flyers and brochures, and to some extent radio and television are used for this purpose. Some sub cities prepared post cards and distribute it for “know your country” clubs in schools. There was a documentary film prepared by the AACT both by foreign and local language and currently there private televisions in promoting historical buildings. Kana television and balageru television are prepared a video footage about the selected historical buildings in the city

4.5.2 Source of Information

The importance of promotion channels depends on its capacity to reach consumers and satisfy their interest and needs (Molina, Gomez and Consuegra, 2010 in Rahel). Potential tourists needs to be exposed to the source of the promotional channels for better communication.

Table 4.16 Source of information about the destination of the tourist respondents (N=105)

Source of information	Count	Percentage
Travel agent in your home country	9	8.6
Travel agent in your region(locals)	17	16.2
Tour operator prior to departure	41	39.0
Friends	22	21.0
Tourism exhibition or fair	2	1.9
Tourist information center	12	11.4
Structured education	1	1.0
Printed materials –Billboards, posters and pamphlets	1	1.0
Total	105	100.0

Source: field, survey, May, 2019

Table 4.16 shows that, 39% of the tourist respondent accessed the information about the historical building from tour operator, 21% of them from friend/relatives and 16.2%of the tourists accessed the information from tour agents in their respective region or country. Tourist information center assisted only 11.4% of the tourists to access information about historical buildings of Addis Ababa.

4.6. Data presentation for tour Operating Firms

4.6.1 Demographic information

4.6.1.1 Sex

Among the102 owner managers of the sampled tour operating firms, 77.9 % of them (N=102), were males, whereas 19. % of them were females. This implies that male entrepreneurs dominate the tour operating firm in the Country, perhaps, related with the nature of the tour operating business itself, which demands frequent travel to tourist destinations with clients.

**Table 4.17: Demographic information of owners –managers of tour operating firms
(N=102)**

Category	Category	Number of the respondent	Percentage (%)
Sex	Male	81	77.9
	Female	20	19.2
Age	20-29	45	43.3
	30-39	38	36.5
	40-49	11	10.6
	50-59	7	6.7
	60-69	1	1
Educational status	High school and	11	10.6
	TVET certified	21	20.2
	Diploma	61	58.7
	Degree	8	7.7
	Masters	1	1
	Others (PhD)		
Experience in tourism business	Less than one year	1	1
	1-3 years	42	40.4
	4- 5 years	32	30.8
	6-10 years	20	19.2
	More than 10 years	7	6.7

Source: field survey, May, 2019

4.6.1.2 Age

The majority of tour operators owned or managed by the people between the ages of 20-40. 43.3% of the managerial position were owned by people between the age of 20 to 29 and 36.5% of the owner managers are between the ages of 30 up to 39. It seems the character of the business that the managerial position decreases as the age increase.

4.6.1.3 Educational background

Educational background was one of the important precondition in tour operating business. With regard to the educational background of the sampled respondents, 58.7% of them were degree holders, 20.2% diploma and, 7.7% earned master's degree. In general, there are 10.6 % high school or TVET certificates and there few people that earned their PhD in the industry.

4.6.1.4 Experience in tourism business

From the 102 tour operating firms, more than 70% of them have only from 1 to 3 year business experience. 40.4% of the firms have only 1 up to 3 years' experience, 30.8 % of them have 4 to 5 years of experience. 19.2 % of the firms have 6 to 10 years of experience and 6.7% of the firms have more than 10 years.

4.6.2 The status of Current Marketing and Promotion of Historic Buildings as Heritage Tourism Sites

4.6.2.1 Historical Buildings as Appealing Cultural Tourism Attractions for Tour Operators

The purpose of this part was to analyze and examine the interest of the sample tour operators from cultural tourism sites in Addis Ababa while designing of their tour packages. The information was important for tourism site managers and planners to design and plan depending on the interest of main stakeholder i.e. tour operators.

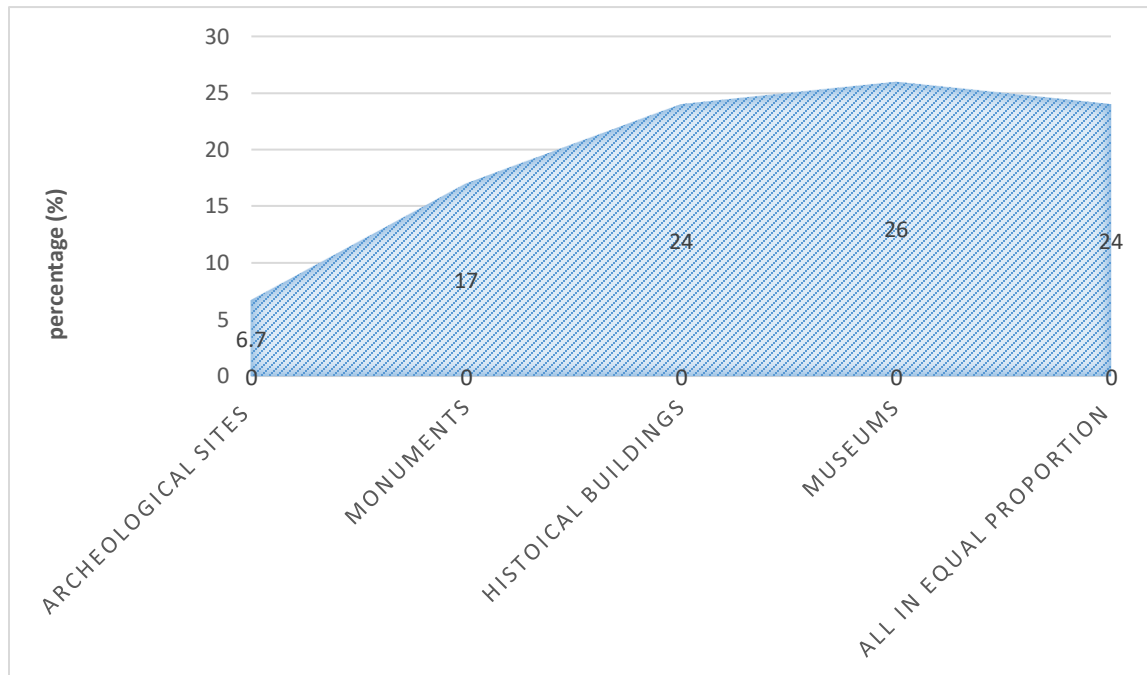
Table 4.18: Preference of cultural tourism sites by tour operators in their package tours, (N=102)

<i>Preference of cultural tourism sites</i>	<i>Count</i>	<i>Percentage</i>
Archeological sites	7	6.7
Monuments	18	17.3
Historical buildings	25	24.0
Museums	27	26.0
All in equal proportion	25	24.0
Total	102	100

Source: Field survey, May, 2019

Including the most appealing attraction in package tour was the most element marketing and promotion in package tour. Packaging an attraction to tourism operators' increase the marketability when it partners with other products, opens new markets which increase the sale and provide an opportunity to develop (Shankar, 2007).

Figure: 4.2 Share of historical buildings in tour packages

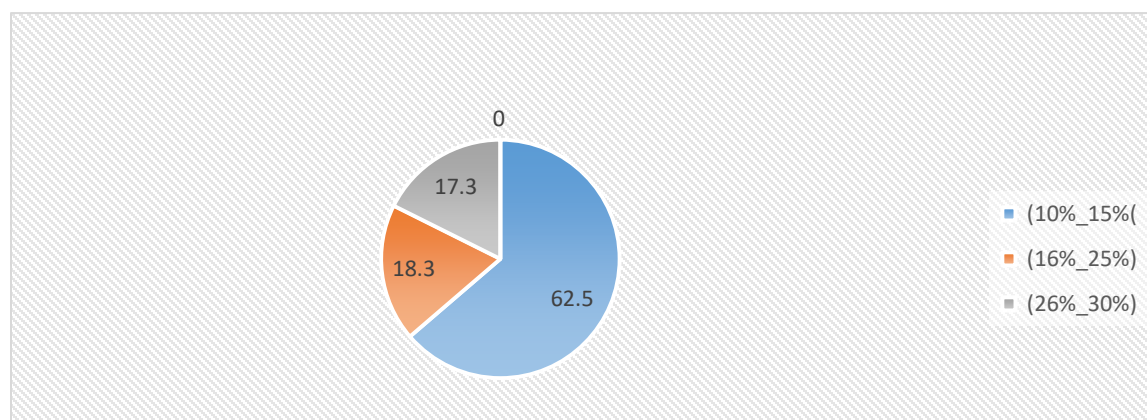


Source: field survey, May, 2019

From cultural tourism sites in Addis Ababa museums were mainly included in the package tours with 27%, 25% of tour operating firms include all cultural tourism sites proportionally, 24% of tour operating firms select historical buildings mainly, 17.3% of the firms interested monuments as main part of their package tours and lastly 6.7% of the firms included archeological sites as their main part package tours.

Tour operating firms promote tourism products by preparing package of tour services mainly for foreign tourists. In the tourism activities conducted in Addis Ababa, assessing the share of historical buildings in the tour packages of the tour operators was important for heritage tourism developers. The information was important to know how much historical buildings have a market share in tourism activities organized by tour operators, especially, for heritage destination managers and government institutions for further activities of destination development and marketing of the available sites and for planning of additional sites.

Figure 4.3: Response of owner-managers of tour operators, the amount (%) of historical buildings in their package tours in Addis Ababa.



Source: field survey, May, 2019

Table 4.21 indicate that majority of the tour operating firms (62.5%) only 15% of their package contain historical building. Majority of the respondents are not included historical buildings more than 15% of the total share of their package tour and only 17.3% of the respondents designed their tour packages with 30% of their tour packages containing historical buildings.

From cultural heritage tourism activities in Addis Ababa, majority of the tour operators include historical buildings in a very few proportion. There are two problems in this regard; even if there many historical buildings in the city only small amount of them organized for tourism purpose and there are limitations in communicating with stake holders about the available destinations.

Historical buildings used for many type of cultural tourism activities. Historical buildings mainly used for two purposes in cultural tourism activities. Their architectural and historical importance could be the main interest of the cultural tourists. In addition to this, the buildings may be used to display and organize other cultural tourism activities like museums and galleries. In the case of Addis Ababa majority of the museums exhibited in historical buildings.

Table 4.19 Response of owner- managers of tour operators if there are tourism activities which depends on historical buildings in their tour packages, and if there were historical buildings included in their tour package only for their historical importance and architectural beauty.

Response	For the purpose of tourism activities dependent on historical buildings.		For the purpose historical importance and architectural beauty.	
	Frequency	Percentage	Frequency	percentage
Yes	62	59.6	60	57.7
No	40	38.5	42	40.4
Total	102	98.1	102	100

Source: field survey, May, 2019

Table 4.19 indicate that majority of the sampled tour operators ,59.6%, of them conduct tourism activity related/ depend on historical buildings of Addis Ababa and 38.5% of the tour operators are not dependent on historical buildings in their tourism activities in Addis Ababa.

From the sampled tour operators, 57.7% include historical buildings only for their historical importance and architectural beauty and 40.4% of the firms did not. This is an indication that, if sufficiently marketed and promoted historical buildings attract large number of tourists.

Among historical buildings mentioned as important only for their historical and architectural importance were, La gare- Ethio Franco train station, residence of Lou rate Artist Afework Tekle, postal houses, the national theatre, leul mekonnin palace are the main sites

4.6.2.2 Knowledge of Tour Operators about Historical Buildings

The following sample heritage buildings are selected from the 440 historic structures that are enlisted by AATCB as heritages buildings. Owner managers are asked to indicate if the buildings are part of their package tour, if they know the building but, was not part of their package or totally they have no idea about the buildings.

The buildings are selected to represent historic buildings initially constructed for the purpose of residence of the royal family, business people, solely for business purpose and as a religious institution. The researcher assume that tour operators in the city lacks sufficient knowledge. Lack of knowledge and awareness about the heritages results inappropriate interpretation of history misleads the originality of heritages. If there was insufficient knowledge about historical

buildings, the industry lacks sufficient tourist sites even if even if there is sufficient resource base. Marketing and promotion of historical buildings need sufficient knowledge and information about historical sites.

Table 4.20 Ras Birru and Leul Ras Mekonnin residence.

Responses	Ras Biruu residence		Leul Ras mekonnin Residence	
	Frequency	Percentage	Frequency	percentage
Part of my tour package	15	14.4	33	31.7
I know it but not my tour package	65	62.5	46	42.3
I don't know it	22	21.1	27	26.0
Total	102	100	102	100

Source: field Survey, 2019

According to table 4.20 62.5% of the tour operators know it, but doesn't included in their package tours, 22% of them have idea about the building. Only 14.4% of the firms included the current Addis Ababa Museum as part of their tour package. From the responded tour operating firms, 42.3% are not included resident of Leul Ras Mekonin included in their tour package even if the know it, 31.7% included in their tour package and 26% of the have no sufficient information about the building.

31.7% of the tour operators included Leul Ras Mekonin residence in their tour package, 42.3% of the respondents know it but does not included in their tour package tours. 26% of the respondents have no idea about the building (selam, 2010, AUHDB)

Table 4.21: Residence of muse Christo maglaris/negadiras and Greek Orthodox Church

Responses	Muse Christo Magliaris/Negadiras Residence		Greek orthodox church	
	Frequency	Percentage	Frequency	percentage
Part of my tour package	1	1	10	9.6
I know but not my tour package	25	24	32	30.8
I don't know it	76	73.1	62	59.6
Total	102	100	102	100

Source: Field survey, May, 2019

From the sampled tour operators 73.1% don't know, 24% have an information about the building and only 1% of them included in their tour package. Majority of the tours didn't know Greek Orthodox Church .62% of tour operators didn't know the church, 32% of the tour operators know the church but is not included in their tour package. Only 10% of the tour operators included it in their package tours.

Table 4.22: Finfinnee hotel and bank of Abyssinia.

<i>Responses</i>	<i>Finfinnee Hotel</i>		<i>Bank of Abyssinia</i>	
	<i>Frequency</i>	<i>Percentage</i>	<i>Frequency</i>	<i>percentage</i>
Part of my tour package	5	4.8	21	20.7
I know it but not my tour package	31	29.8	57	55.7
I don't know it	68	61.4	24	23.6
Total	102	100	102	100

Source: field survey, May, 2019

According to table 4.22 Majority of the tour operating firms did know, 60.1%, 29.8% of the firms know it but is not part of their package tours. Only 4.8% of the tour operating firms included Finfinnee hotel in their package tours.

From the sampled tour operators, 20.7% included in their package tours 55.7% have information the building but not included in their package tours and 23.6% have no information about the structure.

Even if tour operators have knowledge about historical buildings there were problems that prohibited for not including historical buildings as cultural tourism destination. This information was important for government institutions which responsible in developing tourism facilities and infrastructure around the heritage sites.

Table 4.23: Response of owner- managers of tour operators about problems that obliged not to include in their tour packages in Addis Ababa.

<i>Response of owner- managers</i>	<i>Count</i>	<i>Percentage</i>
In accessibility	58	55.8
Lack of peace and quietness	22	21.2
Lack of facility like water and sewerage services	18	17.3
Lacks preservation and conservation	1	1.0
Others	3	2.9
Total	102	98.1

Source: field survey, May, 2019

According to table 4.23 More than half of(55.8%) of the respondents raised inaccessibility as main problem, 21% lack of peace and security,17.3% lack of facility and small proportion of the respondents say lack of preservation and conservation.

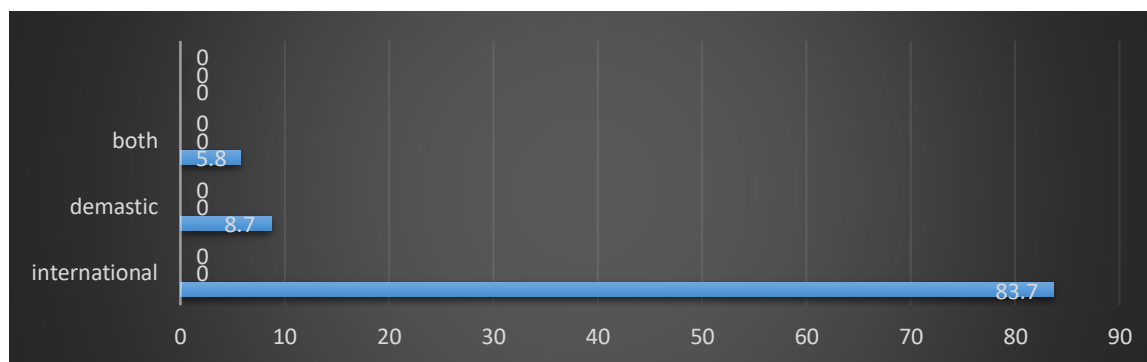
According to the information from the interview with heritage expert from Ethiopian heritage conservation authority, currently ARCCH and AACTB working in collaboration to change some historical buildings into a cultural heritage tourism site. Bank of Abyssinia, the first bank in Ethiopia, planned to be renovated as a museum that exhibit the history of the financial sector. According to the plan the national bank of Ethiopia finance the project and experts from ARCCH and AACTB support the project technically. Again, the first municipality of Addis Ababa, located around St. George, started to be conserved and for adoptive heritage re use for heritage tourism purpose. The conservation process is conducted by both AACTB and ARCCH

4.6.3 Marketing strategies used to market and promotion of historical buildings in Addis Ababa.

4.6.3.1Target market

In marketing and promotion of cultural tourism, understanding the geographical location of the potential customer is important. As main stakeholders for marketing and promotion of historical buildings for tourism purpose, understanding the source of market for tour operators is important for heritage planning and development.

Figure: 4.4 Target market of tour operators



Source: field survey, May, 2019

Figure 4.9 indicate that 83% of the tour operators serve foreign tourists as their target market and only 8.7% of the tourists focus on domestic tourists as their main target market and 5.8 % of the tourists focus on both side of the market. Therefore, foreign market is the main target and source

of market for the majority of tour operators. Among the reasons mentioned for the question, why tour operators focus on foreign market for their source market were, poor tourism culture of the country (Ethiopia), most tourists in Addis Ababa want to see tourism destination outside the city domestic tourist were not interested in tour packages, international tourists have the potential to pay and marketing strategies of the tour operators.

4.6.3.2 Marketing Strategies

Marketing strategies used by the main actor of the industry determine the growth of or failure of the heritage industry. If a marketing strategy is well planned and applied practically there will be sufficient economic return both for the public and private sector.

Table 4.24: Marketing and promotional strategy used by tour operating firms

<i>Marketing and promotional strategy</i>	<i>Count</i>	<i>Percentage</i>
websites blogs and emails	61	58.7
Broacher, posters and billboards	17	16.3
Social media	14	13.5
Newspapers and magazines	1	1.0
Exhibition and fair	4	3.8
Tourist guide book	2	1.9
word of mouth	3	2.9
Total	102	100

Source: field survey, May, 2019

Table 4.24 indicate that, 58.7% used websites, blogs and emails(internet) as a marketing and promotional strategy to reach their customers, 16.3% of the respondent , used broacher, posters, and billboards and 13.5% of the m used social media as marketing and promotional strategy. Small proportion of the respondents use print media like magazines and newspapers 1%, tourist guide book 1.9%. Only 3.8% of the respondents use exhibition and fair as marketing and promotional strategy. the finding of the survey indicate that tour operators were more inclined in using E-marketing than exhibition and print media like magazine and newspapers.

4.6.4 Barriers in marketing and promotion of historical buildings

4.6.4.1 Collaboration (public private partnership)

In marketing and promoting heritage tourism sites like historical buildings in Addis Ababa, identifying barriers that that could be beyond the capacity of a single stakeholder was very

important. Identifying barriers was used to develop appropriate strategies, raise finances, and to strengthen collaboration to solve the problems that could hinder marketing and promotion of historical buildings. A detail of this core issues clarified in next question.

Table 4.25 Response of owner-managers of tour operators regarding the main barriers in marketing and promotion of historical buildings (N=102)

<i>Response of owner-managers of tour operators</i>	<i>Count</i>	<i>Percentage</i>
Lack of conservation efforts of historical buildings	31	29.8
Lack of cooperation among stakeholders	27	26.0
Lack of sufficient funding	7	6.7
Lack of awareness among stakeholders	21	20.2
Lack of long term marketing plan for heritage tourism	18	17.3
Total	102	100

Source: field survey, May, 2019

Table 4.25 indicate that,29.8% of the respondents mentioned lack of conservation effort of Historical buildings for tourism purpose as a barrier, 26% lack of cooperation between stakeholders as barrier,20.2 lack of awareness among stake holders, 17.3% of the respondents mentioned lack of long term marketing plan as marketing and promotional barrier. Only 6.7% of the respondents mentioned lack of funding as barrier. Majority of the tour operator (29.8%) raised lack of conservation efforts of historical buildings as main problems as a barrier with a little difference to those who said lack of cooperation among stakeholders as a barrier for marketing and promotion of historical buildings.

According to an interview with heritage expert in ARCCH, there two conflicting issues concerning conservation of historical building for tourism purpose in Addis Ababa; conservation of heritage is very expensive by its nature and budget allocation by government for this purpose is insufficient

The expert states the issue as follows;

The unbalanced gap between the cost of heritage conservation and insufficient budget allocation necessitated ARCCH to adopt new trends to conserve heritages for tourism purpose. Outsourcing heritage conservation for developers is a new trend both internationally and nationally. The role of the authority in this regard is assisting the heritage conservation process professionally and technically for private developers.

Among the professional support rendered for the private developers; the conservation of the residence of Dejazmach Ayalewu Birru by Liya Kebede (international model), the conservation of the first Ethiopian kinder garden known as Hitsanatalem, the renovation of muse karakachis into museum by Selamawit Alene and the conservation of science Academy

According the expert, even if there is no sufficient skilled human power in proportion the size and diversity of the heritages as a city and as a country level, ARCCH is giving professional support both for public and private individuals.

As stated in literature review, among core elements of marketing strategy in relationship marketing approach for cultural tourism is collaboration. It is a critical driver of relationship marketing as it brings about operating efficiencies among various stakeholders involved in cultural tourism industry. Horizontal partnerships identify the amount of cooperation with public and private operators and providers of cultural tourism products and services. The collaboration to be successful must benefit all partners Sustainable collaborations on vertical and horizontal axis is important and regular feedback among the partners is critical (Wang 2008).

It is customary that various government operated tourism departments compile and publish brochures sent to various tour operators or tour operators collect from tourist offices. Tour operators involve at various stages of destination development on the basis of the fact that, finally they promote the destination (Shankar, 2010). Therefore the degree of horizontal collaboration between government and tour operating firms can tell us the strength or weakness in marketing and promotion of historical buildings as cultural tourism sites.

Table 4.26: Level of agreement or disagreement of owner-managers of tour operators about the roles government to market and promote historical buildings as cultural tourism attractions.

Level of agreement	Government creates continuous awareness for tour operators on historical buildings.		Government invites tour operators in destination planning	
	Frequency	Percentage	Frequency	Percentage
Strongly disagree	9	8.7	13	12.5
Disagree	32	30.8	21	20.2
Neutral	29	27.9	37	35.6
Agree	18	17.3	15	14.4
strongly agree	12	11.5	16	15.4
Total	100	96.2	102	100

Source: field survey, May, 2019

Table 4.26 shows that 30.8% of the respondents disagreed, 27.9% of the tour operators stayed neutral and 8.7% of the tour operators strongly disagreed on government's role of creating awareness about historical buildings. 17.3 % of the respondents agreed and 11.5% of them strongly agreed that government aware them about the historical buildings and other cultural tourism activities. Therefore more than 70% of the respondents feel that government is not playing its role in terms of creating awareness and informing them about historical buildings in the city.

Concerning government invitation of tour operator's involvement in planning and development, 35.6% of the respondents stayed neutral, 20.2% disagreed and 12.5% of them strongly disagreed about their involvement. 15.4% of the respondents strongly agreed and 14.4% of them agreed that government invites them to participate in heritage tourism planning. Again more than 70% of the firms feel that they are not involved in heritage destination planning like historical buildings in the city.

The interview result with marketing expert in AACTB indicate that, there are two marketing and promotional barriers of historical buildings in city. From the government side, the frequent reshuffle of authorities in AACTB hindered the public and private collaboration which is essential for heritage tourism development. Some tour operators involve in illegal action which damage the marketing and promotional activities the industry. Among this, there are tour operators make the tourists to access only a portion of the sites after they received the full payment of the tour sites included in their online package tours.

Table 4.27: Response of owner- managers of tour operators about the level information exchange (access of data) important for marketing and promotion of historical buildings

Level of agreement	Tour operators inform government tourists behavior		Government institutions send fact sheets, brochures and guide books	
	Frequency	Percentage	Frequency	Percentage
Strongly disagree	5	4.8	12	11.5
Disagree	14	13.5	23	22.0
Neutral	45	43.3	37	32.7
Agree	25	24.0	18	17.3
strongly agree	12	11.5	12	11.5
Total	102	99.1	102	100

Source: field survey, May, 2019

Table 4.27 indicate that 24% of the respondents agreed and 11.5% of them strongly agreed that they send information about the behavior of the international tourists for site planners. 13.5% of the respondents disagreed and 4.8% of them strongly disagreed about accessing their information for destination planning purpose. Large proportion of the respondents stayed neutral to respond. More than 60% of the respondents did not access sufficient information for government about the customers (tourists) to design and plan historical buildings to satisfy their customers while protecting and preserving historical buildings.

There were recommendations suggested by tour operators for marketing and promotion of historical buildings in Addis Ababa as cultural tourism destination. Majority of the respondents focus on conservation, awareness, and more marketing and promotion by a diverse media outlets. Most tour operators are not satisfied the current condition of identification, conservation and preservation of historical buildings by the government. Most of the respondents respond that, additional investment for maintenance of historical buildings is essential. Another issue which gained the focus of the respondents is that, government should increase and diversify media outlets both to aware the local people and to market and promote historical buildings. Most of the respondents agree that tour operators have to advertise historical buildings aggressively for domestic and international tourists. Even if the attitude of the local people is changing about historical buildings of Addis Ababa after aggressive media campaign, according to the respondents, community have to protect the heritage with high sense of ownership and responsibility.

CHAPTER FIVE

5. DISCUSSION OF THE RESULTS

5.1 Introduction

As stated in chapter one, the objective of this study is to assess the status of marketing and promotional activities of historical buildings of Addis Ababa as cultural tourism sites, to identify marketing strategies used to market and promotion of historical buildings of Addis Ababa as a tourist sites, examining the effectiveness of the current tourism marketing and promotional strategies used to market and promote historical buildings as a tourist sites and to identify barriers in heritage tourism marketing and promotion of historic buildings in Addis Ababa as cultural tourism sites. Therefore the findings and discussion in this chapter was based on chronological arrangement of research objectives that guided this study.

5.2 Demographic Characteristics of the Respondent

According to the result of the survey, cultural tourists around historical buildings were diverse demographically. In terms of age groups, the highest numbers of respondents were in the age group of 20 to 30 followed by those with 31 to 40 years old. Accordingly, it was possible to conclude that, cultural heritage tourists in Addis Ababa were concentrated at the middle age of the adult population, because over 70% of the tourist population is between the age of 20 and 40. Male tourists take the majority over female.

Male entrepreneurs dominate the tour operating firm in the Country, perhaps, related with the nature of the tour Operating business itself, which demands frequent travel to tourist destinations with client.

Majority of the tourist respondents were foreign with slight domination of foreign tourists over the nationals. The result supports the study conducted by Dereje which states historical houses in Arada sub city are visited mostly by foreigners.

Most of the domestic tourist respondents are from Addis Ababa and followed by tourists from SNNP region. There is an international perception that cultural tourists are more of cosmopolitan and the domination of Addis Ababa over the number of domestic tourist number is its testimony

Most international cultural tourists coming around historical buildings of Addis Ababa from USA and Germany and Kenya and South Sudan lead the East African countries.

Education level was significant factor that influences cultural and heritage participation and travel and majority of the cultural tourist's historical buildings were degree holders (51%) and substantial amount of the tourists have master's degree (21%) and PhD holders (6.7%). Therefore, cultural tourists that have interest of historical buildings of Addis Ababa were well educated which support a research on American cultural tourists which revealed that (Luis, 2011) most heritage tourists were well educated and have advanced degrees. Heritage site managers and tour operators have to consider this information in marketing and promoting historical buildings and tourism activities related with them.

Understanding trends of cultural tourists in terms of group size is important to balance the marketing and promoting historical heritages for tourism purpose and carrying capacity of heritage sites like historical buildings. Most of respondent tourists visited historical heritages travel in small group from 1 person up to 3 (88.6%) and followed by those who travel large group size. But during the survey, the researcher observed some group size of domestic tourists that create threats for some heritages.

As educational background was one of the important precondition in tour operating business, from the sampled respondents, 58.7% of them were degree holders, 20.2% diploma and, 7.7% earned master's degree which support the research conducted by yimane on the numbers of master degree , PhD holders and those earned high school or TVET certificates.

Majority of the tour operators have business experience from one (1) to five (5) years (70%) and 19.2% of them from six (6) to ten (10) years. Only 6.7% of the firms have more than ten (10) years business experience.

5.3 The status of marketing and promotion of historic buildings as heritage tourism sites

5.3.1 Tourist type

Majority of cultural tourist visited historical buildings were tourists on independent holiday and followed by those who visit friend and relatives. The result oppose the study conducted by

kebede which state that majority of the tourists come to Addis Ababa for business purpose followed by rest and relaxation and those who visit friends and relatives fall on third place.

5.3.2 Destination quality

Most of the cultural tourists that visited historical buildings of Addis Ababa were motivated to visit because of accessibility followed by peace and quietness. Proper management and conservation counts the last option which supports the study conducted by dereje that the main reason for the buildings never attract tourists is that the area is not a safe place for the tourist like disturbance in addition the areas are not clean to attract the tourists.

5.3.3 Price

Majority of the tourists confirm that the price of cultural heritage around historical buildings is not expensive, followed by the tourist respondents rate as moderate and considerable amount of the tourists were not paid for their tourism activity which strength the study by dereje which state that *tourists visited around historical buildings in Arada sub city*. Very small number of the respondent tourists rate as expensive. Therefore, those historical buildings visited by the sample tour operators competitive in terms of price.

5.3.4 Motivation| reason for visit

Majority of the respondents motivated by history or learning (curiosity) and followed by tourists motivated by architectural beauty of historical buildings. More 80% of the tourists were motivated by historical interest and architectural significance, a reason which shows that if historical buildings were marketed and promoted there was huge amount tourism market both in international and domestic tourism industry for historical buildings. The Ethnographic museum of Addis Ababa with historical buildings in Addis Ababa University compound are selected as best destinations by the tourists followed by Holy trinity cathedral.

5.3.5 Satisfaction level of destination quality

Among cultural tourist visited historical buildings of Addis Ababa, slight majority of them said that they satisfied with the overall destination qualities of historical buildings (38.1 %) and followed by with small difference with those somewhat satisfied. Substantial numbers of tourists (15%) are not satisfied. Among the most suggested reasons of dissatisfaction, insufficient description about the history of the buildings, lack of protection historical facades, lack of

description of objects in museums around historical buildings like Selassie cathedral, and St. George churches in foreign language, and lack of preservation of historical buildings.

5.3.6 Addis Ababa as cultural tourism destination

Recommendation of heritage tourism site by the tourists for their friends and relatives is important in marketing and promotion the site. This is because, word of mouth is the single most and reliable method of marketing and promotion of a tourism site. To this end, the overwhelming majority of cultural tourists recommended Addis Ababa as cultural tourist destination and 12.4% says no to the recommendation. The study supports the study conducted by kebede in which 70% of the tourist respondents were willing to recommend Addis Ababa City for their friends and families. Even if they were small in numerically, it was important to identify reasons of dissatisfaction as it is has a powerful demarcating effect on heritage sites.

5.3.7 Historical buildings as appealing cultural tourism attractions for tour operators

From cultural tourism sites in Addis Ababa museums were mainly in included in the package tours, secondly tour operating firms include all cultural tourism sites proportionally in their packages and thirdly tour operating firms select historical buildings mainly.

Majority of the sampled tour operators (59.6 %,) conduct tourism activity related/ dependent on historical building, including museums, in their tourism activities in Addis Ababa. From the sampled tour operators, majority of them (57.7%) include historical buildings only for their historical importance and architectural beauty. The finding shows there is possibility for the development of architectural tourism which uses buildings with exceptional stylist and esthetic forms.

From the sampled tour operators, majority of them (62.5%) contain historical buildings only 10% to15% of their package tour in Addis Ababa, followed by those respondents fill their tour package up to 25% from the total. Only a few number of the respondents fill 26% to30% of their tour package tour with historical buildings. Even if packaging an attraction to tourism operators' increase the marketability when it partners with other products, historical buildings were far behind in this term, because even if there many historical buildings in the city, only small

amount of them organized for tourism purpose and there are limitations in communicating with stake holders about the available destinations

5.3.8 Knowledge of tour operators about historical buildings.

The finding of the research indicate that tour operators in the city lacks sufficient knowledge and information about historical buildings. In heritage tourism activities, it leads to inappropriate interpretation of history changes the originality of heritages. If there is insufficient knowledge about historical buildings, the industry lacks sufficient tourist sites even if even if there is sufficient resource base.

Majority of the tour operators know the Substantial number of the tour operators (21.1%) doesn't know the museum. More than 75% of the respondents the residence of Leul Ras mekonnin but only 31.7% of them included it in their package tours. The rest of the respondent have no idea about this historical heritage. Majority of the tour operators have do not know, Finfinne Hotel, residence of Leul Ras mekonnin, Greek orthodox church and only small number of tour operator included Addis Ababa in their package tour.

Inaccessibility was the single most as main problem, followed by lack of peace and security, lack of facility and small proportion of the respondents say lack of preservation and conservation that prohibited tour operators for not to include e the heritages in their tour package. The finding supports the study conducted by Selam which indicate that only few tour operators aware about historic buildings that were found in Addis Ababa.

5.4 Marketing and promotional strategies used to market and promotion of historical buildings in Addis Ababa

5.4.1Target market

More than 80% of the tour operators serve foreign tourists as their target market and less than 10% of tour operators focus on domestic tourists as their main target market and only 5.8 % of the tourists focus on both side of the market. The finding shows regional similarities in sub Saharan of tour operators marketing strategies. A study by Eric Abidal on Tanzania tour operators discovered 93% of the firms depend on foreign market, while only 2% of correspondents depend on local market.

5.4.2 Marketing strategies and Source of information

Word of mouth was the single most source of information tourist know about historical buildings of Addis Ababa, followed by print media-newspaper or magazine. Only 4% of the tourists accessed information about historical buildings from structured education, brochures and posters. The result shows some regional similarity in east Africa in terms of marketing and promotion of cultural heritage sites in support of study carried by Rahel in Daressalam cultural tourists in which friends/relatives were their major source of influence to visit cultural sites of the city.

Most tourist respondent accessed the information about the historical building from tour operators, followed by from friend/relatives and tourists accessed the information from tour agents in their respective region or country in the third place.

Majority of tour operators (58.7%) use websites, blogs and emails (internet) as a marketing and promotional strategy to reach their customers, and followed by broacher, posters, and billboards and 13.5% of tour operators used social media as marketing and promotional strategy.

The finding revealed that role of government in promoting historical buildings for heritage tourism purpose was in sufficient as small proportion of the tourist's accessed information from tourist information center, the only marketing and promotional strategy used to promote historical buildings in the city is the annual exhibition and fair prepared by government in Addis Ababa. Currently ACTB focus on mainly on registering and awareness creation practices in the city about the heritage value of historical buildings and far behind in its capacity in case of changing historical buildings into valuable tourism potential destination of the city.

5.4.3 Level of satisfaction with marketing and promotion historical buildings

Majority of the tourist's rate as good and the second majority rated as very good. From the cultural tourists visited historical buildings, 21.9% said it is poorly promoted.

5.5. Effectiveness of the current tourism marketing strategies

5.5.1 Time of Planning

Most of cultural tourist's respondents planned the tour less than a month ago and in the plane and only 17.1% of the respondents planned more than three months ago. Therefore most cultural tourists visited historical buildings of Addis Ababa are casual tourists. More than 80% of the tour operators serve foreign tourists as their target market and but there was slight domination of

foreign tourists over the nationals which indicate that tour operators were not effective in terms of geographical segmentation.

5.6 Barriers of heritage tourism marketing and promotion

5.6.1 Insufficient Collaboration

Among core elements of marketing strategy in heritage tourism marketing, horizontal collaboration between government and tour operating firms can tell us the strength or weakness in marketing and promotion of historical buildings as cultural tourism sites. Tour operators involve at various stage of destination development on the basis of the fact that finally they promote the tourism destination. Accordingly, the finding revealed that lack of cooperation between stakeholders as one of major barrier in marketing and promotion of historical buildings for cultural heritage tourism sites in Addis Ababa. The majority of tour operators (70%) feel that government is not playing its role in terms of creating awareness and informing tour operators about historical buildings in the city and are not involved in heritage destination planning like historical buildings in the city. Again majority of the sampled tour operators are not accessed there information for government (60%) about the customers (tourists) to design and plan historical buildings to satisfy their customers.

According to the finding, lack of conservation effort of Historical buildings for tourism purpose was mentioned as barriers , there two conflicting issues concerning conservation of historical building for tourism purpose in Addis Ababa; conservation of heritage was very expensive by its nature and budget allocation by government for this purpose was insufficient. The frequent reshuffle of authorities in AACTB and some illegal action of tour operators which damage the trust of the tourists hindered the public and private collaboration which is essential for heritage tourism development. Some tour operators involve in illegal action which damage the marketing and promotional activities the industry. Among this, there are tour operators make the tourists to access only a portion of the sites after they received the full payment. The finding support the research conducted by Tigist which identified that the industry is under-performing relative to the contemporary supply chain collaborative practices as an anchor for a tourism operation and the fragmented linkage between players of tourism products resulted uncompetitive operators and less performing organizations.

CHAPTER SIX

6. CONCLUSION AND RECOMMENDATION

6.1. Conclusion

In this research there were four objectives to guide the research. Firstly to assess the status of marketing and promotional activities of historical buildings of Addis Ababa as cultural tourism sites. Secondly to identify marketing strategies used to market and promotion of historical buildings of Addis Ababa as a tourist sites. Thirdly, examining the effectiveness of the current tourism marketing and promotional strategies used to market and promote historical buildings as a tourist sites. Fourthly, to identify barriers in marketing and promotion of historical buildings as cultural tourism sites.

The study shows that historical buildings of Addis Ababa have huge cultural heritage potential that could capture the interests of cultural heritage tourists. From the cultural tourists respondents the domination of the highly educated middle age tourist population from urban area, have important implication for marketing and promotion of cultural heritage. Accordingly, if sufficiently conserved, marketed and promoted, historical buildings could capture those tourists with sufficient earning power, cosmopolitan, accountability-driven and generous in spending.

The study reveals that cultural tourists visiting historical buildings were tourists on independent holiday motivated by history or learning (curiosity) and architectural beauty of the buildings in which overwhelming majority of cultural tourists recommended Addis Ababa as cultural tourist destination.

According the findings of the survey, from cultural tourism sites in Addis Ababa, museums were mainly in included in the package tours but historical buildings were not sufficiently included in package tours even if tour operators revealed the historical and architectural significance of the buildings capture the interests of the tourists. This indicate that if sufficient infrastructural works conducted to make the heritages accessible, there is a possibility for the development of special interests tourism like architectural tourism which uses buildings with exceptional stylist and esthetic forms.

Based on research findings the marketing and promotional strategies used by both tour operators and government was not effective in terms of targeting, segmentation and communicating with potential cultural tourists. In this regard, tour operators serve foreign tourists as their target

market but there was little difference between the number of foreign and local tourists visited historical buildings. Cultural tourists visited historical buildings of Addis Ababa are casual tourists and word of mouth was their single most source of information tourist know about historical buildings of Addis Ababa. Very small number of the tourists accessed information about historical buildings from structured education, brochures and tourist information center which indicate that no government role in marketing and promotion of the heritage buildings.

The survey finding revealed that tourist accessed the information about the historical building from tour operators and from friend/relatives, while tour operating firms used E- marketing as one means marketing and promotional strategy for their business. This is important development in terms of technological adaptation which makes heritage tourism marketing easily accessible in a wider geographical area.

Again, the findings reveals that there are problems and gaps created both by government and tour operating firms which are responsible for posing barriers and obstacles to market and promote historical buildings as cultural heritage sites. Insufficient conservation effort of Historical buildings by government for tourism purpose, lack of cooperation between stakeholders are barriers of marketing and promotion of historical buildings. The horizontal collaboration between government and tour operating firms was poor as government lacks awareness creation and informing tour operators about historical buildings, limits the involvement tour operating firm's involvement in heritage destination planning of historical buildings in the city.

The involvement of tour operators at various stage of destination development is important on the basis of the fact that finally they promote the tourism destination both for local and foreign tourists. The knowledge and information of tour operators about the dynamic character the foreign and domestic tourists is important for segmentation of the tourists and destination planning. But, tour operators were not accessed there information for government to design and plan historical buildings to satisfy their customers. Therefore, the weak horizontal collaboration between government and tour operating firms tell us the weakness in marketing and promotion of historical buildings as cultural tourism site.

6.1 Recommendation

Based on the findings of the study, the following recommendation are forwarded to market and promote historical buildings effectively as cultural heritage tourism recourses in Addis Ababa.

6.2.1 Recommendation for Government and Destination planners

- Both AACTB and ARCCHH have to focus on training sufficient skilled human power in proportion with the size and diversity of the heritages as a city and as a country level. Diverse Professionals in conservation preservation and marketing both in quantity and quality are needed for the development of the industry.
- Secure sufficient fund for conservation of heritage which is very expensive by its nature and budget allocation by government for this purpose have to be balanced.
- Government have to facilitate and initiate in coordinating stake holders in heritage tourism industry both horizontally and vertically. Government have to invite tour operators to involve at various stages of destination development on the basis of the fact that, finally they promote the destination and horizontal collaboration between government and tour operators is crucial to strengthen the marketing and promotion of historical buildings as cultural tourism sites.
- Government have to decrease frequent reshuffle of authorities which was an obstacle for the public and private collaboration which is essential for heritage tourism development.
- Tourism planners and managers have to focus in diversifying heritage tourism sites. In Addis Ababa, there many historical buildings which could be used as heritage tourism recourses but, only small amount of them organized for tourism purpose. This is very important because there is high demand of quality cultural tourism destination in the city.
- Destination managers have to solve the communication gap between the available heritage tourism destination, the operators and the tourists as there is limitations in communicating with stake holders about the available destinations. Tourism planners and managers have to conserve historical buildings for tourism purpose and have widen the resource base of the destinations.
- Destination managers and planners at different tourist sites have to prepare long term heritage marketing and promotional plan and strategy for their own. Among marketing and promotional strategies for targeting international tourists are; internet, website

advertisement, social media advertisement and other global indexes, have importance for effective global access of historical buildings as cultural heritage tourism sites. Flyers and brochures which are prepared in foreign language could be effective means of promotion if they are placed in hotels, Ethiopian airline fleets and in foreign place for more international appeal.

- AACTB have to develop and implement effective mechanism of control to minimize activities that could damage the trust between the suppliers and buyers of heritage tourism activities. To this end, while marketing and promoting historical buildings, there must be high level of trust between stake holders concerning quality of tourism professionals, available information and quality of the historical buildings. This is because, authenticity, most often displayed in the architecture and as authentic attraction, may give tourists the desire to stay in town longer. Travelers have to offered authenticity and promised attractions, services, and facilities. To this end, if historic architecture is promised, it should be generally available upon reaching the destination and a trustworthy relationship have to be built between the supplier and buyer.

6.2.2 Recommendation for Tour Operators

- As marketing and promotion of historical buildings need sufficient knowledge and information about historical sites, tour operators have to acquire sufficient and genuine knowledge about historical buildings in the city. Sufficient and genuine historical background of the buildings including other historical accounts associated with the buildings is important for the purpose of interpretation. Information such as, exact location and of the buildings, architectural style, and other tourism activities conducted in historical buildings like gallery and museum are necessary. Lack of knowledge and awareness about the heritages results inappropriate interpretation of history misleads the originality of heritages.
- Tour operators have consider the domestic tourism market as the finding revealed it's potential if successfully marketed and promoted. With the growing middle class population, it could be a niche market for heritage tourism.
- Again, tour operating firms have to consider the domestic tourist market, because when society appreciate and consume its culture, there is a tendency of protecting and

conserving it. In this regard, using marketing and promotional strategies which are suitable for communicating with the domestic tourists are important. Promotional activities which are easily accessed by local people are crucial to target the potential of the domestic tourism.

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Appendices

Appendix -1 List of Questionnaire for collection of primary Data

i. Questionnaire to be filled by cultural tourists



Addis Ababa University

College of Developmental Studies

Center for Environment

Department of Tourism Development and Management

Dear respondent

The purpose of this questionnaire is to enable the researcher to collect data about “Marketing and Promotion of Historical Heritages for Urban Tourism: The case of historic buildings in Addis Ababa”. You are requested to respond to the questions carefully and depending on your knowledge, experience and skills. I would like to ensure you that the information provided will be used for academic purpose only.

Researchers’ Name: Dejene Tilaye Tadesse, MA student at AAU. Address: Cell phone: +25161046864/25144260533, e-mail:dejenshab@gmail.com

Thank you in advance

Demographic information

1) Sex: _____

2) Age: _____

3) Country of origin:

Ethiopian _____ region/province _____

Outside Ethiopia _____ country _____

4. Educational status

1. Secondary school ☐ 2. College diploma ☐
3. Degree ☐ 4. Masters ☐ 5. Any other _____

5. How many people, including yourself, are in your group? _____

Information about marketing and promotion

1) Which of the following groups would you place yourself in?

1. Tourist on independent holiday ☐ 2. Tourist on inclusive/package tour ☐
3. Visiting friends/relative ☐ 4. Attending a conference, congress, seminar, ☐
and other forms of educations ☐ 5. On transit to other sites outside Addis Ababa ☐
6. Others (Please specify) _____

2) How would you rate the entrance fees charged?

1. Not expensive ☐ 2. Expensive ☐ 3. Not paid ☐

3) What are your main reason/ motivation to visit historic buildings of Addis Ababa?

1. Architectural beauty ☐ 2. Place attachment ☐ 3. Leisure ☐ 4. Learning (history) ☐
6. Previous visit ☐ 7. Others (please, specify) _____

4) When did you decide to visit this tourist destination?

1. Less than a month ago ☐ 2. 1 to 3 months ago. ☐ 3. More than 3 months ago. ☐
4. In the plane ☐ 5. Others (specify) _____

5) Which of the following source of information influenced you to visit historical buildings of Addis Ababa? (NB: More than one answer is possible)

1. Word of mouth ☐ 2. Newspapers or magazine ☐ Television and radio ☐
3. Social media (networks) ☐ 4. Public relations (PR) ☐ 5. Tourist guide books ☐
6. Websites, emails and blogs ☐
7. Structured education and training programs in schools, colleges, universities ☐
8. Printed materials- such as brochures, billboards, posters and pamphlets ☐

6) If you obtained information (leaflets, brochures and tourist guide book...) about this site prior to this visit, where did you get it from?

1. Travel agent in your home country (for foreign tourists) ☐ 2. Travel agent in your region (☐
3. Tour operator prior to departure ☐ 4. Friends/relatives ☐

5. Tourism exhibition/fair ☐ 6. Tourist information Centre ☐

7) What are the main characteristics of the site that made you decide to visit from the destination management point of view? (NB: more than one answer is possible)

1. Accessibility ☐ 2. Peace and quietness ☐ 3. Proper management and conservation of heritage buildings building. ☐

4. Others (specify) _____

8) How would you rate your level of satisfaction with the marketing and promotion of historical buildings in Addis Ababa?

1. Poor ☐ 2. Good ☐ 3. V. Good ☐ 4. Excellent ☐

List down reasons of your dissatisfaction, if any?

9. Among the heritage tourism destinations in Addis Ababa which are your favorites (NB: more than one answer is possible) 1. Archeological sites ☐

2. Monuments and historical buildings ☐

3. Museums ☐ 4. Others (please, specify) _____

10) To what extent have you achieved satisfaction from conservation, preservation and overall destination quality of historic buildings of Addis Ababa as a heritage tourism sites?

1. Not satisfied at all ☐ 2. Somewhat satisfied ☐ 3. Satisfied ☐

4. Highly satisfied ☐

If somewhat or not achieved, what would you suggest to be improved?

11) Do you recommend Addis Ababa as a historical heritage tourism destination? 1 Yes ☐

2. No ☐

12. If your answer is "No" for question number 11, please explain your reason _____

13) Among historical buildings of Addis Ababa, please mention your favorite destination in terms of architectural beauty, historical importance and status of destination quality. _____

14) What is your recommendation and needs to be done to market and promote historical buildings in Addis Ababa as a heritage tourism destination? _____

Thank you

ii. Questionnaires to be filled tour Operators

1) Sex: _____

2) Age: _____

3) Educational status

1. Secondary school ☐ 2. TVET certified ☐
3. College diploma ☐ 3. Degree ☐ 4. Masters ☐ 5. Any other _____

4. Experience in tourism business _____ years

5) Number of tourists served in one year (optional) _____

Domestic _____

International _____

Information about marketing and promotion historical building

6) From the following heritage tourism sites in Addis Ababa which are mainly included in your packages

1. Archeological sites ☐ 2. Monuments ☐ 3. Historical buildings ☐
4. museums ☐
5. Other (please, specify) _____

7) Is there any heritage tourism activity which is related (or depends on) with historical buildings of Addis Ababa in your tour package?

1. Yes ☐ 2. No ☐

If yes, explain some of them

9) Did you include historical (heritage) buildings of Addis Ababa in your tour packages as a heritage tourism destination only for their historical importance and architectural beauty?

1) Yes ☐ 2. No ☐

10) If your answer is “ yes” for question number “9” how many historical buildings are included in your package as heritage tourism destination? _____

10.1 can you list some of them please?

11) Dear respondent, the following heritage buildings are selected from the 440 historic structures that are enlisted by AATCB as heritages buildings. Please indicate your response about historical buildings by a tick mark (√) to the option that you choose in the space provided in front of the each historical building.

No	List of historical buildings(heritage buildings)	Part of my tour package	I know it, but is not part of my tour package	I don't know this historical building at all
1	Leul mekonin palace			
2	Genete leul Palace			
3	Taitu hotel			
4	Bank of Abyisinia			
5	Residence of the world Laureate Maitre Artist Afework Tekle (Villa alpha)			
6	Sheikh ojele palace			
7	Greek orthodox church			
8	Dejazmach Enqu Sellassie Residence			
9	African economic commission			
10	Nersis Nalbandian building			
11	Muse Christo Magliaris/Negadiras Residence			
12	Badgelling Hotel			
13	Ras Birru Wolde Gabriel residence			
14	Tegbared Technical and vocational college			
15	Empress Taitu palace			
16	St. Taka Nigist Beata Le Mariam Church			
17	Karakachiani Residence			
18	Hadis Alemayyehu residence			
19	Dejach Wube H/mariam (Addis Ababa restaurant)			
20	Fi nefine Hotel			

12) Among historical buildings in Addis Ababa that you know them, but not included in your tour package, what is your main reason for not including in your tour package?

1. In accessibility ☐ 2. Peace and quietness and Personal safety ☐
3. Lacks proper preservation and conservation of heritage buildings as a tourism site ☐
4. Others (please, specify) _____

13) What percent of your heritage tour packages in Addis Ababa, did historical building or tourism activity related with heritage buildings consist of

1. 10 %__15% ☐ 2. 16 %__25% ☐ 3. 26%____30% ☐
4. 31%__40% ☐ 5. 41%____50% ☐
6. Other (please, specify it) _____

14) Who is your main target market to market and promote historic buildings of Addis Ababa?

1. International tourist ☐ 2. Domestic tourist ☐

Why? -----

15) Which type of promotional strategy does your company use to offer its tour packages to its clients?

1. Websites, blogs and emails ☐ 2. brochures, posters and billboards ☐ 3. Social media ☐
4. Newspapers and magazines ☐ 5. Exhibition/fairs ☐ 6. Tourist guide books ☐
7. Television and radio ☐ 8. public relation (PR) ☐ 9. word of mouth. ☐

16) As a main actor of the industry, what are the main barriers that hindered marketing and promoting historical building as historical tourism site?

1. Lack of conservation effort of historical buildings as heritage sites ☐
2. Cooperation among stakeholders ☐
3. Lack of sufficient funding ☐
4. Lack of awareness among stakeholders ☐
5. Lack of long-term marketing plan for heritage tourism destinations ☐

17) To what extent do you agree or disagree with the following statements about the current status of historical buildings as tourist destination

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Government institutions send fact sheet, brochure and guide for tour operators to provide a good overview of what is available about the site,					
Tour operators inform government about the behavior of international tourists for planning historical heritage tourism destinations					
Government creates awareness creation for tour operators					
Government invites tour operators to participate in planning historical heritage destinations					

18) What needs to be done to market and promote historical buildings of Addis Ababa as heritage tourism destination successfully by;

Government, community, tour operators and tourists:

Appendix -2

Interview guide to Institutions Responsible for marketing and Promotion of historical buildings of Addis Ababa as cultural heritage destinations

Dear respondent

The purpose of this interview is to enable the researcher to collect data about “Marketing and Promotion of Historical Heritages for Urban Tourism: The case of historic buildings in Addis Ababa”. You are requested to respond to the questions carefully and depending on your knowledge, experience and skills. I would like to ensure you that the information provided will be used for academic purpose only. Thank you in advance. I appreciate for your participation in this study.

1. When thinking of marketing and promoting Historical buildings of Addis Ababa as a cultural tourism sites, what is your role?
2. To what extent is Historical buildings of Addis Ababa are marketed and promoted for the purpose of tourism activity?
3. To what extent is Historical buildings of Addis Ababa are preserved and conserved in a way that give importance for the purpose of tourism activity(preservation is the initial way of marketing the built heritage)?
4. Is there any activity conducted by your organization /institution/bureau (department) related with preservation, conservation, marketing and promotion of historical buildings in Addis Ababa as tourism sites?
5. How many of the Historical buildings that are listed as heritages, are preserved, marketed and promoted for tourism purpose?
6. In the pursuit to ensuring the development of Historical buildings into cultural heritage sites, what are your strategies?
7. Which among of the given strategies are more effective than others? Give some of them, at least five. Why do you think so?
8. Are there any promotional materials for marketing and promotion of historical buildings as cultural tourism sites or any public awareness campaigns on the issue under discussion? May you please mention some of them?

9. How much do you spend (% of the budget) in the said strategies for marketing and promotion of historical buildings as a tourism sites as compared to others?
10. Do you have any support from e.g. Government, Donors, NGOs, private sectors (such as media companies), research institutions, academia etc.? Mention them with their respective support.
11. What is your main barrier in marketing and promoting historical buildings in Addis Ababa?
12. What should be done to improve (enhance) the marketing and promotion of historical buildings of Addis Ababa as cultural tourism sites?

Appendix- 3 Selected historical buildings in Addis Ababa



Kegnazmach
Mekonen
Endalkachewu
Residence
(Arada sub
city)

Source: Addis woubet , 2008



Greek Orthodox
Church (Arada
subcity)

Source : Addis woubet, 2006



Lagare(Kirkos
sub city)

Source: Addis Ababa heritage data base, 2009



Leul Mekonnen
palace(Gullele sub city)

Source: Addis Woubet, 2008



Bank of Abyssinia
(Arada subcity)

Source: Addis Ababa heritage data base, 2009



Finfinne hotel(hotel dEurope)(kirkos
kifle ketema)

source: Addis Ababa heritage Data base, 2009