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**ADDIS ABABA UNIVERSITY  
COLLEGE OF DEVELOPMENT STUDIES  
CENTER FOR ENVIRONMENT AND DEVELOPMENT  
MASTERS OF ARTS IN TOURISM DEVELOPMENT AND  
MANAGEMENT**

**THE NEGATIVE EFFECTS OF CIVIL WAR IN 2021/22 ON  
TOURISM SUPPLIERS IN LALIBELA**

**A Thesis Submitted to Addis Ababa University for College of Development studies, Center of Environment and Developmental Studies for the partial fulfillment of the requirement for the degree of master of tourism development and management.**

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## Approval

I contend that the thesis titled "The Negative Effects of Civil War in 2021/22 on Tourism Suppliers in Lalibela" was proposed by me and submitted for examination.

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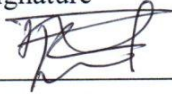
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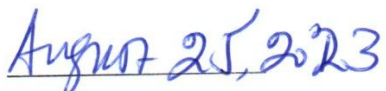
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## **Abbreviations and acronyms**

ANRSCTB	Amhara National Regional State Culture and Tourism Bureau
APA	American Psychologist Association
Covid-19	Corona Virus Disease 2019
CSA	Central Statistics Agency
ENDF	Ethiopian National Defense Force
EPDM	Ethiopian People democratic movement
EPLF	Eritrean People Liberation Front
ETC	Orthodox Tewahdo Church
GC	Gregorian Calendar
IBID	Ibidem(in the same place)
LWAB	Lasta Woreda Administration Bureau
OECD	Organization For Economic Cooperation and Development
OLF	Oromo Liberation Front
PADM	Public Administration and Development Management
PHCE	Population and Housing Census of Ethiopia
PTSD	Post-Traumatic Stress Disorder
SLSTO	Saint Lalibela and its surrounding tourism Office
St.	Saint
TPLF	Tigryan People’s Liberation Front
TSA	Tourism Satellite Account
UNESCO	United Nation Educational Scientific and Cultural Organization
UNWTO	United Nation World Trade Organization
WTO	World Trade Organization
WTTC	World Travel and Tourism Council

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## **Abstract**

*The adverse effects of civil war on tourism industry have brought greater attention by numerous scholars in recent times. The aim of this study is to explore and describe the negative effects of the recent civil war on tourism suppliers in Lalibela. The study indicated that the recent civil war had a catastrophic impact on the economic, social, safety, and security issues for tourism suppliers and the study also covered crisis management implemented by tourism suppliers in the aftermath of the recent civil war. A qualitative research approach was employed to complete the study, and data was gathered through in-depth interviews, indirect observation, and an extensive journal article review supported by books, documentary information, and the internet. To meet the objectives, nondiscriminatory snowball sampling techniques were used to conduct in-depth interviews with 26 respondents. The data was transcribed from Amharic to English, thematically analyzed, and arranged through systematic interpretation. The results of the study revealed that civil war had a negative effect on tourism suppliers in the research area due to its linkages effects. Drop foreign tourist arrivals by 98% and domestic tourist arrivals by 69% in 2022 compared to 2020 before the outbreak of the civil war. The analysis also showed a 97% and 55% decrease in revenue from tourism for both domestic and foreign travelers, respectively. The findings proved that the economic crisis caused a social crisis in terms of livelihood challenge, human rights violation, physical insecurity, and psychological damage. The findings also indicate poor crisis management implemented by the majority of tourism suppliers, who simply used past savings rather than looking for other options. The study discovers that civil war adversely affected not only tourism suppliers but also the livelihood of the community that relied solely on the tourism industry. The researcher suggests that tourist suppliers look for another feasible choice rather than relying on the vulnerable tourism business. Government assistance is urgently needed to aid tourism suppliers such as hoteliers, guides, and souvenir vendors who would otherwise go bankrupt. The federal government should foster a political atmosphere conducive to the peaceful resolution of all problems.*

**Key words:** *Tourism supplier, Civil war, Economic and social effect, crisis management, safety and security issues*

# CHAPTER ONE

## 1. Introduction

### 1.1 Background of the study

In a free civil war country with huge tourism potential, tourism can provide different work opportunities and guide towards the advancement of individual well-beings through producing income and creating employment opportunities. It enhances better revenue distribution by supporting the establishment of small, medium and large enterprises (Mansfeld & Winckler, 2008; Ajala, 2008; Dieke, 2003). Hence, for tourism, to sustain a country's economy, requires peace and stable environment which ranges from tourist generating areas to tourist destination regions (Najdić & Sekulović, 2012).

Tourism sector, like any other economic activities, is sensitive to external factor such as civil war. This condition affects the economic sector most and among which is the tourism sector that is highly affected since it is highly dependent on the prevalence of safety and security. That's when a country is politically affected or in a state of trouble, visitors tend to avoid visiting the politically disturbed provinces and districts of that country. This dramatically hinders tourism investments affecting the overall socioeconomic contributions of tourism industry, especially in politically unstable areas of a country (Issa & Altinay, 2006).

In most instances, war and tourism are incompatible forces, except after the war the battle field become a tourist attraction site. Because tourism is so volatile, being subject to many external forces and one of people's primary concerns while travelling is their personal safety, stable political environments and benevolent relations between nations are nearly always required for the successful development of tourism. It is now a well-known fact that travellers seek out places where peace abides and where their personal safety can be best assured. Even whispers of war and political tension send arrivals plummeting, not only in the regions directly affected by conflict but in neighboring areas as well and throughout the entire world (Mansfeld and Pitman, 2008; Timothy, 2006). For example, after the devastating terror event happened on September 11 in the United States, the effect was never limited in the United States but also the rest of the world's tourism movement was very much affected even touristic areas outside of United States and the Middle East (Ibid).

One fourth of the world's population, especially in least developed country in Asia, Middle East and Africa, lives in a country affected by instability, chaos, violent or civil war (World Bank, 2011). Ethiopia is no exception in this regard. As noted by many Ethiopian historians the history of Ethiopia has never been detached from the war specially for the last four decades between Communist Derg regime against different rebellions groups mainly EPLF, TPLF, OLF, EPDM; Ethiopia against Eritrea, Currently Central government against former ruling party TPLF (Bahiruzewde, tekletsadik Makuria, Fishakassie, Negasso Gidada, Mohamed Hassen, Assefa Jalataa. Therefore war, predominantly civil war, and history and political system are vicious cycle for the oldest state nation Ethiopia.

More importantly, Ethiopia has still unable to solve its internal problem peacefully and can't escape from the destructive war in every regime change. Currently intense civil war broke between the central government of Ethiopia and the Tigray regional state on November 04 2020. According to prime minster secretariat office statement release it was marched, Ethiopian defense force and its alliance ,to north for law enforcement and was concentrated in Tigray region for almost 8 months. However, following the withdrawal of Ethiopian force from Tigray on June 2020, the Tigraian forces marched towards south to its neighboring Amhara and Afar region. After a few weeks of fighting and the retreat of Ethiopian defense force, Amhara special force and the popular force Fano; the world heritage site Lalibela was under the control of Tigray rebel for more than 6 months. As a result, the expansion of the war into Ethiopian main tourist attraction site Lalibela in particular and parts of Amhara and Afar regions in general have caused further economic and welfare damages including Tigray Region.

Since most Ethiopian war broke in the northern part of the country, Lalibela is very much prone for such kind of man mad destruction. These and other related political conflict has negatively affected the flow of tourists to the holy city. Due to this reason, substantial promised tour reservations have been cancelled and results the declination of revenue and the increment of unemployment rate.

Above all, this paper tried to describe the negative effects (linkage effects) of civil war in the holy land of lalibela. In addition to that, the thesis tried to elaborate the Economic and social effects caused by the bloodshed civil war broke in the northern heartland of Ethiopia.

## 1.2 Statement of the problem

The effects of civil war on the tourism sector have attracted the attention of scholars in the field. These studies range from the outbreak of the recent war between Ukraine and Russia (Ivanov, Webster and Ralko, 2017) to the several conflicts in the African continent. The review of all these works would be essential to draw lessons for the current study. However, the researcher limits himself to the similar studies conducted since the new millennium.

To begin with, Ivanov et al (2017) in their research title “the impact of political instability on the tourism industry in Ukraine”. Employed a quantitative research approach and data were collected from the managers of accommodation establishments; and the managers of travel agencies in Ukraine. This research has been conducted before the current war between Ukraine and Russia and good effort has been made to show that how their tourism industry was severely affected by the political instability<sup>1</sup> and how the Ukraine struggle to mitigate the consequence of political instability and to avert the negative impact on the country’s image. The research subject was mainly focus on hoteliers (top Managers for hotel accommodation) and travel agencies (Tour organizer) to show the impact of unstable politics on the Ukraine industry. Hence, it lacks to address different stakeholders which have been affected directly, indirectly or in an induced way effect tourism community. Therefore, comparing this research finding with my research question, the research was limited on the methodology and geographic area. On the other hand Israel N (2018) shows the south Sudanese conflict as an amalgamation of different ethnic tribe with the dominant group having their own way to retain their political status. The Kenyan researcher Mr. Israel’s finding shows the civil war manner in which the peace agreements have been controlled as per the interest of the largest tribes on the expense of minor tribes. In this regard, it has a similarity on a current Ethiopia political system. More over the research examines the status of the civil war and its process to reach on peace agreement between stakeholders. However, the research still lacks to show civil war and its multiplier effects related to tourism industry.

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<sup>1</sup> Political instability is a natural tendency of a government to collapse either because of conflicts or growing struggles, sometimes violent, between various political parties(<https://www.ag-globalstrategies.com/governmental-instability>)

Billy A, and Uğur Y, (2019) reviewed the fragility of south Sudan and try to analyses how the youngest nation in Africa rebuild again. Their research specifically focused post conflict state reconstruction for Africa's newest state through an in-depth qualitative analysis of conflict narration, peace process, humanitarian crisis and the challenges of state building. More importantly, their research neglected the peace building tourism industry.

In an Ethiopian context, there are limited studies conducted on the impact of political instability on the tourism sector of Ethiopia, kebede (2018), found that the impact of political crises and investigate how Ethiopian tourism development recover following the state of emergency. In his paper, he emphasized on the adverse impact of political instability in order to mitigate the reduction of tourists following the state of emergency in 2016 and summarized political crisis will result state of emergencies that leads the decline of tourists to a particular destination. Despite his tremendous effort on the impact of disorder and chaotic political environment; he didn't addressed the cause of the 2016 political situation and it's negatively linkage effect in Ethiopian tourism development.

Like Kebede another local girl Birtukan(2016) has conducted a research mainly focused on the historical development of Ethiopian tourism in different era of regime from the time of Imperial regime to EPRDF post 1991. She also tried to elaborate the opportunities and challenges of tourism in various dimension of Economic, political and ideological shifts through consecutive political system in the state. Geographically her work concentrated in the palm city of Bahirdar and the addressed issues are related to the root causes for the existence of political instability and its adverse effect on the development of tourism in Bahirdar and its surroundings. Even though she had investigated the historical development of tourism in a different era; she didn't neither sufficiently cover civil war part nor it's negatively linkage effect in those different regimes.

All in all, as per the above mentioned researchers who have conducted different researches about political instability and disorder with related to tourism in Europe (Ukraine), Africa (south Sudan) and Ethiopian context. Thus, almost all of them didn't address and prospect the negative(linkage) effects of civil war in Lalibela and its surrounding; leading conceptual, methodological and geographical gaps. Therefore, this thesis tried to describe the negative effect of civil war on Ethiopian wonder Lalibela and its adverse economic and social impact, crisis management and safety and security issues are addressed. More importantly, the study has attempted to fill in the

gaps in current tourism research in Ethiopia (i.e the conceptual, methodological and geographical gaps) which were conducted by other scholars.

## **1.3 Objectives**

### **1.3.1 General Objective of the study**

The aim of this study was to describe the negative effects of the recent civil war in Northern Ethiopia on one of the main tourist attraction site, (i.e. Lalibela).

### **1.3.2 Specific Objective**

1. To state out the economic effects of the civil war on the livelihood of communities in Lalibela and nearby areas.
2. To describe the social effects of the civil war on tourism suppliers in Lalibela.
3. To elaborate the crisis management strategy implement by tourism stakeholders following intense civil war.
4. To illustrate the effects of safety and security issues in Lalibela.

## **1.4 Research questions**

The most important research question that this thesis tried to answer listed as follows:

1. What were the economic effects of civil war on the livelihood of communities in Lalibela and nearby areas?
2. What were the social effects of the civil war on tourism suppliers in Lalibela?
3. How the crisis management strategy implemented by tourism stakeholders following intense civil war?
4. What were the safety and security effects of political instability in Lalibela?

## **1.5 Significance of the study**

This thesis will provide a new insight to the local people about the effect of civil war on their tourism activities. Through this research will realize to the tourism stakeholder how tourism is a fragile phenomenon that all people have to take care of it. More over the sensitivity of tourism towards peace and security on the world heritage site Lalibela, will influence the local

community in particular and the nation at large to create level of awareness how civil war is by nature so destructive.

This study will have a benefit to the whole sector and all stakeholders in tourism industry. This will also include identifying the economic and social effects, to stand tourism by itself by making it from any kind of political related affiliations and dominations, initiate the tourism sector to adopt the policies for protecting the tourist sites from the likely wood of physical destruction. It will even convince to increase the level of awareness from ministry of tourism at the federal to regional, zonal and district level.

Even though Lalibela is main Ethiopian tourist attraction place, there is no university or high academic institution and the town is not even connected to any other town by a completed paved road weather north to Sekota or south to Gashena all the way to Woldiya, Dessie and Addis Ababa. Consequently, this thesis will be important to different stakeholders. Specially, after the end of this study the research will benefit to the following stakeholders:

**Local Community:** this study will spread awareness in the local people about the anxiety of civil war and economic and social effects.

**Hoteliers:** this research will give ample information to the hoteliers and give them a lesson from their tourist dependent business to diversify their business.

**Tour operators:** the result of this study will provide valuable information to tour operators how tourism and war have significantly inverse relation.

**Tour Guides:** it will give them a new insight for Guides how to save money and use in those difficulty time and not only depend on tourism. Personally the researcher of this paper can be a role model for many guides that the researcher studied different field of study. So whenever tourism is in danger one can just shift to the other profession. Moreover, it will give them a green card for their future endeavor.

**Academic Institution:** through this research academic institution may encourage and promote programs related to such kind of hottest issue.

**Tourist Guide Association:** this research may convince the tourist guide association to take in to account the negatively linkage effect of civil war broke in northern extreme land of Ethiopia.

**Future researcher:** the study will cover indispensable information about the negative effect of civil war. Thus, the result of the study will open a discussion for future researcher.

## **1.6 Scope of the Study**

A lot attempts and thinking have been made the scope of the study and possible dimensions in related to respondents to be addressed, area to be covered and hottest issues to be analyzed as per the researcher's interest, aim, and time availability and budget resources as well.

**Conceptually** the research has delimited to Civil war effect on the eighth wonders of the world lalibela, which was inscribed by UNESCO in 1978. In addition to the above, the subject matter to be addressed in my research has limited to a recent two years' war. Hence, the scope of the study did not address negatively linkage effect in Tigray, Afar, waghumra, north wollo including Raya and south Wollo, North shewa, south Gondar, North Gondar including wolkait, humera, tselemt and Tesgede and the entire Ethiopia as well.

**Geographically:** the research has limited to only one study area on which the majority of tourists made their final destination, where Tour operators are based who are specialized to the Northern Historic circuit including to Lalibela. Therefore, this thesis limited to the above mentioned geographical touristic area because of the incapability of the researcher to address other war zone in a given period of time.

**Methodologically:** to support the findings related to the negative effects of civil war in the study area, the researcher used and relied on qualitative research approach applied thematic research analysis predominantly from an in-depth interview supported by previously conducted researches.

**Unit of analysis:** Regarding to conduct civil war and its effect on Ethiopian main tourist attraction site, this thesis has been done individually for only the academic purpose to fulfill the master's degree program at Addis Ababa university center for environment and development studies department in masters of Arts in tourism development and management. Hence, to study the negative effects of civil war on tourism suppliers in Lalibela the researcher conducted the respondents individually. The researcher has done every single effort in order accomplish the research objectives and to address all intended research questions.

## **1.7 Limitation of the study**

In order to gain the whole picture on the negative effects of civil war on tourism suppliers in Lalibela; this research should have added more study approaches. If it was not the difficulty of source of data from inter sectors to develop some models by using qualitative and or mixed methods of approach; the research could have provided more findings.

Due to the complexity of tourism sector in Lalibela and its surrounding; it was very difficult to tackle the wide-ranging factors tourism industry and all of its socio- economic, peace, safety and security effects of civil war on tourism supplier in Lalibela.

Apart from the above mentioned weakness, the limitation of the study was mainly relying on relevant data. In Lalibela, as many least developed Ethiopian tourist destination, documents, statistical data are highly inaccurate and in some cases it may lead data discrepancies from tourism office to Guiding Association, Small scale enterprises of souvenirs and hoteliers. Similarly, the researcher was able to conduct an interview with 26 total respondents from 13 out of 187 tour guides, 9 out of 45 tourist standard accommodations, and only 4 from souvenirs. Though it takes time to complete most of them within a given period of time, taking more samples may have an impact on the findings.

Even if there was a good relation between the researcher and respondent while conducting this research, some respondent were not genuine to give relevant information especially from Tour Guides and from Hotel Managers compared to that Souvenir/gift shop owner. In comparison to hotels and Tour Guides many souvenir shops were closed due to the absence of tourists and because of eastern holidays.

## **1.8 Field work experience**

The researcher's field work experience can be explained as memorable experience and looking forward for another wonderful time. To conduct the negative effects of civil war on tourism suppliers in Lalibela; the researcher has travelled to Lalibela, one of Ethiopian top tourist destination site. After the researcher has collected his permit letter from Addis Ababa University Center for Environment and Development College of Development studies under department of Tourism development and management; begun by identifying and jotting down target population

of the study at the research area. So identifying the possible respondent was quite indispensable to draw informants for this research.

The researcher has begun to conduct his research in Lalibela on April by interviewing a local guide at the ticket office near to the first cluster (north eastern group) of the churches. Then, the researcher continued on conducting an in-depth interview with tourism suppliers in Lalibela most importantly Tour Guides, Hotel owners/managers and Souvenirs/gift shop owners within a few weeks. After that, the researcher just proceeded to Lasta Woreda Administration Bureau (LWAB), St. Lalibela and its surrounding tourism Office (SLSTO) and St.lalibela municipality to collect primary and secondary data.

The most difficulties that the researcher has faced while the researcher was in lalibela the unavailability of government office workers because of eastern and Eid Alfetir; since Lalibela is a homogenous community in terms of religion and culture, office workers were not available during weeks of the passion of Christ.

Another challenge that the researcher encountered to conduct this thesis was the resistance of some respondents for his systematic attempt to extract relevant information how they were sustain/survive during the war and they just refrain to tell him about their crisis management strategy especially guides and hotel owners/managers.

## **1.9 Organization of the thesis**

This proposal, for sure, has organized in five main chapters. The first chapter is the introduction which includes back ground of the study, statement of the problem (brain of the research), research questions, Objectives (General and specific), significance of the study, scope of the study, Limitation of the study, field work experience, Definition of terms and organization of the study. The second chapter has come up with related literature reviews that include theoretical review, empirical and conceptual frame work. The third chapter deals with research approach and design, types and sources of data, target population, sampling techniques, data collection technique, sample and sampling procedure, method of data analysis and ethical. Data presentation, analysis, and interpretation are covered in chapter four. Findings and discussion, a conclusion, and a recommendation are covered in the fifth chapter.

## **CHAPTER TWO: Review of Literature**

The Literature review made tremendous effort to address concepts, causes and definitions of civil war; tourism and the negatively linkage effects of civil war on tourism development; and theoretical framework of the research, review of empirical studies and conceptual frame work of the study as well.

### **2.1 Concept and Definition War**

The main objective of this thesis is to explore and describe the negative effects of civil war on Ethiopian tourist destination Lalibela, reviewing subjects related to war, instability and conflict in relation to the smokeless industry tourism is worth stating. War is a strategy for reaching an objective, a weapon that can be employed for good or evil. Some of the goals for which war has been utilized have been approved by mankind as legitimate goals: In fact, war serves significant purposes in any human civilization. It has been used to resolve disputes, defend rights, and remedy wrongs: all of which are unquestionably necessary roles. Without exaggeration, no more dumb, harsh, wasteful, or unjust technique for such intends could have been envisaged, yet this does not change the reality (Eagleton, 1948). War, according to Hallagan(1981), is as old as mankind. Conflict and disputes over several types of subjects within individuals and societies are parts of human history (Burtone, 1996), and is seen as frequent and unavoidable phenomenon in human society. The entire life of mankind is manipulated by the occurrence of conflicts due to negating opinions, values and interests (Nader, 1968).

According to international law, only sovereign political bodies, i.e. States, can wage war. Thus, war is an instrument for settling disputes between units of the highest stage of political organization. The majority of those concerned with war as a sociopolitical phenomenon has also adopted a fundamental premise that there is a fundamental difference between domestic conflicts, for which there are normal mechanisms for a peaceful resolution, and international conflicts, which occur in anarchy. Wars have been shown to directly involve State institutions such as the foreign office and military forces. Because war is fought on a global scale, the results of war may be the life or death of a state (Aron, 1966).

Many people, regardless of their professional expertise as political scientists, historians, sociologists, psychologists, or military analysts, share this basic perspective on war as an

international or inter-State phenomenon. According to the school of political realism, nation-states can only fulfill their national interests by displaying their readiness to fight and by using wars of varying magnitudes as a tool of national policy to attain legitimate purposes (Lider, 1977; Nobel, 1977).

Von Clausewitz (1911) described war as "an act of violence intended to compel our opponents to execute out our will," and he highlighted the continuity of violence with other political measures elsewhere: "War is nothing but a continuation of political intercourse, with a mixture of other means."

Walsh M. (Ed.) (1971) described war as a "political act by which States, unable to resolve a dispute concerning their obligations, rights, or interests, resort to armed force to determine which is the stronger and may, thus, impose their will on the other."

When Kallen (1939) states, "If war may be defined as an armed contest between two or more sovereign institutions employing organized military forces in the pursuit of specific ends, the significant term in the definition is 'organized'." He goes on to say that this structure of conflicting armed forces extends behind the combat lines and, in contemporary warfare, tends to encompass all civilian enterprises, such as industrial, economic, and commercial operations, as well as social interests and individual attitudes. Von Clausewitz's (1911) definition of war as "an act of violence for the purpose of compelling the enemy to do what we will" is excessively broad and undefined, according to Kallen (1939). "This definition could also be applied to too much that is called peace, particularly in sport, business, and finance," he argues. It might apply to any act of violence, no matter when it occurs. It pertains to pre-Napoleonic and pre-industrial times and purposes when war was a castle enterprise and a gentleman's game."

All of the definitions above demonstrate that there is no single interpretation for the term "war." This emphasized that war can be defined as an organized continuous conflict between or among groups capable of arming and organizing themselves for violent struggle carried out by armies in the field and may be supported by an incompletely militarized population behind the curtain in the pursuit of a well-defined public interest.

The argument for Singer and Small (1972) and Deutsch and Senghaas (1973), on the other hand, is defined as the incompatibility of interests, aims, values, wants, expectations, and social

cosmologies or ideologies. It is an existing condition of disagreement or animosity between two or more persons, according to Nicholson (1992). Similarly, Eagleton (1933) defined conflict as a struggle over values, claims, and status with scarce resources, in which the goal of the conflicting parties is not only the desired values but also to neutralize, injure, or eliminate their opponents, and when the goal incompatibility, perception, or value differences reach its climax, the occurrence of actual hostility or clashes is highly possible, and conflict holds the meaning related to hostility or physical.

According to Fisher, an encounter may generally be noticed either traveling via conflict from interpersonal quarrels to family, clan, or tribal. He also stated that nearby disagreements might evolve from regional to continental conflicts to global wars to inter-state conflicts to world wars (Fisher, 2000).

Singer and Small (1972) regard war as a set of events that is essential, constructive, and valuable in bringing about a social transformation in terms of size and legitimacy by protecting their people and territory.

Small incidents among organized forces, huge but unorganized, inadequately legitimized, and transient riots would be excluded by the characterization just provided. It would, however, encompass many major and prolonged civil wars, because the participants in such battles tend to adopt quasi-governmental duties in planning, managing, coordinating, and legitimizing the process of mass slaughter. Thus, it is legitimized by an established governmental or quasi-governmental institution, such that large-scale killing is regarded as a responsibility rather than a crime.

Keeping in mind the views of the preceding experts on how war, entrenched within the framework of various political entities, armed confrontations between two or more institutions may change depending on the nature of the act of violence meant to compel opponents to meet one's desire. These factors suggest that, from a sociopolitical standpoint, war might be viewed as one component of a means to a goal. Even if war is always destructive, knowing its nature is necessary for a whole perspective. For example, the Adwa triumph, an armed conflict between Italy and Ethiopia, has a major social consequence on a national, continental, and worldwide scale.

### **2.1.1 Concept and definition of Civil war**

There is no abstract definition of civil war that can give an amalgam of prerequisites and sufficient circumstances that can be scientifically applied. Even given a solid abstract definition of civil war, determining which countries have had civil wars and when requires judgments based on a detailed reading of historical accounts of nations' experiences with large-scale violence. Not all countries will share all features of the civil war concept.

When existing levels of dissatisfaction between two or more interest groups over basic concerns are faced, civil war may evolve into political conflict (Folarin, 1997). According to several historians, civil war arises when two or more stakeholders engage in a conflict for freedom, values, and claims to status, power, and resources, with the main purpose of the opponents being to demolish, weaken, neutralize, or harm their political competitors. Indeed, civil war can emerge when there are significant challenges in balancing opposing interests or when there are disparities regarding interests (Pondy, 1967; Schmidt & Kochan, 1972; Gurr, 1980; Bush et al, 1994). According to the aforementioned scholars, civil war is defined as the occurrence of a situation in which actors engage in confrontational behavior in order to advance their interests and prevent other actors from achieving their [political] objectives (Mack & Snyder, 1957; Fink, 1968; Deutsch, 1973). As a result, distinct interest group confrontations in the political arena might be seen as an indication of unhealthy political confrontation between two or more interested groups (Jeong, 2000).

Wittgenstein (1958, 66) defines a civil war as "a politically organized, large-scale, sustained, physically violent conflict that occurs within a country primarily among large/numerically significant groups of its inhabitants or citizens over the monopoly of physical force within the country." Interestingly, Weber (2004) argues that civil wars typically have incumbent governments that control the state and have a dominant force prior to the civil war and oppositions—people or interested groups who have not effectively challenged the ruling government prior to the outbreak of the civil war but whose challenge causes the civil war to break out. The opponents may begin as individuals or small groups, but for the episode to begin and progress to the level of civil war, they must become statistically prominent in order to confront the dominant power. The competitors may strive to unseat the incumbents in charge of

the national force inside the state's existing area, or they may seek the secession of a portion of the original territory.

The accomplishment of their ultimate aims must be apparent. A civil war is more than just a sufficiently large group of people leading to trouble for the government and jeopardizing security, such as major criminal organizations, because they do not want to have a monopoly on force. To be distinguished from intense but short incidents of political violence that oppose the monopoly of force, such as political murders, mutinies, or coups, civil wars must involve large-scale and protracted internal political violence. External actors may intervene in civil war violence, although the bloodshed happens within a state's borders and mostly involves internal players. As a result, such polygamy is characterized by proxy war, but the action takes place within the boundary and perhaps the most problematic issues may be formulated by the foreigner for the sake of their national interest, and almost all violence that is referred to as a civil war has some external dimension if that particular nation attracts others in terms of resource usefulness or ideologically attracts the core state (Fearon 2007; Kalyvas 2006; Edmonds 1972; Keegan and Bull 2006).

As previously stated, the above authors attempt to address a variety of issues; including how broadly they define civil wars (e.g., including guerrilla insurgencies or only conventional military warfare), the importance of mass participation in violent conflict, and the importance of whether the war is fought exclusively by nationals or whether only the majority of combatants must be nationals. As a result, there is widespread agreement that civil war violence occurs within the country. The preceding arguments might be viewed as a crucial point of view on the research's core issue. With the above-mentioned understandings in mind, this paper made a concerted effort to explore and describe the negative effects of civil war in order to gain a better understanding of what may have caused the root cause to clash with each other in the research area through the lenses of the following sub-topic.

### **2.1.2 Tourism and civil war**

The main objective of this research is to understand how the linkage effect of civil war on one of the main tourist attraction sites in Ethiopia which was selected for this research. Hence, evaluating the subject of tourism and civil war is absolutely necessary for a better understanding of the study issues. Following that, the paragraph that follows will include some highlights relating to

tourism and civil conflict. Different scholars can define and explain tourism in different ways, depending on its idea and meaning. For the sake of this thesis. The researcher used the international tourism organization's ideas and terminology. Thus, Tourism, as previously said, is broadly defined as "the activities of individuals traveling to and spending in destinations beyond their normal surroundings for business, pleasure, or other reasons for which they are not paid, not more than one consecutive year (WTO, 2000)".

Tourism contributes significantly to a nation's economic, environmental, political, and sociocultural well-being. On its socioeconomic significance, tourism plays a role in catalyzing national and regional developments in terms of earnings, supporting and facilitating infrastructure development, and improving livelihoods (Ajala, 2008; Liu & Var 1982; Holloway & Robinson 1995; Proenca & Soukiazis 2008). Tourism contributes significantly to a country's socioeconomic development by attracting foreign direct investment, expanding infrastructure, and connecting tourism-related services with other economic sectors such as transportation, retailing, wholesaling, manufacturing, and other services (Proenca & Soukiazis, 2008). Tourism stimulates additional national and foreign investments, including hotel investment and other tourist infrastructures, by combining good services with marketing campaigns that are equipped with tourism safety and security. Such tourist investment not only encourages economic growth in a country, but it may also help to establish a good image of the destination as a safe and comfortable location to visit (O'Sullivan & Hall, 1996).

Individual entrepreneurs' economic security may be improved through boosting cash income, extending economic alternatives, creating more jobs, and offering small business possibilities in small towns in the form of dividends and earnings from tourism. This could result from locally-owned small tourism enterprises, such as tourism facility rental activities, and dividend earnings from a collective income, which could include profits from community-owned [tourism] enterprises, dividends from private sector partnerships, and other forms of income (Ashley & Roe, 1998; Ashley, 2000 & Shah, 2000). Tourism might enhance local cash revenue in the form of pay from formal employment for small-scale tourist beneficiary people and institutions. It also provides a variety of profits through the sale of various commodities, services, or casual labor such as meals, crafts, and guiding services (Asheley et al, 2000).

According to Asheley et al. (2000), the income-generating benefits of tourism to local tourism beneficiaries not only benefit small-locally owned tourism firms but may also contribute significantly to the livelihood of households in a particular region. Among the numerous additional cash-generating benefits of tourism to individuals, tour guiding is one of the higher-status and relatively better-paid employment when compared to other types of local tourism earnings (Ashley et al, 2000). The research area, Lalibela, is regarded as one of the top 12 designated UNESCO world heritage sites following the 1972 treaty, yet it is apparent with degraded chain mountains and rough topographies. However, unlike Gondar or Bahirdar, the Lalibela people were nearly entirely dependent on tourism-related businesses. According to Philip B. (2006 6th edition), Lalibela, being one of the most popular tourist attractions, produced work for a variety of residents in the tourism industry, including hotels, Mini guest houses, tour guides, car rental, Mule rental, souvenir store owners, and traditional eateries. As a result, tourism's contribution remains significant not only in terms of strengthening the socioeconomic progress of the study region through exchange earnings and other types of importance, yet is also equally vital in enhancing individuals' lives. Ajala (2008), in indicating the importance of tourism in sustaining the lives of the research region, more importantly, it was observed that the tourism industry in Lalibela is lucrative, which has strongly encouraged the young population to engage. It was discovered that there was a high level of participation among young local tour guides, trekking guides, and hotels in Lalibela; that they provided considerable economic benefit to themselves and the society at large, either directly, indirectly, or indirectly. Above all, it is clear that tourism plays a crucial role in combating unemployment in Lalibela's tourist destination regions (my experience).

The above-mentioned importance of tourism, however, can only be true when a nation is stable, with firmly established governance and a good political system. A country's good political system incorporates a political process that includes tourist planning and development goals, through which choices are made to implement planned policies and attain goals (Veal, 2002). However, Bowen et al. (2017), citing Henderson (2003) and Scheyvens (2011), argue that the government can influence and highly politicize tourism planning and development beyond the scope of formal government structures through the process of preserving social, cultural, and environmental resources as well as the utilization of economic gain from local communities.

Particularly in developing nations Power struggles and political reversals among tourism actors such as state government, private sector, political parties, local government, and communities, according to Yasarata et al. (2010), citing Altinay et al., (2007) and Tosun (2000), could impede the formulation and implementation of tourism policies and plans. It implies that in many poor countries, tourism planning is typically centralized, and most choices are made through government intervention rather than through pluralism (Choi & Sirakaya, 2006; Inskip, 1991; Tosun & Timothy, 2001). In terms of government political predominance over tourism and tourism stakeholders, According to Keith and Rukeya (2017), as mentioned earlier in this paper's literature, suppressive political hegemony intensifies civil war, and the prevalence of political clash in a nation, region, or community may harm the tourism sector of that specific area; and, as a result, the growth and development of a country's tourism may be severely impacted by the effects of the resulting fight. As a result of the above points, we may conclude that tourism should be free of turmoil, disorder, violence, and civil war; otherwise, tourism's position in socioeconomic growth would be affected.

As previously stated in the literature of this research, one of the many effects that could impede the tourism business is the prevalence of war, instability, and, more importantly, civil war; thus, understanding the essence of war, especially civil war, and analyzing the interface between tourism and instability in the context of the research area is important to support the future development of the tourism sector, its beneficiaries, and destinations such as the holy city of Lalibela. Keeping this in mind, it was said previously in the evaluation of this subtopic that warlike Ethio-Eritrea, and therefore 'civil war' as defined in the preceding assessment, may be considered one kind of conflict. As a result, the emphasis of this research will be on the linking impacts of civil war, especially on the conflict-prone world heritage site Lalibela.

## **2.2 A review of theories and Theoretical framework of the study**

### **2.2.1 The linkage effect of civil war on tourism**

According to UNWTO (2011), tourism linkage effects are the economic worth of tourism as a result of all economic repercussions caused by tourist activities. It is a byproduct of a service that is supposed to enhance wealth or have a positive influence on a community (Miller, 2013). Part of the tourism revenue is utilized to pay for production components such as labor, rent, and interest payments, while the profit drives new consumption, generating further economic benefit

for local economic agents (Brida and Pulina, 2016). According to Rusu (2011), the consequences of tourism are the extent to which tourism is integrated into the economy or the number of times money spent by a visitor circulates through the economy of a given area. He goes on to say that the multiplier represents the effect of national money created by tourist expenditure on the activities of the producing sectors. The multiplier effect is a powerful technique for achieving economic growth through local community engagement (Anderson, 2013).

In a tourism-dependent economy, the multiplier effect manifests itself in several ways. Direct, indirect, and induced multipliers are the most prevalent. Money spent/paid at a hotel, for example, not only helps to create jobs directly in the hotel but also indirectly elsewhere in the economy (Anderson, 2013). The hotel must purchase food from local farmers, who may subsequently spend some of this money on fertilizer or clothing, while demand for local items grows as guests frequently buy souvenirs (Rusu, 2011). This indicates that one enterprise's sales need purchases from other firms in the economy (Muhanna, 2007). According to Rusu (2011), the multiplier effect persists until money 'leaks' from the economy through imports - the purchase of products from other nations. Linkages and leakages are concepts that are frequently used in the study of the multiplier effect. According to UNACTAD (2017), links between tourism and other productive sectors and market segments have the potential to stimulate local entrepreneurship by providing new business opportunities.

However, bloodshed, conflicts, and civil war in the context of a political crisis may have a more long-term and catastrophic impact on the tourism business, undermining the overall linkage advantages of that specific tourist recipient. Tourism is sensitive to peace in that it markets leisure, joy, and comfort under stable political conditions; and the degree of tourism's sensitivity and vulnerability to external turmoil such as political instability is high (Najdi & Sekulovi, 2012); that the occurrence of war, conflict hinders the benefits of tourism to a nation. This has a negative impact on the growth and development of tourism (Sönmez, Apostolopoulos, & Tarlow, 1999).

### **2.2.2 Economic Effect of Civil War**

According to Rusu (2011), the tourism industry's multiplier effect displays itself in two ways. Consider the additional effect of tourism profits first. Second, in terms of monetary spending,

tourism provides new income to an economy and serves as an extra form of foreign investment. Grekin and Milne (1996) express concern about the need for improved economic links and more local input into tourist management to and within communities in order for advantages to be achieved.

However, in a war-torn country, warfare not only affects people, but it also affects the whole tourist sector by shrinking employment, leaving locals unemployed. The absence of work in a shattered economy puts an end to the conflict-torn region's growth goals. There is also a significant possibility of setbacks if infrastructure, jobs, the economy, and other industries are hampered during periods of civil war, anarchy, or conflict (Busey, 2014).

According to Graham Hancock (1992), violent civil war and starvation damage a country's image, leaving Ethiopia as a featureless desert state and ruler of poverty. Following a severe incident caused by political instability or insecurity, tourism demand can be negatively impacted, and tourism income might substantially decline, affecting a country's socioeconomic progress. As a result, tourism investments may suffer as a result of political instability.

### **2.2.3 Social Effect of civil war**

As noted by Godfrey and Clarke (2000), the tourism sector may improve the quality of life in a variety of ways, including increased personal income, improved living conditions in the host community, and encouragement of small and medium-sized businesses. Tourism development has the ability to directly or indirectly increase the income of society in a variety of ways, as well as modify the living standard of the host community by offering numerous possibilities. A study by Inskip (1991), tourism also plays a role in the enhancement of infrastructure and the skeleton by constructing new roads, airports, hospitals, restaurants, and tourist attractions that enable a large number of citizens to benefit from the tourism sector, and it also encourages cultural exchange between tourists.

On the other hand, the notion of collective revolt (Olson, 1965) contends that the social contract between government and society erodes faith in the government, resulting in complaints within the public. Rebels attack the government in a civil war, and rebellion can be viewed as a public benefit. If the insurrection succeeds, everyone, whether they actively backed the rebellion or not, will live under the new dictatorship. This brutal struggle for transformation necessitates the

construction and endurance of a rebel army. A group's common interests are inadequate to generate a public benefit. As a result, the outbreak of civil war between the two interested parties would have a negative impact on the community and impede the growth of tourism in the host town.

As stated by Tosun (2000), the social effects of the power struggle on the development of tourism in the research area included: livelihood challenges for small-scale tourism beneficiaries; job resignation, which forced employees to rely on their families again; and/or forced to shift to another sector.

#### **2.2.4 Crisis management approach**

Surprisingly, before the mid-1990s, there were few research articles published on crisis management concepts and methods in the tourist and hospitality industries (Armstrong, 2008; Duff, 2007). Since the late 1970s, academics in the management area have shown scholarly interest in crisis management and generated related literature (Charlebois & Labrecque, 2007). According to De Sausmarez (2007), rather than exploring the underlying causes of crises and disasters in tourism, the majority of studies undertaken during the 1980s focused on "recovery after a crisis or disaster" (p. 701) or on the consequences of crises. According to Pearson and Mitroff's 1993 study (p. 49), crisis management is "a comparatively recent discipline that is still in its infancy, with a lot to learn". Scholars are more worried now than they were in the 1990s due to a dearth of thorough studies on crisis management (Coombs, 1995; Lin, 2000; Pauchant & Douville, 1993; Preble, 1997). In this regard, Faulkner (2001) mentioned that, while tourism is more likely than any other activity to experience a crisis or disaster, there hasn't been enough systematic research to inform us about the negative effects of such incidents on the tourism and hospitality industries' responses to a crisis and how companies deal with such negative event.

On the contrary, other writers argue that, in the aftermath of specific crises and catastrophes, like as the September 11 terrorist attacks and storms, interest in tourist crisis management research has expanded fast (Alvinus, Danielsson, & Larsson, 2010). As noted by Armstrong (2008), the growing emphasis on crisis research in the tourism and hospitality industries today is a result of the industry's commitment to risk management methods as a vital security precaution. Indeed, a large section of the literature on tourist crisis management has previously focused on a variety of

themes, including crisis management models (Evans & Elphick, 2005; Huang, Tseng, & Petrick, 2008) and tourism recovery techniques (Sönmez, 1999).

To assist the local community in regaining their livelihoods and to support the recovery of tourism business, a deeper understanding of the mechanisms and cumulative effects of the risk-induced dismissal process, as well as the vulnerabilities inherent in the local environment and situation is required. To swiftly reconstruct the physical infrastructure of the destroyed area, media communications must be prioritized in order to control the secondary impacts on the destination's reputation and image.

A crisis management strategy must be in place to provide proper tactics and procedures for preventing, preparing for, and mitigating the harm caused by unexpected and non-routine occurrences. Each crisis situation is unique, making it hard to have a single formula, but having a blueprint can help a tourist destination in crisis save time, energy, and other resources (Sonmez et al., 1999). The goal of developing a crisis management plan is to assist the local travel and tourism industries in recovering their business by safeguarding and reestablishing a positive perception of the destination, assuring potential tourists of the area's safety, and redesigning the destination's functionality. Crisis management is required to retain tourist trust and the tourism industry, as well as to mitigate the consequences of a tragedy on a destination.

As a result, understanding and employing a crisis management plan is more suited for sustaining crisis management. This research focuses on the detrimental consequences of civil war on Lalibela's tourist providers, specifically the challenges that the tourism stakeholder crisis management approach sought to handle when an unanticipated crisis erupted, such as the one that is now occurring in northern Ethiopia.

### **2.2.5 Safety and security issues on tourism sector**

To sustain its financial importance in a particular area or country, tourism needs dependable safety and security. This research tried to explore the concerns of safety and security on tourism suppliers as it examined the harmful impacts of the civil war on Lalibela's tourism suppliers in order to better understand how the absence of safety and security in the study area may damage the tourist sector.

According to (Sousa, 2013) political violence could be described the intentional use of power and use of firearm to achieve the end goal, resulting in physical and psychological harm to groups and communities. People and organizations pursuing political goals may have an impact on tourism stakeholders. The concept of safety refers to the state of not being hurt. Similarly to "safety," "security" is the absence of fear associated with the notion of not being in danger, concerned, apprehensive, or hesitant (Waldron, 2006). As a result of this, the safety and security of the tourism sector and people who rely on it may be jeopardized. The idea of safety and security is comprehensive, including individuals, societies, and nations, as well as military and non-military levels (Krahmann, 2008). Understanding security entails answering issues such as security for whom, security for what values, how much security, from what dangers, via what means, at what cost, and in what time period. Security, according to Krahmann (2008), has three implications. The first definition of security, as stated by Krahmann (*ibid*), is the absence of threats, the second definition is the existence of dangers suspended in the range of possibilities, and the third definition is the capacity to endure threats. All of these security considerations may apply to the tourist sector and its players as well.

The concept of security is commonly recognized to include military, political, economic, personal, social, and environmental security, as well as "human" security in general (Rothschild, 1995). From a different perspective, security includes both physical and psychological components, with the first comprising the physical protection of people, their belongings, and the surroundings. Physical violence, which has been regarded as a threat and one of the difficulties with human security, may result in physical safety in this sense. Physical safety is characterized not just as independence from society, but also as possible risks to social cohesion and human dignity (Marcelin, 2015). According to Unger (1979), physical security refers to freedom from the danger of a sudden or violent attack on individuals or their possessions. As a result, significant components of physical safety, according to Smith (*ibid*) and Enz, Taylor, and Enz (2002), are also subject to safety and security requirements. Being physically safe, according to Enz and Taylor (*ibid.*) and Unger (*ibid.*), entails the ability to avoid threats such as assault, compulsion, imprisonment, harassment, and even death. Tourism infrastructure, such as hotels and other amenities are also subject to potential safety and security risks during times of war and might become targets of terrorism if left unattended (Enz, 2009). Coercion, typically described as the act of diminishing a targeted agent's freedom and responsibility, plays a key part in the

physical insecurity of both people and communities. As a result, individuals who work in the tourist business may be to blame for this type of physical instability in people. The means employed by agents to impose themselves on other agents, and the arguments supplied by the imposed agents for complying or refusing to comply with the imposition, are the two fundamental components of coercion (Anderson, 2006).

The safety and security of destinations for tourists is a big issue for the travel and tourism sector since it is one of the most important conditions for the growth of a community's prosperity. In terms of tourist protection, safety and security are one of the five worldwide criteria that will enhance tourism in the new century. To strengthen its reputation, any tourism location in this scenario must ensure visitor security (Ronald & Kenneth, 2003). Popescu (2011) effectively demonstrated that guaranteeing passenger safety is an important consideration in determining which tourism places to visit. Tourists from all over the world frequently prioritize the requirements for safety and security at certain locations before coming there. They usually avoid traveling to dangerous places since they are afraid for their safety. This conveys the perception to visitors that tourist locations are dangerous. More than any other economic activity, the capacity of a tourist area to create a safe and secure environment for its guests determines its success or failure (Leiper, 1990).

Another safety and security issue is the psychological safety and security of individuals or groups. Kahn (1990) defined psychological safety as "being capable to demonstrate and engage oneself free of fear of any harm to one's self-worth, status, or career." In contrast, psychological risk is described as the deprivation of future desires and satisfaction for individuals or groups (Sheldon & Kasser, 2008). Some academics describe psychological danger as a sensation of anxiety caused by a genuine or perceived discrepancy between one's current state and desired goal (Kim & Rucker, 2012; Lazarus & Folkman, 1984). The arguments presented by Sheldon and Kasser (2008), Kim and Rucker (2012), and Lazarus and Folkman (1984) about the safety and security of tourism beneficiaries are undoubtedly valuable. As previously said, safety and security are maintained when there is no longer any fear of injury or worry, as well as the realization of entire safety (Waldron, 2006; Krahnemann, 2008). This includes safeguarding and securing people's psychological well-being. As a result, safeguarding and sustaining persons' psychological well-being entails ensuring that all types of damage are avoided. If stress and other

mental health difficulties are not effectively addressed, they may become a part of everyone's everyday lives. High levels of emotional discomfort, such as depression and anxiety, can have a detrimental influence on an individual's or a group's psychological well-being. Anxiety, despair, and a high sense of insecurity can lead to Post-Traumatic Stress Disorder (PTSD), a significant mental disorder that some people experience following an unexpected, scary, or deadly event(s). According to Pitman et al. (2012), post-traumatic stress disorder (PTSD) is the only significant psychiatric condition in which a danger to one's own or others' bodily integrity results in an intense reaction of worry, helplessness, or panic. In the face of possible damage or death, traumatic events induce people to feel helpless, afraid, or appalled. Those who were exposed to traumatic events had a greater likelihood of acquiring PTSD as well as severe depression, panic disorder, generalized anxiety disorder, and drug abuse as compared to those who were not exposed to such events (Yehuda, 2002). People working in a conflict-ridden zone of a tourist attraction may develop psychological unease as a result of PTSD. Individuals who travel to a war zone risk getting PTSD because political violence [coming from political conflict] has been related to increased incidences of melancholy, anxiety, and PTSD (Sousa, 2013).

A variety of factors can lead to psychological anguish. One of these factors might be financial difficulties. Financial crises cause a loss of self-esteem and increase depression because of people's lower sense of self-worth (Skinner, Zautra, & Reich, 2004). In this scenario, stakeholders in the tourist sector in a specific place may suffer considerable emotional distress as a result of a financial crisis caused by the upheaval of a political war.

Financial insecurity, an indicator of a self-worth problem that reduces people's well-being due to an increase in bad financial behaviors, it may also be connected to a loss of safety and security (ibid). As a result, the perception of a financial shortfall causes a sense of financial insecurity. The previously mentioned financial insecurity may also occur in tourism destinations touched by political turmoil.

Job insecurity, on the other hand, is characterized as an "experienced inability to maintain the desired level of stability in a vulnerable job situation" (Greenhalgh & Rosenblatt, 1984). Others believe that job insecurity might have adverse effects ranging from mental anguish to physical ailments (Roskies & Louis-Guerin, 1990). As a result, uncertain tourism destinations may result in employment insecurity.

Uncertainty on the work has two sides, as both employers and employees recognize. As a result of downsizing, employees may suffer job insecurity, which may affect individuals who are presently employed (Brockner, 1988). As a result, from the employee's point of view, job insecurity might be viewed as a broader issue of uncertainty about their future employment. While job insecurity may be associated with serious multilayered consequences that employers may face as a result of the employee's withdrawal from the business organization from the perspective of the employer (Bedeian & Armenakis, 1998), it is frequently regarded as insecurity associated with the employee's feel subjective experience. Therefore, the emergence of a violent political conflict may have an influence on the employment security of both businesses and employees in a particular tourist destination.

Another key issue that exacerbates the psychological threat that people and organizations confront is character assassination. According to Icks and Shiraev (2016), character assassination is the deliberate and persistent endeavor to undermine the reputation and trustworthiness of individuals, social groups, or institutions. Individual character assassination, according to Icks et al. (2017), entails exposing someone to intense psychological pain. Character assassination indicates both the process and the outcome of smear campaigns. Character assassination can take the form of verbal and nonverbal character attacks, such as utilizing shouted assaults and spreading falsehoods via campaign material, pamphlets, cartoons, and other social media platforms. As a result of character assassination activities, persons may face significant rejection from their professional community as well as others in their social or cultural circles. Because of the possible lifetime implications of the injury, character assassination commonly mirrors the entire destruction of human lives (Samoilenko et al., 2015). Thus, character assassination may result in the psychological and physical assault of people or groups in politically volatile areas, including well-known tourist destinations, and may be driven by extreme resentment.

Depression, anxiety, character assassination, substance abuse, and all forms of physical violence mentioned above are some of the major psychological and physical effects mentioned in the reviews that may have negative psychosocial effects on those who benefit from tourism in a specific nation, region, or locale. Psychosocial variables are recognized as the mediators of the effects of social structural components on an individual's health, which are conditioned and impacted by the settings of the social structures in which they exist, according to Martikainen,

Bartley, and Lahelma (2002). Psychosocial qualities are also recognized as explanations of how social conditions influence a person's behavior and mental health. Among the key psychosocial issues include sadness, anxiety, drug abuse, and violence (Van Hook, 2004). According to Van Hook (ibid), psychosocial factors influence people's psychological and physical traits.

Understanding and analyzing how biological and environmental elements impact individuals is part of the scope and limitations of the psychosocial study. According to Gellman et al. (2013), "the psychosocial effect is defined as the influence resulting from environmental and/or biological influences on someone's psychological and/or emotional aspects". According to Gellman et al. (2013), psychosocial impacts are the interplay of psychological and environmental aspects of human behavior that may influence the psychological development of a person's cultural background. The Oxford English Dictionary (2019) defines psychosocial as "the influence of social aspects on an individual's mind or behavior, as well as the interrelationship of behavioral and social factors."

Psychosocial studies are an important discipline that seeks to understand how people act in social situations. Woodward (2015) defines "psychosocial instability" as problems with one's psychosocial functioning. In another context, psychosocial hazards may directly or indirectly impair people's mental and physical health by producing stress (ibid), which may jeopardize people's sense of physical and mental security. Psychosocial approaches can be used to investigate how an individual's general physical and mental health, as well as their social setting, connects to that person's ability to contribute to society. Because of this, medical and social science researchers can better understand a wide range of social health and social care circumstances (ibid).

Concerning the manner in which institutions or organizations are exposed to physical dangers or hazards. According to Fernandes and Pereira (2016), citing the International Labor Association, psychological risk is connected to the interaction between the nature of the job, how it is structured and managed, other organizational and environmental elements, and the worker's talents and requirements. As a result, physical hazards framed in the context of psychosocial effects can be credited to the notion of risks and hazards that could fall under "organizational and environmental issues ", which in the context of this research lies on Physical Insecurity attributed to physical insecurity of hotels and other tourists in the research area.

Therefore, in this study, the physical insecurity of organizations like hotels could be linked to psychosocial risks or insecurities.

The purpose of this research, which was conducted as a tourism development and management study, was to better understand the negative effects of the civil war on the study area's tourism beneficiaries by reviewing the aforementioned social issues related to physical, and psychological effects and in particular safety and security concerns.

Understanding tourism safety and security could encompass all safety and security issues, such as the safety and security of tourists, tourism destinations, tourism products, tourism stakeholders/suppliers, individual tourism beneficiaries, and the overall safety and security of host communities. This was discussed in the preceding paragraphs. According to the aforementioned experts, these safety and security concerns in regard to tourism in the study area might potentially be linked to physical, psychological, financial, and other closely related safety and security concerns. As a consequence, considering the aforementioned safety and security issues in connection to tourism may be regarded as one critical component in understanding how civil war/political conflict could have impacted the growth of tourism in a certain location, such as the area under study.

## **2.3 Theoretical frame work**

The aim of this study is to identify that the negative effects of the civil war on tourism suppliers in the research area and to describe its linkage effects on the activities of tourism in Lalibela. In this study, conflict theory, war theory, Civil war theory and crisis theory are used to conceptualize the consequences of power struggle and its adverse effects on tourism in the holy city of Lalibela.

### **2.3.1 Conflict Theory**

Many scholars argue that Conflict can be seen as existing antagonism among interesting individuals or groups which contains hostility, physical aggression against rival(s) (Nicholson, 1992; Coser, 1968 & Jeong, 2000). Conflict theory states that conflict occurs due to unbalance of interests, goals, needs, expectations, values and social ideologies between individuals or groups (Berger & Luckman, 1966).

Conflict theory sees cultural, social, and economic institutions as weapons for the fight between groups or classes that are utilized to preserve inequalities for the ruling class's firm rule. According to Marxist conflict theory, society is in a constant state of struggle due to intense competition for finite resources. According to the Marxist theory of conflict, social order is only preserved and might be maintained by dominance and force, rather than consensus and compliance. This thesis demonstrates how individuals with money and influence want to maintain their position by oppressing the poor and vulnerable. It also explains how, within a society, powerful people and organizations aim to maximize their own control over wealth and power. This theory demonstrates how societies are separated into two economic classes: proletariat [working class] and bourgeois [ruling class]. Marxist conflict theory examines the presence of class inequalities throughout society, specifically in regard to societal position, political power, and economic prosperity as their only goal to maintain dominance. It comprehends the principles of class distinction and finite resources, resulting in a conflict of interest among stakeholders. As a result, Marx K. (1948) indicated that, with the emergence of capitalism, the bourgeois, who he argued were the minority class within the community, would dominate and oppress the proletariat, who he argued were the majority class. He pointed out that the bourgeoisie, with its disproportionate amount of power, suppressed and controlled resources and power, resulting in an unequal distribution of wealth within society (Marx, K., & Engels, F., 1948).

Marx's conflict theory has been applied in this thesis to explain the idea that political actors put up a system to manage the social structure and maintain their power over the lower class. This might be used as one metric to demonstrate how the Minor TPLF government in the research area yielded a violent revolution by exploitation, imposition, injustice, and socioeconomic inequality. This theory, in addition, is also used to describe the imposition against democracy and civil rights which was controlled by the elite regime in Lalibela.

### **2.3.2 War theory**

For hundreds of years, the theory of War Doctrine has been changing. Many Western scholars have made significant contributions to the evolution, and while most of them have their own interpretations of War Theory with subtle changes, there are some basic assumptions that are very generic to this approach. It is crucial to emphasize that, despite their differences; these ideas

are significantly more similar than they are dissimilar. The differences are in the finer details, not in the theory's substance.

Faruk R. (2012) traces the evolution of military thought from the Roman Empire to current Western, Chinese, and Islamic warfare. The relevance and contribution of war theory were determined without necessarily considering different governments and nations, but rather by looking at distinct groupings. However, as time passed, the evolution of war theory evolved from focusing on many groups to focusing on distinct groups, and the goal became to stop governments from engaging in war to restrict warfare.

Similarly, Faruk R. (IBID) provided some common forms of war theory as a host of important concept and distinction within the reality on ground like rules of war fare, the proper reasoning to investigate war, the appropriate behavior while engage in war and understood justice after war has ended.

On the other hand, the great Prussian commander Clausewitz, (2007) states to war on the international arena, arguing that war is not only a political act, but also a true political instrument, a continuation of political trade, and a carrying out of the same by different methods. According to (Clausewitz, 2007) war is an act that is brutal and used to coerce our opponent to surrender to our will, which must include sentiments.

However, the recognized researcher on war theory Kersnovsky A. (2012) argues that unanimously in affirming that the work of Carl von Clausewitz only made a decisive contribution to war theory, but his work remained incomplete and significantly didn't enriched the study of war as a phenomenon for the balance of war.

According to the above authors, war theory is used in this thesis to construct the concept of balancing the force of different aggressors to protect their sovereign territory. Ethiopian successive active leaders, for example, fought to defend their country from Western colonial and brought prominent status in the international arena, such as the battle of Adawa. However, in the present day, war restricts the development of tourism, and visitors are unwilling to travel to war prone areas.

### **2.3.3 Civil war theory**

Scholars have long sought to explain the idea of civil war theory in many contexts, including collective violence (Tilly 1975) and internal armed conflict (Caprioli 2005). Some academics define 'internal conflict' as against the government's conduct ranging from rallies and marches to revolutionary movements and civil war. As a result, domestic conflict is a wide phrase that encompasses both violent and nonviolent behavior. Several historians use the terms rebellion and civil war to refer to the most severe type of domestic conflict, including armed battles between rebel troops and the government. Aside from the amount of brutality and devastation, civil wars differ from other types of domestic violence in terms of aims, the level of cooperation required for effective prosecution, and the length of time involved (Henderson and Singer 2000).

Early econometric work by Collier and Hoeffler (2000, 2002) under World Bank authorization ignited a heated dispute in the international relations literature. They established a well-known dichotomy (greed against grievance) and produced a civil war theory informed by rational choice and mobilization methodologies. These have been the primary pillars of current international relations discussion, thinking, and testing of civil conflicts.

In accordance with the grievance-based hypotheses, the root of civil wars is justice-seeking conduct. The rebel organizations' major purpose and objective is to attain public goods such as equal political rights or redistribution. According to this viewpoint, the genesis of separatist wars in Kosovo and Sri Lanka was caused by the systematic exclusion of ethnic minorities from political authority and the equal distribution of economic resources (Ballentine 2003).

Greed, on the other hand, is based primarily on private property gains and self-interested action. It implies that the rebel organizations' principal goal is economic rather than political/ideological and that rebels are criminals acting for material gain (Collier 2000). The key motive for rebel organizations is the revenue that will be obtained either during the uprising through looting or after the insurrection is successful (Collier and Hoeffler 2001). Several researchers argue that, regardless of motive, rebel organizations require some money in order to grow a big organization and cover the costs of revolt (e.g., rebel labor, weaponry). Civil war is unlikely if costs outweigh the benefits. If it is the other way around, then civil war is likely.

In an attempt to extend Collier and Hoeffler's argument, Fearon and Laitin (2003:75) suggest that ethnic antagonisms, nationalist feelings, and objective political grievances are broad elements that are too ubiquitous to discern between causes of civil war development. Thus, it is not ethnic or religious traits that indicate whether countries are at risk of civil war, but rather the conditions that promote the rebellion. We can trace the theory to the current Ethiopian situation practiced for the last three decades, especially in recent times, the growing mentality of ethnic antagonism and Ethiopian nationalist, rather than patriotic sentiment, activists, and elites will disintegrate and dismantle the oldest nation Ethiopia, and the growing sector of tourism will be crying for the moon to bring economic, social, and cultural benefits.

#### **2.3.4 Crisis theory**

A crisis is defined by Roberts (2000) as a time of disorder, upheaval, instability, and reduced functioning caused by an incident or scenario that presents a visible problem that cannot be managed by employing normal coping techniques. The nature and causes of theoretical components of the crisis are the subjects of crisis theory. A crisis is defined as a period in which danger emerges when the goal or function of the situational object is jeopardized. According to this idea, security is founded on the objective presence of threats and unintentional exposures. It investigates and debates the fundamental features of crisis generation and evolution (Lukas, 2016).

Similarly, Lukas (ibid) suggested that the advent of uncontrolled events is the primary cause of a crisis. According to Lukas, a crisis is declared whenever there is a change in chaotic conditions and an unmanaged political system. He goes on to explain that the primary cause of security events is the presence of purposeful, inadvertent, and/or accidental occurrences of safety and security. As a result, crisis theory may be regarded independently of safety and security theory in that crisis theory conforms to the premise that security events develop as a result of chaotic evolution, resulting in negative interaction in the formation of damages. The crisis theory asserts that a crisis may cause security for security and that security events can produce a crisis, demonstrating the tight interrelationship between the theories of safety and security and the theory of crisis (ibid).

To summarize, crisis theory was chosen to construct this research since it fits with the objective that crisis theory has demonstrated the creation of chaotic occurrences, which, of course, causes damage. This is an essential issue to consider when conceptualizing political stability/dispute, conflict, civil war safety and security; and socioeconomic consequences that enhanced the power struggle as a crisis, bringing linking effects for the development of tourism in the research region. This theory may also be utilized to conceptualize the safety and security risks, as well as the economic catastrophes caused by protesters' chaotic and uncontrolled conduct in the research area.

## 2.4 Review of Empirical studies

**Table 2.1 Table of empirical studies**

	<b>Author(s)</b>	<b>year</b>	<b>Article title</b>	<b>Journal name</b>	<b>Objective</b>	<b>Methods</b>	<b>Major findings</b>
1	Fabio,V et al	2010	Impacts of war and terrorism on tourism in Lebanon	Journal of tourism and hospitality	To discuss how civil war, due to the assassination of prime-minister Rafik Hariri, have adversely affect tourism in Lebanon	Qualitative methodology	The result point out lack of security, impression of terrorism and instability is the main reason not to visit historic Lebanon
2	Usman,k et al	2019	Armed conflict, military expenditure and international tourism	Journal of tourism economics	To explore military expenditure spending's effect between armed conflict and international tourist flow	Gravity model(rational theory)	Armed conflict has significantly negative impact on the number of international tourists regardless of geographical location and military spending
3	Santana-Gallego, M et al	2022	Tourism falls apart: How insecurity affects African tourism	Journal of tourism economics	To investigate to what extent insecurity hurts African tourism	Gravity model(rational theor)	The result finds that terrorism and crime adversely affected tourism while no robust that corruption had impact on tourism in Africa among 38 countries
4	Fredriksen.Set al.	2020	The Libyan conflict and its security implications from the broaden	Research gate	To explore & describe the implication of security during the Libyan conflict	Qualitative methodology	The paper examines how the conflict in Libya has changed since 2011, and it outlines the many local and international objectives that conflict either

							directly or indirectly in Libya on the basis of state or non-state actors. It analyzes the conflict's different security ramifications for the nation as a whole as well as the larger area.
5	Brie Busey	2014	Tourism & conflict in Uganda	Tourism management	To create a new perception of safety to stray away from the violent reputation and reinvent tourism	Mixed methodology	Conflict has devastating impact on Ugandan economy and tourism industry
6	Selva, Meera	2018	The other side of paradise: A post-civil war Sri Lanka attracts tourists, but locals were hoping for greater freedoms	Sage journals	To investigate the source of Terrorism and local conflicts	Qualitative methodology	Assassination of officials, journalists and civilians' murder made travellers feel not safe to access their tourist area.
7	Novelli, M et al	2012	Tourism in a post-conflict situation of fragility	Anal of tourism research	To evaluate tourism in a fragile post-conflict context via the lens of institution- and building a state, post-conflict challenges, and transitional justice.	Mixed methodology	The paper discussed barriers to long-term tourist growth in one of the world's poorest countries (Burundi).
8	Chisadza, C et al	2022	Uncertainty and tourism in Africa	Journal of tourism economics	To explore factors that drive the importance of tourism on economic growth in Africa	Qualitative research methodology	They found that Economic uncertainty decrease international tourist arrival in Africa compared to other global areas such as Europe.
9	Eric Neumayer	2004	The Impact of Political Violence on Tourism: Dynamic Cross-National Estimation	Journal of Conflict Resolution	To test the impact of various type of violent political conflict tourism industry	Mixed methodology	The result has showed strong evidence that human rights violations, conflict, and other politically motivated violent events adversely affect tourist arrival
10	Currie et al	2004	The Impact of War on Tourism: the Case of Croatia	Journal of travel research	To examine the impact of war on Croatian tourism industry	Quantitative methodology	The result showed that the effect of Croatia's GDP caused by the war

							was not high as it estimated as earlier.
11	Clements, M et al	1998	The impact of political instability on a fragile tourism product	Journal of tourism management	To examine how political instability affect tourism on little Cyprus island	Qualitative research methodology	The paper presents unstable political environment not only affect Cyprus but also its neighbor turkey and Greece who shared relatively culture
12	Soemodinoto, A.et al	2001	The Effect of prolonged political unrest on tourism	Anal of tourism research	To illustrate the effects of prolonged war on the Indonesian tourism	Qualitative methodology	The illustrated result identifies that the number of international tourist arrival was higher in 1998 than 1999.
13	Altinay,L et al	2006	Politics and tourism interface: The Case of Cyprus	Anal of tourism research	To evaluate the influence of politics and nationalism on tourism planning and development under an impractical federal constitution	Qualitative methodology	The findings indicate that any future planning and development will be a challenging task, as the two cultures have quite distinct sets of goals and expectations.

Despite its significant relevance for tourism, the negatively related effects of the civil war have received little scholarly attention until recently. Many of the studies conducted by the academics stated above did not adequately address the negative consequences of civil war on tourism providers, which is what this research attempted to investigate. What has received the most attention in previous studies is the effect of terrorism on tourism, where terrorism is often defined as politically motivated violence committed by subnational groups against innocent and unarmed military personnel (Sonmez 1998, 417), and war between nations, which has an impact on the entire industry. Similarly, while researchers sought to find out the effects of war, political instability, uncertainty, conflict, and terrorism, they did not completely investigate the negative effects of an intensive civil war in a specific tourist destination. One of the reasons researchers have concentrated primarily on terrorism is that tourists are frequently the unintentional victims of terrorist strikes or are specifically targeted as victims. Terrorists regularly profit from assaulting tourists, as seen in much of the Middle East and certain areas of Africa, such as the current situation in Egypt and our neighbors Somalia and Kenya.

Pizam and Smith (2000) employed qualitative assessment of media stories to establish drops in tourism demand as a result of terrorist incidents, which is comparable to the aforementioned argument. Greece, Israel, and Turkey are just a few of the nations where a more extensive quantitative time-series study revealed such an impact. There has been relatively little study on violent conflicts such as civil wars and other wars in a specific tourism destination. Pitts (1996) seeks to give a case study analysis of the impact of the uprising on the Mexican tourist business, whereas Mihalic (1996) provides a quantitative analysis of the influence of armed conflict on the tourism industry in Slovenia, an eastern European country.

For the sake of this research, the available empirical investigations have revealed two distinct gaps: First off, analyses of political violence, uprisings, or disruption other than that brought on by terrorists are hard to come by. Second of all, most research didn't concentrate on certain tourist destinations or nations, such as UNESCO global heritage sites around the world. There hasn't been a study done with a global scope, almost as per my investigation. This thesis will make a lot of contributions to the body of literature already in existence. The researcher explored and documented how a violent civil war has negative effects on tourism stakeholders and the development of tourism in the study area, which is Lalibela, Jerusalem of Africa.

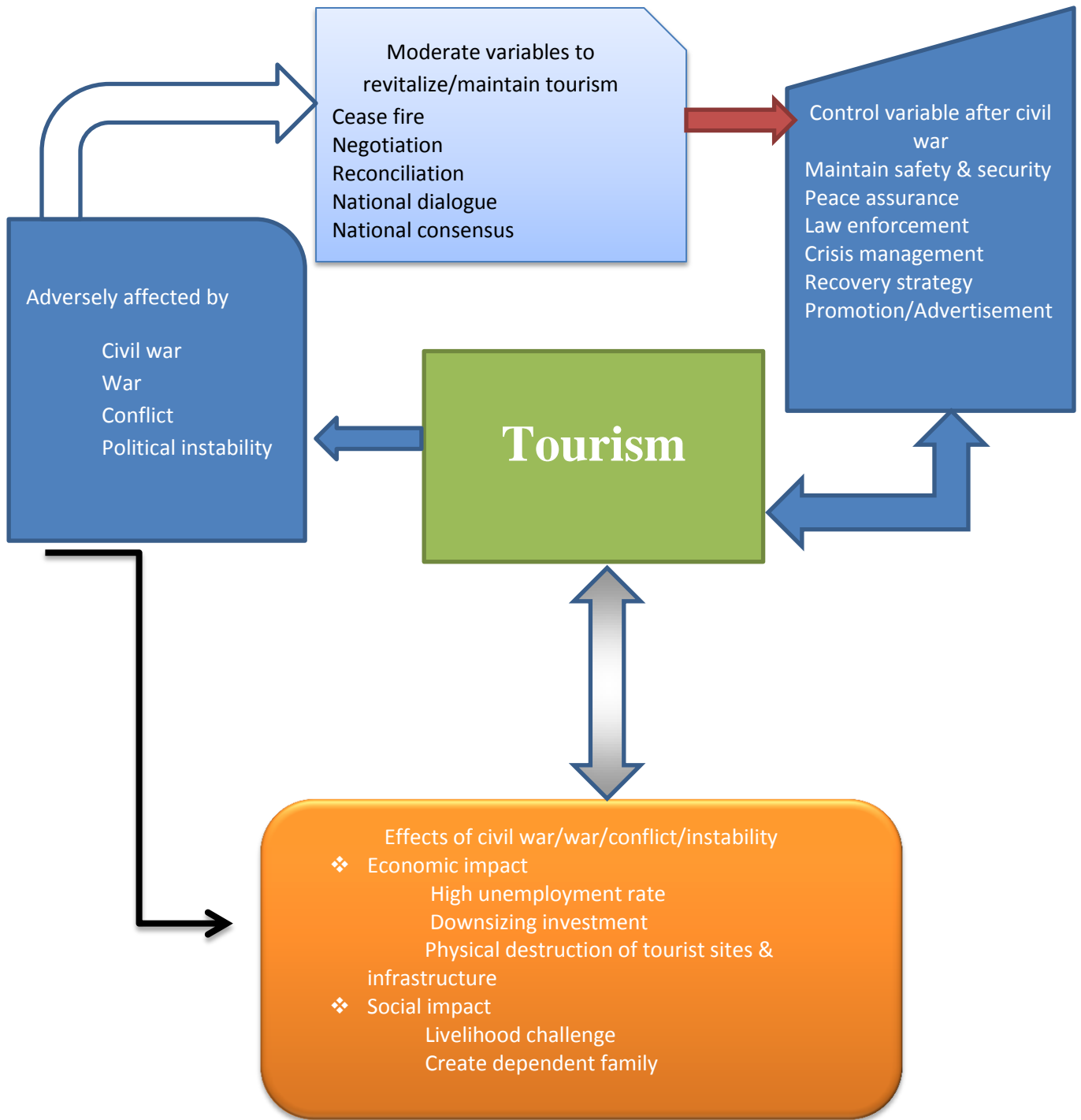
## **2.5 The conceptual Frame work**

This section will give a conceptual framework based on the previously described literature review. The theories chosen for the framework were thoroughly evaluated and determined to be the best fit for addressing the important research areas. A conceptual framework, according to Miles and Huberman (1994), should identify the key themes of the investigation, as well as the relevant variables and components. This should state the relationship between the variables and can be presented visually or in plain terms. Frameworks can be basic or complex, theory-based or logical, formal or descriptive. The aim is to be as inclusive as possible and to cover all aspects of the study objective.

Similarly, Ndunguru (2007) describes a conceptual framework as "a grouping of study concepts and variables together with their logical relationships." Diagrams, graphs, charts, flowcharts, pictographs, and mathematical equations are widely used to represent these aspects. The preceding chapter's literature review highlighted the harmful consequences of the civil war on

tourism suppliers. The researcher attempted to highlight the most pressing challenges that the tourism industry faced as a result of the war and carefully construct the theories in the literature review in order to demonstrate the significant impact of the civil war on the performance of economic and social concerns. Many scholarly viewpoints have demonstrated the consequences of crisis management and safety and security (Figure 2.1).

The operational performance of the tourism supplier, including the business coverage in terms of income and employment level, is also negatively impacted by the intense civil war. According to the empirical literature assessment, political instability has an effect on the fragile tourism industry. The diagram is shown as follows:



**Figure 2.1 Effects of civil war on tourism supplier**

**Source:** Developed by the researcher

## **CHAPTER THREE: Research Methodology**

This chapter deals with the study's research methodology. It mainly focuses on description of the study area, research approach and design, types and sources of data, target population, sampling techniques, data collection technique, sample and sampling procedure, method of data analysis and ethical consideration.

### **3.1 Description of the Study Area**

As described in Chapter 1, the study was done among tourism stakeholders in Lalibela. This section provides a brief geographic overview of Lalibela as well as its position in Ethiopia's tourism value chain.

As previously stated, this research was done in the town of Lalibela, which was chosen on purpose. The criteria for selecting the study area are based on the researcher's personal experience and the issue of the research thematic area as a tour leader, as well as the researcher's acceptance of credibility while conducting a strategic tourism planning term paper assignment in his first-year tourism planning and policy course, and its enormous potential to build his personal image and put his immense academic contribution on tourism stakeholders.

Lalibela is located in northern Ethiopia, 704 kilometers away from Addis Ababa, 279 kilometers from Mekele, the headquarters of the Tigray regional state, 300 kilometers from Dessie, the former capital of Wollo province, and 300 kilometers from Bahirdar, the capital of the Amhara regional state. It is located on the southwestern slope of the Tekeze River, a major tributary of the Nile River, at 12.033 North latitude and 39.033 East longitudes in decimal coordinates. The city currently has a total area of 49.6 km<sup>2</sup>. According to Heiko H. (2017), the city is located at a height of 2,620 meters (Briggs, 2006) Lalibela was the capital city of Ethiopia for more than 300 years during the time of the medieval era. It has been the governmental and religious headquarters of the Christian dynasty since the fall of the ancient Axumite kingdom. The small farming city of Lalibela is believed to be the Jerusalem of Africa and the second holiest city after Axum, and is still the hub of Ethiopian religious pilgrimage destination for Orthodox Christian faith adherents around Ethiopian Christmas (Briggs, 2006). According to Heiko (2017), the population was 22,000 people, with 8,112 men and 9,255 women living in hope and fears.

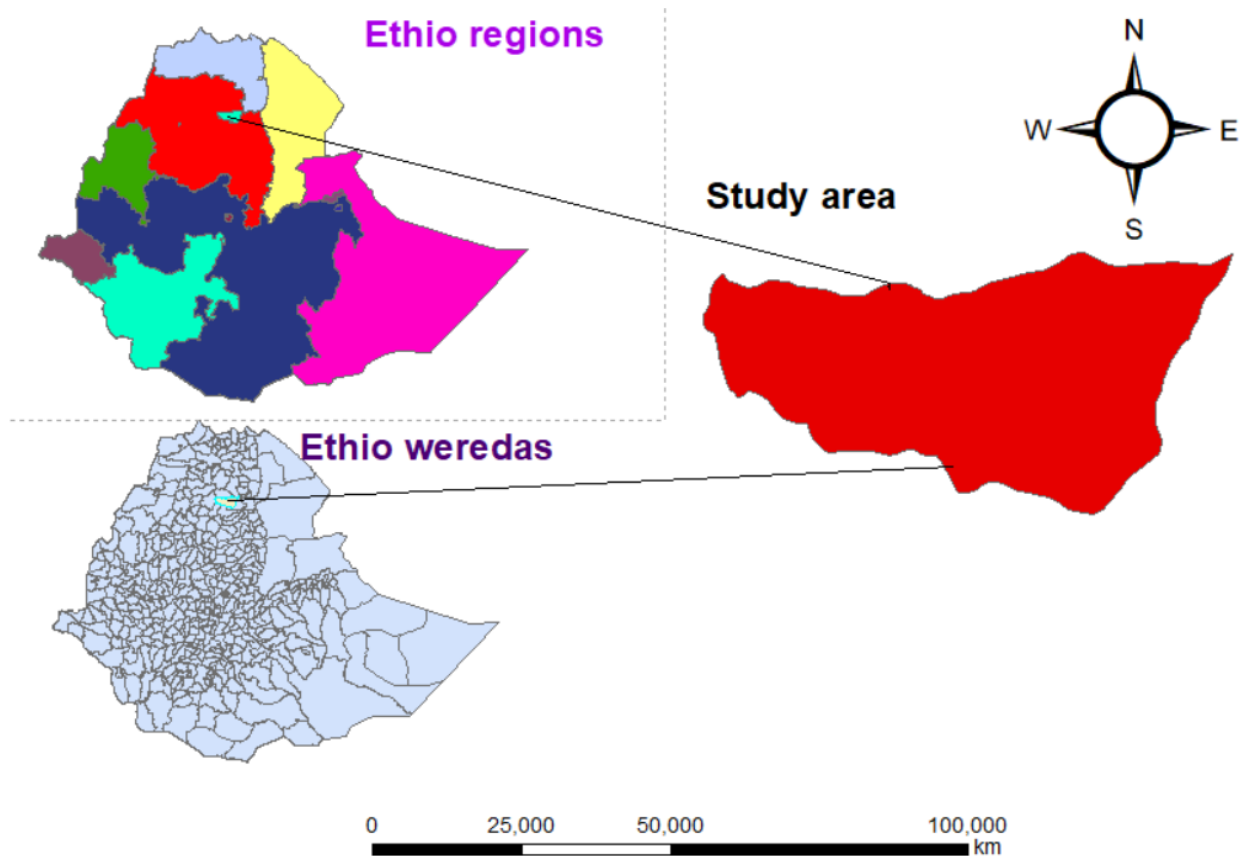


Figure 3.1 **map of Study area**

**Source:** Developed by the researcher

### **3.1.1 Religion**

Based on the Housing and Population Census of Ethiopia (PHCE) report from 1994, approximately 87.53% of Amhara people were Ethiopian Orthodox Tewahdo Christians, while 11.47% practiced Islam (PHCE, 1994). According to the Lasta Woreda Agricultural and Rural Development Office's (2016) Annual Report, 98.2% of the population of Lalibela is Ethiopian Orthodox Christians, 1% are Muslims, and 1% are Protestants. In comparison to Gondar and Aksum, Lalibela is mainly dominated by Ethiopian Orthodox Christians (Briggs, 2006).

### **3.1.2 Tourism and Economy in Lalibela**

According to a UNESCO report (2019), the small farming city's primary economic activity is tourism, subsistence agriculture, traditional weaving, and handicrafts. Since tourism is the dominant sector, Lalibela remains one of the most popular tourist destinations in Ethiopia; attractions include the medieval time eleven rock-hewn churches excavated from living rock, the

two-story thatched houses, a unique dwelling structure found nowhere else outside Lalibela, and the Saturday open-air market, which makes travelers admire and make tourism a significant economic sector in the city. Lalibela, historically known as Roha, is endowed with different chain mountain sceneries that are extremely fascinating to wander around for landscape photography and has several locations to catch sunrise and sunset. And, as a result of its great tourist potential, the city drew a number of tourism stakeholders as well as small-scale individual tourism beneficiaries (Briggs, 2006).

According to the Lonely Planet Guide to Travel and the British Travel Magazine Big World Small Pocket, Ethiopia is Africa's hidden gem. This demonstrates that Lalibela, with its Greek cross-shaped rock-cut church of St. George and Victoria waterfall, is the biggest tourist attraction destination in Sub-Saharan Africa. As a result, conducting a study during this time would substantially contribute to understanding the linking effects of civil war on the development of the tourism industry and tourism actors in Ethiopia's top-rated tourist attraction site, Lalibela. This might aid in the generation of suggestions for a road plan to sustain tourism's socioeconomic relevance in the research area.

### **3.2 Research Approach and Design**

Regarding the conduct of the civil war and its effects on Ethiopian important tourist attractions places, a qualitative research approach has mostly been adopted for the goals of this paper. Qualitative research is an interpretative approach that most social behavioral scientists choose to use in order to gather detailed and reliable data from their study participants (Bernard, 2006). As quantitative research uses close-ended questions and focuses on a massive amount of numerical data to quantify and analyze phenomena, it limits the understanding of how individuals subjectively perceive and give meaning to their social reality. As a result, in order to understand the multiple realities of the researched community, a qualitative research design, which allowed the researchers to ask semi-structured and open-ended questions, was used in this study to take a deeper and more specific look into the adverse effects of civil war on tourism suppliers in the holy city of Lalibela.

In addition, while it allows researchers to conduct their studies, quantitative research is not the best at describing and understanding what it is like to be a member of a specific group in a

particular context. However, the nature of qualitative research allows researchers to be more attached and connected in order to have a closer and deeper look into the society with which this paper's researcher were associated. Furthermore, a qualitative approach is employed in this research to provide detailed answers to the specific research questions presented in this research paper and to develop broad conclusions regarding the consequences of civil war on tourism suppliers in the research area. Quantitative research, on the other hand, is good at providing precise answers to specific research questions; however, it is not as good as qualitative research at allowing and generating flexible and interesting research questions to deliver rich and detailed descriptions of human behavior in real-world contexts where it occurs (Chiang, Jhangiani, & Price, 2015). Similarly, Chiang et al. defend that, while quantitative research is strong at drawing broad generalizations of information regarding human behavior, it is not practically as good as qualitative research for presenting precise explanations of certain groups' behaviors in specific contexts. As a result, rather than being restricted by replies from close-ended question respondents, the qualitative technique is employed in this study to offer a more thorough assessment of the harmful impacts of the civil conflict in the research region. Furthermore, the depth of expression of reality in qualitative research aids in obtaining a thorough understanding of phenomena, which is frequently referred to as a "thick description" as Geertz (1973) says. In order to meet the study's purpose and issue, this research attempted to accomplish the same.

A simple arithmetic method of quantitative data was employed to support findings relating to the socio-economic effects of the violent conflict on the research area (see table 4.2 and 4.3). This was created specifically to assess the negative impact of the political dispute on visitor flows and revenue in the research area following the onset of the political crisis.

An exploratory research approach was utilized in this study to obtain basic information and to address concerns that have not been well explored regarding the impact of the political crisis on tourism suppliers in the tiny farming city of St. Lalibela. Furthermore, a descriptive research approach was employed to describe "what was happening" in the study area during and after the political dispute. As a result, in this study, concerns concerning the impact of political turmoil on tourist suppliers were further researched and detailed in their entirety.

### **3.3 Types and sources of data**

Primary as well as secondary sources of data were used to investigate the harmful effects of civil war on one of Ethiopia's tourist attractions. In order to collect primary data, in-depth interviews were conducted with certified local tour guides, locally based tour operators, hotel owners/managers, and souvenir shops in Lalibela and its surrounding areas who volunteered to provide information about the impact of the civil war on their daily tourism activity. In this study, in-depth interviews and indirect observations were used to acquire primary relevant information to meet the research's goal.

Similarly, the study was carried out by gathering secondary data from extensive journal articles, books, publications, the Internet, and the local tourism bureau.

### **3.4 Study Population**

In this study, the target population is defined primarily as local tour guides, hoteliers, and souvenir/gift shops. According to the recognition of St. Lalibela and its surrounding Tourist Guides Association and Tourism Office, the tourism industry employs 187 licensed Tour Guides (refer appendix 3), ambassadors of the tourist area, 45 tourist standard hotels/lodges/guest houses (refer appendix 4), and 47 souvenirs/gift shops. Of which for this study 13 tour guides, 9 hotel managers/owners, 4 souvenirs/gift shop owner/seller have been interviewed for ten days with in three weeks researchers stay in the study area. Despite the fact that the target audience included more than 180 local tour guides, many of them left after Covid-19, particularly after the civil war. As a result, some of the remaining population could be considered as a sample that would represent the target population.

### **3.5 Sampling Techniques**

Non-probability sampling techniques were used to perform this study. The data gathered from the required sample size is thought to be representative of the entire population. Snowball sampling approaches were used to choose local tour guides, hotels, and souvenir shops from the non-probability sampling technique. Snowball sampling approaches can also be used by social science researchers to find study participants. A researcher utilizes snowball sampling to randomly select one or two respondents in the study area at a time and then depends on those initial participants to help identify further study participants.

Snowball sampling, according to Steven Kogan and his colleagues (Kogan, S. et al 2011), is also effective when the interest group is difficult to discover or the group is somewhat infrequent (Kogan, Wejnert, Chen, Brody, & Slater, 2011). The researcher traveled to the St. Lalibela tourist guide association and met the first ever participant at the entrance of the rock hewn churches of Lalibela in order to conduct the negative effects of civil war on tourism suppliers in Lalibela. The first two guide respondents were chosen at random by the researcher. In this way, the researcher was able to identify study participants and the rest of the respondents were identified by refereeing the first respondent and the same applies for hoteliers and souvenir vendors.

Even though the required sample size is quite ample to use simple random sampling; many of the local base tour companies, local tour guides and hotel owners left the area and migrate to different part of the country, Europe and North America. Therefore numbers of respondents were minimal and unpredictable to use simple random sample. Hence snow ball sampling is relatively the best option to conduct the research. In addition to that the study area is more than 700 km far from the researcher base, Addis Ababa, and was able to conduct for three consecutive weeks for about 26 respondents and which has limited time and resource to gather from every target population so that snow ball sampling is more transparent based on the availability of the target population than other non-probability and probability sampling.

### **3.6 Data Collection Tools and Technique**

To gather important information about the detrimental effects of the civil war on tourism suppliers in Lalibela, both primary and secondary data-gathering approaches were used. In this study, in-depth interviews and indirect observation were utilized primarily to collect primary information about the negative effects of the recent civil war in the studied area.

#### **3.6.1 Primary Data Collection Methods**

An in-depth interview was conducted to gather as much information regarding tourism and the recent civil war on tourism suppliers in Lalibela as possible. Out of 26 respondents 20 of them have been conducted through an in-depth interview that has relevant knowledge about the occurrence in the study area. The conversation focused on key sectors of the community that have long been active in the tourism industry. The use of in-depth interviews was

indispensable in assessing and determining the negative impact of the civil war on tourism development in the study area.

Six key informants interview have been conducted who have unique expertise and who are working in the same industry in several years mainly in hotel industry, weaving profession and in Gemstone house. Hence, key informants were used as valuable sources of information during the interview process to analyze past, and current events and occasions that were not open to observation during the period of the military war; explore facts from tourism beneficiaries affected by incidents of the recent civil war and; determine the impact of these incidents and observe reactions of different tourism beneficiaries in the holy city of Lalibela. As a result, important informants such as local guides, hotel owners/managers, and souvenir store owners/sellers were involved in order to gather useful information.

Semi-structured interview questions were prepared and employed with little researchers probe in this study to allow for more versatility in the number, type, and sequencing of questions presented to respondents. Furthermore, semi-structured interview open ended questions were employed to allow for greater flexibility in the manner in which questions were provided to respondents, as well as to assist research participants in adjusting to the degree and conditions of their responses.

A video and audio recorder, pen, and notebook were used throughout the interview, and all recorded interviews were thereafter transcribed from Amharic to English and used for thematic data analysis. When the recording was done during the interview, any relevant data was carefully recorded side by side. Before conducting interviews, all essential preparations were undertaken, including the preparation of interview guides describing different aspects of the subject matter to be investigated.

### **3.6.2 Observation**

Indirect observation is one of the observation strategies used when direct observation is not possible during the occurrence of an incidence (Ciesielska et al, 2018).

In this study, indirect observation included research by collecting information in the form of social media or written descriptions of events; and, which included remembering events and

places. This was done since the researcher had visited the research area numerous times and witnessed several accounts and noteworthy incidences before and officially performing the research after civil war occurrences. Even though the research was carried out in the year 2022/23, specifically in Lalibela, one resident of the research area witnessed some past incidences that occurred as a result of the onset of armed conflict around the research region.

Hence, the researcher's involvement in previous observations of TPLF hotel destruction in Lalibela was employed as information input for the indirect observation of incidents in this research. As a result of this, in addition to the researcher's prior indirect observation, the physical destruction of three hotels (Mountain View hotel and cliff edge) and one looted hotel (Roha Hotel) were noticed throughout the research period. During the observation period, the researcher saw not only the physical destruction of hotel buildings, but also the level of threat, fear, and emotional harm that hotel owners were experiencing during the study interview.

While in-depth interviews were conducted, not only the feelings and emotions of hotel owners were observed, but also the feelings and emotions of local guides and souvenir shop sellers who explained that they had been suffering greatly as a result of the aftermath of the 2020-2022 civil war. The observation also includes circumstances of life stresses resulting from livelihood challenges faced by hotels, souvenir shop sellers, and local guides in Lalibela throughout the period of the political crisis.

### **3.6.3 Secondary Data Collection Methods**

To assess the detrimental effects of the civil war in Lalibela, numerous books, publications, and journals, as well as other research works on tourism and political disputes, were evaluated. The secondary data review includes all types of internet sources that were referenced and analyzed in this research.

### **3.7 Sample and Sampling Procedure**

The respondents in this study were chosen using an exponential non-discriminative snowball sampling approach. Based on the respondents' unavailability and scattered location in the study area, this technique was used to obtain neutral and detailed information regarding the civil war and its harmful effects on their everyday tourism activities in the study area. In this regard, most tourism suppliers have migrated to different cities in Ethiopia, and some have migrated to

Europe and North America as a result of the war in the study area and its surroundings, making it difficult for the researcher to easily access the respondents, and the researcher prefers exponential non-discriminative snowball sampling over purposive and/or random sampling. The method of snow ball sampling was employed to develop the research sample, which falls under the category of non-probability sampling approaches.

According to this method, the researcher used exponential non-discriminative snowball to pick two respondents randomly at the entrance of the rock-cut churches of Lalibela and the rest of the respondents was recruited by the reference of the very first respondents and the same sampling procedure followed for hoteliers and souvenir vendors. In the current study, the sample members who were selected have a direct relationship with the phenomenon under investigation, sufficient and relevant work experience in the field of tourism, and active involvement in several tourism initiatives and partnerships.

### **3.8 Method of Data Analysis**

According to Brink (1996: 17), data analysis can be explained as "categorizing, ordering, manipulating, summarizing, and describing the data in to meaningful terms." This is the whole flow of the data, from collection to finalization. The obtained data for this study were presented, analyzed, and interpreted utilizing the qualitative research approach, and thematic data analysis was used for an in-depth interview.

All of the information gathered through in-depth interviews and indirect observations was transcribed from Amharic to English. Following that, the transcribed data were grouped into different categories depending on their themes. A descriptive analysis of qualitative data was conducted using such a process, which included data classifying, data coding, data reviewing, and analysis of recorded interviews. Finally, thoughts were grouped into themes for better, clearer, and more cohesive analysis, and they were written down based on their themes. All of the data were utilized to demonstrate the negative impact of civil war and its resulting effects on tourism suppliers in the research area.

In the analysis stage, findings related to the economic, social, and crisis management implementation, as well as safety and security issues, have been explored and described on the development of the tourism sector in the research area. The American Psychological Association

(APA) citation and referencing method was utilized throughout the research to explore the adverse impacts of civil war on tourism suppliers in Lalibela.

### **3.9 Ethical consideration**

Human subject protection should always be a priority in research. The researcher must be disciplined and exceedingly professional while dealing with specific ethical issues. As a result, the researcher will not expose respondents to more than a minimal level of risk. The request to respond asserts unambiguously that participation is entirely voluntary. The protection of information is referred to as confidentiality (Fink, 2009).

The American Psychological Association (2002) identified five principles of ethical issues in research to assist researchers in avoiding ethical doubtfulness: discuss intellectual property honestly, be aware of multiple roles, follow informed-consent rules, respect confidentiality and privacy such as discussing the limits of confidentiality, knowing federal and state laws, taking practical security measures, thinking about data sharing before research begins, and understanding the limits of ethical resource. It is worth focusing on that the topic of research ethics is one of the most significant aspects of establishing and maintaining the study's trustworthiness and credibility. As a result, during data collecting, researchers must respect the participants and research settings.

While conducting this paper, Respondents were informed about the purpose of the research and the scope of the research during the period of its execution. They reached a clear understanding and agreement after being briefed on the objectives and scope of the research. Prior to conducting the study, this agreement was obtained to prioritize the confidentiality, privacy, and dignity of research participants. Above all, a high level of objectivity was maintained throughout the research period.

## **CHAPTER FOUR**

### **Data Presentation, Analysis and Interpretation**

Under this chapter relevant information which were collected, analyzed and interpreted issues related to Economic and social effects on tourism suppliers in Lalibela due to civil war, Crisis management strategy which is implemented by tourism stakeholders, Safety and security issues in Lalibela, one of Ethiopian main tourist attraction site.

As argued earlier in the literature review by (Pondy, 1967; Schmidt & Kochan, 1972; Gurr, 1980; Bush, et.al, 1994) tourism is sensitive to peace and security. It promotes relaxation, joy, and comfort in politically stable environments. Tourism is highly sensitive and vulnerable to exogenous turmoil such as civil war. According to these experts, the occurrence of civil conflict reduces the economic benefits of tourism. Similar to these scholars' ideas, the findings of this study revealed that the influence of civil war on tourist suppliers had a negative impact on the economic contribution of tourism in the research area. During my fieldwork experience, practically every interviewee supported the above arguments.

#### **4.1 An over view of Interview Respondents**

Various interviewees were involved in the study of the negative effects of the civil war on tourism suppliers in Lalibela. Tour guides, hoteliers, and souvenir/gift shops located in Lalibela are among the tourism stakeholders.

**Table 4.1 over view of interview respondents**

Code	Name	Gender	Occupation Profession	Interview duration	Interviewed date
01	Mekonen Asmrom	Male	Tour guide	00:17:01	April 17,2023
02	Deacon Syum Sitote	Male	Museum guide	00:29:57	April 19,2023
03	Melese Assefa	Male	Tour guide	00:35:26	April 19,2023
04	Tsegaye Damte	Male	Tour guide	00:19:55	April 19,2023
05	Menber ygzaw	Male	Tour guide	00:14:55	April 21,2023
06	Mulugeta Asfaw	Male	Tour guide	00:10:04	April 18,2023
07	Alebel Aragaw	Male	Tour guide	00:13:03	April23 ,2023
08	Destaw ababu	Male	Tour guide	00:14:10	April 20,2023
09	Alye Geta	Male	Tour guide	00:12:47	April 21,2023
10	Abebe Tesfaw	Male	Tour guide	00:11:38	April 20,2023
11	Etsub Fresibhat	Male	Tour guide	00:21:12	April 21,2023
12	Deacon Dessiew Abebe	Male	Tour guide	00:22:11	April 22,2023
13	Abebe	Male	Tour guide	00:13:17	April 23,2023
14	Eyasu Nigate	Male	Gemstone polisher& owner	00:18:15	April 27,2023
15	Addis	Male	Weaver	00:13:14	April 21,2023
16	Mulugeta Bahiru	Male	Owner(souvenir)	00:10:55	April 21,2023
17	Gebre	Male	Seller(souvenir)	00:08:21	April 24,2023
18	Deacon Getnet Sahlu	Male	Vice manager(Bete Abrham hotel)	00:19:52	April 21,2023
19	Getachew fetene		Owner(Lalibela hotel)	00:27:27	April 24,2023
20	Gashaw Zinabie	Male	Night manager(Lal hotel)	00:11:13	April 21,2023
21	Habte Melese	Male	Owner(Sora Lodge)	00:14:01	April 21,2023
22	Habtework	Male	Interim manager(Panoramic view)	00:24:41	April 23,2023
23	Getachew Mule	Male	Acting Manager (Mountain view hotel)	00:15:06	April 22,2023
24	Besfat Fetene	Male	Owner( Honey land hotel)	00:06:34	April 20,2023
25	Dawit	Male	Acting Manager(Top 12 hotel)	00:14:19	April 16,2023
26	Alebachew Tesfaw	Male	General Manager(Tukul village hotel)	00:14:23	April 20,2023

## 4.2 Economic effects

It obvious that the outbreak of the recent civil war in Lalibela and its surrounding area has impacted huge economic crisis in an absence of foreign tourist arrivals and lack of expenditure in the studied area. The finding demonstrate the economic effects of civil war in the study area were Terminated the contract with certain employee, loss of Invested assets, reduction of household spending ,cancellation of reservation, and low tourists flow and tourism revenue declination.

#### 4.2.1 Terminated the contract with certain employee

The findings of this study, like those of Busey (2014), showed that the war resulted significant financial uncertainty, threatening the job security of both hospitality employees and employers in the research area.

According to the findings of in-depth interviews with hotel managers/owners, the aftermath of the deadly civil war in Lalibela and the surrounding area compelled the hospitality industry to lower staffing levels, forcing many employees to feel uneven stress. This study appears to support Brockner's (1988) findings. Except for top management and hotel guards, almost all hotel owners/managers in the studied area explain employee downsizing. In the records hotel managers expressed as follows:

*“As I told you, it was since COVID-19. It was entirely bad, fully awful. In 2012, there was some profit. In 2013, we scored 180,000 negatives. This means we have been paying from our pocket. In 2014 we scored 190, 0000 negative. Even now, it is negative. We utilize what we have saved. Formerly our profit was 3,000,000.00 or higher. Even in our modest capacity, we have such enormous profit. We don't have any option not to cut the number of our staff except security guards and house cleaning. I know, your study is discussing the negative impact of the civil war on tourism. But I am disclosing all this since it is tied to the war and its aftermath. Even now it's not recovered. You can see more than we can see. Even small frustration is enough to stop tourism (Code 17 interviewee)”.*

Similarly, the vice president of one hotel in Lalibela which is owned by the church explained how they just terminated plenty of its employees as follows:

*“Bete Abraham, as an organization, is the church's asset. Everyone is beneficiary. We have around 35 workers. Before we used to have around 150 workers. When the war out break workers left. And Bete Abraham has 80 workers and then we reduced the number of workers to 35. The other left the hotel as per the labor proclamation. Now 35 hotels staffs are continuing. During the war only guard were here. The others were working other works in the church compound. There was who rented houses. Even they were not paying because they don't have income to pay”.*

*“For example we were following the instructions from the church. We have no salaries from the church. The priests have no salary. The salary stopped around July 27. But we laid them ahead of the day because we heard that the TPLF forces are coming. The salary for the priests that means salary for above 660 workers. The highest salary is 5500 to 6000 birr. But the lowest is 2,000 and 3,000 birr. What we did was we asked loan. Hospitals were closed. Health centers were closed. The workers of the Lalibela hospital and health center were displaced. They are not local residents. However the church discussing with the TPLF officials — that announced that they may not attack them and the heritages. They made them to remove their weapons from the territory of the church (Code 16 interviewee)”.*

The findings of an in-depth interview with a major tourist supplier also revealed that those employees who had been let off from their positions, hotel personnel, suffered through a condition of uncertainty with the hope that tourism would return. Furthermore, the results from hotel managers/owners demonstrated that not only terminated all of them but also they have reduced the salary payment until things back to its normal situation. In addition to the above respondents conversation the dilemma of employment instability in Lalibela was not limited to hospitality staff. It also forced employers in the hotel industry to feel uneasy.

#### **4.2.2 Loss of Invested Assets**

The study area's findings revealed that the destruction of hospitality institutions, i.e. hotels, affected by the incidence of civil war, was one of the negative effects of the intense civil war, which hindered economic progress and development in Ethiopia's main tourist attraction site. As was briefly explained in the findings of the research area explained by the hotel in Lalibela during the military war mainly three private hotels like the roha hotel which is looted and destructed by the TPLF troops because the owner is supposed to be supporting the ruling party, Mountain view hotel looted and destructed following their withdrawal and another damaged recorded on Cliff edge hotel which is hit by drone from Ethiopian air force. One of hotel respondent stated:

*“As you may know, Mountain View Hotel is preferable for seeing events from a distance. So, after the TPLF captured Lalibela, their war commander came here forcefully and stationed their cannons to the north. However, after the government forces, Amhara Special Forces, and Fano won the battle at Gashena, the TPLF looted hotel material and destroyed the remainder if they couldn't. However, our neighboring Cliff Edge hotel was not destroyed by the TPLF, but rather by a government drone. As a result, whoever damaged our supplies caused us significant hardship in resuming our hotel service (Code 23 interviewee)”.*

The findings of this study highlighted that one of the economic effects of the armed conflict on the tourism growth of the research area was the loss of invested tourism assets, such as the destruction of hotels, as noted previously in the previous paragraph.

Another respondent supports the above idea as follows:

*“On the northern outskirts of the town and hotel district mountain view hotel and Cliff edge hotels have been damaged. We told them not to do that. They said if we can we can take even the building. An owner is an evil person (the owner of the roha hotel and Ayat S.C) (Code 26 interviewee)”.*

According to the result shown from the account of the above participants, the incidence of civil war which happened in north Ethiopia brought destruction on hotel material and building's damage as well.

#### **4.2.3 Reduction of household spending**

One of the major findings of this study on the effect of civil war on tourism suppliers in the research area was a decrease in household consumption, which clearly demonstrated the results produced linkage effects of the occurrence. This finding appears to be consistent with the arguments advanced earlier in the literature review by Bove, V et al (2022). These points are also reinforced by an account of an in-depth interview performed mostly with local guides. Discussants were sharing their experience as follows:

*“I have survived during the war by wisely utilized what I have saved. For example if you eat three times a day before the war you have to eat once or twice a day because to pass this dark time you need to utilize what you have on your hand. That was my only option to survive until better time come (interview records code 01)”.*

*“At that time, we were excessively burdened. The happening was accidental. There was no money in the bank. In home, there was around 100 kg teff grain. We were eating that just to survive our soul. After that, some good people like our father (spiritual) who is the principal of the church. He was borrowing us money from 500 to 1000. We were sustaining our life in this way (discussant records code 06)”.*

However, the result from the accounts of these informants showed that consumption is not only applied in cash to reduce household spending but could also work in kind, as shown in the above paragraph. This kind of survival mechanism has been implemented by many hotels that are based in the research area by paying their salary by reducing more than 50% of the income, which forces the employee to reduce their consumption at the household level. The owner of the hotel among the discussant explained:

*“We have been paying from our savings now no income. We have been paying for the workers half of their salary, for the security guards we have to pay full salary. We're doing this without income. Some are working and some are not working. You have to clean hotel and the facilities. Unless the ceramic materials will be, dirty. We are fulfilling our social responsibilities (code 17 interview records)”.*

The results from the above respondents revealed that they covered all their expenses from their previous saving.

#### 4.2.4 Cancellation of Reservation

The other finding that this research try to covered is about the effects of the civil war on tourism suppliers in Lalibela was cancelation of different hospitality service reservations on various tourism service providers due to the occurrence of violet conflict in the research area.

Accordingly Buda (2016) argued that, when there is a unstable political environment in tourist destinations, tourist generating countries release travel alert which banned traveling to that violent stricken destination. This leads the international tourists to cancel their confirmed vacation tour programs to the desired destination.

Furthermore, as indicated earlier in Neumayer's (2004) literature review, tourists may avoid visiting a particular violent site out of worry for their safety and security, canceling previously requested tour plans. This has an impact on the socioeconomic progress of that conflict-affected place. Furthermore, the aforementioned experts stated that the country of the conflict-torn destination could issue safety measures to safeguard peace and security in the form of a declaration of a state of emergency when there is a threat to public safety. Similar to the preceding arguments, the findings of this research's in-depth interviews with hoteliers and senior guides attested that the war affected the cancellation of advanced tour programs in Lalibela. According to the findings of in-depth interviews with various tourist experts in the research area, the cancellation had a substantial impact on the revenues of all tourism beneficiaries in the city. One hotel owner in the research area explained the cancellation of reservations as follows:

*“Tourism has recently experienced a revival. Even our eastern reservation was fully booked, but due to the political situation between the central government and Fano, all reservations were canceled. The situation has now deteriorated slightly. Because the Amhara region is now unstable, and the low season is approaching, it may take some time to restart tourism activities (interviewee code 21)”.*

The findings of this research's in-depth interviews also revealed that, even after the war between the central government and the rebel TPLF, surface transportation was not safe to visit Lalibela from many directions. Following this, results revealed that various national and international authorities advised that Lalibela was one of the risky tourist destinations and advised their citizens to cancel their planned tours to the world heritage site (American Embassy, German Embassy, French Embassy, 2021/22). In contrast to this finding, aimed at sustaining and assuring peace and stability in conflict-affected areas, the finding from indirect observation revealed that

after a month of following the intense battle at the battle of Gashena, higher government officials led by deputy prime minister and foreign affairs minister Demeke Mekonen attended the charismas celebration and to show how it's safe and secure to travel to Lalibela and to show how it's safe and secure to travel to Lalibela and. However, outbound tour and travel companies that booked for their clients to Ethiopia through various Ethiopian inbound tour and travel agents, especially to violent stricken areas such as north Ethiopia particularly Lalibela, were forced to cancel all the bookings by their respective representatives and embassies as well. The account of the in-depth interview with a private tour organizer working as a local guide in St.Lalibela showed that there had been several cancelations due to the advent of the political conflict in the research area. This respondent who has been working as a local guide in Lalibela explained:

*“I have a couple of confirmed upcoming tourist groups. But they just canceled all advanced booking programs out of fear of public violence in Amhara, notably in Lalibela. You can imagine how much money I lost if they paid me in hard currency; I would have lost tenth of thousands of birr; if they paid me in birr, it's going to me (Interview record code 07)”.*

As the outcome of the above results, the findings proved that the political disputes brought on cancellation of hospitality services and other pre-booked tour programs in the research area, which contributed greatly to affecting the economic significance of tourism in the research area.

#### **4.2.5 Low Tourists Flow and Tourism Revenue Declination**

One of the most important findings of this study on the effects of the civil war on tourism suppliers in Lalibela was a decrease in tourist flow and a decrease in revenue from tourism in the research area. This finding appears to be consistent with the arguments advanced earlier in the literature inspection by O'Sullivan and Hall (1996) and Neumayer (2004). According to the experiences of in-depth interview, informants reported earlier in paragraphs, the current civil war has had a significant impact on the decline in visitor arrivals and revenue from tourism businesses, as described previously in the highlights of this research.

This contributed to a further decrease in arrivals and revenues in the world heritage site of Lalibela. These findings are explained in detail in the sub-themes described below.

#### 4.2.5.1 Low Tourists Flow

The data obtained revealed that the beginning of the civil war had a detrimental impact on the flow of tourists in the studied area. Data from the local tourism office were analyzed to better understand the flow of passengers in the research area. Among the reviewed data were statistics from St. Lalibela and its surrounding tourist, which has been regarded as a tourism forefront for decades.

To precisely understand whether the incident that occurred in north Ethiopia, particularly in the research area, affected the flow of tourists to the world's eighth wonder, 14 years of tourist flow data was collected and evaluated from the local tourism office in the study area. Based on data collected from the year 2008 to the year 2022 G.C, the findings revealed that the total flow of tourists to the research area decrease by increasing rate after the pandemic Covid 19 and, in particular, after the civil war in the northern extreme land broke out (See table 4.2; appendix 4).

Table 4.2: Tourists flow data for 14 years

Years in GC	Number of tourists		
	Domestic Tourists	Foreign Tourists	Total
2008	6,784	21,641	28,425
2009	8,445	23,597	32,042
2010	10,875	25,225	36,100
2011	14,149	35,169	49,318
2012	15,492	35,437	50,929
2013	10,954	30,260	41,214
2014	21,469	40,526	61,995
2015	14,780	34,623	49,403
2016	25,006	38,235	63,241
2017	12,670	25,039	37,709
2018	24,625	36,828	61,453
2019	29,909	45,144	75,053
2020	21,061	39,249	60,310
2021	8,171	1,106	9,277
2022	9,310	776	10,086
<b>Total</b>	<b>233,700</b>	<b>432,855</b>	<b>666,555</b>

**Source:** St.Lalibela and its surrounding Tourism Office

**NB:** Data shown for year 2020 & 2021 where recorded during the time of Covid-19 mainly whereas 2014 data was recorded before and after civil war.

The finding revealed that the entire flow of tourists to the world heritage site decrease by 30 percent for the international tourists arrival in the fiscal year<sup>2</sup> 2022 GC testifying that the 2021 GC fiscal year of the civil war adversely affected the flow of tourists in to the research area in the upcoming year (see Figure 4.2; appendix 4).

However, according to this data, relative increments by decreasing of flow of domestic tourists to the holy city of Lalibela were also registered by 14 percent for domestic tourists who travelled for religious for the period of 2022 GC than the previous fiscal year 2021 after the incidence of civil war in the research area. (Refer Figure 4.2 appendix 4). This showed when there was a relative peace tourist flow also could increase. This, on the other hand, testified that the advent of the political conflict by the year 2021 and 2022 severely affected the flow of tourists in the research area. However the number of international tourists arrival were still decrease by a huge difference than that of the local tourists more importantly the pilgrims; this supports the finding from in-depth interview that the industry is mainly depend on international tourists compared to its counter part of the domestic tourists(refer table 4.2).

To explicitly understand and have a clear picture on how the recent civil war affected the flow of tourists in the research area, the data revealed that this 14 years tourist arrival record have a positive improvement the tourism business except hindered by the pandemic (2020 and 2021 GC) and the recent civil war in the study area (2021 and 2022 GC) and political instability in Ethiopia. Attesting the aforementioned crisis, the data gathered from St. Lalibela and its surrounding tourism office) revealed that the flow of tourists to Ethiopian main tourist attraction site sharply declined by 30 percent for foreign tourists in 2022 compared to 2021 and by 55 percent for domestic tourists in the fiscal year in 2022 compared to that of 2020. Similarly the number of tourist arrival have almost diminished in the period of 2022 by 98% (-44,368) compared to the fiscal year in 2020 for international tourist arrival and decreased by 69%(-20599) for domestic tourists in contrast with 3 years back in 2019 (Please see Table 4.2 and appendix 4).

Despite the presence of comparative peace and security in the research area while this paper was conducted as per the researcher observation, the findings of this research from in-depth

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<sup>2</sup> A fiscal year is a one-year period that companies and governments use for financial reporting and budgeting. <https://www.investopedia.com/alicia-tuovila-4687215>.

interviews and from above data showed that all tourism suppliers such as hoteliers, tour guides and souvenir shops sellers in particular, and the community in general have adversely affected by the incidence of the recent civil war that brought a dramatic decline of domestic and international tourist arrivals since they are depended of tourism business.

#### 4.2.5.2 Tourism Revenue Declination

While the number of travelers declines, so does the revenue generated by tourism. According to the collected data, extremely decrease by decreasing rate in the flow of tourists to Lalibela was observed due to political instability, war, and civil war in 2020/21/22 GC), (Please See fig 4.3 below, appendix 4) and the unstable political situation in the study area also affected revenues of the tourism sector as a whole and; revenues of different tourism stakeholders and individual tourism beneficiaries in particular. To have an in-depth understanding of these effects on tourism in Lalibela, revenue from the entire tourism sector in the study area was reviewed. To do so, sample data acquired from the local tourism authority was mostly used and explored. Based on this, the following revenue analysis from St.Lalibela and its surroundings is presented.

Table 4.3 Domestic and Foreign tourism revenue a 14 years report

Years in GC	Number of tourists			Revenue in ETB
	Domestic Tourists	Foreign Tourists	Total	
2008	6,784	21,641	28,425	42,794,017
2009	8,445	23,597	32,042	47,412,161
2010	10,875	25,225	36,100	53,591,652
2011	14,149	35,169	49,318	77,291,153
2012	15,492	35,437	50,929	94,504,573
2013	10,954	30,260	41,214	153,147,681
2014	21,469	40,526	61,995	221,917,784
2015	14,780	34,623	49,403	181,033,533
2016	25,006	38,235	63,241	220,789,242
2017	12,670	25,039	37,709	147,034,797
2018	24,625	36,828	61,453	225,959,759
2019	29,909	45,144	75,053	276,535,303
2020	21,061	39,249	60,310	488,805,663
2021	8,171	1,106	9,277	16,625,869
2022	9,310.00	776.00	10,086	14,136,835
<b>Total</b>	<b>233,700</b>	<b>432,855</b>	<b>666,555</b>	<b>2,261,580,022</b>

**Source:** St.Lalibela and its surrounding Tourism Office

**NB:** Data shown for year 2020 & 2021 were recorded during the time of Covid-19 mainly whereas 2014 data was recorded before after civil war (take a look on the above table the shadow one).

Data from the local tourism bureau was reviewed to better understand how the 2021 and 2022 political crises affected the whole tourism business in the study area. As a result, when compared to the 2020 annual tourism sector revenue collection in Lalibela and its surroundings, the total revenue collected from the entire tourism sector in the study was shown to decrease by 97% (-472,179,794.00 ETB) in 2021 for domestic tourists and international tourists arrival; for the fiscal year 2021 in comparison to 2022, the total revenue collected from the entire tourism sector in the study was shown to be decreased by 15% (-2,489,034.00 ETB). However, when compared to the 2020 annual tourism income report in the area of study, it has been demonstrated to be lowered by 97.1% (-474,668,828.00 ETB). However, the trend from 2020 to 2022 was relatively similar with that of the fiscal year between 2020 and 2021 (Please refer to table 4.3 and appendix 4).

All in all, the findings from the above-mentioned data and in-depth interviews revealed that encouraging tourism back to normal activity and revitalizing the tourism business as it was just before the pandemic and civil war may take some time unless a massive effort is made by every single tourism stakeholder using the digital world to rebuild the negative connotation by the outside world as Ethiopia is a land of civil war.

### **4.3 Social Effects**

The findings of this study indicated the effects on society that the war has had on holidaymaker suppliers (tourism supplier) were livelihood challenge, forced to depend on family, Human Right Violations and physical insecurity. These effects are presented below.

#### **4.3.1 Livelihood challenge**

As described in the previous themes' findings, the effect of the civil war on tourism suppliers was the lack of tourist arrivals and the decrease in tourism earnings and income on community livelihood in general. However, almost all discussants in an in-depth interview of local guides, hotel managers and owners, and souvenir shop owners and sellers as tourism stakeholders revealed that the war not only harmed big tourism stakeholders in Lalibela, but it also harmed the livelihoods of small-scale local tourism beneficiary individuals and institutions in the research area. According to the report of in-depth interviews shown by these above participants, the means of making a livelihood of major small-scale tourist persons and institutions that rely

completely on tourism revenues have been damaged as a result of the civil war's emergence for over two years. According to the findings of local guides and souvenir discussants, the means of ensuring these providers' livelihoods were harmed as a result of the market collapse resulting from the outbreak of the civil war. According to the findings, junior guides and small-scale enterprises such as souvenir shops, local beer (tela) sellers, tourist-based traditional dance houses such as Torpedo/Torpedo Tej House<sup>3</sup>, Old Abyssinaya Restaurant, and Ben Ababa Restaurant, as well as other lower-level beneficiaries, were among the most affected in the research area. According to the results shown by informants, almost all of the residents of Lalibela rely on tourism activity in one way or another, and their lives went through a harsh economic crisis. These economic crises brought social crises, which were adversely affected by the outbreak of war in the research area and its surroundings. Stating about this, numerous discussants share almost the same idea to the researcher about the life of people as community not only for tourism stakeholder and in the records hotel managers, guides, and souvenir seller stated as follows:

*“The effects of civil war in Lalibela were quite difficult to explain because people in Lalibela are depending on tourism. There is no any other opportunity other than tourism for our people. The first impact there was no tourist recipient because of the war. When the war starts, even if it was mainly concentrated in Tigray, every tourism activity has been cut-off (interview records code 01)”.*

*“The civil war has broken out suddenly. We have never thought that the war would expand out of the northern extreme land and we never prepared for that. Almost all the society in Lalibela, including Hotels, Guides, Church members, are dependent only in tourism related activity. Tourism has been adversely affected by COVID-19 before civil war. But what makes the situation more severe is the military war and everything was completely cut-off; there was no bank service, electricity, water service, telecom service etc (discussant records code 02)”.*

Similarly, other discussants insisted the above argument as follows:

*“Before two years following the civil war when the TPLF armed force takeover the area the whole Amhara regional state and especially Lalibela was devastated. The economy as a whole was collapsed especially in Lalibela. There was COVID-19 before the civil war. Then following the pandemic the civil war was outbreak. The source of income for the people of Lalibela is tourism. The life of the people is based on the tourism. There are tourists guides, hotels, and even the church earns money from the tourism. Everyone was beneficiary from tourism. The people were excessively devastated by the war. As we, all know the majority of the people of the Lalibela city their life is based on tourism activity.*

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<sup>3</sup> Tej is also known as traditional honey wine which is made from honey, bitter leave/buckthorn/hops leave in local language Gesho and water.

Torpedo/Torpedo Tej house is the most enduring traditional entertainment landmark in the historical city of Lalibela.

*Therefore, the effects of the civil war on the community from the side of economic aspects and the social aspects are immense. They have no money. They cannot buy what they want. Because there is no peace in a country the citizens cannot work and generate income (interviewee code 04)”.*

*“After the pandemic of COVID-19, the civil war was outbreak. The war was between the central government and the TPLF force. In the holy city of Lalibela the economy is based on tourism. Especially the economy is fully dependent on tourism even more than the other cities in Amhara region. Because of this, the area is highly affected. Tourism has been fully stopped for many months. The terrorist group has affected the city in all aspects economically and socially. There is no benefit from war except damage (interview records code 05)”.*

In addition to the above aforementioned respondents expressed ideas the other discussants were supported strongly as tourism business is the main source of activity for the majority of the local residence.

*“As we all know, there was a civil war. It especially affected Lalibela, a major tourist destination. It was so devastating. We were excessively burdened. There was no business activity. There was no tourist flow. The only source of income for the city is tourism. There is no factory. Because of this, we were suffering (respondent records code 06)”.*

*“Almost all of the people of Lalibela were engaged on the business of tourism. Tourism was our source of income. I have been working as tourists guide for eight or seven years. However, in the middle the pandemic of COVID-19 outbreak and the civil war followed that. That led the tourism to cease. We have around 190 tourist’s guides in our guide association. However, only some of them are working. All of them have family who are under their care. We have family; we have kids we have to provide them. We provide them through this tourism business. We can survive by ourselves. How about those who are under our care? Who are working are only some of them. We have been providing something good for our family. When that provision stops suddenly that is hurting (respondent records code 09)”.*

The accounts of the respondents in the study area insisted how war is destructive for a community who are mainly depend their livelihood in the smokeless industry and peace dependent sector. As discussants explained:

*“War is always ugly. There is no benefit from war. We passed through bad time. Before that, the COVID-19 pandemic affected the tourism business. That has affected the economy severely. Related with this the backbone of the economy of the city of Lalibela is based up on tourism, even more than Axum and Gondar (interview records code 14)”.*

*“Let me share with you the economic crisis. The social crisis is another thing. The only business activity for Lalibela is tourism. I work with tourists guide and I help the church through this. However, because of the war everything is locked. The community may*

*work as daily laborers. People, who were working in tourism, whom you know around Saint Gabriel church, are working as daily laborers right now. They can earn 300 birr per day. This all is the display of the economic crisis. Even the other has not given the opportunity to work as daily laborers. For the tourism is locked the other business activities are locked (discussant records code 15)".*

*"According to our area, our Economy is dependent on the tourism. We have no manufacturing industry. All the community is dependent on tourism. Even we don't have strong college around us. What we have is technical college which teaches hotel management. So everything revolves around tourism. With tourism there is tourists guide. After COVID-19 spread it blocked the tourism 100%. Everyone is beneficiary of the tourism. Then after the civil of the north outbreak even without recovery from COVID-19. The northern war particularly affected the Amhara region, especially Lalibela, which is based up on tourism (respondent records code 16)".*

The findings from the above participants revealed that the livelihoods of tourism suppliers in Lalibela, such as guides, hoteliers, souvenir and gift shop businesses, and the community as a whole, relied on the smokeless tourism industry, and their livelihoods were negatively affected by the incidence of the civil war because income-generating benefits from tourism have deteriorated the livelihoods of tourism beneficiaries. In a similar vein, the findings from the above participants indicated that dividends and profits earned by locally owned small tourism associations that solely relied on tourism facilities and services, such as hotels and local guides, were jeopardized. The income of other small, locally owned tourism-dependent enterprises, such as local market suppliers and service providers, was also shown to be adversely impacted by the outbreak of the study area's violent civil conflict. Above all, as noted previously in this paragraph, the findings of this research revealed that the most affected individual tourism beneficiaries in the research area were tour guides, hoteliers, and souvenir enterprises.

The result revealed from an in-depth interview of the above tourism stakeholders showed that the aftermath of the military war in the research area in particular and northern Ethiopia in general not only damaged the livelihoods and businesses of those tourism stakeholders who were providing service to the traveler, but it also affected the entire lives of their families at the household level by exposing them to further multifaceted financial insecurities, including inability to fulfill their family needs to sustain their daily livelihoods and other kinds of socioeconomic issues. The findings from the above informants also attested to the fact that the arrival of such chaos not only impacted the economic livelihoods of tourism suppliers in particular and the community in general, but the war also brought fear and a psychological impact on the aforementioned tourism stakeholders and their families, whose survival was

entirely dependent on the tourism sector. The impact of an unstable political environment on the fragile tourism sector has been supported by numerous tourism scholars who have previously conducted research in various periods of instability in many states (Fabio, V. et al., 2010; Clements, M. et al., 1998; Eric Neumayer, 2004; Santana-Gallego, M. et al., 2022).

The account of the above findings of diverse livelihood challenges shown by the above-mentioned tourism stakeholder was one testimony of the social effects that emerged due to the civil war in the research area between two political actors, one from the central government and the other from the former Ethiopian ruling party leader, the TPLF.

#### **4.3.2 Forced to depend on family**

The other conclusion that this research highlighted was the social effects on tourism suppliers in the research area, which resulted in them returning to their families, particularly guides and small-scale gift enterprises, until better times arrived. According to the findings of in-depth interviews with local tour guides, most private tour guides couldn't host tourists to earn money by providing service and sharing knowledge with the guests, and hoteliers' tourism beneficiaries suffered from financial hardship as a result of the war, with their employers unable to afford monthly salaries due to the absence of international tourist arrivals. Furthermore, the findings of an in-depth interview with hotel informants revealed that the majority of their employees have been compelled to cancel their contracts with hotels until tourism recovers. Thus, they resigned from their jobs and get back to their poor parents, where they resided for several months, probably years, with their poor families in the countryside, hoping that tourism activity would recover in the tourist capital of Ethiopia, Lalibela. Due to their long-term stay with their parents, the accounts from most informants additionally revealed that their entire families were exposed to poverty, and the inflation made everything quite expensive to afford for household consumption. According to the results of these respondents, this made the lives of tourism suppliers in the research area even more difficult, forcing them to fail to support their families. Discussants, primarily local tour guides, explained the issue as follows:

*"The nature of tourism is sensitive. You can say I was a need person who takes almost from people. You can consider me as such a person even though I was tourist guide. Praise the Lord I have passed through that harsh time. However, I was suffering excessively. I have no other sources of income. My wife didn't earn money. I passed that harsh time because of the help of the neighbors and some good people. I have been*

*participating for 2012 Election as an observer to receive per diem. They did not pay me for what I have labored. Even when I went there to receive my payment, they hit me and I was too injured. They considered me as spy, one who was spying for the Junta, TPLF. I showed them my official ID card. I told them that I am senior tourist guide. However, they changed the case and twisted it. To tell you the truth I was the first one to suffer. So my only option was to depend on my wife's little income (interviewee code o4) ”.*

*“As I told you I have been living with my family. They are farmers. So I don't have any option to stay with them. I went to the rural part and decide to assist and live with my family until peace maintains and tourism revives (interview records code 09) ”.*

*“As I told you, I went to my family to rural part outside the small farming city of Lalibela. I have been also working with peasant family and staying there until better time to come (code 10 interview records) ”.*

In accordance with the information presented above, tourism suppliers, particularly local guides, are obliged to rejoin their families and rely on them until a better time comes and waiting visitors to come to the small farming city. The findings also highlighted that tourism suppliers were negatively impacted as community members during the difficult period, demonstrating the social consequences addressed at the family level as a result of the conflict in the research area.

#### **4.3.3 Human Right Violations on tourism suppliers**

As argued earlier in the literature review, by Mathieson, A (1982) violation of basic human rights such as political, social, and economic rights could be accounted to a huge communal effect. Similar to this finding, the finding of this research also revealed that human rights violation was one of the main incidences for the occurrence of the popular force (Fano) and civil disobedience in the research area. The account of an in-depth interview with local tourist guides, and hotel owners showed that the very nature of the TPLF-led regime was characterized by violation of economic, social, and cultural rights of its own citizens that residents of the research area were denied their basic human rights. This, according to the findings from participants of most respondents, was one of the consequences of the advent of social unrest in the study area.

The other finding of this research, as mentioned earlier at the beginning of this subtheme, was the denial of freedom of movement. Besides the violation of the communities' rights, the findings of this research also showed that, like it is true elsewhere in the country, exercising freedom of movement in their own city was restricted by TPLF while they were capturing the holy city of Lalibela. According to the result revealed from the accounts of in-depth interview participants of local guides and hoteliers, there was no guarantee to the level that people's basic

rights of in the city were highly violated by the TPLF-led regime security apparatuses. The finding also showed that there was high presence of the rebellion spying apparatuses in every corner of the city which put the lives of Lalibela dwellers at a higher risk. This, the result showed, the violation of basic human right impact for the deterioration of social fabric among the homogenous community of Lalibela. Discussants, further briefly about the issue, explained as follows:

*“Apart from the economic impact, the effect of social has brought so many damages like psychological impact, loses of human violation, social fabric has been deteriorated and most people have been displaced to other area when TPLF captured the world heritage site Lalibela for the first time. So people were stay in their home like in prison for several months and such kind of social impact hurt individual moral. Even to help each other or to meet with relatives and families, there was so much fear because of the situation (respondent records code 01)”*.

*“As a general the people passed through devastating social and psychological crisis. They hide themselves. They cannot go to church. Even if they want to buy some things, it was very expensive (interview records code 04)”*.

The discussants emphasize how peace is indispensable even to live in their home area rather than displacing to other places to escape and save their life.

Respondents explained as follows:

*“The social crisis caused not to live in the same area. This caused them to be displaced. Apart from the economic impact, social impacts have caused several damages, like frustration, human rights violations, social fabric deterioration, and most people being moved to other areas after the TPLF took the world heritage site Lalibela for the first time. As a result, people were locked up in their homes for several months, and this had a negative social influence on their morale. There was too much fear because of the situation to even support each other or meet with relatives and families (discussant records code 05)”*.

Apart from the ideas expressed by respondents, the TPLF did not kill many people in Lalibela and its surroundings compared to other towns in the Amhara region, such as Maikadra, or murder in Kobo, Woldya, Mersa, Kombolcha, Shewa Robit, and Afar regions (EHRC, 2023). Many of the respondents agreed with this finding during the interview discussion:

*“When TPLF captured Lalibela they didn’t hurt the society physically and the most wanted public servants, by TPLF, have already displace from Lalibela to other cities. So they didn’t hurt us physically but they were here to loot whatever they get. Of course I have seen TPLF troop killed two men in Lalibela but compared to their atrocities in other cities it’s not that much here. They didn’t attack anyone purposely. During Paguemen (13<sup>th</sup> month) war they fired artillery towards the town when the special force push and marched towards them (interview records code 02)”*.

*“The war had little impact on the community. Many people do not die. However, the social fabric had been ripped apart. Even civil servants have not been paid because banks have been shuttered. We, too, drove seven hours to rural places to get grain grinding machines. That was a major crisis. We are not physically touched by the sacred city's battle. In comparison to other places, the social crisis is not as severe. The community's predicament is not severe. Weldia, what we're hearing about kombolcha is severe. What they did in the Ayna Bugna district was heinous. This is excellent. We are saved as a result of the church. We selected areas around the court for preservation. We were tasked with maintaining the facilities. Facilities such as the kebele's office and the hospital. This was done in the absence of the TPLF. They came to shop for clothes. Then we informed them they couldn't take anything. They were fighting for more sheet metal. They were robbing a lot of items, but we took them away from them. They were battling to take everything away, and we were battling with them. More than six times, we kept the things out of their hands. They were bringing guns and trucks with them. We stood firm (interviewee code 17)”.*

According to the aforementioned conversations, TPLF troops were plundering anything they could get at the communal level and stealing property from residents at the individual level rather than murdering them with their own guns.

According to the findings, human rights violations were one of the massive underlying repercussions of the civil conflict in the studied area. From a humanitarian standpoint, the war has harmed the day-to-day life of the community of Lalibela and its surroundings; its residents are forced to live without access to electricity, banking services, telecommunications, medical help, and supplies, all while being deeply traumatized by the event that occurred. Schools, hospitals, and other infrastructure, such as the St. Lalibela airport, on which inhabitants rely heavily, have been rendered dysfunctional. The social impact of the war can also be felt far from Ethiopia's primary tourist attraction.

#### **4.3.4 Physical insecurity**

According to the accounts of in-depth interview participants, one of the consequences of the political struggle for the safety and security of tourism suppliers and institutions in the research area was the emergence of physical threats to various tourism stakeholders. According to the accounts of the earlier mentioned respondents, the civil war between the central government and the former ruling regime TPLF was characterized by physical violence and coercion, putting in danger the safety and security of hospitality individuals and institutions in the research area.

This demonstrated that the majority of individuals, as well as institutions that worked in the tourism industry, suffered extensively as a result of the war's incidents in the studied area.

Among the major findings of physical threats that showed violence and coercion on tourism individuals and institutions in the research area were the killings of hospitality individuals who were working in the Mountain View Hotel, which caused huge frustration until the coming of the Ethiopian National Defence Force, Amhara Special Force, and Popular Force (FANO) to withdraw the TPLF forces. These physical insecurities are discussed below as a guide expresses:

*“Of course I have seen TPLF troop killed two men in Lalibela but compared to their atrocities in other cities it’s not that much here. They didn’t attack anyone purposely. During Paguemen (13<sup>th</sup> month of Ethiopian calendar) war they fired artillery towards the town when the special force push and marched towards them (interviewee code 02)”.*

The above study revealed that the political turmoil in the research area had a negative impact on the safety and well-being of individuals' mental health, including those in the tourism sector.

The results of the above subtopic revealed that the effects of political dispute identified in this research, such as livelihood challenges that resulted in daily life struggle; being forced to rely on family, which revealed tourism suppliers became dependent on their families and wait from others; human rights violations and physical insecurity that brought societal hazards pertaining to the physical and psychological safety of tourism actors and their destinations, had negatively affected tourism.

#### **4.4 Crisis Management strategy implemented by tourism suppliers**

Because of the nature of the present tourism business environment, which is driven by the impact of globalization and high market dynamics, crisis management has become a typical content for organizational managers. A crisis can be deemed more or less continuous in this context (Rais, 2007). This fact necessitates command and forecasts in order to avoid the potential disruption of the organization's balance and stability. In general, crisis management can be implemented as a process that guides an organization's actions in order to capture and evaluate potential crisis warning signals (Mitroff and Pearson, 1993; Mitroff and Alpaslan, 2003; Paraskevas, 2006; Sahin and Ulubeyli and Kazaza, 2015).

However, the study revealed that based on the current situation in the study area and the practices of tourism suppliers, it shows that those tourism suppliers operate their businesses

targeting foreign tourists, indicating that their businesses are unable to attract inbound tourists while the absence of foreign tourists. As a result, not making a habit of working with domestic visitors prior to the tragedy played a role in reducing tour business. The study's findings revealed that the crisis management strategies used by tourism suppliers in the study area included utilizing savings, attracting domestic tourists/market, and changes in tourism business and jobs. These subthemes are presented below.

#### **4.4.1 Saving depletion**

According to the researcher's analysis in the study area, the tourism suppliers' crisis management mechanisms were largely ineffective, with most of them just using what they had accumulated for years and years, with the exception of junior guides. In general, the crisis management system of tour guides and tourists, hoteliers, and souvenir sellers was ineffective, and any additional technical methods for escaping and sustaining the effects were not implemented. The findings also revealed that the majority of the local guides and hotelier respondents got through the depressing period by using what they had saved during the high season. In the records discussed express as follows:

*“I have survived during the war by wisely utilized what I have saved. For example if you eat three times a day before the war you have to eat once or twice a day because during the war there was no access to water, no electricity, no bank services everything was locked. So to pass this dark time you need to utilize what you have on your hand. That was my only option to survive until better time come (interview discussant code 02)”.*

*“Generally, the two years of the civil war and the one-year of the COVID-19 pandemic were so hard. Therefore managing the crisis depends on how you utilize what you have effectively and how to live in that chaotic time with yourself and with your family. Many were affected excessively. The technique I employed may be the others did not. Yes, it depends on how you use what you have in frugality (interview records code 07)”.*

*“Moreover, the civil war devastated the tourism more than all the other happenings. When I come to my life, we were in dilemma of living or terminating our life. I was survived because of my savings, which I deposited before the war (interviewee code 15)”.*

The accounts from the above aforementioned and below respondents experience indicate how tourism has relatively good business than most sector in the local community as most servants are struggling for daily life. But those tourism suppliers are able to survive for years by utilizing from their past saving. Other respondents suggest as follows:

*“We have been using saved before. Alternatively, there may be family support. Not people from this area. However, people from another area were sending as help. We have no support from government. May be our support is only from family members. We have nothing to receive from bank. There was no such access to process loan from Bank (discussant code16)”.*

*“We have been paying from our savings now no income. We have been paying for the workers half of their salary, for the security guards we have to pay full salary. We’re doing this without income. Some are working and some are not working. You have to clean hotel and the facilities. Unless the ceramic materials will be, dirty. We are fulfilling our social responsibilities (interview records code 17)”.*

According to the above-mentioned responses, the tourism business is far more lucrative than most other sectors in Ethiopia. Most people are still struggling with daily life, but the tourism suppliers in the study area have survived for the last couple of years, even from the time of COVID-19 before the civil war broke out, through their traditional economies of scale and have benefited from their saving habits.

In addition to that according to their agreement with St.Lalibela tourist guides association and St. Lalibela and its surrounding Tourism Bureau, once if someone is a guide, you will not join to other profession even though after Covid\_19 and following the out brake of the war it was allowed them to search a new job but in Lalibela according to the respondents more than 80% of the community is rely on tourism related activity. Therefore it was difficult to search another job apart from a guide. This was supported by the following discussants:

*“In lalibela if you are employed in one professional you’re not allowed to join the public office unless you left the guiding profession. Therefore I didn’t shift to other profession waiting with hope better time for tomorrow. If you want to join agricultural sector you need to have some capital to invest there like animal fattening or poultry. As a guide through our guide association we have summited a proposal to receive loan from the bank before the war but nobody heard our voice (interview records code 01)”.*

*“The frontlines to be affected by the crisis are those works in the field of tourism. More than 80% of our community is supposed to benefit from tourism. The remaining community is also indirectly affected. For example, tourist guides, hotels, cafe and restaurants are affected both directly and indirectly. The sectors of supplies are also indirectly affected. The tourists’ guides are directly affected by the civil war. Their benefits from the customer or visitors are disconnected. We do not have any option apart from waiting with hope and fear by using the previous saving (respondent records code 05)”.*

In accordance with the above-mentioned respondents the findings showed that in Lalibela, it is not possible to join the public office or other sector without leaving the guiding profession. Tourism is the frontline to be affected by the crisis, with more than 80% of the community

benefitting from it. Therefore, the dependency on tourism activity by tourism suppliers in particular and the community as a whole is high in the study area and other options are limited in stead waiting with hope the revitalization of tourism business.

#### **4.4.2 Shift of tourism job**

One of the results of this study about the adverse effects of the civil war on tourism suppliers, particularly local guides in the research area, was the forced change of tourism professions and businesses.

As a result of the vulnerability of tourism jobs, data from in-depth informants of tourism suppliers attested that, following the outbreak of the civil war, several hospitality individuals had changed their tourism jobs and replaced them with other types of non-tourism-related jobs and businesses. According to the findings from the informants' accounts, local guides were among these hospitality individuals. The findings of an in-depth interview with local guide respondents revealed that the job of a local guide in Lalibela, by itself, was not a wage-granted profession and was entirely dependent on the arrival of international tourists. They frequently make so much from daily service expenditures from arriving tourists that it was insufficient for junior guides during times when there were no tourists, such as during the war in the study area. The findings from these respondents also revealed that some persons working in tourism-related jobs switched and migrated to other non-tourism-related jobs to improve their means earnings.

In the records local tour guides express as follows:

*“I began my barbershop with my friends. I expected it to be profitable. We bought the barbershop equipment and got to work. I was thinking about how to save my family from the crisis even before the conflict began. Then I went to battle. The country then achieved stability. After the war, I began working as a barbershop proprietor. Tourism has ceased completely in the last three years. Then the conflict broke out. The local government has decided not to receive taxes from guides. Because tourism has ceased completely, the government has authorized us to pay taxes after tourism resume. We have a grace period for paying taxes. Life will go on. This is my decision to provide for my family (interview records code 05)”.*

*“As I told you I have been living with my family. They are farmers. However, I have been making money it was not easy to sustain myself. Even later on, I went to Bahirdar to work there with my contacts. But it's not quite ample. I have been working some works just to support myself (discussant records code 09)”.*

*“I went to my family to rural part outside the small farming city of Lalibela. I have been also working with peasant family and staying there until better time to come (respondent records code 10)”.*

According to the findings of this study, it was discovered that they do not have any other option not to shift to non-tourism related employment. According to the results of the above respondents, some of these respondents were forced to withdraw from their business ventures and switch to other types of businesses in the city and outside of Lalibela with their peasant families.

#### **4.4.3 Attract domestic tourists/local market**

The issue is significant because it provides an opportunity for individuals and any business enterprises entities to reimagine the tourism sector for a more sustainable and resilient future. To address the sector's difficulties, supporting new business models, increasing digitization, and promoting connectivity or cooperative work is recommended (Alian et al. 2020).

From the point respondents' overview the majority of respondents were not targeting to attract domestic tourists. The discussant experience showed that they have received local pilgrims most of the time once in a year during Ethiopian charismas and most of these congregators are from the rural part of Ethiopia. Hence, they are not here for vacation and they do not want to take a local guide for the churches and most of the time they are peasant and they can't afford to pay since they came here on barefoot and predominantly by buses. The inbound tourism is at infant stage in Ethiopia. Therefore the tendency of attracting local tourist is too low. The above-mentioned respondent findings support the study which is conducted by the local researcher (Mikir, 2021). But few respondents slightly agree that by reducing price better to address the local market and attract local customers till things back to its normalization. Gemstone seller, weaving owner and Hotel owner Interviewee stated as follows:

*“This war was so damaging. In some places, there was help from the government. If you lose the machines, no one can help you. At that time, we all disintegrated. We have nothing new. Besides this, we have not recovered. No. We didn't shift to other businesses. Our business has no such option. Since our business is worth more than 500,000 birr, we didn't receive support from the government. It's not local. We may work in the future to get into the local market. We can sell to the locals as well. We are planning to offer our products to the local market by polishing our gems to attract customers to order marriage rings, necklaces, and other jewelry. We have to promote our product in the gold and silver markets. In the future, we will work more on the gemstones targeting our community rather than relying on a tourist-based market, and we will modernize the gemstone jewelry work (interview records code 12)”.*

*“We are producing and selling our products for the local people. In addition, I bring my products to market, I sell to customers, and there are some journalist tourists. They buy traditional blankets may be once or twice a month. This is my only income (interview records code 13)”.*

*“No loan! I did not receive loan. I was using from my saving. We have been providing services with Very low price. I am providing for the workers from my savings. Then after that we are providing services with low price. We provide services like bed with 200 or 300 birr (interview records code 17)”.*

In-depth interviews with hotel owners, weaving owners, and gemstone sellers demonstrated that businesses are able to attract domestic customers by lowering their prices in order to cover some of their expenses.

The results of this subtopic revealed that the crisis management strategy implemented by tourism suppliers in the research area as a result of the effects of the civil war identified in this research, such as "utilizing from saving," resulted in the majority of respondents waiting for the revitalization of tourism by wisely utilizing what they had saved before the outbreak of the civil war; "changes in tourism jobs and businesses," which revealed that some junior guides were forced to shift their tourism businesses to non-tourism business entities; and "attract domestic tourists/local market," which revealed a price reduction marketing strategy to address the local consumer.

#### **4.5 Safety and Security issues in Lalibela**

The impacts of the civil war on the safety and security of tourism suppliers in the research area are discussed in this subtheme. This sub-top is intended to find out the effects of the war on the development of tourism in the research area by examining the safety and security issues in Lalibela as a tourist attraction. The findings revealed that these effects included: tourism destination insecurity; psychological insecurity; and Lalibela as a destination. These findings are summarized in the subtitles below.

##### **4.5.1 Tourism destination insecurity**

The findings from in-depth interviews with hotel owners/managers, local guides, and souvenir shop owners/sellers revealed that destination insecurity was one of the safety and security effects brought about by the advent of disputes over power in the research area. This outcome has similarities to the findings established earlier his study by Popescu (2011). As Popescu (2011)

previously argued, tourism safety is regarded as an important criterion for tourist destinations; visitors regard the safety and security of the destination as a precondition for their visit, and they normally avoid visiting unsafe destinations out of fear for their safety. Similarly to Popescu's claim (ibid), findings from in-depth interviews with participants revealed that St.Lalibela has been frequently picked as one of Ethiopia's most unsafe tourist destinations since the beginning of the 2021/22 war in the northern heartland.

As a result of the incidence, the results from these above-mentioned research participants showed that the small farming city of Lalibela, as a tourist destination, was considered one of the most dangerous tourist destinations in Ethiopia and suffered from various security threats, such as explosive attacks and destructions of some hotels. This finding was also supported by embassy travel advice and online travel websites listed as "not to travel sites" in Ethiopia, literally under the "red zone," such as the German embassy, French embassy, and American embassy travel alert sites.

An in-depth interview with tourism suppliers in the study area revealed that the level of destination insecurity in Lalibela was extreme when fierce battles between government forces and rebel TPLF forces occurred at the battle of Gashena, 64 kilometers far from Ethiopia's tourist capital, Lalibela. No one went to Lalibela for several months after the war because of the travel prohibition. All of the panelists share their experiences with the current safety and security issue at the destination level in order to continue tourism activities, as the issue is widespread and has affected the research area. In the records a respondent from a local guide share his ideas as follows:

*“The safety and security situation is crucial for the tourism business. As a whole, tourism needs nationwide peace. To arrive here tourists pass long way. In Lalibela everyone is after peace. If tourism restores everyone will take responsibility to maintain the peace. Locally we all need peace. However, the peace needs to be recovered as a nationwide. As a local city, there is no problem. As to Lalibela and Lasta we can resume the peace. Everyone needs peace. We pursue peace. Tourism by its nature needs peace (interviewee code 02)”.*

The findings of the in-depth interview revealed that, because almost all of the community in Lalibela is dependent on tourist-related activity, they all would like and need peace for everyone in order to encourage the tourism business to resume regular operations. In addition to the respondents described above, unlike much of Ethiopia, the society of Lalibela is homogeneous in

terms of culture, language, and religion. As a result, there is no conflict of interest among the community members, and their testimony attests that ethnic conflict will not be a factor in encouraging and revitalizing the smokeless industry and bringing tourism back to its regular activity in the holy city of Lalibela.

As discussant explained:

*“In some places in Ethiopia, there are ethnic clashes. However, the community is here homogeneous community.so I can say there is no any conflicts or conflict of interest among the society. But there is unfamiliar instability here and there. Because here in our community holding or hanging a guy is normal. When tourists saw people with gun they feel uncomfortable. They do not understand when we try to convince them as this is the culture here. This is not comfortable for visitors and tourists. Tourists are not free to move in the city. This causes them to stay confined in their Hotels especially during the night time. Apart from this there is no any other peace problem. We are peace lover (respondent records code 05)”.*

*“Regarding the peace condition, the area of Saint Lalibela is very holy place and so peaceful. This peace came from the oneness in the community that is homogeneous community. The church has great contribution for the peaceful conditions. The holy city of Lalibela is a religious site. This by itself has great contribution for the peaceful life. The community has a good perception of tourism. To revitalize tourism the first thing is peace. The second thing is infrastructure. In the past civil war, there are damaged infrastructures. Private investment is also damaged. This all needs recovery. Government has to help in every possible ways (interview records code 09)”.*

Another respondent also add the following idea:

*“Yes. Indeed, it is encouraging. There is a daily flight. Even recently, Lalibela is safer. The embassies were prohibiting people from coming to Lalibela. Moreover, we have been working in groups to convince tourists to come and to visit. The social media is filled with evil reports and we are encouraging the visitors to testify the peaceful conditions they enjoyed. Lalibela is peaceful. It is religious site ( discussant records 16)”.*

Saint Lalibela, according to the findings of the aforementioned discussant, is a holy site with a homogeneous community and an important place of worship. Peace, infrastructure, and investment from the private sector must be restored in order to restart tourism. The government must assist in whatever manner it can.

On the other hand, analysis from in-depth interviewee replies revealed that tourism, by nature, requires a calm environment; it is a fragile phenomenon that all tourism stakeholders must protect. The findings show that the current ruling administration is the greatest threat to the

development of the tourism industry. Numerous participants expressed their thoughts on this topic, but two of the most useful records are expressed as follows:

*“There is always peace in the neighborhood here; we want peace since tourism relies on a stable environment. Tourism has recently begun to pick up, but following a national government order to disarm the Amhara special force and popular force (Fano), there was a demonstration across the Amhara region this weekend, and passengers immediately canceled their schedules to visit Lalibela. As a result, the issue is not at the level of tourism recipients or destinations but rather at a higher level. Of course, the demonstration is peaceful; citizens are not violent; nonetheless, government intervention is more violent, making the region more unstable and society wants the government not to disarm the popular force. My existence as an Amhara is filled with frustration. Tourists can get to Lalibela through a domestic flight from Addis Ababa or Gondar, but if the demonstration continues, it will be tough to get here via surface transport because there is a peace problem on the way from Addis Ababa to Shewarobit and Kemissee (interviewee code 02)”.*

*“There is no peace problem at the destination level. However, on a national level, Amhara people have been displaced from Oromia and even from Addis Ababa. However, the people of Amhara are battling the TPLF. The Fano was also defending the Amhara people and the nation. Overall, the people of Amhara, the Fano, and the country's national defense force defeated the TPLF forces. That is the reality. As a result, what the government is doing now is wrong. The government has misgivings about the Amhara people. Why are the Amhara people being displaced? It is no longer about tourism. Why are our people, the Amhara, being displaced? This is not a tourism issue. As I said earlier, our national threat is the government. Aside from that, the situation in Lalibela remains calm. Because our livelihoods are entirely based on tourism, we have no other option but to pray for a peaceful Ethiopia. We cannot deny that we are peace activists. It is quiet here. This is a popular time for tourists. They, too, can travel to destinations other than Lalibela. It is the most secure spot to visit. I can say that it is now extremely safe for people to visit here. This means that travelers will find it easier to access tourist attractions. People are looking after them (interview records code 04)”.*

The above aforementioned interviewee conversation showed that the instability of Ethiopia have brought huge impact on the society at the national level. This has created a peace problem on the way to Lalibela who are making surface transportation. However, the situation in Lalibela remains calm, and tourists can travel to other destinations other than Lalibela, making access to tourist attractions easier. Peace lover continue to pray for a peaceful Ethiopia, and the situation in Lalibela remains stable.

This study's findings also revealed that unsafe tourist destinations resulted in the closing down of the majority of tourism service providers in the studied area.

#### 4.5.2 Psychological Insecurity

In-depth interviews with local guides, hotel owners and managers, and souvenir owners and sellers revealed the negative effects of the civil war, resulting in psychosocial problems that harmed the safety and security of tourism beneficiaries in the research area. According to these respondents, this psychosocial effect includes direct or indirect threats to the physical and psychological safety and security of hospitality individuals and their business establishments in the research area. This study strengthens the claims made by Cox (1993) and Woodward and Kath (2015). According to Cox (ibid.), the psychosocial hazard is brought on by insecurities, which pose both physical and psychological threats to individuals. Similarly, Woodward and Kath (ibid.) suggested that psychosocial approaches deal with observing and assessing the collective physical and mental wellness of individuals and their surrounding social environment in relation to individuals' ability to thrive within the society in which they live. The findings of the aforementioned respondents are consistent with the arguments advanced by Woodward and Kath (2015) and Cox (1993). As a result, the psychosocial dysfunctions that formed as a result of the spread of the war in the study area, similar to the findings of the above-mentioned respondents, embodied both physical and psychological risks, resulting in psychosocial insecurity in the research area. Respondent express their idea as follows:

*“As I previously stated, there is a great deal of frustration regarding safety and security issues because the government is currently enforcing very few laws. Everyone is armed, so you never know what will happen the next day. Because the government is incapable of protecting its citizens. As a result, no one trusts the government, and people are obliged to arm themselves to protect themselves. However, when visitors see that most individuals hang a gun, they feel uncomfortable and consider that they are physically and psychologically insecure. Even shooting gunfire in the evening makes people want to stay and extend their vacation time in Lalibela (interviewee code 01)”.*

*“We were all severely affected psychologically. When they take over the city from ENDF, the young ones flee to the wilderness. They torched us psychologically. Eleven- and twelve-year-old boys come with firearms to kill us. Seeing that was so brutal. However, I didn't see anyone killed (interview records code 06)”.*

*“The civil war caused an unspeakable negative impact on the economy, psychology, and society. War, by its nature, is evil. If I tell you my story, when the war outbreak began, I was forced to stay only in Lalibela (discussant code 13)”.*

The aforementioned important informant's account of an in-depth interview revealed that visitors are feeling unsafe and uncomfortable because the government is now unable to enforcing laws and individuals armed. The civil war had a devastating effect psychologically, and even communally.

### 4.5.3 Lalibela as a destination

The ability to create a safe and secure atmosphere for visitors affects a tourism destination's success or failure (Ahmed, Azam, & Bose, 2010). According to Breda et al. (2006), safety and security are the results of anthropogenic variables such as political instability, terrorist attacks, war, and so on. Ritchie and Crouch (2000), on the other hand, identified the following as amplifying factors: location, safety, image/brand, and cost/value. According to Ryglova et al., (2015), the most important quality destination criteria for a site are a sense of security. The destination's perception of security includes not only local security issues, but also security in the form of physical risk, safe environment, and crime rate, among other aspects. According to Zhouet al. (2015), safety and security are important factors in determining a tourism destination's competitiveness.

According to the majority of the respondents from in-depth interview revealed that Lalibela is one of the safest and secured tourist attraction sites in Ethiopia even following the civil war. From the tourism suppliers point of view Lalibela can't detach from religion and still it's the holy site for millions of Ethiopian Christian to migrate there in every Christ-mass. Similarly the findings revealed that Lalibela is a UNESCO world heritage site since 1978 and there is no problem related to image/brand building issues to be a competitive top tourist destination. Lalibela as a destination is safe to travel and tourism supplier are ready to host international and inbound tourists. Almost all respondents from in-depth interview argued it's always safe to be there and some tourists are manipulated by their embassy travel alert as Lalibela is in the red zone to avoid their vacation to the small farming city of Lalibela. In the records discussant expressed their idea as follows:

*“In fact, after the withdrawal of TPLF there is no any security issue problem here. When we just talk about safety and security, I can't detach from the church because the site is supposed to be pilgrimage site for millions of Christian believer. To me it's always safe to come to here for pilgrims and foreign tourists as well since it's a religious site and touristic center; our daily life is totally depend tourism activity we don't have any option to feel tourists safe and secure. In order to encourage tourism activity in Lalibela the safety and security issues should not left at district level; it has to be done at regional and federal level to resume tourism again in Ethiopia and Lalibela in particular. As far as I am working as a guide I travel almost throughout Ethiopia but Lalibela is the safest place I have ever seen tourists here can wander the whole night and nobody will touch them(interview records code 02)”.*

*Regarding the peace condition, the area of Saint Lalibela is a very holy place and so peaceful. This peace came from the oneness of the homogeneous community. The church*

*has made a great contribution to the peaceful conditions. The holy city of Lalibela is a religious site. This, by itself, makes a great contribution to a peaceful life. The community has a negative perception of tourism. To revitalize tourism, the first thing is peace (Interviewee code 08)”.*

The results revealed from the above aforementioned respondents demonstrate that Lalibela is a peaceful place due to the oneness of the homogeneous community; they need and pursue peace and to revitalize tourism, peace must be addressed at regional and federal level.

The above findings of this chapter presented the extent to which the outbreak of the Civil War had a huge impact on the economy of tourism service providers, the social effect that adversely affected not only tourism suppliers but also the community as a whole, another very important issue in the study area that was addressed by the researcher and the discussant, the crisis management strategy that is implemented by tourism suppliers, and the safety and security issues in the study area.

The findings from this subtopic revealed that the effects of the civil war analyzed in this study, such as the absence of tourist recipients, which resulted in a lack of tourist expenditure, were real; Terminated the contract with certain employees, which resulted in hoteliers laying off some of their employees; Loss of invested assets, which resulted in the destruction of hotel buildings; Reduction of household spending, which resulted in minimizing their consumption at the household level; Cancellation of reservations, which resulted in travelers canceling their vacation and not traveling to the tourist destination; Livelihood Challenge, which resulted to struggle for daily life; Forced to depend on family, which results in tourism suppliers, mainly junior guides, being forced to rely on their family; Human Rights Violations: The war brought the denial of freedom of movement; Physical insecurity, which resulted in living with fear until things returned to their normal situation; Utilize from savings resulted in the fact that tourism suppliers had no option but rather wisely used from their savings; Changes in Tourism Jobs and Businesses, which resulted in tourism suppliers, mainly junior guides, being forced to change from tourism to non-tourism-related jobs; Tourism destination insecurity was revealed in the closing down of the majority of tourism service providers due to civil war; Psychological insecurity resulted in an unsafe and unpleasant feeling for visitors, and finally, Lalibela as a tourist destination, peace and security issues resulted as it's the safest place for visitors.

# CHAPTER FIVE

## Results, Discussion, Conclusion and Recommendations

The study reviewed the background of the topic of the negative effects of civil war on tourism suppliers in previous sections and created an anchor through the problem discussion. Chapter Two went through previous work associated with the research objective and research questions established theories, investigated empirical studies, and developed a conceptual framework. Chapter Three designated the study techniques and methodology for how the research approach and data were to be collected, and Chapter Four covered data presentation, analysis, and interpretation. This chapter covers the results of the study, discussion, conclusions, and recommendations on the negative effects of civil war on tourism suppliers. The primary finding of the research was addressed in the result section; in the discussion section, the similarities and differences between the main result and previous studies were discussed; and in the conclusion, the main part of the paper and related recommendations were discussed.

### 5.1 Results

As the main findings of this this research paper demonstrate, the outbreak of the Civil War had a tremendous impact on the economy of tourism service providers as a whole, the social effect of which adversely affected tourism suppliers as well as the community as a whole, and another very important issue in the study area that has been addressed by the researcher and the discussant are crisis management strategies adopted by the tourism suppliers in the study area, as well as safety and security concerns within the region.

The outcomes of this subtopic showed that the effects of the civil war investigated in this study, such as the absence of tourists who could serve as recipients of tourists, which resulted in a deficit in tourist expenditure, were real; some employees' employment contracts were terminated, which caused hoteliers to fire some of their staff; hotel buildings were destroyed as a result of the loss of invested assets; decrease in household spending, which had the effect of reducing consumption at the household level; cancellation of reservations, as a result of which travellers forced to cancelled/ postponed their trip and did not visit the tourist destination; flow of tourists, revealed number of tourist arrival have almost diminished in the period of 2014 EC by 98% compared to the fiscal year in 2012 EC for international tourist arrival and decreased by 69 for

domestic tourists in contrast before the outbreak of the war; and the annual income from tourism absolutely decrease by increasing rate and it has lowered to 97.1% compared to the fiscal year before the outbreak of the civil war; Challenges with livelihood led to daily struggles for survival; dependent on family, which forces tourism service providers—primarily junior guides—to rely on their families; Human rights violations: The lack of freedom of movement was brought on by the war; physical insecurity, which caused one to live in fear until events resumed their normal course; weak crisis management strategy were also implemented by tourism suppliers; Utilize from savings led to the requirement that tourism providers use their savings wisely rather than searching another options; the need for tourism suppliers, primarily junior guides, to switch from jobs in the tourism industry to jobs in other industries as a result of changes in the jobs and businesses in the industry; The majority of tourism service providers closing their doors due to civil war revealed the insecurity of the destination as a travel destination; Psychological insecurity resulted in an unsafe and unpleasant feeling for visitors, and finally, Lalibela as a tourist destination resulted in peace and security issues as it's the safest place for visitors.

## **5.2 Discussion**

The study's findings illustrated how the civil war had a negative impact on tourist suppliers such as hoteliers, guides, and souvenir vendors who relied on the tourism industry in the studied area. Furthermore, the thesis aimed to highlight and describe on the economic, social, safety, and security impacts of the crises touched by the bloodshed civil war that broke in Ethiopia's northern heartland, as well as the ineffective implementation of those crises.

The negative effects of the civil war on tourism suppliers in Lalibela felt as a result of the recent outbreak of a civil war have resulted in an absence of foreign tourist arrivals and a lack of expenditure in the studied area, and it has been revealed that almost all hotel owners/managers in the studied area explain employee downsizing, except for top management and hotel guards. This is consistent with (Busey, 2014, Brockner, 1988, Sönmez, Apostolopoulos, & Tarlow, 1999, Hancock (1992)), who highlighted the sensitivity and vulnerability of tourism impacted by an unstable political climate; the occurrence of war, conflict, and terrorism prevents tourism's benefits to a nation. This has a negative impact on the growth and development of tourism in a certain destination. On the other hand, based on the number of arrivals for a particularly

significant sector of international tourists and domestic visitors, the study find that the number of international visitors had dropped to an unprecedented diminished never seen by scholars in years. In comparison to the outbreak of civil war, the number of tourists who visited the world heritage almost decreased by 98% in the period of 2014 EC compared to the fiscal year in 2012 EC for international tourist arrival and decreased by 69% for domestic tourists. As the number of visitors falls, so does the revenue earned by tourism. According to the data obtained, an enormous decline in the number of tourists arriving who had visited the eighth wonder was noted by a declining rate in tourism revenue in the research area due to political instability, war, and civil war. In accordance to the findings of this study, overall revenue collected from the entire tourism sector in the study decreased by 97% (-472,179,794.00 ETB) in 2013EC for international tourists arrival. As to the findings, tourism is the only economic pillar in the subject area of this research paper.

Interestingly, the findings of this study demonstrate that the effects of civil war have resulted in livelihood difficulties, human rights violations, and physical insecurity, all of which have a detrimental influence on tourism suppliers and the community as a whole. Based on the findings of similar studies, a more plausible explanation from (Tosun 2000, Olson, 1965) highlighted the broke of civil war between interested groups would adversely affect the community and hinder the development of tourism in the host community. As a result of the discovery, the most affected individual tourism beneficiaries were tour guides, hoteliers, and souvenir shops. The battle additionally led to anxiety and psychological distress among tourist stakeholders and their families in the research area. However, the findings contradict Collier and Hoeffler's (2000, 2002) strongly cited dichotomy of greed versus grievance that brought society to civil war, but the findings revealed that the civil war broke not from the community's interest in the study area.

The outcome of crisis management proved that tourism suppliers have poor implementation strategies aside from utilizing their savings. Similarly, local researchers conducted on tour operators' strategic approaches in Addis Ababa and other earlier studies in the literature review reinforced these findings (Mikir, 2021, Alian et al. 2020,). In contrast, multiple previous research indicates that crisis is always a continuous phenomenon that must be observed and analyzed by proactive and post-crisis implantation approaches (Rais, 2007, Mitroff and Alpaslan, 2003; Paraskevas, 2006; Sahin and Ulubeyli, and Kazaza, 2015). This study also explores how the civil

conflict has impacted tourist safety and security in destinations. It discovered that destination insecurity was prompted by power disputes. This result is aligned with the findings established earlier in their studies by Popescu (2011), Leiper (1990), and Sousa (2013). In contrast, the majority of experts linked ethnic antagonism, political instability, public unrest, and, most crucially, terrorism issues to a certain destination's insecurity. (Fearon and Laitin 2003, Usman,k, et al 2019, Altinay, L et al2006, Santana-Gallego, M et al), but the results presented here show that Lalibela is homogeneous in terms of culture and religion, making it one of Ethiopia's safest and most secure destinations for travelers. In overall terms, the recent civil war in northern Ethiopia had a detrimental impact on tourism suppliers and inhabitants in general in the studied area.

### **5.3 Conclusion**

The aim of this study was to explore and describe the negative effects of Ethiopia's recent civil war on tourism suppliers in Lalibela, the country's tourist center. It was discovered that the outbreak of a civil war in 2021/22 had negative effects on tourist suppliers such as tour guides, hoteliers, and souvenir dealers, as well as the community as a whole. They are suffering greatly as a result of the incident and are facing numerous unanticipated challenges. The economic effects of the Armed Conflict between the central government and the Amahra special force, popular force Fano, against the former dominant TPLF, including the absence of domestic and international arrivals, job loss, and revenue and Cancellation of advance reservations were the major findings in the study area results. Surprisingly, economic effects result in social crises such as difficulty getting job, restrictions on movement, and physical and psychological effects. The findings of this thesis also point out the weak implementation of crisis management strategy by tourism suppliers relied on mainly utilizing from their previous saving. The study remarked that tourists are still refraining not travel to Lalibela though it's one of the safest tourist place in Ethiopia. The majority of the respondents perceive the safety and security issues are getting worst and the current government is our main threat to maintain peace rather create, formulate and disseminate agenda to the people and that brings public upheaval. This is the first paper to this hottest issue in the research area and the paper makes the valuable contribution to address the expected negative effects of civil war on tourism suppliers in Ethiopian main tourist attraction site. This study is limited to a small number of research participants and was conducted

in one city. However, despite this limitation the study makes an important implication to discover the expected impacts and open for on other investigator.

## **5.4 Recommendations**

The following recommendations are made based on the findings, discussion, conclusion, and recommendation.

**For Hoteliers:** In the medium and long term, should strive for economic diversification because strong reliance on the tourism industry increases risk, while diversification away from tourism may be challenging in some places. Increasing regional integration and focusing on domestic markets as other possibilities to increase resilience and reduce costs would offer doors to economic diversification. They aim to assume responsibility for enticing domestic tourists by utilizing dual-way followers rather than one-way followers. In the 21st century of globalization, hotel owners must expect as many digital tourism product marketing experiences as possible. Not only must they provide items, but they must also provide services via virtual reality. They must view issues as opportunities to broaden and increase the income of their businesses. Employee firing, not receiving a loan through collateral, or relying solely on savings should not be viewed as response-level measures or crisis management tactics, but rather as a means of mobilizing and diversifying their firm.

**For local guides:** During the course of this research, the least educational qualification obtained by tour guide respondents was a diploma, and all of them are certified with a center of competence (COC), even if they hold a BA or MA degree. As a result, they should look for other options until tourism has fully recovered. Senior guides, in particular, who have some startup money, must create a flexible work environment, collaborate with various stakeholders as a culture and practice for the long term, and they must work hard not only to attract foreign tourists but also to attract domestic tourists.

**For Souvenir sellers:** should be aware of what is happening throughout the country and be always conscious address the product to local people through the different marketing mixes. In this regard, it is important to know that the tourism business, like any other, needs good advertising aimed at its target market. Modern technology, such as the use of Internet facilities, should help

this process enormously. The use of locally-produced goods for domestic tourist needs will bring enormous benefits.

**For government:** The recent civil war has had a major effect on tourism suppliers in particular, as well as the tourist-dependent community as a whole. As a result, the government bears a significant amount of responsibility for the issue and should take significant steps to support and revitalize tourism activities. The researcher has highlighted a few of them below:

- ❖ Government assistance is being sought to help tourism subsectors such as the hotel industry and locally based tour operators that might otherwise go bankrupt. Financial support, such as reductions in taxes, the implementation of an interest-free capital loan scheme, and the decrease of licensing fees, will be the best solution.
- ❖ The federal government should work with international organization such as the World Bank, the World Tourism Organization, and embassies to protect livelihoods from tourism-related damage that extends beyond canceled flights and hotel bookings.
- ❖ Casual and self-employed workers are common in tourism-related industries and should be assisted whenever possible. To save that sector, partnership between the public and commercial sectors will be required.
- ❖ The federal government must create a political environment conducive to the resolution of all conflicts, including civil wars, through inclusive national dialogue and national consensus, as well as the maintenance of transitional justice with all political actors and elites. This will be the best alternative for revitalizing tourism in a long-term manner.

**For Future studies:** Because this paper is likely to be the first research work in the study area, and possibly even in the country, on such a fresh issue in recent occurrences. However, the challenges and limitations identified in this work should be considered as a potential avenue for further empirical research. Not only that but similar research should be conducted in additional tourist destinations throughout the country, particularly in areas where most of the population relies on tourism.

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## Appendices



**Addis Ababa University College of Development Studies**  
**Center for Environment and Developmental Studies**  
**Tourism Development and Management Program**

**Interview questions related to Civil war and its effects in Lalibela.**

The main purpose of this interview is to gather data and first-hand information from tourism stakeholders (Hoteliers, Tour guides and souvenirs/gift shop owners) about the negative effects of the recent Civil war in Lalibela. The data that is going to be gathered through in depth will be used only for academic purpose (as part of the Master's thesis requirements) and will be kept confidential. Your cooperation has a great value and role in my research and to the study area.

With utmost respect, I would really like to thank you in advance for your swift cooperation and kind support to take part in my Master's thesis research titled **“The negative effects of civil war on tourism suppliers in Lalibela”**

Researcher: BIRHAN DEJEN

E\_mail: [birhandejen29@gmail.com](mailto:birhandejen29@gmail.com)

Contact: 0931-15-35-64

Thank you in advance for your swift cooperation!

## **Personal information**

Name (optional) \_\_\_\_\_

Name of Hotel/Profession \_\_\_\_\_

Job position (optional) \_\_\_\_\_

Year of experience (optional) \_\_\_\_\_

Interview Questions for Hotel manager/owner, Local guides and Souvenir shop owner/seller.

**(Q1):** How the recent civil war affects tourism in Lalibela?

**(Q2):** can you please explain the direct, indirect and induced economic effects of the war?

**(Q3):** How do you see the social effects due to civil war on the livelihood of the community?

**(Q4):** How do you sustain/survive during the intense civil war?

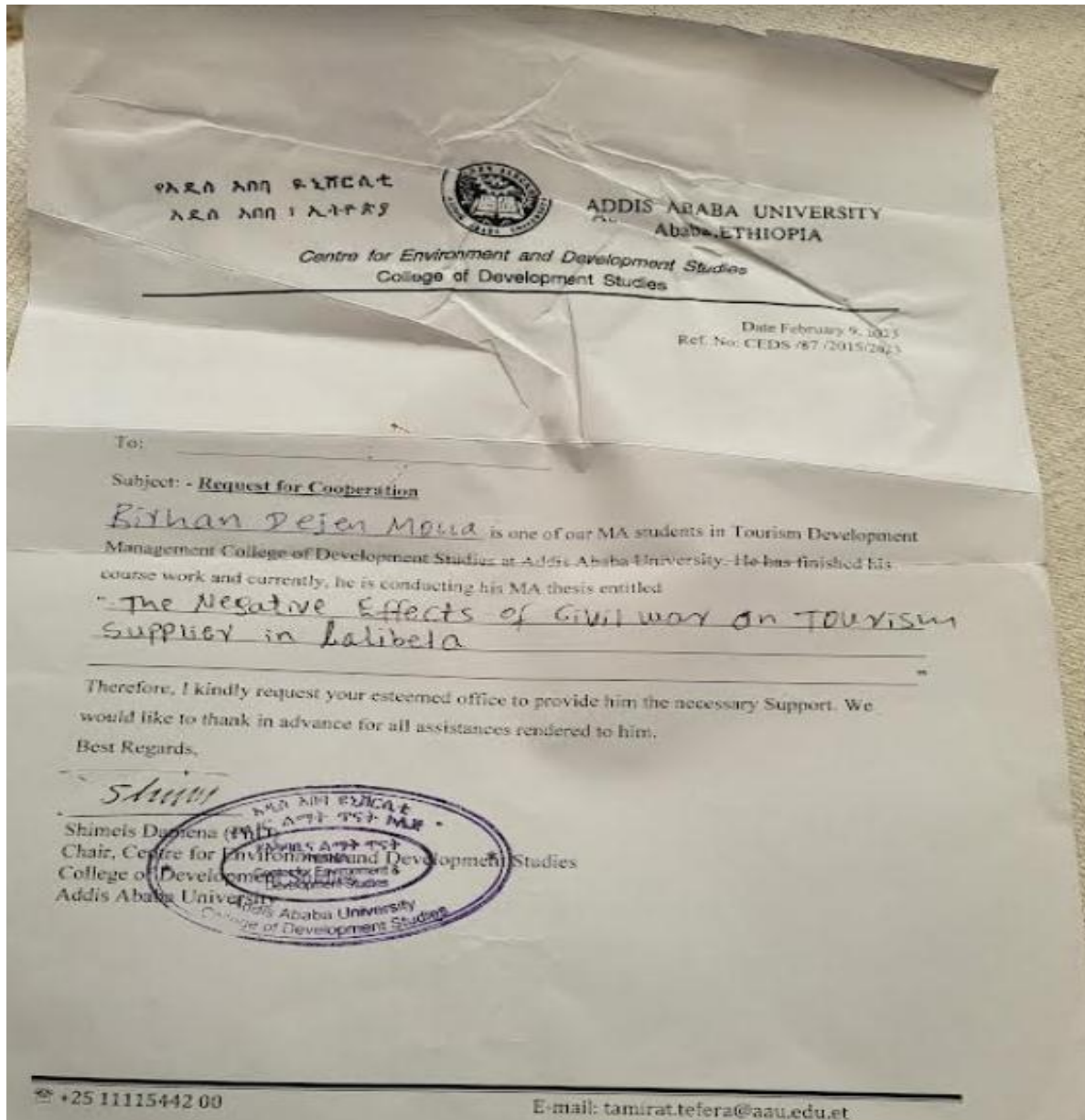
**(Q5):** it's obvious that tourism adversely affect by instability, what kind of crisis management strategy do you implement?

**(Q6):** How do you describe the current condition of safety and security in Lalibela? Is it encouraging to resume tourism activity?

**(Q7):** How do you see the current peace and security situation to bring tourism back to its normal activity?

**(Q8):** In your opinion what should be done to revitalize tourism in Lalibela?

**Appendix 1: letter of permission from Addis Ababa University**



## Appendix 2: Profile background of respondents in the study area

In order to conduct the negative effects of civil war on tourism suppliers in Lalibela different respondents have been participated. These tourism stakeholders include Tour Guides, hoteliers and souvenir/gift shops that are based in Lalibela. The researcher has spent three weeks from April 11 to May 01, 2023 outside of Addis Ababa to conduct the interview. Interviewees name and profile included in the research paper are listed below the table.

No	Name	Gender	Educational status	Profession	Interview duration	Interviewed date
1	Habte Melese	Male	MA in tourism heritage	Owner(Sora Lodge)	00:14:01	April 21,2023
2	Habtework	Male	BA in Tourism management	Interim manager(Panoramic view)	00:24:41	April 23,2023
3	Getachew Mule	Male	N/A	Acting Manager ( Mountain view hotel)	00:15:06	April 22,2023
4	Besfat Fetene	Male	N/A	Owner( Honey land hotel)	00:06:34	April 20,2023
5	Dawit	Male	N/A	Acting Manager(Top 12 hotel)	00:14:19	April 16,2023
6	Abebe	Male	Diploma in Tourism	Tour guide	00:13:17	April 23,2023
7	Deacon Getnet Sahlu	Male	BA in Tourism Management	Vice manager(Bete Abrham hotel)	00:19:52	April 21,2023
8	Alebachew Tesfaw	Male	N/A	General Manager(Tukul village hotel)	00:14:23	April 20,2023
9	Gashaw Zinabie	Male	Diploma in tourism Management	Night manager(Lal hotel)	00:11:13	April 21,2023
10	Getachew fetene		N/A	Owner(Lalibela hotel)	00:27:27	April 24,2023
11	Mekonen Asmrom	Male	Diploma in tour guide	Tour guide	00:17:01	April 17,2023
12	Tsegaye Damte	Male	BA in Economics	Tour guide	00:19:55	April 19,2023
13	Mulugeta Asfaw	Male	Diploma in Tour guide	Tour guide	00:10:04	April 18,2023
14	Alye Geta	Male	BA in tourism management	Tour guide	00:12:47	April 21,2023
15	Abebe	Male	Diploma in tour guide	Tour guide	00:11:38	April 20,2023
16	Menber ygzaw	Male	Diploma in tour guide	Tour guide	00:14:55	April 21,2023
17	Alebel Aragaw	Male	Diploma in tour guide	Tour guide	00:13:03	April23 ,2023

18	Destaw ababu	Male	MA in tourism heritage	Tour guide	00:14:10	April 20,2023
19	Etsub Fresibhat	Male	Diploma in tour guide	Tour guide	00:21:12	April 21,2023
20	Deacon Syum Sitote	Male	BA in PADM	Museum guide	00:29:57	April 19,2023
21	Melese	Male	Diploma in tour guide	Tour guide	00:35:26	April 19,2023
22	Deacon Dessiew Abebe	Male	Diploma in tour guide	Tour guide	00:22:11	April 22,2023
23	Addis	Male	N/A	Weaver	00:13:14	April 21,2023
24	Mulugeta Bahiru	Male	MSC Engineer	Owner(souvenir)	00:10:55	April 21,2023
25	Gebre	Male	N/A	Seller(souvenir)	00:08:21	April 24,2023
26	Eyasu Nigate	Male	N/A	Gemstone polisher& owner	00:18:15	April 27,2023





ቁጥር:- ላቅ/ላሊ/አ/ቱ/አስ/ማ/ 125 /2015

ቀን: 09/03/2015 ዓ.ም

**ላሊበላ ከተ/አስ/ባ/ቱ/ጽ/ቤት**

**ላሊበላ**

**ጉዳዩ:- የቱሪስት አስጎብኝዎችን መረጃ ስለመላክ**

ከላይ በርእሱ ለመግልፅ እንደተሞከረው የላሊበላ ከተ/አስ/ባ/ቱ/ጽ/ቤት የቱሪስት አስጎብኝዎችን መረጃ በተላከልን ሰንጠረዥ መሰረት አጠናቅረን እንድንልክ የተጠየቅን መሆኑ ይታወቃል። ስለሆነም በተላከው መረጃ መሰረት የማህበሩ አባላት ሆነው የአካባቢው ቱሪስት አስጎብኝዎችን መረጃ አጠናቅረን ከዚህ የሾኝ ደብዳቤ ጋር-11-ገፅ አባሪ አድርገን የላክን መሆኑን እንከልጻለን።

« ከሠላምታ ጋር »



ሃይለማርያም ገብረ  
የማህበሩ ሊቀ መንበረ  
Chair Man

No	Full name of the guide	Sex	Educational background	Year of joining	U&C 2015 ዓ.ም COC/level	Phone number
1.	አቶ መልካም አፍሪቅ	ወ	ቋንቋ	2003	ዲግሪ	0912062587
2.	አቶ ፍስሃ ፈንታው	ወ	ጂኦግራፊ	2003	ዲግሪ	0912027017
3.	ዲ/ ደስታው ይስማው	ወ	ፎራን ለንጉድ	2003	ዲግሪ	0920032630
4.	አቶ አያሌው ሰጠኝ	ወ	ፎራን ለንጉድ	2003	ዲግሪ	0912844474
5.	አቶ ዘነበ ምናለ	ወ	ሶሻል-ጅ	2003	ዲፕሎማ	0913420383
6.	ዲ/ ደሰው ወዳይ	ወ	ቱር ጋይዲንግ	2003	ሌቭል 2	0913828430
7.	አቶ መመኪያ ሀለተወርቅ	ወ	ቱር ጋይዲንግ	2003	ሌቭል 3	0913250490
8.	አቶ ሙሉ-ጌታ ወንድ	ወ	ቱር ጋይዲንግ	2003	ሌቭል 3	0910647965
9.	አቶ ዓብይ ተስፋኪርስ	ወ	ቱር ጋይዲንግ	2003	ሌቭል 3	0912439118
10.	አቶ አሰፋ ገዝቡ	ወ	ቋንቋ	2003	ዲግሪ/	0910639224
11.	አቶ ሞገስ መልካሙ	ወ	ቱር ጋይዲንግ	2003	ሌቭል 3	0913889277
12.	አቶ ልዑልሰገድ ደበበ	ወ	ቱር ጋይዲንግ	2004	ሌቭል 4/ዲግሪ	0913228565
13.	አቶ ሃይለ አበራ	ወ	ቱር ጋይዲንግ	2003	ሌቭል 4	0942775965
14.	አቶ ዘውዱ መላክ	ወ	ጂኦግራፊ	2003	ሌቭል 3/ዲግሪ	0913636414
15.	አቶ ኃይለማርያም ወበት	ወ	ቱር ጋይዲንግ	2003	ሌቭል 3	0912786588
16.	አቶ ካሳ ሃይሌ	ወ	ቱር ጋይዲንግ	1997	ሌቭል 3	0911019491



No	Full name of the guide	Sex	Educational background	Year of joining	U&C 2015 ዓ.ም COC/level	Phone number
35.	አቶ ተስፋው ደርቤ	ወ	ቋንቋ	1997	12ኛ ስር-ትፍኔት	0912102259
36.	አቶ ብርሃን ፈንታው	ወ	ሲ.ሲ.ተ.ኤ	1995	12+1	0911048238
37.	አቶ ተረክበ መርሻ	ወ	ሲ.ተ.ተ.አይ	1995	12+3	0911034463
38.	አቶ ገሻው መለሰ	ወ	ቢ.ዝነስ አድሚኒስትሬሽን	1998	12+3	0911310468
39.	አቶ መስፍን ሰብስቤ	ወ	ሲ.ተ.ተ.አይ	1995	12+1	0912035588
40.	አቶ ካሳሁን አባቡ	ወ	ቱር ጋይዲንግ	1995	ሌቭል 3	0911193644
41.	አቶ ተስፋ ጸጋዬ	ወ	ቱር ጋይዲንግ	1999	ሌቭል 4	0984148296
42.	አቶ ጌታዬ መንግስቱ	ወ	ቱክሰታይል ኢንጂነሪንግ	1999	ዲግሪ	0911927204
43.	አቶ ኃይለማርያም ተላክ	ወ	ሶሻል-ጅ	2001	ዲግሪ	0911909104
44.	አቶ ተፈራ ሰፊው	ወ	ኢኮኖሚክስ	1999	ዲግሪ	0913038769
45.	አቶ አስታሉ ቀለሙ	ወ	Hrm	1999	12+3	0911065115
46.	አቶ ታደሰ ጤናው	ወ	ሂረተጅ ኮንዘርቪቭን	1999	ማስተር	0913861366
47.	አቶ አባቡ መንግስቱ	ወ	አቪሽን	1990	ዲፕሎማ	0982232618
48.	አቶ ዓብይ ኃይሌ	ወ	ትምህርት አስተዳደር	1999	12+2	0913381546
49.	አቶ ኤርሚያስ ወርቅዬ	ወ	ማርኬቲንግ	1999	ዲግሪ	0913376289
50.	አቶ አዲስዓለም ብርሃኑ	ወ	ኮምፒዩተር	1999	ዲግሪ	0913902253
51.	ዲ/ አለባቸው ሰጦቱ	ወ	ቢ.ዝነስ አድሚኒስትሬሽን	1999	12+3	0912080039



የቅ/ላሊበላና አካባቢው ተራሮች አስጎብኝዎች ዝርዝርና ሙሉ መረጃ					ህዳር 2015 ዓ.ም	
70.	አቶ ካሳዬ አክለ	ወ	ቱርጋይድ	2000	ዲፕሎማ	0911812383
71.	አቶ ልደቱ ሻምበል	ወ	ቱርጋይድ	2000	ዲፕሎማ	0911370672
72.	አቶ ሙሉዬ ጸጋው	ወ	ቱርጋይድ	2000	ዲፕሎማ	0911858949
73.	ዲ/ መካሻው ተመስገን	ወ	ቱርጋይድ ማኔጀመንት	2001	ዲፕሎማ	0911863780
74.	አቶ መልሰው ዓለምነው	ወ	ቱርጋይድ	2001	ዲግሪ	0912125933
75.	አቶ ሙሉዬ አበበ	ወ	ቱርጋይድ	2001	ሌቭል 3	0913394442
76.	አቶ መልሰ አዳሙ	ወ	ቱርጋይድ	2010	ዲፕሎማ	0911893192
77.	አቶ ደሴው አበበ	ወ	ቱርጋይድ ማኔጀመንት	2010	ዲፕሎማ	0920009100
78.	አቶ አቡሽ አበበ	ወ	ቱርጋይድ	2010	ዲፕሎማ	0911872801
79.	አቶ በላይነው መንገሻ	ወ	ቱርጋይድ	2003	ዲፕሎማ	0913315873
80.	አቶ አበበ ፈንታው	ወ	ቱርጋይድ	2001	ዲፕሎማ	0913966525
81.	አቶ ሶፍያኒስ ህለተወርቅ	ወ	ጆርጅያ	2000	ዲግሪ	0912014360
82.	ቱስ ወንዳሰ ደምሴ	ወ	ማኔጀመንት	2002	ዲግሪ	0910933758
83.	አቶ ፍቅር አማኤል ባዬ	ወ	ቱርጋይድ	2004	ዲፕሎማ	0980133881
84.	አቶ ኤፍሬም ኃይለስላሴ	ወ	ቱርጋይድ	2002	10+3	0913467102
85.	አቶ ሰፊው ኃይለማርያም	ወ	ቱርጋይድ	2007	ማስተርስ	0911973759
86.	አቶ አበበ አሰፋ	ወ	ቱርጋይድ	2010	ሌቭል 3	0920477795
87.	አቶ መለሰ አሰፋ	ወ	ቱርጋይድ	2006	ሌቭል 3	0920184999

የቅ/ላሊበላና አካባቢው ተራሮች አስጎብኝዎች ዝርዝርና ሙሉ መረጃ					ህዳር 2015 ዓ.ም	
52.	አቶ እንዳየን ካሳዬ	ወ	ፕላንት ሳይንስ	2000	12+3	0913262780
53.	አቶ መስፍን አምባው	ወ	ቲፎን	1999	ዲግሪ	0911968048
54.	አቶ ደረቦ ጌታነህ	ወ	ኮሚኒኬሽን	1999	12+2	0911996811
55.	አቶ አስናቀ ታደሰ	ወ	ሄራተጅ ኮንዘርቪሽን	1999	ማስተር	0911038858
56.	አቶ ብርሃን ተስፋው	ወ	ቱርጋይድ ማኔጀመንት	1999	ዲፕሎማ	0911983742
57.	አቶ መስፍን ዓሊ	ወ	ቱርጋይድ	2000	10+1	0911030227
58.	ዲ/ አገናኘው መለሰ	ወ	ቱርጋይድ ማኔጀመንት	2000	ዲግሪ	0912202970
59.	አቶ ደስታው ቅባቱ	ወ	ቱርጋይድ	2000	ዲፕሎማ	0911043645
60.	አቶ በላይ አማራ	ወ	ቱርጋይድ	2000	ዲፕሎማ	0912022031
61.	አቶ አብርሃም ጸጋዬ	ወ	ቱርጋይድ	2000	ዲፕሎማ	0911989648
62.	አቶ ደስታው አራጌ	ወ	ቱርጋይድ	2000	ዲፕሎማ	0911343243
63.	አቶ መስፍን ደስታው	ወ	ቱርጋይድ	2000	ዲፕሎማ	0913203954
64.	አቶ ዮሴፍ ሃድጎ	ወ	ቱርጋይድ	2000	ዲፕሎማ	0913093103
65.	አቶ ጋሻው አሰፋ	ወ	ቱርጋይድ	2000	ዲፕሎማ	0925034650
66.	አቶ ታዩ አበበ	ወ	ቱርጋይድ	2000	ዲፕሎማ	0911556940
67.	አቶ ሲሳይ መቆያ	ወ	ቱርጋይድ	2000	ዲፕሎማ	0910505047
68.	አቶ ሰጠኝ መኮንን	ወ	ቱርጋይድ	2000	ዲፕሎማ	0911096469
69.	አቶ አብይ አበበ	ወ	ቱርጋይድ	2000	ዲፕሎማ	0911480136

የቅ/ላሊበላና አካባቢው ቱሪስት አስተባባሪዎች ዝርዝርና ሙሉ መረጃ					ህዳር 2015 ዓ.ም	
70.	አቶ ካሳዬ አክላ	ወ	ቱርጋይድ	2000	ዲፕሎማ	0911812383
71.	አቶ ልደቱ ሻምበል	ወ	ቱርጋይድ	2000	ዲፕሎማ	0911370672
72.	አቶ ሙሉዬ ጸጋው	ወ	ቱርጋይድ	2000	ዲፕሎማ	0911858949
73.	ዲ/ መካሻው ተመስገን	ወ	ቱሪዝም ማኔጅመንት	2001	ዲፕሎማ	0911863780
74.	አቶ መልሰው ዓለምነው	ወ	ቋንቋ	2001	ዲግሪ	0912125933
75.	አቶ ሙሉዬ አበበ	ወ	ቱርጋይድ	2001	ሌቭል 3	0913394442
76.	አቶ መልሴ አዳሙ	ወ	ቱርጋይድ	2010	ዲፕሎማ	0911893192
77.	አቶ ደሴው አበበ	ወ	ቱሪዝም ማኔጅመንት	2010	ዲፕሎማ	0920009100
78.	አቶ አበ-ሽ አበበ	ወ	ቱርጋይድ	2010	ዲፕሎማ	0911872801
79.	አቶ በላይነው መንገሻ	ወ	ቱርጋይድ	2003	ዲፕሎማ	0913315873
80.	አቶ አበበ ፈንታው	ወ	ቱርጋይድ	2001	ዲፕሎማ	0913966525
81.	አቶ ሶፍኒያስ ህለተወርቅ	ወ	ጆርጅሲዝም	2000	ዲግሪ	0912014360
82.	ቱስ ወንዳሰ ደምሴ	ወ	ማኔጅመንት	2002	ዲግሪ	0910933758
83.	አቶ ፍቅርአማኤል ባዩ	ወ	ቱርጋይድ	2004	ዲፕሎማ	0980133881
84.	አቶ ኤፍሬም ኃይለስላሴ	ወ	ቱርጋይድ	2002	10+3	0913467102
85.	አቶ ሰፊው ኃይለማርያም	ወ	ቱሪዝም	2007	ማስተርስ	0911973759
86.	አቶ አበበ አሰፋ	ወ	ቱርጋይድ	2010	ሌቭል 3	0920477795
87.	አቶ መለስ አሰፋ	ወ	ቱርጋይድ	2006	ሌቭል 3	0920184999

የቅ/ላሊበላና አካባቢው ቱሪስት አስተባባሪዎች ዝርዝርና ሙሉ መረጃ					ህዳር 2015 ዓ.ም	
88.	አቶ ማስተዋል ላቄ	ወ	ቱርጋይድ	2006	ሌቭል 3	0913050039
89.	ወ/ሮ ዘመድ አሊጋዝ	ወ	ቱርጋይድ	2006	ሌቭል 4	0921019743
90.	አቶ ምስጋን ካሳ	ወ	ቱርጋይድ	2006	ሌቭል 4	0921033737
91.	አቶ ኃይለማርያም አበበ	ወ	ቱርጋይድ	2006	ሌቭል 4	0920183334
92.	አቶ በላይ ይርዳው	ወ	ቱርጋይድ	2006	ሌቭል 4	0911785095
93.	አቶ መንበር ይግዛው	ወ	ቱርጋይድ	2006	ሌቭል 4	0940334476
94.	አቶ አለየ ጌታ	ወ	ቱርጋይድ	2006	ሌቭል 4	0922627352
95.	አቶ ሙሉዬታ ፈንታው	ወ	ቱርጋይድ	2006	ሌቭል 4	0935438703
96.	አቶ ዳዊት አያሌው	ወ	ቱርጋይድ	2006	ሌቭል 4	000913892489
97.	አቶ በየነ አሸቱ	ወ	ቱርጋይድ	2006	ሌቭል 4	0911904742
98.	አቶ ማእረግ አስምሮ	ወ	ቱርጋይድ	2006	ሌቭል 4	0910144206
99.	አቶ ማርሽት ግርማው	ወ	ቱርጋይድ	2006	ሌቭል 4	0932160561
100.	አቶ አያሌው አባይ	ወ	ቱርጋይድ	2006	ሌቭል 4	0912942658
101.	አቶ ሞላ ካሳው	ወ	ቱርጋይድ	2006	ሌቭል 4	0911052659
102.	አቶ አንዳየነ አመረ	ወ	ቱርጋይድ	2006	ሌቭል 4	0935556551
103.	አቶ ደጀን አባተ	ወ	ቱርጋይድ	2006	ሌቭል 4	0902141860
104.	አቶ ዳንኤል ፈታሂ	ወ	ኢኮኖሚክስ	2006	ሌቭል 4	0913219805

የቅ/ላሊበላና አካባቢው ተራሮች አስተዳደር ዝርዝርና ሙሉ መረጃ				ህዳር 2015 ዓ.ም		
105.	አቶ ዳንኤል ሸዋላም	ወ	አኮሮሚክስ	1998	10+4	0911054296
106.	ዲ/ ተላክ ተስፋው	ወ	ቱር ኦፕሬተር	2010	ሌ-ቭል4	0943254055
107.	ቀሲስ ፈንታ ታደሰ	ወ	ቱርጋይድ	2013	ሌ-ቭል4	913496672
108.	አቶ አሰፋ አማረ	ወ	ቱርጋይድ	2010	ሌ-ቭል4	935586582
109.	አቶ ሙሉጌታ አስፋው	ወ	ቱርጋይድ	2010	ሌ-ቭል4	913961565
110.	አቶ በፍቃዱ ዋነኛው	ወ	ቱርጋይድ	2010	ሌ-ቭል4	921963605
111.	አቶ ልደቱ ሙሉ	ወ	ቱርጋይድ	2010	ሌ-ቭል4	913027152
112.	አቶ እሸቱ ሙሉ	ወ	ቱርጋይድ	2010	ሌ-ቭል4	938905287
113.	አቶ ደስታው አባቡ	ወ	ቱርጋይዲን	2010	ሌ-ቭል4	939005835
114.	አቶ አንዳየን አያሌው	ወ	ቱርጋይዲን	2010	ሌ-ቭል4	932371752
115.	አቶ መንግስቱ ፈንታው	ወ	ቱርጋይድ	2010	ሌ-ቭል4	921525521
116.	አቶ ስንታየሁ ተመስገን	ወ	ቱርጋይድ	2010	ሌ-ቭል4	920182085
117.	አቶ አበበ ተስፋው	ወ	ቱርጋይድ	2010	ሌ-ቭል4	938633371
118.	አቶ ዓይናዲስ መክብብ	ወ	ቱርጋይድ	2010	ሌ-ቭል4	947310793
119.	አቶ መኳንንት አስናቀ	ወ	ቱርጋይድ	2010	ሌ-ቭል4	963575717
120.	አቶ ዮሀንስ መልካሙ	ወ	ቱርጋይድ	2010	ሌ-ቭል4	923358588
121.	አቶ ተገኝ ያለው	ወ	ቱርጋይድ	2010	ሌ-ቭል4	925259728
122.	አቶ አበበ አበራ	ወ	ቱርጋይድ ማርኬቲንግ	2010	ሌ-ቭል4	927264565

የቅ/ላሊበላና አካባቢው ተራሮች አስተዳደር ዝርዝርና ሙሉ መረጃ				ህዳር 2015 ዓ.ም		
123.	አቶ መኮንን አስምሮ	ወ	ቱርኪም ማርኬቲንግ	2010	ሌ-ቭል4	937426932
124.	አቶ ዘርፉ አረጋ	ወ	ቱርኪም ማርኬቲንግ	2010	ሌ-ቭል4	910919585
125.	አቶ አዲሱ አያናው	ወ	ቱርጋይድ	2010	ሌ-ቭል4	983433082
126.	አቶ ነጋ ገብረሃና	ወ	ቱር ጋይድ	2010	ሌ-ቭል4	911979489
127.	አቶ ይበቃል አያሌወ	ወ	-	2010	10ኛ	911075220
128.	አቶ አበጅ መንገሻ	ወ	ቱርጋይዲን	2010	ሌ-ቭል4	921600830
129.	አቶ ተመስገን ጸሃይነው	ወ	ቱርጋይዲን	2010	ሌ-ቭል4	922628198
130.	አቶ ቀናው አያሌው	ወ	ቱርጋይዲን	2010	ሌ-ቭል4	911539978
131.	አቶ ገዛ ካሳ	ወ	ቱርጋይዲን	2010	ሌ-ቭል4	920477666
132.	አቶ ዮሴፍ ደመቀ	ወ	ቱርጋይዲን	2010	ሌ-ቭል4	913576866
133.	አቶ አብርሃም ዮሃንስ	ወ	ቱርጋይዲን	2010	ሌ-ቭል3	913356510
134.	አቶ ያውቃል ፈንታው	ወ	ቱርጋይዲን	2010	ሌ-ቭል4	925332210
135.	አቶ ቃለሀይዎት ዜና	ወ	ቱርጋይዲን	2010	ሌ-ቭል4	920516841
136.	አቶ አስጢፋኖስ አድሃኖም	ወ	ቱርጋይዲን	2010	ሌ-ቭል4	914664292
137.	አቶ ሳለዓምላክ ዓለሙ	ወ	ቱርጋይዲን	2010	ሌ-ቭል4	922628994
138.	አቶ ደደርሳል አዳኛው	ወ	ቱርጋይዲን	2010	ሌ-ቭል4	921033194
139.	አቶ አሳዬ አያሌው	ወ	ቱርጋይዲን	2010	ሌ-ቭል3	925963352
140.	አቶ ፍቅር መቀያ	ወ	ቱርጋይዲን	2010	ሌ-ቭል4	912854945

የቅ/ላሊበላና አካባቢው ቱሪስት አስጎብኝዎች ዝርዝርና ሙሉ መረጃ					ህዳር 2015 ዓ.ም	
141.	አቶ አዳሙ ሃይሉ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	911784004
142.	አቶ ሳሙኤል ኮርሜ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	913943913
143.	አቶ ሞገስ ወዳጅ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	920271555
144.	አቶ ወብቱ በየነ	ወ	ቱርጋይዲንግ	2010	ሉቭል3	930831397
145.	አቶ እጅጉ ቢሰጠኝ	ወ	ቱርጋይዲንግ	2010	ሉቭል3	983900732
146.	አቶ ሃብታሙ አዳነ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	910324148
147.	አቶ ሙሉጌታ አጋሻ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	
148.	አቶ ሞገስ ቅባቱ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	935232205
149.	አቶ ደሴው ገላው	ወ	ቱርጋይዲንግ	2010	ሉቭል4	912444834
150.	አቶ ዳዊት አስምሮ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	921963678
151.	አቶ ደሳለኝ ገሰሰ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	914651441
152.	አቶ ቢያድጌ ወንዴ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	921524189
153.	ወ/ሪት መሰረት ደሳለ	ቆ	ቱርጋይዲንግ	2010	ሉቭል4	923358419
154.	አቶ ዮሃንስ ምስጋን	ወ	ቱርጋይዲንግ	2010	ሉቭል4	933467103
155.	አቶ ቢሰጥ ካሳው	ወ	ቱርጋይዲንግ	2010	ሉቭል4	912805992
156.	አቶ ተሽላ አሸነፍ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	933731828
157.	አቶ ሰምኦን ሃብታሙ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	917144348
158.	አቶ እማኙ አጋሻ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	912445383

የቅ/ላሊበላና አካባቢው ቱሪስት አስጎብኝዎች ዝርዝርና ሙሉ መረጃ					ህዳር 2015 ዓ.ም	
159.	አቶ ዓይናለም መርሻ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	921603865
160.	አቶ ታደሰ ሳለው	ወ	ቱርጋይዲንግ	2010	ሉቭል4	925024952
161.	አቶ ዳግም ጌትነት	ወ	ቱርጋይዲንግ	2010	ሉቭል4	938905011
162.	ወ/ሪት ወይንሽት መኮንን	ቆ	ቱርጋይዲንግ	2010	ሉቭል4	920271575
163.	አቶ እሸቱ ደስታው	ወ	ቱርጋይዲንግ	2010	ሉቭል4	925331765
164.	አቶ ጋሻው ተስፋዬ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	914673551
165.	አቶ ሲሳይ አማረ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	911939118
166.	አቶ ወብሽት ካሳው	ወ	ቱርጋይዲንግ	2010	ሉቭል4	921964715
167.	አቶ አዩሌል አናውጋው	ወ	ቱርጋይዲንግ	2010	ሉቭል4	925306805
168.	አቶ ዓብይ ስጦቱ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	925963212
169.	አቶ ይሄነው አበጀ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	913356409
170.	አቶ ሃብታሙ ተፈሪ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	925876316
171.	አቶ ጌታዬ ብርቁ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	913449555
172.	አቶ ብርሃን ደጀን	ወ	ቱርጋይዲንግ	2010	ሉቭል4	931153564
173.	አቶ በክረ ሃይሌ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	920183099
174.	አቶ አበበ ባዬ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	0911310828
175.	አቶ ዮሃንስ መልካሙ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	0906359488
176.	አቶ ፍቅረማርያም መሰለ	ወ	ቱርጋይዲንግ	2010	ሉቭል4	0910878997

የቅ/ላሊበላና አካባቢው ቱሪስት አስጎብኝቻች ዝርዝርና ሙሉ መረጃ

ህዳር 2015 ዓ.ም

177.	አቶ ካሳሁን ቢሰጥ	ወ	ቱርጋይዲን	2010	ሉቭል4	0985259442
178.	አቶ ሃብታሙ ጸጋ	ወ	ቱርጋይዲን	2010	ሉቭል4	0924150569
179.	አቶ ተስፋው ግርማይ	ወ	ቱርጋይዲን	2003	ሉቭል4	0925081222
180.	አቶ ማዕረግ ተፈሬ	ወ	ቱርጋይዲን	2010	ሉቭል4	0921928894
181.	ግርማ ደባሽ	ወ	ቱርጋይዲን	2006	ሉቭል 4	0913835795
182.	ሄናክ ተፈሬ	ወ	ቱርጋይዲን	2010	ሉቭል4	0911806229
183.	መንግስቱ ፈንታው	ወ	ቱርጋይዲን	2010	ሉቭል3	0921525521
184.	ዕቡብ ፍሬ ስብሐት	ወ	ቱርጋይዲን	2010	ሉቭል4	0920271604
185.	ተመስገን ዳምጠው	ወ	ቱርጋይዲን	2010	ሉቭል4	0928360820
186.	አለልኝ አረጋው	ወ	ቱርጋይዲን	2010	ሉቭል4	0920190138
187	አወ መያዥ ገረገላ	ወ	ቱርጋይዲን	1998	ሉቭል4	0912854268





**Appendix 5: Raw data showing domestic and international tourist arrival and**

ከ2000 ዓ.ም ጀምሮ ወደ መስህቡ ያለው ዓመታዊ የቱሪስት ፍሰት

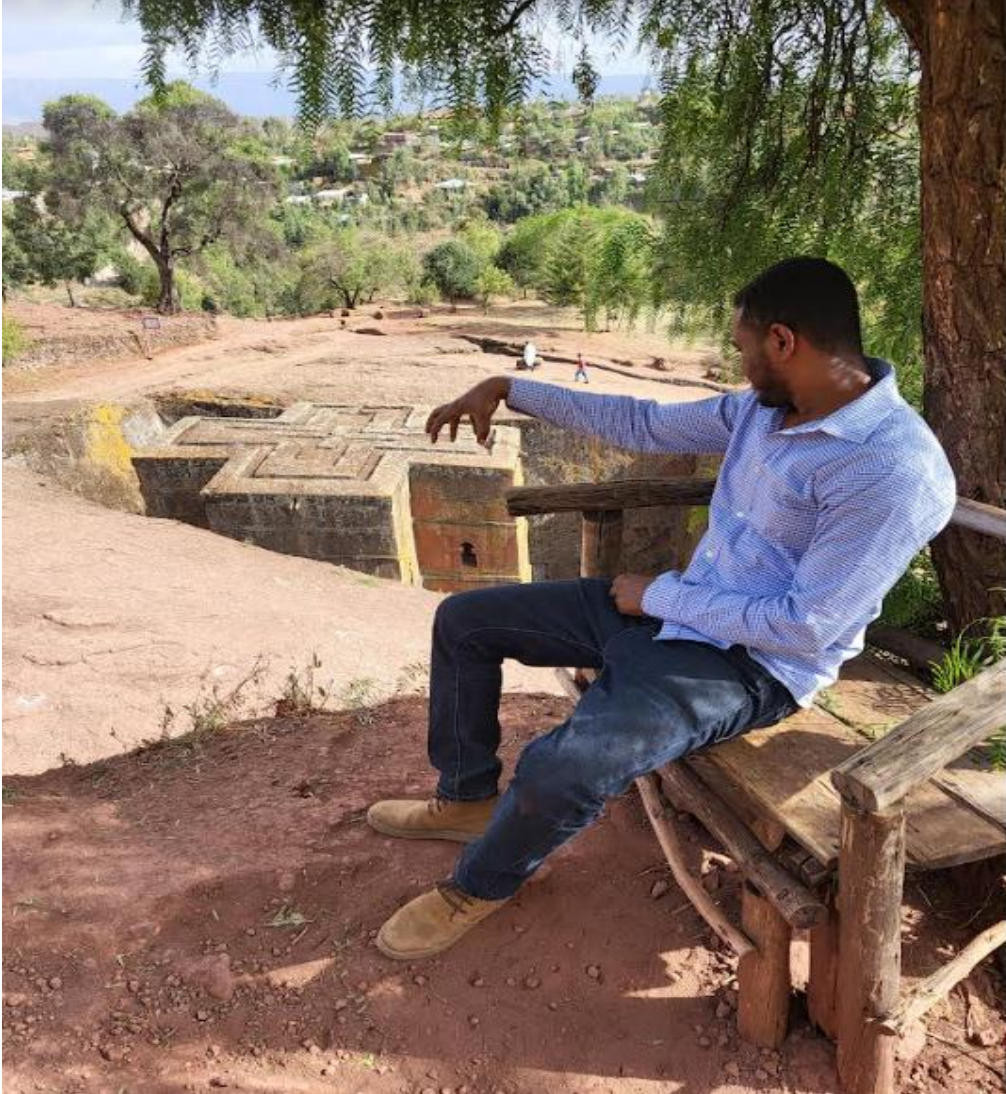
ዓ.ም	የቱሪስት ዓይነት ብዛት		ጠ.ድ	የተገኘ ገቢ	
	የሀገር ውስጥ ቱሪስት	የውጭ ሀገር ቱሪስት			
2000	6784	21641	28425	42,794,017	
2001	8445	23597	32042	47,412,161	
2002	10875	25225	36100	53,591,652	
2003	14149	35169	49318	77,291,153	
2004	15492	35437	50929	94,504,573	
2005	10954	30260	41214	153,147,681	
2006	21469	40526	61995	221,917,784	
2007	14780	34623	49403	181,033,533	
2008	25006	38235	63241	220,789,242	
2009	12670	25039	37709	147,034,797	
2010	24625	36828	61453	225,959,759	
2011	29909	45144	75053	276,535,303	
2012	21061	39249	60310	488,805,663	
2013	8171	1106	9277	166,258,69	በክብ.ድ ምክንያት የቀነሰ
2014	9310	776	10086	141,368,35	በጦርነቱ ምክንያት የቀነሰ
ጁምሮ	233700	432855	666555	2,261,580,022	



**Appendix 6: Pictures from Field work experiences**



Researcher depart from bole international airport on the way to the study area, Lalibela



At the post card motive church in the study area



Market day in Lalibela



Bargaining between goat supplier and guide, one who put light blue t-shirt



Hotel districts in the study area



A view from Mountain View hotel



Researcher after conducting an interview with Mountain View hotel manager



Shadow of cross shaped picture from the window of Merkorious church (second group)



Yemrehane kirstos church, inside the natural cave, 42 km outside of Lalibela



Church st. mary, supposed to be the first project of king Lalibela



King Lalibela's stamp (the seal and the sign) curved from the interior part of st.mary's church ceiling.



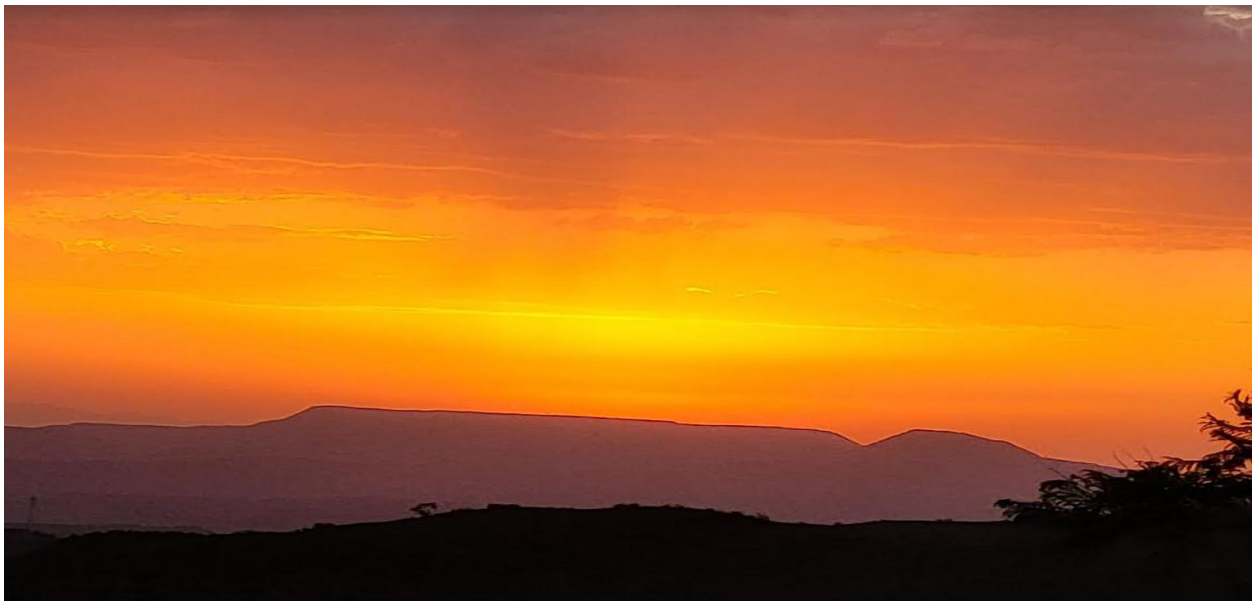
After interview program in Tukul village hotel Garden



Among the church owned hotel in Lalibela



Sora lodge is the top rated accommodation in Lalibela owned by Ethio-German investors



Catching the sunset at Sora lodge sunset bar



Lalibela Gemstone house



Polished, rough opals and purified wood



While the researcher was in Lalibela many souvenir and gift shop were closed



Small weaving house



When a man is just weaving