



ADDIS ABABA UNIVERSITY

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TOURISM DEVELOPMENT AND MANAGEMENT UNIT

**ASSESSMENT OF E-MARKETING PRACTICES OF STAR- RATED
HOTELS IN ADDIS ABABA**

SEID ALI

**A Thesis Submitted to the College of Development Studies of Addis Ababa
University in Partial Fulfilment of the Requirements for MA Degree in
Tourism Development and Management**

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ADDIS ABABA, ETHIOPIA

DECLARATION

I, Seid Ali declare that this thesis is my original work and that all sources of the materials in the research paper have been duly acknowledged. The matter embodied in this research paper has not been submitted earlier for award of any master degree, degree or diploma to the best of my knowledge and belief.

Seid Ali _____ July,2022

Name Signature Date

I, **Shiferaw Muleta (PhD)**, confirm that this research project has been submitted for examination with my approval as the University Supervisor.

Shiferaw Muleta (PhD) _____ July,2022

Main Advisor Name Signature Date

Addis Ababa University

College Development Studies

This is to certify that the senior essay prepared by **Seid Ali**, entitled; “**Assessment of E-Marketing Practice of Star- Rated Hotels in Addis Ababa**” and submitted in partial fulfilment of the requirements for MA Degree in Tourism Development and Management complies with the regulations of the university and meets the accepted standard with respect to originality and quality.

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External Examiner _____ Signature _____ Date _____

Internal Examiner _____ Signature _____ Date _____

Advisor _____ Signature _____ Date _____

Department Head

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ACRONYMS

AACCTB	Addis Ababa City Culture and Tourism Bureau
AAHOA	Addis Ababa Hotel Owner Associations
AOMP	America Online Market Place
CTTI	Catering and Tourism Training Institute
EC	Electronic Commerce
EM	Electronic Marketing
ICT	Information Commutation Technology
WEF	World Economic Forum
WTM	World Travel Market
WTTC	World Travel and Tourism Council

ABSTRACT

This research was aimed to Assessments of E-marketing Practice of Star- Rated Hotels in Addis Ababa. However, the existing empirical evidence in contrast with more settled theoretical evidence show the mixed result that the study got. The study employed a mixed-approach & descriptive design to answer the questions and achieve the research objectives. The information was obtained from sample respondents through questionnaires. As the sampling technique was implemented the study used two stage cluster sampling. The quantitative data were analyzed using frequency, percentage and tabulation by using SPSS 26 version. And hotels conduct e-marketing in a way of creating a web site. The Lack of privacy is challenging in practicing E-marketing. In addition there is insecurity (information abuse) as the challenge. Regarding to prospects even though there is government IT and E-Commerce Policy, Laws, Rules and Support are in place. Meanwhile, IT and Telecommunication Infrastructure Costs are not affordable. In addition there is no general IT Knowledge and Culture in star rated hotel Community (including customers). Moreover, there is unavailability of resources and environmental opportunity. So, the study finally proposed are commendation it is better for the hotel industry to snatch out opportunity rather than seeking for it to minimize the adverse effect in absence of prospects for e-marketing. Finally the overall finding summary conclusion and recommendation indicated that the Ethiopia E-marketing system, works and implementation in the case of the star-rated hotels still lack advanced, quality, various options to meet the desired goals of international hotel standards and satisfying its customer.

Key words: *Assessment of E-marketing Practice of Star rated Hotels in Addis Ababa*

CHAPTER ONE

INTRODUCTION

1.1. Background of the study

Hospitality industry, is now-a-days, can be considered as one of the major qualification in the industries in many countries of the world this comprises operation of hotels, motels, resorts, guesthouses, rest houses, picnic and recreation spots etc. on the other hand industrialists, businessmen, professionals, working people and of tourists are the principal customers. It means hotel is part of tourism and hospitality industry. Hotel industry being an important constituent of the tourism sector, offers customer services by means of a well-organized system. The service of hotels embraces the organized system of apparatus, appliances and employees for supplying some accommodation and activities required by the public (Dina and Nensi, 2015, pp.12-18).generally, speaking the services given and provided by hotels were and still are part of care, hospitality and satisfactory service provisions.

The tourism and hospitality industry comprises accommodation, which includes overnight stays in large and small hotels. In the same way the services those provided by guesthouses, hostels, rural homes, etc. & restaurant services-activities linked to the provision of food and beverages. Specifically, the services can be sorted according to variables such as the place where the service is offered and the number of people that use it (Redwan, 2017, pp.23-28). Thus, on the one hand, there are premises that offer individual service such as cafeterias, bars, restaurants or other less customary establishments such as casinos, theme parks, etc.

On the other hand, there are restaurant services for communities, offered at training centers, health centers, company dining-rooms, etc. (Dina and Nensi, 2015, 12-18). In order to be a competitive hotel it needs to use information and communication technology (ICT). To gain competitive advantage in the demanding tourist market, it is important nowadays for a hotel company to have its own website. The owing of this technology promotes its products through social networks and mobile applications use e-mail as a channel of communication with its business partners and customers. The E-marketing system today the modern word forced the business world and the hotels and apply all available information-communication technology (ICT). It needs to provide all information for potential clients in one place at any time of day, from anywhere in the world. That can be possible by using innovative ways of

communication and by adapting business operations to demanding requirements of the modern tourist market (Deepanjali and Seung, 2016). Hence, e-marketing has become a link between modern communication technologies and the business world. It helps in the process of marketing a brand over the internet and increasing its reach ability. E-marketing involves all the activities an enterprise presents through the World Wide Web in order to attract new customers and businesses and retain them.

According to Nada (as cited in Seyed, 2012, pp.3-7) to be successful customers must be able to select a mode of payment and the software must verify their ability to pay. In addition Olkowski (as cited in Seyed, 2012, pp.3-7) stated that the more of these techniques are supported by an E-marketing package, the more secure the system can be, and therefore the more customers are benefits from e-marketing abilities. Meanwhile, this study focuses on how e-marketing system lays a vital place the work of the hotel industry.

The customer and the vendor have difficulty in proving their identity to each other with certainty, particularly during a first transaction. In addition, when it comes to payment, still customers do not feel a sense of security. It is obvious as the sectors get involved in e-marketing without thoroughly assessing the prospect and challenges E-marketing. So, this study was aimed to assess prospect and challenges of e-marketing for hotel industry by being specific to star rated hotels in Addis Ababa and how e-marketing was applicable used implemented and carried out in the hotel industry and business.

1.2. Statement of the problem

Electronic marketing is believed to have its contribution in the process of marketing a brand over the internet and increasing its reach ability. In addition, it means electronic marketing provides enormous benefits to consumers in terms of the ease and cost of transactions. But it also poses new challenges for the hotel industry sector (World News/Africa, 2014). For instance, organizations/hotels those were identified as laggards in e-marketing adoption inclined to assign responsibility for e-marketing development to the IT/ICT department. According to Slywotzky and Morisson (2016) many senior executives of organizations equate and believed that ‘going digital’ with specific technology (e.g. Enterprise Resource Planning (ERP) systems, Internet), instead of using digital technologies to expand their organization’s strategic options make it a new paragraph. In align with this several studies have been undertaken. For instance, the issues of challenge in e-marketing are explored by

Mauricio S. Feather man and John D (as cited in Charles, 2011, p.15-22). In case of Ethiopia E-marketing was revealed at an infant stage and immature and there was and is still a poor internet connection and lack of skills those were the main challenges encountered. However, the existing empirical evidence in contrast with more settled theoretical evidence show mixed results. It means in different areas empirical evidences are also varied.

According to the (Yodiz Team, 2016) there are eight types of marketing strategy in the hotel industry and companies. These groups defined and stated “the marketing strategies might be totally innovative or they can be previously tried or tested strategies. For (Charles, 2011) the strategies goes through, defining the target population, test the audience considering marketing strategies, evaluating those strategies set for the hotel work.

The American new marketing advocates that the “market penetration strategy” concept is the one that forwards selling its current products to the existing customers. Similarly the European hotel industry focuses on how “market development strategy” works and stands in the hotel industry. The strategy is the effort to expand sales by selling current products in new markets.

THE Asian and the Balkans hotel and tourism strategy believes and works towards the product development strategy that was taken as a new way of creating new products to sell the existing customers, a product development strategy that is common marketing strategy among various firms. (Darid Stewart, 2016).

In addition, geographical coverage of empirical studies on prospect and challenges of e-marketing is one of the identified gaps particularly for the case of star rated hotels in Addis Ababa. So, this study was aimed to assess prospect and challenges of e-marketing for star rated hotels in Addis Ababa and finds out how the e-marketing system in the hotel was applied and it addresses the existing problem in relation to the hotel industry has had with the current technological means of providing services.

1.3. Objective of the study

1.3.1. General objective

The general objective of this study was to assess the E-marketing practices of Star rated Hotels in Addis Ababa Ethiopia.

1.3.2. Specific objective

The specific objectives of this study were set to capture three-folds:

- 1) To Assess the Status of E-Marketing Practice of Hotels in Addis Ababa
- 2) To assess opportunities of using E-marketing practices of Star rated Hotels in Addis Ababa.
- 3) To examine the challenges of adapting e-marketing Practice in the hotel industry of Addis Ababa.

1.4. Research questions

1. What is the status of e-market practices of hotels In Addis Ababa?
2. What opportunities available for the Star Rated Hotels in adopting E-marketing practices?
3. What are challenges facing star rated hotels faced in adopting E-marketing in Addis Ababa

1.5. Significance of Study

The significance of this study was to find out what were assessment of E-marketing Practice of in Ethiopia is one of the identified gaps particularly for the case of star rated hotels found in Addis Ababa. So, this study is important to fill the findings those resulted and founded from the study gap. For the researchers: the study would serve as the source to empirical literature review for the further researcher in this area of research. Finally it is helpful to bring a change, an improvement and a reshuffling on the area of using, implementing the e-marketing in the use of five star rated hotels of Addis Ababa.

1.6. Scope of the Study

E-marketing is a broad concept, that consists of numerous interactions but the scope of this study is restricted to the particular topical and spatial areas. Topical approach of the study was limited to see potential challenges and prospect of using e-marketing in the hotel industry. The spatial aspect of the study was also limited to star rated hotels in Addis Ababa and focused on how hotels deal with the E-marketing Usage system to improve, use and finally implement the overall services provided by the star rated hotels of Addis Ababa.

1.7. Limitation of the Study

This study is limited to the selected star-rated hotels in Addis Ababa. It's focus is on the 79 hotels those found in Addis. The hotels were registered as the star rated and qualified hotel the global hotel level and status. The study is limited to how the Addis Ababa hotels use and apply the E-marketing system those found in the hotel industry.

The study is also limited to the star rated hotels those found in Addis Ababa.

1.8. Organization of the Study

This thesis is organized in to five chapters. The first chapters deal with the introduction part of the thesis topic, objectives, significance and limitation. The next chapter two embarks on reviewing theoretical literature and previous empirical studies on the e-marketing systems in the hotel industry. The topics as concepts and definitions, hotel industry in Ethiopia, Star rated hotel, e-marketing in hotel industry, e-marketing undertakings, e-marketing tools in hotel industry and empirical evidence on potential challenges of E-marketing in hotel industry till the study leads towards the frame work of analysis. Chapter three is about Research design and methodology employed for the study. Chapter four that discuss data presentation, analysis and discussion. Finally, Chapter five is about summary, conclusion and recommendation of the study. appendices were also at the end of the paper.

1.9. Definition of key terms

1. E-Marketing: the activity or business of promoting and selling products or services, including market research and advertising.
2. Electronic commerce: is the buying and selling of goods and services or the transmitting of funds or data, over an electronic network.
3. Online market: is an e-commerce site that that connects sellers with buyers. It is often known as an electronic market place and all transactions are managed by.
4. Tourism and hospitality: hospitality and tourism is a collective industry hospitality and tourism is a massive, collective industry consisting of tourism and other hospitality-related issues and sects.
5. Accommodation: a facility that regularly or occasionally provides accommodation to tourists in hotels, campsites, short term furnished accommodation, holidays homes, resorts, holiday centers for children and young people, youth hotels and refnges etc.

6. Service provision: service provision is a term used to describe a wide range of activities, including the provision of assistive devices, rehabilitation services therapy and health services.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Introduction

This chapter embarks on reviewing theoretical literature on such topics as concepts and definitions, hotel industry in Ethiopia, Star rated hotels, e-marketing in hotel industry, e-marketing undertakings, e-marketing tools in hotel industry and empirical evidence on challenges of E-marketing in hotel industry till the study leads towards the frame work of analysis.

2.2. Concepts and definitions

2.2.1. Hotel industry

Hotel industry being an important constituent of the tourism sector, offers customer services by means of a well-organized system. The service of hotels embraces the organized system of apparatus, appliances and employees for supplying some accommodation and activities required by the public (Roli, Shirin, Manisha and Vandana, 2015, pp.1-3). The service rendered by the hotels for that matter by any service organization is subject to certain inherent attributes and these possess problems in their marketing. These services are intangible and precise standardization is difficult. Since they cannot be inventories, they are perishable in nature.

2.2.2. E-marketing

E-marketing is any marketing done online via websites or other online tools and resources. E-Marketing can include paid services while other methods are virtually free. A wide variety of e-Marketing methods are at your disposal, including: direct email, SMS/text messaging, blogs, Web Pages, banners, videos, images, ads, social media, search engines, and much, much more. (Vandana, 2016)

E-Marketing has become a link between modern communication technologies. E-Marketing, also known as electronic marketing applies marketing economy of the developing world country Bangladesh (RoliBansal, Shirin Alavi, Manisha (Lamba and VandanaAhuja, 2015)

It helps in the process of marketing a brand over the internet and increasing its reach ability. E-marketing involves all the activities an enterprise presents through the World Wide Web in order to attract new customers and businesses and retain them. E-marketing makes use of these same technologies specifically as a logical extension to fulfill the traditional market practices of creating, communicating and delivering value to customers. Closely aligned with this, e-commerce refers specifically to the facilitation of the transactions created by the businesses' marketing activities. In the same manner, internet marketing and e-marketing are often used synonymously and taken to mean the same thing (Lamba and Vandana Ahuja, 2015, p.1-3) Further, El-Gohary defines it as “a new philosophy and a modern business practice involved with the marketing of goods, services, information and ideas via the Internet and other electronic means“.

According to the World Tourism Institution (2008: 1) the purpose of e-marketing is to exploit the Internet and other forms of electronic communication to communicate with target markets in the most cost-effective ways, and to enable joint working with partner organizations with which there is a common interest. Therefore, it can be concluded that e-marketing involves interactions with customers and delivers them value through the use of the Internet and other forms of ICT.

2.3. E-marketing in Africa

The concept and the notion of addressing the e-marketing principles of both, Egypt and south Africa due to their tourism, advanced economy in the African content in general.

Africa as a whole attracts more than 62 million tourists annually, with an average growth rate of 5% per year. Digital platforms and services are only serving to bolster the sector, with their role set to become even more important in the future

Such are the opportunities for digital and technology in Africa that Airbnb last year, for example, announced it will invest \$1m through 2020 to promote and support community-led tourism projects on the continent. The continent has long been regarded as a mobile-first environment. However, recent years have solidified its position on the global map when it

comes to mobility thanks to more affordable devices, faster internet speeds, increasingly accessible wireless hotspots.

In the advent of today's digital age, the importance of Digital Marketing for businesses has grown and the travel industry did not let this opportunity slip away. By going online, the travel business agencies can now implement different activities to make them known, reach a lot of people all over the world and tell them exclusive offers and post ads that will make every person watching want to head out and start planning for a getaway. Truly, the influence of Digital Marketing transcends borders which allowed the travel sector to entice people from all over the world of the different places they can visit. [Nilead, 2019]

Whether you are in downtown Johannesburg or a bustling market in Kinshasa, mobile access has become essential. This is especially relevant on a continent where it is not always cost-effective or physically possible to roll out landline infrastructure. And while challenges such as reliable electricity and problematic water supplies are well-documented, the dynamic nature of residents has seen aspiring entrepreneurs embrace digital as an effective means of driving the potential that tourism offers (Travel Tech News Africa, 2018).

The main concern to use and discuss the e-commerce in Africa here is to see and show the historical background of the concept and view in Africa. The main source of internet connection in Africa is mobile. There are obstacles to the e-commerce business in Africa. The unconstitutional legal framework had kept users on the risk side. The rights and consumers' rights are not protected. It makes users more skeptical about the use of credit cards, digital signature and more on cyber space. Likewise, the information infrastructures are the high sides. High quality infrastructure is required for effective service delivery. Experts are also needed for effective implementation of ICT. Human capacity is costly for Africa is a developed nation.

According to the 10th Ministerial Conference of the World Trade Organization (WTO), draws on the growing body of work in this area. The United Nations Conference on Trade and Development, UNCTAD's Information Economy Report 2015 and an ITC survey of Tunisian SMEs, along with ITC interviews and case studies identifies six main issues, which also represent the greatest obstacles to international trade more generally and Africa in which Nigeria is not exempted.

E- Commerce in South Africa

Online shopping is increasingly becoming the norm for online audiences in South Africa with findings from our most recent survey revealing that 80% of online shoppers have either maintained or increased their online shopping habit over the last twelve months and 46% of offline shoppers reportedly believing that they will make an online purchase within the coming year, which is the 2018. (South Africa E-Commerce Industry Report, 2017).

According to statistic global consumer survey, July 2018 the report shows the revenue on the market segments, the number of users of ecommerce, age range, percentage of the gender and the payment for the year 2017 and 2018. The overall e-commerce in South Africa Egypt indicated and shown the how the nation and using of e-marketing and e-commerce is helpful and became a model for the study out in Ethiopia.

E- Commerce in Egypt

The government of Egypt has been instrumental in founding the information and communications infrastructure since the mid-1980s. This included, among others efforts, the establishment of microwave links, along with satellite stations and submarine cable systems connecting Egypt to the world. Moreover, the quality of services have improved with fiber optic technology and automatic and digital exchanges (Mintz, 1998). The government of Egypt has always been committed to the development of the national information and telecommunications infrastructure. Ghoneim A., Ghoneim S., and Kamel S., (2014).

2.4. Hotel industry practices in Ethiopia

When we trace back to the history of hospitality sector in Ethiopia, we get Itegue Taitu Hotel, built in the early 1900s, believed to be the first modern hotel in Ethiopia. It was named after its Founder Empress Taitu Betul, the wife of Emperor Menelik II. It was built mainly for the purpose of providing service to foreigners as a cozy place to rest and dine. Taitu Hotel is found in the middle of Addis Ababa commonly known as Piazza. The ancient hotel has 264 historic bedrooms, equipped with various important facilities. It is famous in the West as the

setting for Evelyn Waugh's 1938 satirical novel *Scoop* is based on it. (The Ethiopian Herald, March 2017)

Whilst the country had been busy experimenting with an array of political ideology – from feudalism to socialism to revolutionary democracy, chosen by successive governments since the late 19th and early 20th century, the hotel industry throughout the country remained regrettably muted (World News/Africa, 2014). Third only to Brussels and Washington DC, Addis Ababa is home to 118 diplomatic missions accredited to both the government in Ethiopia, the AU and the UNECA. But it is a city which has only three international chain and six internationally branded hotels.

For the hotel industry in Ethiopia, the best is yet to come. When the Sheraton Hotel Addis Ababa, a member of the Starwood Hotels & Resorts Worldwide Inc., was opened in February 1998, it marked the first of such investment the city had to enjoy in nearly three decades – the only other global name to precede it, Hilton Addis Ababa, was opened in 1969. The years in between were, unfortunately, relegated to disproportional insignificance in the development of the hotel industry (World News/Africa, 2014). “The total number of international tourists arriving in Ethiopia is steadily increasing. As a gateway to all international inbound, outbound and transit tourists/passengers, Addis Ababa has been taking the lion’s share in the country’s tourist arrivals hosting an estimated 95-99% of the total international tourist arrivals,” they said.

2.5. E-marketing Practice in hotel industry

Considering the so-called globalization of the knowledge-based information structure of the economy, information and communication technologies are tightly linked with hotel industry sector. The gathering, processing and communication of information are the key to this sector. It can also provide priority, constant competitive advantages for companies. Improving the system of distribution, eliminating unnecessary dealers and its costs and establishing online fairs can be another benefit of e-devices (Redwan, 2017, pp.23-28).

Hospitality marketing is unique because it deals with the tangible product, like a bed in the hotel or food in the restaurant, but it also deals with the intangible aspects of the hospitality and tourism industry. It is about the experience in a trip and social status it brings eating in a fine dining restaurant. Hospitality marketing is very critical in the success of any hospitality

and tourism product, organization and tourist destination. Proper marketing effort promotes a product or service that fills the needs and wants of the consumers and at the same time, bring profits to the organization or country that features it.

The increasing presence of the Internet in daily lives has resulted in the Internet an essential media in marketing communication. To gain competitive advantage in the demanding tourist market, it is important nowadays for a hotel company to have its own website, promote its products through social networks and mobile applications, use e-mail as a channel of communication with its business partners and customers, and apply all available information-communication technology (ICT). It needs to provide all information for potential clients in one place at any time of day, from anywhere in the world. That can be possible by using innovative ways of communication and by adapting business operations to demanding requirements of the modern tourist market. This imposes the innovation of practices and the implementation of new technologies in business processes. Therefore, there is a need for awareness about the necessity of applying ICT in the hotel business.

2.6. E-marketing mix practices

E-marketing is traditional marketing using information technology but with increased efficiency in established marketing functions. Many E-marketing technologies exist including software and hardware used in customer relationship management and supply chain management. The E-marketing mix elements are; E-place/interface, E-promotion, E-privacy, E-price, E-payment, E-product/service, E-precision, pull and push factors.

The electronic interface means access to operations that brings a support systems consisting of pre ordering, ordering, provisioning, maintenance and repair and billing functions. While e-promotion deals with electronic advertising entails, it focuses on advertising through the internet and other forums such as digital media to promote business in the sales of products and services. On the other hand E-privacy refers to the legal frame work that sits along side GDPR (general data protection regulation) to protect the confidentiality of communications and put limits on tracking and spam. The term E-price and e-payment is paying for goods or services on the internet, it is an electronic or digital way of transferring funds. The e-product/services refers to the on line services available on the internet where by a valid transaction of buying and selling the procurement that is possible as opposed to the tradition websites (Jeong, 2007) E-marketing mix elements and effectiveness challenges is discussed here below in the empirical review briefly.

2.6.1. Website in Enhancing E-Marketing Practices

The importance of website for hotels should allow people to create and create and confirm bookings online. It is not simply a contact form, but rather an online. It is not simply a contact form, but rather an online reservation system installed on the reservation system installed on the website. By having a proper online reservation system, people can easily check for room availability, price rate and secure the booking with payment

A website is not only a communication plat form that enables a simple contact with the hotel staff. It is the best way to get input from prospective clients and indirectly establish a cordial relation with them. It is a meas the creates a closer relationship between company and customer.

2.6.2. Searching Engine Means of E-Marketing for hotels

The search engine marketing for hotels is a type of internet marketing that includes endorsing websites by increasing their appearance on the web plat forms. The complete guide to hotel search engine marketing (SEM) and how one can start building for its strategy in the today's world signifies and uses for evaluating the online authority of the hotel. It is a proven strategy in SEO for hotels. It resembles to digital marketing strategy (strategies) for the hotel business that includes optimization and numerous paid and organic channels to give an improved exploration and rating the hotel business.

2.6.3. Content Marketing in E-Marketing for Hotel

Content marketing is a strategic approach to marketing that focuses on creating and distributing valuable content that is relevant for the customs. It is stories those related to brand. The importance of content marketing importance is helpful in creating strategic hotel content marketing that will help more to turn lookers into bookers. It attracts customers, defang target customers, create and focus on relevant hospitalities that can be said as measurable. The contents can be classified into website content /blog, social media content,

email content, video content, through magazine, website hub, book, blog and user-generated contents.

2.6.4. Social Media in E-Marketing of hotels

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the form e-marketing are still dominate in academia, social media marketing is becoming more popular for both practitioners and researchers. It is a form of digital marketing that leverages the power of popular social media networks to achieve the marketing and branding goals. It is a means to interact with customers to build brands, increase sales and drive website traffic and helps the business to achieve its goals.

2.6.5. E-Mail Marketing for hotels

E-mail is by far the best digital marketing channel to promote the hotels services. It helps to nurture, future guests, up sell and cross-sell rooms and keep in touch with the best customers. The utilization of email marketing helps hotels for sales promotion. In sales promotion hotels can improve revenue through cross-selling and upselling's. It can provide extra hotel services. The other importance of e-mail marketing is the increase leads that means easier way to keep rooms, services and works booked. It is also a means to encourage customer loyalty. In other means it is also helpful for data and report analysis and making a return on investment.

2.6.6. Affiliate marketing for hotels

Affiliate marketing is the process of earning a commission by promoting other people's or companies products. There are some important elements of affiliate marketing in the hotel and industry. The advertiser the hotel got a benefit. The publisher that was seen as a bridge that connects both the customer and the hotel also got a benefit from both the internal and external links. Hotels can do affiliated marketing works in a simultaneous way. Affiliate marketing strategy helps hotels to increase occupancy rate, stabilize customer influx, additional income stream and extend target market reach the affiliation system can be done through the hotel's own using system, bookings, trip advisor system and travel payouts.

2.7. E-marketing undertakings

2.7.1. E-Booking system and Hotel Reservation Systems.

An e-Booking system is an online web-based booking service that is provided directly through the Web. At the same time, it enables hotels to accept instant and real-time reservations. The system can be designed in order to manage all type of bookings (D. Lončarić and N. Radetić, 2015). Similarly, a hotel reservation system, commonly known as a central reservation system (CRS) is a computerized system that stores and distributes information of a hotel, resort or other lodging facilities Jeorg, 2007. A CRS offers assistance to hoteliers to manage all of their online marketing and sales where they can upload their rates and service availabilities to be seen by sales channels (www.mindspeakit.com). The lists of main modules that are present in a CRS are: Content, Information stored on a CRS and Reporting. Content consists of Reservations, Profiles, Groups and Blocks, Rate and Inventory Control, Administration, Global Distribution Interface, Web-based Interface. Information commonly stored in a CRS consists of Room

Types, Rate plans architecture, Room rates and conditions (guarantee, deposit, customized cancellation rules, minimum length of stay, maximum length of stay, closed to arrival, arrival not allowed, departure not allowed, ...),Room inventories, Generic hotel information (address,

Phone number, fax number), Reservation information. The CRS Reporting module provides a number of standards reports. System reports may be generated automatically and may be run daily, weekly, monthly, yearly. It includes Expected Arrivals, Reservation, Property Forecast, Total Booking Activity, Stay Activity, Monthly Booking Activity, Daily Booking Activity and Property Detail.(IJISSET ,Volume 1,Issue 9 ,Nov 214).

2.7.2. Geographical Information System (GIS)

The use of Geographical Information Systems (GIS) and the Internet has changed the way organizations use geographic information, the processes of accessing, sharing disseminating and analyzing data. The proposed GIS should be a visual and analytical tool that will help hotel companies to understand, visualize and export its geographic information in interactive web-based maps via the Portal, information kiosks, mobile devices etc.

2.8. E-marketing tools in hotel industry

The e-marketing tools are those tools used to carry out the e-marketing system in general. It is both ICT, hard ware and software tools. Although the website can be viewed as the basis for e-marketing activities in tourism (Andrlić, 2007), there are several e-marketing tools that can be adopted by the hotel industry. El-Gohary (2012) states that small tourism organizations in Egypt use five basic e-marketing tools such as Internet marketing, e-mail marketing, mobile marketing, intranet marketing and extranet 4 Accounting for 29% of the total tourist traffic in the peak season, Istria is the most developed tourist region in Croatia (Institute for Tourism, 2014: 7). D. Lončarić, N. Radetić: The implementation of e-marketing in the hotel industry... marketing, as well as different e-marketing forms - Business to Business Marketing (B2B), Business to Consumer Marketing (B2C) and Business to Government Marketing (B2G)(Dina and Nensi, 2015, 12-18).

E-commerce is of greater importance in our daily activity. It aids buying and selling procedure in the hospitality and tourism business, as well as makes it easy to find hospitality and tourism products. It involves buying and selling of accommodation and tourism products and it enables reaching out to customers faster. Once a tourist decides to visit a destination either for business or leisure the next step is to get a cheapest air or rail, sea or road that s/he require to reach destination. E-confirmation and e-ticket which are using to schedule payment, passenger information System (PIS) an electronic information system to provide the passenger information about the timing, departure, arrival and reservation. It are prevents safety of carrying cash around and also encourages trust and build relationship. It is done without theoretical and geographic limitations because bookings for accommodation could be transacted without liquid cash. The operational costs are dreadful in this(West Africa) part of the world because of the challenges attached but it is better quality of services in the advanced and developed world.

2.9. Theoretical framework

Bloomberg (2001) (as cited in Charity, 2003) observes that the terms internet marketing, online marketing, electronic marketing, web based marketing and interactive marketing refer to the use of internet to achieve the marketing goals and objectives. The internet as the marketing media can be of great benefit to virtually all areas of marketing, from marketing research through marketing segmentation, targeting and positioning to the effective use of marketing mix, marketing organization and control. And the core concepts of marketing can also be applied on internet.

The internet is applicable in the following way. For the case of internal records system with the use of internet, companies can now able to carry out activities (order-to-payment cycle, which starts from the time of order to the delivery and billing of those goods) much faster, efficiently and effectively. In case of marketing intelligence system the internet does more automating online business interaction, it could “informate” in that it provides a vast amount of information which was previously unavailable. In case of competition – the most effective way to remain competitive and competitive advantage is by operating at a lower cost, commanding a premium price and strategic positioning (doing differently from other companies) by using the internet to obtain this objective. As the theory in the field of e-marketing is still in its infancy and not yet well established.

2.9.1. The technological adoptive theory

The technological adoptive theory of the e-marketing system was related to digital marketing strategy. It is a plan that businesses use to own market. The email marketing strategy on the other hand is a subset of the digital market world. It ensures accurate up to dates, crucial, relevant, to customers and vital to test different email strategies. The other technological adoptive theory directs the use of social media marketing strategy. Through these communication, public relation concept, the word of mouth marketing and becoming an influence in general.

This notion and concept is taken as a life cycle description of customer behavior that is related to the acceptance of a new product or service provision.

2.9.2. The Innovation Diffusion theory

According to (Amir, Joel, and David, 2020) stated that the threshold model of diffusion that has three major elements called micro level behavior, heterogeneity and dynamics.

This theory addresses and starts from awareness, evaluation decision, and reassessment. (Thaler, 1985, weersink and Fulton, 2020). The other concept that is called heterogeneity refers to the probability of adoption that increases profitability. Human capital, asset, quality, and technology were source of heterogeneity. Dynamics is the changes in technology price and the divers those increase diffusion. Terms those related to risk, credit, and the behavior of the supplier and those which related to the innovative diffusion theory in the development of technology for generation.

There is a need for having more well-established studies that could be considered as a step towards theory building in the field of e-marketing. Specifically, regarding to e-marketing lagging practices of underperforming organizations are based on technology focus rather than rationalization of e- marketing projects as ‘pilot’ or ‘learning’ processes. For instance, organizations that were identified as laggards in e-marketing adoption inclined to assign responsibility for e-business development to the IT/ICT department. So, this paper considered Charles (2011, p.15-22) theory on assessment of e-marketing practice for the organization could use e-marketing in addressing its strategic need

2.10. Empirical Literature Review

Despite the constraints that impede the use of ICT and e-marketing in the hotel business, it is evident that using ICT and e-marketing is a necessity. Hotels need to improve the quality of their websites and update content continually, use mobile applications and online booking to a greater extent, use e-mail marketing, foster a personalized relationship and adjust supply to customer requirements, apply social networks, etc. Although financial reasons are the biggest obstacle to full implementation of e-marketing in hotel companies, it is necessary to raise awareness about the benefits of e-marketing in the hotel industry. In the long term, investment in e-marketing is efficient and profitable, and the invested funds will be returned in a very short period (D. Lončarić and N. Radetić, 2015) Economic Community of West African States (ECOWAS).

Using relevant literature, this paper describes the importance of adopting e-business in the hospitality industry of Ghana with a focus on its benefits and challenges in such an industry. Additionally, the paper ascertains the relevance of the Technology Acceptance Model 2 (TAM2) in the hospitality of Ghana when adopting e-business. There are numerous factors that are considered as prerequisites for using e-marketing in a company. For example, Peštek and Čičić mention the existence of a clearly defined strategy at a company level, the existence of the marketing function within the company, the domination of the marketing function in the development, implementation and monitoring of e-marketing results, and the existence of a database and building customer relations (Dina and Nensi, 2015, 12-18)

When it comes to the implementation of e-marketing in tourism it can be said that the acceptance of e-marketing is determined by several factors such as owner skills, the available resources of an organization, the organization’s organizational culture, e-marketing adoption

cost, size of the organization, ease of use, compatibility, competitive pressures, government influence, market trends, national infrastructure, and cultural orientation towards e-marketing by the organization's customers (Dina and Nensi, 2015, 12-18). Also, there exist numerous obstacles to e-marketing adoption. Dlodlo and Dhurup examined the relevant barriers contributing to the non-adoption of e-marketing practices by small and medium enterprises and found that they include technology incompatibility with target markets, lack of knowledge, stakeholder unreadiness, technology disorientation and technology perception (Dlodlo, Dhurup, 2010). In their research conducted in Ghanaian hotels, Kwabena and Mphil(2008) found that organizational characteristics are the most important factor that determines the adoption and use of ICT, although the hotels' environmental context, managerial characteristics, and perceived attributes of the Internet all have some influence.

2.11. Towards the Framework of Analysis

Theories in combination with the empirical part this study led towards the framework of analysis. Then graphically as it was shown below own synthesis was developed from document review on Seyed, 2012 (September, 2018). Especially this document review has guided the researcher of this study to design likert scale questionnaires about Potential challenges and prospect of e-marketing for grasping respondents' degree of agreement to their value, commitments, beliefs, and feeling. So, in order to assess evidence and categorize the analysis, the following frame work is developed.

According to (selam, 2015) a study that was conducted in Gahana's hotel performance, the internet, e-marketing and the world wide web have its own impact on the growth and advancement of both provision of service quality and satisfying the customer.

Similarly both (Johnston and Jones, 2014) indicated that the e-marketing prospect and system is means for the realization of technology in the business, market and management section. The European hotel industry grown from the stage of booking through telephone call to e-marketing and e-commerce stage in the advancement of both fourism, hospitality and hotel.

According to safabakhsh for hotels the e-marketing services and activities helped the middle European hotel industry grown from the stage of booking through telephone call to e-marketing and e-commerce stage in the advancement of both tourism, hospitality and hotel.

According to safabakhsh for hotels the e-marketing services and activities helped the Middle East countries to service and satisfy their clients and customers those came to their country every year.

In the same way (Su and Lee 2009) shown that the growth of internet, websites, e-marketing and e-commerces helped more the Asian market to grow and attracted the attention of hotels to deal with this technology. E-marketing tools as (Eid and El-Gohay, 2013) helps more to get the access of market, stretch business, performance of the hotels in most part of the world.

The journal articles, research papers and studies carried out by (Assigid Ayele, 2019) and (Apar Singh, 2019) shown that e-marketing adoption in the tourism and hotel industry is slow and faced different challenges. The study revealed that the focus and implementation of e-marketing modality is still slow and needs great attention for the improvement of the quality services, profitability, growth, satisfying the clients and business need to work keenly on the area of both e-commerce and e-marketing in general.

2.12. Conceptual Frame work

This conceptual frame work indicates that the relationship between E-marketing strategies and performance of star rated hotels in Addis Ababa.

Figure 2.1 Framework of analysis



Source: *Own Synthesis from document review on Seyed, 2012 (September, 2018).*

The above chart was based on discussion that is presented in the literature review. It is the relationship between e-marketing strategies.

CHAPTER THREE

RESEARCH METHODOLOGY

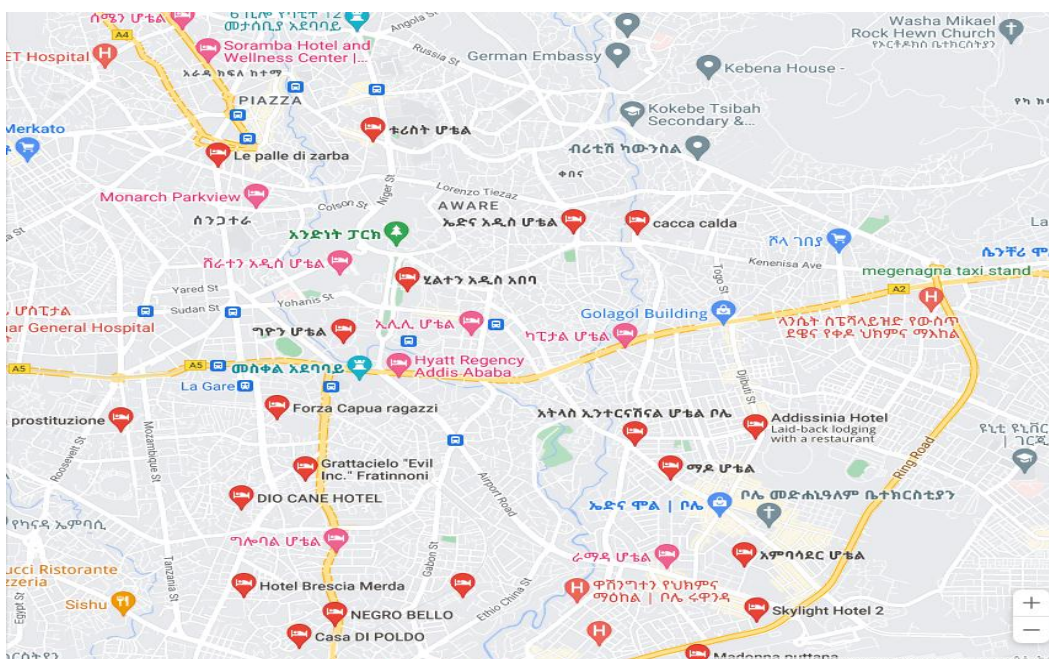
Introduction

This chapter presents a Brief description of the study area, research design and approaches, population and sample, data collection method, reliability and validity test are presented in this chapter. Further description and illustration is given on how each data collection tool is applied and implemented.

3.1. Brief description of the Study Area

The study focused and embraced star rated hotels found in Addis Ababa.1 to 5 star hotels which were located at Addis Ababa Ethiopia and the number of the hotels were serenity nine in number. The hotels were randomly selected and arranged for the proposed study and research work.

“LanchiaSefer”, “MeskelAdebabayAkebabi”, “AskoEnkulalfabrikaAkebabi”, “DejachWubeSefer”, “BeherawiAkebabi”, “KazanchisAkebabi”, “Bole Akebabi”, “MegenagnaAkebabi”, “FilwuhaAkebabi”, “Churchill Akebabi”, “Aware Sefer”, “AddisuGebeyaAkebabi”, “SemienMezegajaAkebabi” and “HayahuletMazoriaAkebabi”, were incorporated in the study.



In the contemporary Ethiopia's hotel industry context among the changes the sector has expanded and developed drastically into a new level of the hotel business from time to time, considering Ethiopia is one of the main attractions for tourists around the world. And it is expected that E-marketing makes star rated hotels to be found at the frontline. Despite various challenges, the application of social media platforms by star rated hotels in Addis Ababa was found out as an important communication and marketing tools. So, this study launched to survey the Potential challenges and prospects of E-marketing usage to this sector by being specific to star rated hotels located at Addis Ababa, Ethiopia.

3.2. Research design and Approach

This research followed approach descriptive research design. The purpose of descriptive design for the study is to enable the researcher to have a balanced and complete opinion about assessment of e-marketing Practice in relation to the hotel service.

The research approach was both qualitative and quantitative and can be called mixed approach. In the notion of qualitative interview and observation was used and in the sense of quantitative questionnaire was used and implemented. Therefore the approach in this study was mixed approach that addressed both qualitative and quantitative research approach.

3.3. Population, sample and sample size of the study

The target population is that which a researcher wants to generalize the results of the study. The target population of this study included staffs in sale and marketing of the 1, 2, 3, 4 and 5 star hotels. According to Addis Ababa Culture and Tourism Bureau (2015) there are 78 star rated hotels in Addis Ababa. Among these 7, 14, 29, 21 and 7 are under one, two, Three, Four and Five star rate levels respectively. In addition on average there are 15 staffs in sale and marketing section of the star rated hotels. Based on this population size for this study were 1170 staffs in sale and marketing sections. To calculate the total sample Giulio (January 12, 2016, 3-5) formula was used with the margin error of 7%. Attention is given to have the sample size of the study to be as representative as possible. Accordingly, the following formula was used.

$$n = N/1 + N(e)^2$$

$$n = 1170/1 + 1170(0.07)^2 = 173$$

N = Total Population

n = the required sample size

e = is a limited error tolerance which is assumed to be 7% (0.07%) level of confidence. In addition proportional formula of Kothari (2004) was also considered; because, based on the aforementioned information the number of hotels under different star levels is varied. So, using the following proportional formula

$$s_{1, 2, 3, 4, 5} = n (n_{1, 2, 3, 4, 5}/N)$$

$s_{1, 2, 3, 4, 5}$ = Sample size to one, two, three, four and five star hotels

n = the required sample size

$n_{1, 2, 3, 4, 5}$ = Number of hotels under one, two, three, four and five star level respectively

N = Number of hotels in star rated hotels

So sample size taken to the one, two, three, four and five star level hotels were 16, 46, 64, 31 and 16 respectively.

3.4. Sampling Technique

The sample size and the right selection of sampling techniques are important to ensure the representativeness of the sample that can be dependable to generalize the information obtained from the sample to the whole population of the study (Kothari 2004). Hence Based on the sampling technique the study used two stages of cluster sampling. First hotels are clustered based on their star level. Then staffs were also selected based on their profession, in sale and marketing sections of each cluster were taken in to consideration and the technique was implemented based on this proposition.

3.5. Method of data collection

According to Wimmer and Dominick (2011), the method is a specific data collection process in accordance with the assumption of the selected methodology. Primary data are those which are collected as a fresh and for the first time and thus happen to be original in character (Kothari, 2004). Thus these studies apply mainly the information's those gathering tool through /questionnaires and observation.

3.5.1. Survey/ Questionnaire

Questionnaires were used as the main instrument of data collection from the primary sources. The questionnaire consists of closed ended questions which were prepared and distributed to selected 173 respondents. Close ended questionnaire are likert scale questionnaires related to Assessment of e-marketing practice with degree of agreement ranged from 1 to 5 (from strongly disagree to strongly agree).

3.6. Sampling Frame

After undertaking rigorous works in sections of population, sample and sample size of the study; sampling technique & method of data collection; the study arrived at the sampling frame consisting of the following summary of sampling design.

Table 3.1: Summary of Sampling Design

No	Sample unit	Sampling technique	Total population	Sample size	Data gathering instruments
1	Staff in sale and marketing section of one star hotels	Two stage cluster sampling	105	16	Questionnaire
2	Staff in sale and marketing section of two star hotels	Two stage cluster sampling	315	46	Questionnaire
3	Staff in sale and marketing section of three star hotels	Two stage cluster sampling	435	64	Questionnaire
4	Staff in sale and marketing section of four star hotels	Two stage cluster sampling	210	31	Questionnaire
5	Staff in sale and marketing section of five star hotels	Two stage cluster sampling	105	16	Questionnaire
	Total		1170	173	

3.7. Data Analysis Technique

The primary data was collected with great attention to minimize the loss of important information. The quantitative data was checked during data collection and data entry. The

data also were coded and entered into the computer by using SPSS. The finding of the study was analyzed by using frequency, percentage, tabulation and bar graph. Furthermore, the qualitative type of data which was collected through observation and was interpreted by using analytical interpretation. The summative both qualitative and quantitative analyzed data was recorded and the find was briefly explained under unit four.

3.8. Ethical Consideration

In the process of collecting data, the confidentiality and privacy of respondents were kept. to collect data the ethical permission was taken from Addis Ababa University by official letter. The respondents were asked respectfully to receive the required information based on their willingness. Responses of respondents were unnamed. The researcher guaranteed that the privacy of respondents will be kept secretly Confidentiality was considered in all levels of the study during information gathering.

CHAPTER FOUR

4. ANALYSIS, DISCUSSION, SUMMARY, CONCLUSION AND PRESENTATION OF RESULTS

Introduction

In the process of collecting data, questionnaire response rate was distributed to 173 respondents and 165 respondents filled the questionnaires. The respondents were Hotel Managers, sales and marketing managers those who work in the Star rated Hotels of Addis Ababa. There were also cashiers, ware house workers stockholders, it technicians sales persons and clients and customers those who got services and use facilities of the day to day activity of the hotels.

This chapter presents the results of the data collected as indicated by the research questions and it also organized around the research questions in relation to ideas from chapter two. And it presents a brief analysis of the data that result of the survey instrument along with a discussion of each research question.

The objectives of the study that were used by the research as a guide in analyzing the finding obtained from the hotel workers, sales persons, stock holders and people who got services in the hotel. It also include the clients and customers those who engaged in the routine activities like communication and service takers and users of the hotels.

With the research objectives, the findings of the study were organized in to the following:

- Demographic characteristics of the respondents
- The information communication technology factors those related to E-marketing.
- The Challenges of value adding process in relation to customers and the need of customers.
- The quality of providing services and the products and work of the hotels in general.
- The Role of E-marketing system to support for the fundamental values of Hotel Industry
- Analysis regarding the effects of Information Communication Technology and E-marketing organization concerning cost, quality, time and flexible and access able services given by hotels.

- Tables Graphs and chart were utilizing the research to assist interpreting the findings.

H.1. The Demographic Presentations of the Data

Frequency Table

4.1. Sex of Respondents

The following chart indicates the number of respondents those participated on the study they are classified and expressed based on Gender and sex distribution.

Table 1 Sex of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	109	66.1	66.1	66.1
	Female	56	33.9	33.9	100.0
	Total	165	100.0	100.0	

Own source 2022

As it can be indicated on the above table out of the total respondents those who participated on this study 66.1% were male, and the rest 33.9% were females. The above finding indicated that two third of the respondents were male and the rest one third were females. This shows that majority of the respondents and participated were males.

4.2. Age of the Respondents

The classification of the age distribution of the hotel worker and some selected customers were based on the average employees and customers. They were nearly at these leven when they filled the questionnaire

Table 2 Age of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30	9	5.5	5.5	5.5
	31 to 40	123	74.5	74.5	80.0
	41 to 50	33	20.0	20.0	100.0
	Total	165	100.0	100.0	

Own source 2022

As it was shown on the above table out of the total respondents 5.5% were less than thirty years old. 74.5% of the respondents were in the age level in between thirty one to forty years old. Meanwhile 20.0% were forty one to fifty years old. The above finding indicates that majority of the respondents were in the age level in between thirty one to forty the least respondents were less than thirty years old.

4.3. Educational background of the Respondent

Table 3. Educational background of the Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	College Diploma	28	17.0	17.0	17.0
	Bachelor of Arts Degree	78	47.3	47.3	64.3
	Masters of Arts Degree	59	35.8	35.8	100.0
	Total	165	100.0	100.0	

Own source: 2022

As it can be illustrated on the above table out of the total respondents those who participated on this study concerning educational background were indicated that 17.0% were college diploma holders. 38.2% were first degree holders. 35.8% were masters of Arts Degree holders. The study indicated that nearly 50% of the respondents were in the place and position of first degree

4.4. Descriptive statistics for E- marketing practices in the Hotel Industry

This table briefly states how e-marketing in the hotel industry is used and the descriptive statically result in Addis Ababa hotels in indicated as follows.

4.4.1The ICT in EM format

The criterion that was used to interpret by using mean and standard derivation was based on the average number that was taken to show the e-marketing system and usage in the respect of the respondents answer and response based on the central value of a discrete set of responses from each respondents. The calculation was done by SPSS and the average one from the frequency strongly disagree, disagree, neutral, agree and strongly agree responses and the division for each likert scale measurement. It is the sum by the number of values by itself. Based on this minimum mean 1.00, less minimum 2.00 in the middle average 3.00 less

maximum 4.00 top maximum is 5.00. Hence the calculation was done by the SPSS software and the result was indicated in association with the standard deviation was indicated in association with the standard deviation result. The central tendency is the one that was used by this study.

4.4.2. The E-Marketing practices of addressing clients

Table 4 E- marketing in the Hotel Industry

Descriptive Statistics					
Valid items	N	Minimum	Maximum	Mean	Std. Deviation
Clients contact us first face to face by themselves	165	1.00	5.00	1.8364	.88546
Customers directly uses Prior First Hand Registration	165	1.00	4.00	1.8788	.72236
Customers use Telephones to get the Services of our hotel	165	1.00	3.00	1.5576	.53364
this through Fax Communications	165	1.00	3.00	2.5515	.65710
It is through other forms Social Medias like Telegram or Instagram or etc.	165	1.00	5.00	2.0788	.92386
Valid N (listwise)	165				

Own source: 2022

In this study the researcher used the symmetric data representation and that was equivalent to get the central tendency of the measurement. Hence the sum total of $\bar{x} = \frac{\sum x}{n}$ that means $\bar{x} = \frac{9.9031}{5} = 1.9806$. This result is found and very close to n 18364 and very close to 1.8788 in the above table. Hence the result shows that the Information Communication Technology that was provide by the hotel in the Addis the capital of Ethiopia from the prospect of clients and customers registration, using ICT and telephone, fax and social media other like telegram and instagram or face book. The mean result when compared with the contact of clints, face to face, telephone and fax contact are in the similar position that means (1.83) and (1.87) where as other types of social media communication system in relation to the fact communication are in similar position (2.55) and (2.07) and the standard deviation result also shows that, it signifiers the consecutive similar result that was not completely, far a part from each other. Face to face (0.888) and telephone (0.7522) where as social media is in between (0.657) and (0.923) that shows a little bit gap. The common mean result of the five points when

compared with each other is 1.9806. This result is registered in between the contact of clients those made a contact face by face and the direct use of prior first hand registration of customers by themselves. Hence the mean result show that most of the customers made registration both face to face by themselves and gave prior first hand registration.

4.4.3. The help of ICT tools in the hotels

This table shows the level at which ICT tools help the hotels to deal with the E-marketing system in general. It focuses on how the hotels work services would be promoted and got success

Table 5 the help of ICT tools in the hotels

Valid Items	N	Minimum	Maximum	Mean	Std. Deviation
The ICT tools in our hotel helps for searching Relevant Information	165	1.00	4.00	2.0606	.66897
The ICT tools in our hotel helps to promote the services of our hotel or packages to sell our services to customers	165	1.00	4.00	1.6970	.65727
The ICT tools in our hotel helps to increase the number of our customers	165	1.00	5.00	2.0909	.79494
The ICT tools in our hotel helps to increase the competitiveness of our hotel operating firm in the market	165	1.00	4.00	1.8848	.64775
The ICT tools in our hotel helps to use Internet and ICT tools to minimize marketing and communication costs	165	1.00	5.00	2.7394	1.39641
The ICT tools in our hotel helps to communicate with employees about the services provided	165	1.00	5.00	2.0182	.85163
The ICT tools in our hotel helps to answer frequently asked questions to the service that our hotel offer	165	1.00	3.00	1.4606	.52379
The ICT tools in our hotel helps to manage the financial expenditure	165	1.00	5.00	1.6667	.72695

The ICT tools in our hotel helps and income in our hotel without a problem	165	1.00	4.00	1.7576	.50788
The ICT tools in our hotel helps to make an effective leadership purpose (Follow-up employees'' relationship with customer and clients	165	1.00	4.00	2.0667	.71681
Valid N (listwise)	165				1.9442

Own source 2022

The sum total of using ICT in the hotels helps was calculated as follows and the following result has been got. $\bar{x} = \frac{\sum x}{n} = \frac{19.4425}{10} = 1.9442$ This result is very near and close to 2.0606, 2.0909 2.0182 and 2.0667. Hence the sum fire result shows that the ICT tools is in the hotels helps more in searching indicative chart the ICT tools in the hotel to search relevant information ,like packages, customers need, competitive of pirating firm in the market, communication tool costs mean result were consecutively begins from (2.06), (1.69),(2.09),(1.88) and (2.73). This shows that the use of internet in the hotel minimized the marketing communication cost. The standard deviation result also signifies that (0.66), (0.65),(0.79) and (0.64). This shows and implies that there is a direct significant relationship and one can bring result (0.51) standard Deviation result frequent answers, financial management, expenditure using ICT has a direct impact on what both figure indicates. The mean result (1.66) and (1.75) and the standard deviation (0.726) shows that there was a limitation in the number of customers those increased. In the hotels services provision.

The mean result shows that ICT tools helps to search relevant information. It also helps to increase the numbers of customers in one way or the other. ICT tools also helps and became a means of communication in between employees and customers. Similarly the ICT tools in the hotel helps in making effective leadership purpose. It is also a bridge that brings a contact in between employees' and clients.

4.4.4. Internet Operation in the Hotels

This table focuses on how internet is used and operated in the hotel it focuses on the star rated hotels in Addis their service provision concerning internets.

Table 6 Internet Operation in the Hotels

	N	Minimum	Maximum	Mean	Std. Deviation
There is a low rate of internet penetration use Internet in Star-rated Hotels in Addis Ababa	165	1.00	4.00	2.5273	.72888
The cost of International Telecom or Cost of Call to abroad is high	165	1.00	4.00	2.2364	.83294
The speed of Internet connection slow	165	1	5	2.15	1.108
There is an intermit tent internet connection most of the time	165	1	5	2.12	.722
Valid N (list wise)	165			2.2364	0.84795

Own source 2022

The sum result of the mean result of Internet Operation in the hotels expressed as $\bar{x} = \frac{\sum X}{n} = \frac{9.0037}{4} = 2.2509$. This result is very close to 2.2364. The illustrations of the above four descriptive statically representation indicates that the mean results of lower rate, cost of internet form telecommunication, the speed of internet and the speed of internet connection signifies that mean (2.55), (2.23), (2.15), and (2.12) respectively and the standard Deviation shows that (0.72), (0.83), (1.10) and (0.72) only the speed of internet was different in variation from the other types of remarkable ICT related connections, software, sufficient network system and material installation in general the mean and standard deviation result one can pull and relate towards the other. The mean result indicates that the cost of international telecom or the cost of call to abroad when compared with the domestic service is high. This can be shown, that (2.2509) the mean result is very close to the (2.2364). That shows international call is very expensive and high.

4.4.5. ICT tools are provided by the state

Table 7 ICT tools are provided by the state

Valid Items	N	Minimum	Maximum	Mean	Std. Deviation
The custom rules have an impact on purchasing ICT tools	165	1	5	2.03	.990
There is no adequate room for private telecommunication service providers	165	1	5	3.23	1.252
The telecom service is monopolized by the state	165	1	5	3.01	1.207
The licensing issues of Internet toe-marketing is very difficult	165	1	5	1.99	1.210
Valid N (list wise)	165			2.565	1.1647

The sum result of mean $\bar{x} = \frac{\sum x}{n}$ shows that $\frac{10.26}{4} = 2.565$. The mean result is in between (2.03) and (3.01). Therefore the mean and standard Deviation result on the impact of purchasing ICT tools those can be seen and described as the provision of owning private telecommunication services, mean result (2.03), (3.23), (3.01) and (1.99) where as the standard Deviation result comes (0.99), (1.25), (1.20) and (1.21). This indicated that both the mean result and Standard Deviation result are not far apart from the respondents In general telecommunication on serives and the updated provision results of materials relied on the license issue and the monopolization of telecommunication sector. The result shows that there was an impact on purchasing ICT tools. Similarly, the telecom services in the hotels are monopolized by the state of the country.

The use of ICT tools in the star rated hotel is the one that became a challenge for the maximum provision of the hotel as a whole and in general. The mean result indicated that the hotels in Addis Ababa are still in a very low standard of provision the necessary services for customers.

4.4.6. The Culture of Using Internets

Table 8 The Culture of Using Internets

Valid Items	N	Minimum	Maximum	Mean	Std. Deviation
The culture of society in using internet is	165	1	5	2.32	1.268
The awareness of hotel industry in using internet to their business is very low	165	1	5	1.97	1.232
There is less perceived value of Internet marketing in small businessessuc has hotel industry	165	1	5	2.25	1.421
Illiteracy and language barrier affects the use of internet for business purpose	165	1.00	5.00	2.8364	1.33110
Valid N (list wise)	165			2.3425	1.313

The sum result of mean $\bar{x} = \frac{\sum x}{n} = \frac{9.37}{4} = 2.3425$ As it can be indicated on the above table, the mean result of using internet, awareness of the modern hotel, industry marketing in hotel business and the language barrier that can indicate e-marketing (2.32), (1.97), (2.83) where as the standard Deviation is (1.26), (1.23), (1.42) and (1.33). This indicates that the relationship in between the E-marketing system and the culture of the society in using internet, is still in the Ethiopian context is very less. That means Ethiopian assumed as if every thing from both the interview and the questionnaire response indicates used face to face contact on their works than the internet. Whereas the foreigners were dependent on the internet.

The hotel industry awareness system, and the small business value and the use of internet and it purpose in the hotel industry. The mean result (2.3425) is very close to (2.32) and (2.25). This indicated that the culture of using the internet in the society particularly in Ethiopia is very low. Similarly, there is less perceived value of internet marketing in small business like the hotel market and industry. The overall result shows that the culture of using internet in the society especially in the hotel industry is low.

4.5. Opportunities of adopting E-marketing practices

4.5.1. Opportunities of getting better cost

Table 9 The Cost of E-Marketing and Access of Banks

	N	Minimum	Maximum	Mean	Std. Deviation
The accessibility of banks toe-payment is low	165	1.00	5.00	2.6424	1.24915
The per-captain come of users affects internet usage	165	1.00	5.00	2.9939	1.19193
There is a low market liberalization to adopt e-marketing usage among star – rated Hotels in Addis Ababa	165	1.00	5.00	3.4121	1.27828
There is a low use of E-marketing because it incurs additional costs	165	1.00	6.00	2.3455	1.19784
Valid N (list wise)	165			2.8484	1.2293

Own source 2022

The sum mean result $\bar{x} = \frac{\sum x}{n} = \frac{11.3939}{4} = 2.8484$. As it can be indicated on the above table, the accessibility of bank, the per-capital, of users, market liberalization, and E-marketing costs of mean results (2.84), (2.99), and (2.34) in relation to standard Deviation (1.24), (1.19), (1.27) and (1.19). This shows that the accessibility of bank system in payment in low and the low market liberalization indicates and has had direct relationship with the benefit customer have had with in the hotel service provision. The real mean result shows that (2.8484) is very near to (2.9939). It shows that the per capital income of users affects the internet usage of both clients and the hotel owners.

The cost of E-marketing using the access of banks in relation to modern technological devices with banks and telecom industries still was weak and not active based on the mean result indication.

4.5.2. Opportunities that hotels got from Government and Politics in Control of the ICT.

Table 10 Government and Politics in Control of the ICT.

Valid Items	N	Minimum	Maximum	Mean	Std. Deviation
The government is not effective to control fraud on Internet	165	1.00	5.00	2.6727	1.30273
Political conditions of the Country negatively affected the use of internet for E-marketing	165	1.00	5.00	2.9515	1.20368
Protection of property Rights/business in thee-marketing is low	165	1.00	5.00	2.6667	1.28942
Internet privacy and e-marketing is highly dependent on political decision	165	1.00	5.00	2.6000	1.24841
Valid N (list wise)	165			2.7227	1.26106

Own source 2022

The sum mean result $\bar{x} = \frac{\sum x}{n} = \frac{10.8989}{4} = 2.7227$. The mean result in the above table indicate and shows that the effective control, political condition, the property ownership of the right of individual, and the internet provision for marketing decision on the business areas shows that the mean result (2.67), (2.95), (2.66) and (2.60) and the standard deviation (1.30), (1.20), (1.28), and (1.24). The political condition of controlling the ICT system having and on owning private marketing system independently shows that the means and standard deviation result in one way or the other is similar and very near to each other. The political condition, government control, protection and the property rights to wards business are the factors those affect not to have private accessed E-marketing system. The mean result (2.7227) is very near to (2.6424), (2.6667) and (2.6000). The protection of property right in the business market is very low. This shows that the interference of the government is high.

The control and undermining of the government offices in general shown that the ICT tools, import services and the communication in general were under the control of the government. Respondents, stake holders and those people in these areas reflected that there would be futuristic hopes in the area of free out of political market in the internet areas.

4.5.3. Opportunities on the sector of Web Site Promotion and Usage in Hotels

Table 11 Web Site Promotion and Usage in Hotels

Valid items	N	Minimum	Maximum	Mean	Std. Deviation
The use of website promotes the brand image of our hotel industry business	165	1.00	5.00	2.8788	1.36948
The use of website increases the purchase intention of customers and clients in using and preferring our hotel.	165	1.00	5.00	3.3212	1.25420
The use of website creates awareness on the hotel industry and business packages we sell.	165	1.00	5.00	3.2000	1.25037
The use of website in the hotel industry has an impact on advertisement	165	1.00	5.00	2.9152	1.35433
The use of website in the hotel business increases promotion through word of mouth.	165	1.00	5.00	3.2242	1.37198
Valid N (list wise)	165			3.1078	1.27439

Own source: 2022

The sum total result of mean $\bar{x} = \frac{\sum x}{n} = \frac{15.5394}{5} = 3.1078$ is the nearest mean that is illustrated on the above table the use of website, promotes and increased the hotel performance and attracting the customers to the hotel. The mean result shows that (2.87, (3.32), (3.20), (2.91) and (3.22). Similarly the relationship that standard Deviation, result signifies that the result was (1.36), (1.25), (1.25), (1.35) and (1.37). This shows that the website that the hotel industry uses made an increment and a change in the hotel industry. The described means result (3.1078) is (3.2000) that indicates the use of website in creating awareness on the hotel

industry and business package. The use of website to create awareness impact on advertisement is helpful in promotion. The mean result shows that website promotion increases the hotel service.

4.5.4. Opportunities of getting better Electronic Payment System

Table 12 Electronic Payment System

Valid items	N	Minimum	Maximum	Mean	Std. Deviation
I believe that electronic payment systems are likely to be safe	165	1.00	5.00	3.1576	1.27333
Electronic payment systems are likely to be reliable	165	1.00	5.00	3.4061	1.26827
I am confident that electronic payment system will be transparent	165	1.00	5.00	3.1091	1.40130
Many things may not go wrong with electronic payments using internet	165	1.00	5.00	3.1576	1.41400
The website I use for electronic payment will promptly inform me if any problems occur with my transaction	165	1.00	5.00	3.3455	1.19273
Valid N (list wise)	165			3.2351	1.30992

Own source 2022

The mean result of the above table, $\bar{x} = \frac{\sum x}{n} = \frac{16.1759}{5} = 3.2351$. Hence this result as it can be shown on the above table the mean and standard deviation of the result indicated that electronic payment system, the reliability of using this technology as it was made a comparison in between mean and standard deviation result shows that, the mean result consecutively shows that (3.15), (3.40), (3.10), (3.15) and (3.34) where as the standard deviation result and the variance in between each inquiry were (1.27), (1.26), (1.40), (1.41) and (1.19). This signifies that the habit, culture and tradition of using electronic system tells and shows how the system became a challenge for the growth of the star rated hotels in Addis Ababa. The mean result that was indicated in the electronic payment system is (3.2351). This result was very close to (3.1576), (3.1091), and (3.1576). This means result shows that electronic payment system is safe, reliable, transparent and inclined to the advancement of

safe transaction. The transaction might result that payment wouldn't be one of the incident that occurs most of the time.

4.6. Challenges for adopting E-marketing practices

4.6.1. Internet cost to use websites effectively

Table 13 The Use of Website in getting feedback from Service Provision

Valid items	N	Minimum	Maximum	Mean	Std. Deviation
The use of websites is effective in getting visitor's feedback about the services we provide	165	1.00	6.00	3.4788	1.25226
The use of websites facilitates two-way communication between the customers and our hotel	165	1.00	5.00	3.0121	1.34793
The use of websites make some feel it wants to listen to its clients and customers	165	1.00	5.00	3.3818	1.37252
The use of websites does not at all encourage customers to talk back	165	1.00	5.00	3.2061	1.20718
The use of clients gives visitors the opportunity to talk back	165	1.00	5.00	3.3818	1.28534
Valid N (list wise)	165			3.294	1.29304

The mean result $\bar{x} = \frac{\sum x}{n} = \frac{16.4606}{5} = 3.2921$ and as it can be shown on the above table the mean result was (3.47), (3.01), (3.38), (3.20) and (3.38). It was very close and the difference is very low and narrow. Whereas the standard deviation result shows that (1.25), (1.34), (1.37), (1.20) and (1.28) This is the bilateral parallel result that indicates the use of website in facilitation the business and receiving feedback, knowing the feeling of the customers, clients and visitors shows that in one way or the other it has had its own effect on the market of the hotel. The mean result (3.2921) is very close (3.2061) that indicates the use of websites does not at all encourage, the feedback that one can get about the services the hotel provides.

4.6.2. The lack of integrated work among sectorial offices

Table 14 The Way of Taking Orders in the different offices

Valid items	N	Minimum	Maximum	Mean	Std. Deviation
All relevant order confirmation details resent to my email within 24 hours	165	1.00	5.00	2.8909	1.28793
Order cancellation and returns are confirmed within three days	165	1.00	5.00	3.0909	1.43058
The website service performs the service right the first time	165	1.00	5.00	2.6485	1.28218
Order tracking details are available for my clients	165	1.00	5.00	2.8000	1.20568
The website of my hotel business is available all the time	165	1.00	5.00	2.6788	1.33886
Valid N (list wise)	165			2.8218	1.30904

The sum result of mean $\bar{x} = \frac{\sum x}{n} \bar{x} = \frac{14.1091}{5} = 2.8218$ and this summative result can be illustrated on the above table, the mean result of the orders given by customers, the cancellation and confirmation of orders in one way or the other are very close to each other. The mean result shows that (2.89), (3.09), (2.64), (2.67) where as, the standard deviation result signifies that (1.28), (1.43), (1.28), (1.26) and (1.33) respectively. The star rated hotels in Addis Ababa, the use of website in the hotel business and industry are not a viable at any time when both clients and customers need due to some other related factors like performance, availability time and the access of using website in general. The mean result of the ways of talking orders is (2.8218) and, this is more equivalent to the four points that can be said all relevant orders confirmation are sent via twenty four hours and cancellation will be also sent within three days is not expressed well. On the other hand service provision, details of orders, hotel business, were available to the client.

4.6.3. The problems of lack of awareness in the Hotels value, Focus and Exposure of E-Marketing

Table 15 Hotels value, Focus and Exposure of E-Marketing

Valid items	N	Minimum	Maximum	Mean	Std. Deviation
Our hotel values the need of the customer and concentrate on E-marking	165	1.00	5.00	3.5212	1.21769
Our hotel experienced and gradually updated the culture of its work and service by providing good access of E-marking service	165	1.00	5.00	2.9576	1.21651
Our hotel focused on how our customer get the necessary services via E	165	1.00	5.00	2.7697	1.34629
Our hotel exposes the necessary information the services it provide the E-marketing	165	1.00	5.00	2.5697	1.34447
Our hotel specifically and keenly work on providing all the services and potential works done by it through the E-market system without reservation	165	1.00	5.00	2.3879	1.39068
Valid N (listwise)	165			2.8.4.12	1.30312

The sum mean result $\bar{x} = \frac{\sum X}{n} = \frac{14.2061}{5} = 2.8412$. This shows that the mean result of the above table shows that, the hotel's value, experience, focus and exposure towards information shoes that, the mean result, (3.52),(2.95), (2.76), (2.56), (2.38) and standard Deviation shows that (1.21), (1.21), (1.34), (1.34) and (1.39),. The mean result signifies that the exposures and experiences that the hotels gradually updated the culture of working keenly on providing all

the necessary services that the hotel gives potentially and the using of E-marketing without reservation.

The mean result (2.8412) when compared with the values that needed concerning the concept of using e-marketing is gradual. Similarly the experience of updating the culture of work especially in the e-marketing services provision need more access of having good marketing principle and values. When the focus of customer's necessity and the exposure towards to all these points E-marketing helps more in the use, provision of E-marketing to get value, having and focusing on E-marketing system and dealing towards to these services helps more the hotel market reliable and dependent on the issues raised above.

CHAPTER FIVE

5.1. Summary

This study was mainly focused on answering the research questions asked by the research and one the main objective to attain and wanted to reach the aim the study stands for. It focused on identifying and assessing the E-Marketing practices of star rated hotels in Addis Ababa. The study was designed and used a methodological approach of using both quantitative and qualitative approach of answering and proving responses to tools.

Based on this awareness of using E-Markets, the use of internets the influence of the E-market from political, social, cultural legal prospect was also assessed. Both economic and political challenges were the main and the third one is the educational and having not had an access of awareness and lack of computing in the area were some access of awareness the contribution factors those grasped and collected from the study. Similarly through observation and the discussion that the researcher got the summary of this study was stated as follows.

The finding of this research indicated that there is a significant and positive relationship between customer satisfaction and the technological use of E-marketing process held in the hotel market system. This shows that majority of the star rated hotels still stick to tradition mechanism and systems of service provision. On the other hand the awareness of E-marking is still under question.

E-marketing system can motivate and brings an increment in the technical skills of customer attraction and tending to work on the whole advancement of the of the technology. Of course the summative result indicated that Addis Ababa is a growing capital of both Ethiopia and Africa still there is a need for advanced and qualified E-commerce.

Technical skills have a higher positive influence in the implementation and growth of hotel marketing. The assessment of e-marketing system in the hotel industry was directly related to both bank telecom, foreign investment, power energy, space, economy and educated man power.

5.2 Conclusion

Traditional, local markets in the hotel industry need to review their marketing strategies and measure the effectiveness the way they address, opportunities designed can be got from the customer's experience. The digits get access of distant clients. The E-commerce has had a growth to the digital world.

There was an influence from on line travel agencies those need an awareness about the booking of a hotel thorough a third party agency like on line travel agencies direct booking campaigns encouraged loyalty. Therefore E-commerce introduction and usage was un questionable for the growth, productivity and profitability of hotels.

There was a very increased and rise of customer expectations. How to use local marketing automation to create personal support and helped brand management solution. Hence the Ethiopian hotel management system, marketing influences, the use of modern technology could be advanced, managed properly and tend to attract market.

The research has in objective to example the effect of electronic marketing on the facilitation the advancement of hotel market. Therefore electronic marketing could be grown when the culture, attitude and education capacity of stakeholders would be changed.

Technical skill, motivation and technological facilities have had a positive significant impact and effect on the hotel E-marketing system. Therefore skills, motivations, technological facilities tend to be modernized and could need a change bring the desired and attained E-commerce's in hotels.

The hotel management perception towards E-marketing is in significance and emphasized more on the price, location and hospitality of the hotel provision. Hotel owners, ministry of Industry, hotel and tourism, travel agencies, and the marketing and production and service provision could bring a change.

Customer satisfaction gave an emphasis on the marketing dimensions in maintaining and improving the E-marketing system of the hotel.

The E-marketing is one of the means of getting relevant information through the marketing bases. It makes the hotels different from each other and new special attention, consideration and attractions were the other different positive effects got from this study.

E-marketing is/ was proved that it was seen as the most effective way to encounter and engaged on the communication of dealing with smart technology that can be trusted and emails were the means to get information easily

There is/was a unique marketing strategies those brought a rend to connect both clients and customer with hotels. The finding indicated that tools like mobile phones, face book, twitter blogs, linked Instagram encourages clients to share the hotels market services provisions.

Similarly E-marketing strategy had a positive substantial effect on the performance of the hotel for dealing with business and the development of tourism and other related issues.

The concluding survey indicates that the star rated hotels in Addis Ababa need special offer and intensive continuous promotion in the E-marketing system. In other word, hospitality, satisfaction, and variety of services and increase in performance were the limitations those the study shows and indicates in its finding.

The star rated hotels lack qualified manpower, good management, budget and the acquisition of new customers. It would bring a decline, unprofitability, crises and haven't had a value of losing hard working for the future.

The study concludes that social media- marketing (E-marketing) strategy had a positive and substantial effect on the performance of star rated hotels in Addis Ababa.

There were some gaps on the service delivery, monitoring services and E-marketing system is the way that can improve the marketing system and build business strategy of the hotels. E-marketing brings an increase in the market, profit and even awareness of the hotel services and can improve custom.

5.3 Recommendations

The following recommendation was taken based on the summary and conclusion from the overall findings.

- The experience and personalization of the right data management technology can do most of the works effectively in capturing storing and analyzing customers' data.
- E-marketing in the hotel industry in hiring the right of the employees, organizing the hotel industry and the change that professional would bring towards the expected minimum goals to be achieved
- The continuously changing consumer demands and completion of market can be achieved via the E-marketing principle hence the recovery and straight forward of using E-marketing is must in the hotel industry.
- Hotel in Addis must design update hotel business maximizing potential could be done through E-marketing.
- E-marketing is a vital and crucial mechanism of hitting the market boat in the hotel industry. The crucial goal here is dealing with advertising demonstrating the value of proposition.(what makes your hotel stand out from your competitors?)
- Hotels in Addis could faster towards the creation of a wide marketing funnel, and marking a research on their market well and often again and again using and dealing with e-marketing.
- The hotels in Addis should protect direct business by countering dependence on investment by the help of excellent website, invest on advertisement well and measuring the track performance by the help of E-marketing.
- The advancement in technology, matching with new technology dealing with different needs, assessing the hotel technology solutions and working on the market by addressing sufficient and critically working on the national, continental and global changes in the hotel industry.

Finally this study makes an important contribution on the effects and those challenges associated with e-marketing and for further studies for the future.

- ✓ The E-marketing could protect the online reputation in modern hotel market where customers leave reviews, opinions and complaints. Hence websites, Google's, face

book, social media channels are the important and utmost mechanism of dealing with changes.

- ✓ Hotels in Addis could make a prioritization of key concepts like avoiding and getting the over whelmed characteristics and nature of understanding the necessity of willingness to embrace changes.
- ✓ The hotels in Addis were recommended that to gash a competitive advantage in the demanding of hotel business, e-marketing must be forerunner and website prate its products and services through social networks.
- ✓ Social media marketing is a critical marketing plat form in maximizing the hotels business by developing websites, videos, and pictures about the facilities and services give by hotels.
- ✓ E-marketing one of the strategy to maximize the performance of hotels, therefore, social medias can be taken as a bridges in marketing products an services of various hotels.
- ✓ The need of more trainings, owning new advanced technological equipment, delivery of better services, guaranteeing of security need to be given via E-mail marketing that can increase capacity and profitability of the hotels.
- ✓ The hotels in Addis need management of hotel to enhance the use of search of engine optimization to enhance the use of search of engine optimization to accelerate, the e-marketing websites so as to attract more clients, customers and victors and target audiences.

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Appendix



ADDIS ABABA UNIVERSITY

COLLEGE OF DEVELOPMENT STUDIES

CENTER FOR ENVIRONMENT AND DEVELOPMENT

TOURISM DEVELOPMENT AND MANAGEMENT UNIT

Researcher of this study: Seid Ali

Survey Questionnaire prepared for managers of the Hotels

Dear Respondent

This survey questionnaire is designed to collect information about the Potentials, challenges and prospects of E-marketing usage among Star- rated Hotels in Addis Ababa. The information shall be used solely for academic purpose as a partial fulfillment of the requirements to get a Master's Degree in Tourism Development and Management at Addis Ababa University. Therefore, your genuine response to the questions below is crucial for the success of my study. Hence you are kindly requested to participate in this study. No need of writing your name. In all cases where answer options are available please use a tick mark (×) in the appropriate box. Any way for questions that demands your opinion, please try to honestly describe as per to the questions on the space provided. Lastly, I want to assure you that this research is only used for academic purpose authorized by Addis Ababa University.

If you have any question, you can contact the researcher (Mr. Seid Ali) by the following address

E – Mail: hiseid@yahoo.com

Telephone No: +251911829997

Thank you again!!!

Part- I. General Information of the Respondent

- 1.1. Sex: ☐ Male ☐ Female
- 1.2. Age.....☐-30Years ☐ 31-40 ☐ 41-50
Above 51years
- 1.3. Education all level you attained?
Diploma ☐ First Degree ☐ Masters and above ☐

Any other_____

1.4. Working Experience in Hotel Business

- Less than One year ☐ 1-3Years ☐ 4-7years ☐
7-10 Years ☐ More than 10years ☐

Part-II. Questions on Internet use and Awareness to E-marketing/Internet marketing

- 2.1. How often potential clients contact your hotel for booking using the following platforms to book get prior services

Platform types	1. Not at all	2. Rarely	3.Sometimes	4. Most Often	5. Always
1. Clients contact face to face by themselves					
3. Clients contact using online Booking sites and methods.					
4. Clients contact through telephone call					
5. Clients make a contact through fax					
6. Clients make a contact by other means of option that was designed for users.					

Section III Usage of internet and ICT tools in the Hotel

- 3 . The following questions focus on the overall usage of internet and ICT tools, in your hotel. You are kindly requested to rate each of the statements in the table below by using the following ratings.

1. =Strongly disagree 2 =Disagree 3=Neutral 4= Agree 5= Strongly Agree

No.	Using Internet and ICT tools in the hotel industry for the E-marketing purpose	Rating Scale				
		1	2	3	4	5
3.1	For searching relevant information.					
3.2	To promote the services provided necessary information our hotel					
3.3	To sell the hotel packages to our customers and clients					
3.4	To increase the number of our customers and clients					
3.5	To increase the competitiveness of our hotel in the market					
3.6	To communicate with employees about the services provided					
3.7	To answer frequently asked questions to the service that our hotel offer					
3.8	To manage the financial expenditure And income in our hotel without a problem					
3.9	To provide satisfactory customer service and provisions given by the hotel					
3.10	For making an effective leadership purpose (Follow-up employees' relationship with customer and clients					

Part- IV. Factors that influence the use of E-marketing in hotel industry in Addis Ababa

4. The questions under this section focus on the challenges of hotels face in their usage of internet and ICT tools the questions are presented under five sub-headings. That is challenges related with the technology, legal framework, economic, socio-cultural and political environments.

Under each of the factors, four statements are presented. In your opinion, which item is the most important challenges under each of the factors? Please read all the four items under each factors first and rank the most important challenges as 1, the second most challenge as “2”, the third most challenge as “3” and the relatively least challenge as “4” and very least challenge “5”

1. Strongly disagree 2. Disagree 3Neutral 4. Agree 5. Strongly Agree

No.	Technology related challenges	Rating Scales					
			1	2	3	4	5
4.1	There is a low rate of internet penetration use Internet in Star-rated Hotels in Addis Ababa						
4.2	The cost of International Telecom or Cost of Call to abroad is high						
4.3	The speed of Internet connection is low						
4.4	There is an intermittent internet connection most of the time						

No.	Legal frame work related challenges	Rating Scales				
		1	2	3	4	5
4.5	The custom rules have an impact on purchasing ICT tools					
4.6	Thereisnoadequateroomforprivatetelecommunicationserviceproviders					
4.7	The telecom service is monopolized by the state					
4.8	The licensing issues of Internet toe-marketing is very difficult					
No.	Legal framework related challenges					
4.9	The culture of society in using internet is very low					
5.10	The awareness of hotel industry in using internet to their business is very low					
4.11	There is less perceived value of Internet marketing in small business essuc has hotel industry					
4.12	Illiteracy and language barrier affects the use of internet for business purpose					
No.	Economic related challenges					
4.13	The accessibility of banks to e-payment slow					
4.14	The per-captain come of users affects internet usage					
4.15	There is a low market liberalization to adopt e-marketing usage among star –rated Hotels in Addis Ababa					
4.16	There is a low use of E-marketing because it incurs additional costs					
No.	Political related challenges					
4.17	The government is not effective to control fraud on Internet					
4.18	Political conditions of the Country negatively affected the use of internet for E-marketing					
4.19	Protection of property Rights/business in the e-marketing is low					

4.20	Internet privacy and e-marketing is highly dependent on political decision					
------	--	--	--	--	--	--

Part- V. The practice of usage among E-marketing Star rated Hotels in Addis Ababa

- 5.1. To what extent do you agree that internet contributes to promote your hotel industry business? Please rate the following statements with the following ratings:
1= strongly disagree 2=Disagree 3=moderately agree/disagree 4= Agree 5=strongly agree

No	Items/Constructs	Rating Scale				
		1	2	3	4	5
1	The use of website promotes the brand image of our hotel industry business					
2	The use of website increases the purchase intention of customers and clients in using and preferring our hotel.					
3	The use of website creates ware ness on the hotel industry and business packages we sell.					
4	The use of website in the hotel industry has an impact on advertisement					
5	The use of website in the hotel business increases promotion through word of mouth.					

- 5.2. Towhatextentdoyouagreethatinternetcontributestopaymentsystemofyourhotel services and business please rate each of the statements by using rating scale of 1-5.
1=stronglydisagree 2=Disagree 3=moderately agree/disagree 4=Agree
5=Strongly agree

No	Items/constructs	Rating Scale				
		1	2	3	4	5
1	I believe that electronic payments stem ware likely to be safe					
2	Electronic payment systems are likely to be reliable					
3	I am confident that electronic payment system will be transparent					
4	Many things may not go wrong with electronic payments using internet					
5	The we be site I use for electronic payment will promptly inform me if any problems occur with my transaction					

- 5.3. The following questions focus on the importance of website for two-way communications between your hotel services and business and clients. To what extent do you agree with the statements below? Please rate each of the statements by using aratingscale of 1-5.

1=Strongly disagree 2= Agree 3=moderately agree/ disagree 4=Agree5=Strongly agree

The website we use in our hotel service provision and work

No	Items/constructs	Rating Scale				
		1	2	3	4	5
1	The use of websites is effective in gathering visitor's feedback about the services we provide					
2	The use of websites facilitates o-way communication between the customers and our hotel					
3	The use of websites makes me feel it wants to listen to its clients and customers					
4	The use of websites does not a tall encourage customers to talk back					
5	The use of clients gives visitor the opportunity to talk back					

5.4. To what extent do you agree that internet contributes to offering services/ given by the hotel and packages of your hotel business? Please rate each of the statements by using a rating scale of 1-5.

1=strongly disagree 2=Disagree 3=moderately agree/disagree 4=Agree
5=Strongly agree

	Items/constructs	Rating Scale				
		1	2	3	4	5
1	All relevant order confirmation details resent to my email within 24 hours					
2	Order can collation and returns reconfirmed within three days					
3	The website service per forms the service right the first-time					
4	Order tracking details are available for my clients					
5	The website of my hotel business is available all the time					

Part. VI. The Contribution of E-Marketing in the Growth of the Hotel Industry

6. To what extent the E-marketing industry contribute the growth of the hotel industry by satisfying the customer.

1=stronglydisagree2=Disagree 3=moderately agree/disagree 4=Agree
5=Strongly agree

	Items/constructs	RatingScale				
		1	2	3	4	5
1	Our hotel values the need of the customer and concentrate on E-marking					
2	Our hotel experienced and gradually updated the culture of its work and service by providing good access of E-marking service					
3	Our hotel focused on how our customer get the necessary services via E					
4	Our hotel exposes the necessary information the services it provide the E-marketing					
5	Our hotel specifically and keenly work on providing all the services and potential works done by it through the E-market system without reservation					

Thank you for your kind Response!!



የአዲስ አበባ ዩኒቨርሲቲ

የዲቬሎፕሜንት ጥናት ኮሌጅ

የአካባቢ ዕድገት ማዕከልና የቱሪዝም ዕድገት አመራር ክፍል

የጽሑፍ መጠይቅ

ይህ የጽሑፍ መጠይቅ በአዲስ አበባ ከተማ ውስጥ የሚገኝ የዓለም አቀፍ መስፈርትን ያሟሉ የደረጃ ኮከብ ሆቴሎች በኢ-ማርኬቲንግ ማለትም (የቴክኖሎጂ የገበያ ትስስርና ግልጽነት) ለመፈተሽ የቀረበ ነው። ይህ የመረጃ መሰብሰብ ሥራ ለሁለተኛ ዲግሪ መመረቂያ የጽሑፍ ማሟያ የቀረበ እንጂ ለሌላ ጉዳይ እንዳይሆን ለመግለጽ እውቅናው የሰጠ ነው። የእርስዎ ያለምንም ተጽእኖ ለዚህ የጽሑፍ መጠይቅ መልስ መስጠት ለዚህ የጥናትና ምርምር ስኬት አስተዋጽኦው የጎላ ነው። ስምዎን መጻፍ አይጠበቅብዎትም የጽሑፉን መጠይቅ በሚገባካነበቡበኋላ መልስዎን ያስፍሩ። ማንኛውም ግልጽ ያልሆነ ጥያቄ ካለዎበት ግንባርም ይሁን ከዚህ በታች በተቀመጠው የስልክ ቁጥር መጠየቅ ይችላሉ። ስለቀናትብብርዎ በቅድሚያ ምስጋናዬን አቀርባለሁ።

ሰኢድአሊ፡- ጥናታዊ ጽሑፍ አቅራቢ

የስልክ ቁጥር፡- +251911829997

የአሜይል አድራሻ፡- hiseid@yahoo.com

ክፍል 1 አጠቃላይ መረጃ

- 1.1. የታ ወን
- 1.2. እድሜ ከ 21-30 ☐ ከ31-40 ☐ ከ41-50 ☐ ከ51 አመት በላይ ☐
- 1.3. የትምህርት ዝግጅትና ደረጃ
 ዲፕሎማ ☐ የመጀመሪያ ዲግሪ ☐ ማስተርና ☐ ከዚያ በላይ
 ሌላ ካለ ይግለጹ _____
- 1.4. የሥራ ልምድ በተለይ በሆቴል ሙያ ዙሪያ
 ከ1 አመት በታች ☐ ከ1-3 አመት ☐ ከ4-7 አመት ☐
 ከ8-10 አመት ☐ ከ10 አመት በላይ ☐

ክፍል 2 የኢ.ማርኬቲንግ (የኢንተርኔት ግብይት መጠይቆች) የሚከተሉትን የደረጃ አይነቶችን በመጠቀም ለጥቂዎች የራይት (✓) ምልክት በመጠቀም መልስ ሰጡ።

1. ምንም 2. አልፎ አልፎ 3. አንዳንድ ጊዜ 4. አብዛኛውን ጊዜ 5. ሁልጊዜ

ተ.ቁ	የግንኙነት መድረኮችና ዘዴዎች	1	2	3	4	5
2.1.	ደንበኞች የሆቴልን አገልግሎት ለመጠቀም የፊት ለፊት በግንባር ግንኙነት ዘዴን ይጠቀማሉ					
2.2.	ደንበኞች በቀጥታ በቅድመ ምዝገባ ዘዴ ይጠቀማሉ					
2.3.	ደንበኞች የሆቴልን አገልግሎት ለማግኘት በስልክ ይጠቀማሉ (ይመዘገባሉ)					
2.4.	ደንበኞች የሆቴልን አገልግሎት ለማግኘት የግንኙነትና የቅድመ ምዝገባ ስራን በፋክስ ያደርጋሉ (ይጠቀማሉ)					
2.5.	ደንበኞች የሆቴልን አገልግሎት ለማግኘት በሌላ የመገናኛ ዘዴ በመጠቀም የግንኙነት ስራን ያከናውናሉ።					

ክፍል 3 የኢንተርኔትና የአይሲቲ መሳሪያዎችን በሆቴል ውስጥ መጠቀም የሚከተሉትን ጥያቄዎች በመስማማት በተቀመጠው ደረጃ መሰረት መልስዎን ይሰጡ።

1. በጣም አልስማማም 2. አልስማማም 3. መካከለኛ 4. እስማማለሁ
5. በጣም እስማማለሁ

ተ.ቁ	የኢንተርኔትና የአይሲቲ መሳሪያዎችን በሆቴል ውስጥ መጠቀም ለኢንተርኔት ግብይት ፋይዳው (አላማው)	1	2	3	4	5
3.1.	የተለያዩ መረጃዎችን ለማሰስና ለመፈለግ ይረዳል (ያግዛል)					
3.2.	በሆቴላችን የሚሰጡትን አገልግሎቶች ያስተዋውቃል (ያቀርባልም)					
3.3.	የሆቴላችንን አጠቃላይ አገልግሎትና መረጃ ለደንበኞች ይሸጣል (ያቀርባል)					
3.4.	የደንበኞችን ቁጥር ይጨምራል (ያሳድጋል)					
3.5.	የሆቴላችንን ተወዳዳሪነት በገበያው ላይ ይጨምራል (የበለጠ ተፈላጊ ያደርገዋል)					
3.6.	ከደንበኞች ጋር በተሻለ ደረጃ ስለአገልግሎታችን መግባባት ላይ ያደርጋል					
3.7.	በተደጋጋሚ የሚነሱ የተለያዩ ጥያቄዎችን ቅሬታዎችን ለመመለስ ይረዳል (ያግዛል)					
3.8.	የሆቴላችንን ገቢና ወጪ ያለምንም ችግርና ተግዳሮት ለመምራትና ለማስተዳደር ይረዳል (ያግዛል)					
3.9.	በሆቴላችን የሚሰጡ አጠቃላይ የደንበኞች አገልግሎት አጥጋቢነትን ይለካል (ይመዝናል)					
3.10.	የተዋጣለትና የተሳካለት አሰራርን በዋናነት በሰራተኛና በሆቴል ሙያተኛ መካከልና በደንበኛ ደረጃ የተሻለ ያደርጋል					

ክፍል 4.የኢ-ማርኬቲንግን በኢዲስ አበባ ሆቴሎች ለመጠቀም ተጽእኖ ያደረጉ ምክንያቶች ትንተና

ከዚህ ክፍልና ምድብ ስር የቀረቡት የጽሁፍ መጠይቆች በጣም ወሳኝና አስፈላጊ የትንተና ምክንያቶች ናቸው፡፡ የትንተና ተግዳሮቶች ወይም ችግሮች የቀረቡትን በደረጃ አራት ቦታ በመከፈል መልስ ሰጡ፡፡

በኢ ማርኬቲንግ የግብይት ሥርዓት በሆቴል ደረጃ ቴክኖሎጂን፣ የሕግ ማዕቀፍ ባሕልንና የምጣኔ ሀብት ኢኮኖሚ አስመልክቶ የተግዳሮት ደረጃ በ1ኛ ደረጃ ላይ 1ኛ ተግዳሮት (1) በሁለተኛ ደረጃ የሚገኝ ተግዳሮት (2)፣ በሦስተኛ ደረጃ ያለተግዳሮት (3) እና እንብዛም ተግዳሮ ያልሆነና በ4ኛ ደረጃ ላይ የሚገኝ ተግዳሮት (4) በማለት ከቀረቡት የደረጃ ተግዳሮት በማለት በተቀመጠ ውስን ጠረዥ ውስጥ ጥያቄዎችን በማንበብ የራይት (✓) ምልክት ያድርጉ (ያስቀምጡ)

ሀ. ሆቴላችን አስመልክቶ ተግዳሮትን በደረጃ ማስቀመጥ

ተ.ቁ	ጥያቄዎች	1	2	3	4
4.1	የኢንተርኔትን ማግኘት ብሎም የሚገናኙት ደረጃና ዝርጋታ በጣም ዘገምተኛና ዝቅተኛ ነው፡፡ (ይህም አንዱ ተግዳሮት ነው)				
4.2	የውጪ ሀገር የስልክ ጥሪዎች በኢትዮጵያ የገበያ ደረጃ በጣም ውድ ናቸው፡፡				
4.3	የኢንተርኔት ፍጥነትና ግንኙነት በጣም ዝቅተኛና ዘገምተኛ ነው፡፡				
4.4	የኢንተርኔት መቆራረጥና መደናቀፍ አብዛኛውን ጊዜ ያጋጥማል ይከሰታል፡፡				

ለ. ከሕግ ማዕቀፍ ጋር ተያያዥ የሆኑ ተግዳሮቶችን በደረጃ ማስቀመጥ

ተ.ቁ	ጥያቄዎች	1	2	3	4
4.1	በሀገሪቱ የተቀመጠው ሕግና ደንብ የአይሲቲ እቃዎችን ለመግዛት ተጽእኖ ፈጥሯል (አሰድሯል)				
4.2	የግል የቴሌኮሚኒኬሽን ገበያን ለማስፋፋትና ለመጠቀም በሀገሪቱ ደረጃ አማራጭ የለም				
4.3	የቴሌኮም አገልግሎት በገበያው ውስጥ በብቸኝነት ተይዞ ያለው በመንግስት እጅ ውስጥ ነው ከዚህ የተነሳ ለሆቴል ስራ አስቸጋሪ ሆኗል፡፡				
4.4	የኢንተርኔትና የኢ-ግብይት (ኢ-ማርኬቲንግ) ሕጋዊ ለማድረግ በጣም አስቸጋሪና ፈተና ነው				

ሐ. ከባህል ጋር ተያያዙ ጉዳዮችንና ተግዳሮቶችን በደረጃ ማስቀመጥ

ተ.ቁ	ጥያቄዎች	1	2	3	4
4.1	የማሕበረሰቡ የኢንተርኔት የመጠቀም ባሕል በጣም ዝቅተኛ ነው				
4.2	በሆቴል ኢንዱስትሪው ኢንተርኔትን የመጠቀም አቅም በጣምዝቅተኛ ነው				

4.3	በሆቴል ደረጃ ኢንተርኔትን መጠቀም ጠቀሜታዊ አንሳይታል				
4.4	የቋንቋ ችግርና የትምህርት ማነስ የዚህን የኢ-ግብይትና የኢንተርኔት ጠቀሜታና አለማን አለመረዳት ይታያል				

መ. ከፖለቲካዊ (አስተዳደራዊ) ጉዳዮች ጋር የተያያዙ ተግዳሮቶችን በደረጃ ማስቀመጥ

ተ.ቁ	ጥያቄዎች	1	2	3	4
4.1	መንግስት የኢንተርኔት ገበያውን ለመቆጣጠር የነቃ አይደለም አቅም የለውም				
4.2	የሀገሪቱ የፖለቲካ ሁኔታና ያለመረጋጋትና ኢንተርኔትን ለመጠቀም አንዱ ችግር ነው በተደጋጋሚ የመቆራረጥ ችግሮች አሉ				
4.3	የንብረት ጥበቃ፣ መብትና ከቢዝነስ ጋር የተያያዙ ጉዳዮች ዝቅተኛና አነስተኛ ነው				
4.4	የኢንተርኔት አገልግሎት በግል ለመጠቀምና በባለቤትነት ለመያዝ የፖለቲካ ውሳኔን ይጠይቃል፡፡				

ክፍል 5. የኢማርኬቲንግን መጠቀምና አተገባበር በአዲስ አበባ ውስጥ በሚገኙ ሆቴሎች ዙሪያ

5.1. ኢንተርኔት ለአዲስ አበባ ሆቴሎች የማድረግ፣ የማስተዋወቅ በቢዝነሱ አለም ያለውን ፋይዳ ምን ያህል ይስማሙበታል፡፡

1. በጣም አልስማማም 2. አልስማማም 3. መካከለኛ 4. እስማማለሁ
5. በጣም እስማማለሁ

ተ.ቁ	ጥያቄዎች	1	2	3	4	5
5.1.	ዌብሳይቶችን (በይነመረቦችን) መጠቀም የሆቴሎችን ገጽታና ተፈላጊነት ብሎም ደረጃ አሳድሯል					
5.2.	ዌብሳይቶችን መጠቀም የደንበኞች ሆቴላችን መጠቀምና አገልግሎቶቻችን እንዲገዙ (እንዲመርጡ) አድርጓል					
5.3.	ዌብሳይቶችን መጠቀም የሆቴላችን አገልግሎትና አቅርቦትን አስተዋውቋል					
5.4.	ዌብሳይቶችን መጠቀም አንዱ የማስታወቂያ ዘዴ በመሆኑ ትልቅ ተጽእኖ ሊያሳድር ችሏል					
5.5.	በአንደበት ከሚሰጡ (ከሚደረጉ) ማስታወቂያዎች ያልተናነሰ የዌብሳይት ማስታወቂያ ጠቀሜታው የጎላ ነው					

5.2. ክፍያና ገንዘብ ዝውውር ጋር በተያያዘ ያሉ መጠይቆች ለሆቴል አገልግሎት ያለው ድርሻ

1. በጣም አልስማማም 2. አልስማማም 3. መካከለኛ 4. እስማማለሁ
5. በጣም እስማማለሁ

ተ.ቁ	ጥያቄዎች	1	2	3	4	5
5.1.	የኤሌክትሮኒክስ ክፍያዎች የተሻሉና ደህንነታቸው አስተማማኝ ናቸው					
5.2.	የኤሌክትሮኒክስ አከፋፈል ስርዓት ዋስትና ያላቸውና የተሻሉ ናቸው					
5.3.	እርግጠኛ ነኝ የኤሌክትሮኒክስ ክፍያዎች ግልጽና አሻሚ ያልሆኑ ናቸው					
5.4.	በኤሌክትሮኒክስ የአከፋፈል ስርዓት መጠቀም ነገሮችን ውስብስብ አያደርግም ችግርም የለበትም					
5.5.	የምንገለገልበት ዌብሳይትና የኤሌክትሮኒክስ የአከፋፈል ስርዓቶችን በሚገባ እንድናውቅና ብሎም እንድንመራው ያግዘናል፡፡					

5.3. የሚከተሉትን ጥያቄዎች የዌብሳይትን ጠቀሜታና አስፈላጊነትን ለሁለት የሽግግርነት ጠቃሚ መሆኑንና ለሆቴላችሁ አገልግሎት ምቹ ስለመሆኑ የሚደርግ መጠይቅ ነው፡፡

1. በጣም አልስማማም 2. አልስማማም 3. መካከለኛ 4. እስማማለሁ 5. በጣም እስማማለሁ

በሆቴላችን የምንጠቀመው ዌብሳይት (በበይነመረብ) ለሆቴላችን አገልግትና ሥራ

ተ.ቁ	ጥያቄዎች አይነቶች	1	2	3	4	5
5.1	በሆቴላችን የሚሰጡ አገልግሎቶችን አስመልክቶ የሆቴላችን ዌብሳይት አስተያየት ለመቀበል ምቹና ጠቃሚ ነው					
5.2	ዌብሳይትን መጠቀሚያን ለሁለትዮሽ ግንኙነት ለተገልጋይና ለሆቴላችን ሥራ ቅልጥልፍና ረድቶናል					
5.3	ዌብሳይትን መጠቀም ደንቦችን ለማድመጥ ለመረዳትና አስተያየት ለመቀበል ረድቶናል					
5.4	የዌብሳይት አገልግሎት እምብዛም ደንቦችን ለመናገርና ከአገልግሎት በኋላ አስተያየት ለመቀበል አይረዳም፡፡					
5.5	የደንቦች ዌብሳይትን መጠቀም ጎብኚዎች አስተያየት እንዲሰጡ ረድቷቸዋል፡፡					

5.4. የኢንተርት አገልግሎት በሆቴል አገልግሎትና ሥራ ዙሪያ ያለውን የማስተዋወቅ፣ የመደገፍ ሥራ ሰርቷል፡፡

1.በጣም አልስማማም 2. አልስማማም 3.መካከለኛ 4. እስማማለሁ 5 በጣም እስማማለሁ

ተ.ቁ	የጥያቄዎች አይነቶች	1	2	3	4	5
5.1	የሆቴልን አገልግሎት አስመለከቶ አስፈላጊ የሆኑ መረጃዎች በሙሉ በ24 ሰዓት ውስጥ ይደርሱኛል (እንደርሱ ያደርጋል)					
5.2	በሆቴሉ የትዕዛዝን መሰረዝና መለወጥ በሶስት ቀን ባልሞላ ይደርሳል ለተገልጋዮች ተገቢው መረጃ ይደርሳል (ሆቴሉ ያደርሳል)					
5.3	የዌብሳይት አገልግሎት የሆቴሉን የአገልግሎት አሰጣጥ ለመጀመሪያ ጊዜ ቀናናት ክክል አድርጎታል					
5.4	የሆቴል ትዕዛዛትንና አገልግሎቶችን ለደንበኞች ሁሌ ዝግጁ መሆኑንና መኖሩን ያሳውቃል፡፡					
5.5	የሆቴላችን ዌብሳይት ሆቴሉ የሚሰጠው አገልግሎት ሁሌ መኖሩንና ዝግጁ መሆኑን ይገልጻል፡፡					

ክፍል 6 የኢ-ማርኬቲንግ አስተዋጽኦና ድርሻ ለሆቴሉ ቢዝነስ ኢንዱስትሪ ማደግ ያለው ሚናና ድርሻ

1.በጣም አልስማማም 2. አልስማማም 3.መካከለኛ 4. እስማማለሁ 5 በጣም እስማማለሁ

ተ.ቁ	የጥያቄዎች አይነቶች	1	2	3	4	5
6.1	ሆቴላችን ደንበኛን መሠረት ያደረገ የኢ-ማርኬቲንግ አገልግሎት ላይ ትኩረት አድርጎ ይሰራል					
6.2	ሆቴላችን ልምድ ያለው ያካበተው ብሎም በየወቅቱ እያሻሻለና እየለወጠ አገልግሎትንና ተጋልጋይን መሠረት ያደረገ የኢ-ማርኬቲንግ ሥራ ይሰራል					
6.3	ሆቴላችን በትክክል አትኩሮት አድርጎ እንዴት ደንበኛና ተገልጋይ አስፈላጊውን አገልግሎት ማግኘት እንዳለበት በኢ-ማርኬቲንግ እየሰራ ይገኛል					
6.4	ሆቴላችን አስፈላጊውን መረጃ በተለይም አገልግሎትን አስመልክቶ ለደንበኞችና ለተገልጋዮች በኢ-ማርኬቲንግ ደረጃ ያቀረባል፣ ይገልጻል ያስተላልፋል					
6.5	ሆቴላችን በልዩነትና በዋናነት አጠቃላይ አገልግሎትና ሥራውን በተመለከተ በኢ-ማርኬቲንግ የመረብናይ ግንኙነት ሂደቶችን በሙሉ ያለመከልከል ለደንበኞች ያቀርባል ይገልጻል፡፡					

ለመልካም ትብብሮዎ እናመሰግናለን

No	NAME OF HOTEL	STAR	No. Of Rooms	No. Of Beds	TEL NO	
1	Sheraton Addis Hotel	5	294	323	011 5171717	reservationsaddisethiopia@luxurycollection.com
2	Capital hotel	5	114	114	011 6 67 2100 0930100714 0911639122 0116672100	sales@capitalhotellandspa.com www.capitalhotellandspa.com
3	Ellele international hotel	5	155	163	0911202904 0922728318 0115587777	info@elillyhotel.com / info@elillyhotel.com
4	MarriottExecutive Hotel	5	108	128	011 518 4600	reservation@marriothotel.com
5	Radison Blue hotel	5	204	235	0115544412/13 0115157600	info.addisababa@radissonblu.com
6	Golden Tulip Hotel	5			0116183333	gm@goldentulipaddisababa.com www.goldentulipaddisababa.com
7	Gatefam Hotel	5	115	115	0116673175 0935402055	www.getfam hotel
8	Debredamo hotel	4	102	102	0115509828 0116612630	reservation@debredamohotel.com
9	Dreamliner Hotel	4	96	110	011 467 4000-7	marketingmanager@dreamlinerhotel.com
10	Friendship hotel	4	104	104	0116670201 0116670202	marketing@friendshiphotel.com . et
11	Harmony Hotel	4	150	176	0116183100 0116612389	info@harmonyhotelethiopia.com
12	Intercontinental Hotel	4	151	190	011 550 5066 0115180444 0115540090	reservation@intercontinentaladdis.com
13	Jupiter int. Hotel (kazanchis)	4	102	112	0115527333	info@jupiterinternationalhotel.com
14	Jupiter Int. Hotel (Bole)	4	40	52	0116616969	info@jupiterinternationalhotel.com
15	Momona Hotel	4	60	80	0116672201/07	reservation@momonahotel.com
16	Nazra hotel	4	24	27	0114674465	If0@nazra hotel.com
					0114666676	
17	Nexus hotel	4	66	66	0111112345 01116670067	Info@nexusaddis.com Info nexus hotel.com
18	Saromaria hotel	4	87	87	0113728000/1 01116672167	info@saromariahotel.com / reservation@saromariahotel.com stay@saromariahotel.com

19	Sarem International Hotel	4	43	62	011262087/0911518807	reservation@saremhôtel.com
20	Washington hotel	4	70	85	0911855738 0116392183 0116392239	info@washingtonaddis.com/reservations@washingtonaddis.com
21	Tegen Guest Accommodation Hotel	4	32	64	011 618 2870 0116182871	info@tegenhotel.com info(at)tegenhotel.com
22	Addis Regency Hotel	3	33	41	0913141583 0111550000 0911615600	info@addisregency.com
23	Addis View Hotel	3	18	23	0111249766	addisview@ethionet.et
24	Addissinia Hotel	3	60	60	0911511569 0116623634	info@addissiniáhotel.com reservation@addissiniáhotel.com
25	Caravan hotel	3	37	37	0911522744 0116612297	caravanhotel@caravanaddis.com wwwcarvan addis.com
26	Aphrodite hotel	3	52	52	0912502256 0115522228	marketing@aphroditeaddis.com/info@aphroditeaddis.com
27	Ararat Hotel	3	94	116	011 6461166	info@ararathotelethiopia.com
28	Beer Garden Inn	3	32	36	0116182595 0116182591	info@beergardeninn.com
29	Beshale Hotel	3	64	80	0116478181/88	Info@beshalehotel.com
30	Ambassador Hotel	3	52	60	0116188284 0118296364	reservation@ambassadorhotelethiopia.com / info@ambassadorhotelethiopia.com
31	Crown Hotel	3	71	110	011 4391444 0114391430/31/44/45/46	Info@crownhoteladdis.com/booking@crownhoteladdis.com
32	Cyan city hotel	3	40	45	0911207900 0911517901 0116622121	info@cyancityhoteladdis.com
33	Embilta Hotel	3	39	49	0112758787/56/57 0922444612 0911219421	info@embilta-hotel.com / embiltahotel@yahoo.com
34	Global Hotel	3	50	70	0114663906 0114664766	globalhotel@ethionet.et globalhoteladdisababa@gmail.com
35	Hilton Addis Ababa	3	400	705	0115170000 0115518400	reservation.addisababa@hilton.com
36	Kaleb Hotel	3	64	84	011 6622 200	reservation@kalebhotel.com

37	King's Hotel	3	34	54	011 3711300 0911699499	kingshotelethiopia.com
38	Monarch hotel	3	80	80	0116672480/22 0116672472 0118637107	Info@monarchaddis.com
39	Panorama Hotel	3	65	85	0116616070 0911836692	panoramahotel@ethionet.et
40	Sidra hotel	3	26	31	011661 7777 0116618888	info@sidrahotel.com
41	Relience hotel	3	31	38	0116672024 0116672002 0116672069	info@reliancehotelapartment.com
42	Seyonat hotel	3	40	50	0911237070 0116626372 0116629746/44	reservation@hotelsiyonat.com
43	Solo Te hotel	3	35	45	0116670021	info@solotehotel.com
44	The residence hotel	3	18	21	0115571025 0911503125	info@theresidenceaddis.com
45	Wassamar Hotel	3	66	71	011 6610055/59 0118950489	info@wassamarhotel.com
46	Umma Hotel	3	33	45	0113719445 0911214399 0113728440	request@ummahotels.com
47	Top Ten hotel	3	48	56	0116464449 0116460266	gmanager@toptenethiopia.com
48	Southern Addis Hotel	3	38	38	011 6610505 011 6610515	reservation@southernaddishotel.com
49	Zola international hotel	3	24	32	011 673 33 33 0911243966	Hotelzola@yahoo.com Zola hotel.net
50	Adotina Hotel	2	32	32	0114674101 0114673939 0913146431	reservation@adottinahotel.com www.adottinahotel.com
51	Astara Hotel	2	45	51	011 6461166 0114160153 0911056912 0114160182 0114670152	Astarabusiness.plc@yahoo.com araapl@yahoo.com www.haimihotel.com
52	Axum Hotel	2	60	72	011 6613916 0915736296	axum.d@ethionet.et / axum.n@ethionet.et
53	Churchill Hotel	2	53	53	011156 8648 011 111 1212	contactus@churchillhoteladdis.com
54	Damu Hotel	2	20	20	0115509828	damuhotel@ethionet.et
55	Desalegne Hotel No.2	2	28	25	011 6624524 0116183030	rooms@desalegnhotel.com/ confrence@desalegnhotel.com

56	Destiny Addis Hotel	2	33	40	0911202904 0115521795	info@destinyaddis.com
57	Edna Addis Hotel	2	33	37	0910646962 0115507003 0115507727	reservation@ednaaddis.com
58	Empire Addis inter. hotel	2	39	39	0116614523 0116614525/25 0116614524	info@empireaddis.com wwwempir eaddis.com
59	Lobelia Hotel	2	31	35	251116673850/ 51/52/53 0911692054 0116673854	@hotell0beliaaddis.com
60	Ghion Hotel	2	190	298	011 5513222 0115510240	info@ghionhotel.com
61	Grand Yordanos Hotel	2	128	128	0115512470 0115515711 0911028036 0115572180	marketing@grandyordanoshotel. com.et
62	Haimi Apartment hotel	2	28	28	0116161888 0116181834 0116181837	info@haimihot el.com wwwhaimihote l.com
63	Homage hotel	2	20	25	0115516341/09 30033910	info@homagehotel.com /reservation@homagehotel.com
64	Louvera Hotel	2	12	16	011 618 7755	info@louvregrandhotel.com
65	KZ Hotel	2	32	42	011 6611206 011 6621607	kzhotel08@yahoo.com
66	Kenenisa Hotel	2	51	51	0911888468	stay@kenenisahotel.com
67	Pacific Hotel	2	45	55	011 645 6371	reservation@pacifichotelet.com
68	Queen of Sheba	2	32	56	0116615400 0116180000	Queenshebahotel@ethionet.et
69	RasAmba Hotel	2	25	25	011 1228080	rahot@ethionet.et / rasambahotel@hotmail.com
70	Trinity Hotel	2	21	27	0911620224	info@trinityaddis.com
71	Soramba Hotel	2	87	87	011 1565 633	Sorambahotel@ethionet.et www.sorambahotel.com
72	AG palace hotel	1	19	19	0911405885	agpalacehotel@gmail.com Booking@agpalacehotel.com
73	Ethiopia Hotel	1	110	151	0115517400 0115510134	ethhotel@ethionet.et wwwethiopia hotel.et.com
74	Filwuh a hotel enterpr	1	57	57	0115519100 0913923535	

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75	M.N Int. Hotel	1	91	124	0116620831 0116333435	info@mninternationalhotel.com
76	Paramount Hotel	1	27	27	0911686970 0114390417 0118401404	etparahotel@ethionet.et
77	Semien Hotel	1	60	65	011 1550067 0911368219 0111551410	info@semienhotel.com www.semienhotel.com
78	Three days hotel	1	30	34	011 6612583/82 0911205213	info@3daysINT hotel.com www.3days international hotel.com
79	TDS Hotel	1	25	29	0116635831/16 0912926355 0116610057	tdstravel@ethionet.et / tdstravel1@yahoo.com BerBin14@yahoo.com