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The Effects of CoVID-19 on the Tourism Events Organized by Great Ethiopian Run

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Table of Contents

Lists of Tables	vi
Lists of Figures	vii
Acknowledgments	viii
Abbreviation/Acronym	x
Abstract.....	xi
Chapter One: Background and Problem Justification	1
1.1. Introduction	1
1.2. Problem Statement	3
1.3. Research Questions	5
1.4. Research Objectives	6
1.4.1. General Research Objective	6
1.4.2. Specific Research Objective	6
1.5. Significance of the Study	6
1.6. Scope of the Research	7
1.7. Limitations of the Study	8
1.8. Organization of the Research	9

Chapter Two: Literature Review	10
2.1. Introduction	10
2.2. What is an Event	11
2.3. Event and Event Tourism	11
2.4. Sports Event as Tourism	13
2.5. The Great Ethiopian Run (GER) Event	15
2.6. The Pandemic and its Effect on Events	17
2.7. Effect of COVID-19 on Tourism/Event Tourism	19
2.8. Effect of COVID-19 on GER Tourism Events in Addis Ababa	22
2.9. Empirical and Theoretical Review on the Effects of COVID-19 on Events	22
2.10. Conceptual Framework of the Study	25
Chapter Three: Research Designs and Methodologies.....	29
3.1. Research Design	29
3.2. Descriptions of the Study Area	29
3.3. Research Methodologies	30
Target Population and Sample Size.....	30
3.3.1. Source of Data	32

3.4. Data Analysis.....	34
3.5. Ethical Considerations.....	34
Chapter Four: Data Analysis and Presentations	35
4.1. Introduction.....	35
4.2. Socio-Demographic Characteristics of the Respondents.....	36
4.3. The Social Effect of COVID-19 on GER Events	40
4.3.1. Participant Perception of the Effect of COVID-19 on GER events	40
4.3.2. Employee Perception on the Effect of COVID-19 on the GER Events	44
4.4. The Economic Effect of COVID-19 on GER Events	46
4.4.1. Effect of COVID-19 on the Number of Participants	46
4.4.2. Effect of COVID-19 on the T-Shirt Selling Price	48
4.4.3. The Effect of COVID-19 on the Revenue Generation	49
4.5. Multivariate Analysis Based on Gender and Role	51
4.5.1. ANOVA Based on Employee Gender	51
4.6. The Remedial Strategies Used by GER Management	56
4.7. The Stakeholders' Role in Cope-up COVID-19 Outbreak on GER Events	58
4.8. Discussions.....	59

Chapter Six: Conclusions, Recommendations and Future Research.....	63
6.1. Conclusion.....	63
6.2. Recommendations	65
6.3. Future Research Directions.....	67
References	68
Annex: Questionnaires	73
Questioners for GER Participants	73
Questionnaire to be completed by the GER employees only	76
Secondary Data	78
Guiding Interview Questions	79

Lists of Tables

Table 4. 1. Occupation of participants.....	40
Table 4. 2. Perspectives of Participants as an individual.....	41
Table 4. 3. Social Perception of participants	43
Table 4. 5. Employee Perspective on social effects.....	45
Table 4. 6. Descriptive statistics based on Gender	52
Table 4. 7. Analysis of Variances on participants' Sex	54
Table 4. 10. Remedial Measures were taken by GER Management	57
Table 4. 11. Role of Stakeholders in coping-up with COVID-19 effects.....	59

Lists of Figures

Figure 2. 2. GER events (courtesy: Great Ethiopian Run official website 2018, 2020)	16
Figure 2. 3. Conceptual framework of the study	28
Figure 3. 1. Event Centers in Addis Ababa (according to google map, May 20, 2022).....	29
Figure 4. 1. Employee Respondents Gender	36
Figure 4. 2. Respondent Role	37
Figure 4. 3. Respondent's Age (employee and participants)	38
Figure 4. 4. Respondent Education Level (for both)	39
Figure 4. 5. Number of Local Participants	47
Figure 4. 6. Number of Foreign Participants	48
Figure 4. 7. The effects of COVID-19 on T-shirt Selling Price	49
Figure 4. 8. Effects of COVID-19 on the Revenue of GER	50

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Abbreviation/Acronym

AU	Africa Union
CDC	Center for Disease Control
COVID-19	Corona Virus Disease 19
EEMA	Event & Entertainment Management Association
ECA	Economic Commission for Africa
EPHI	Ethiopian Public Health Institute
GER	Great Ethiopian Run
IOC	International Olympic Committee
MICE	Meetings, Incentives, Conferences, and Exhibitions
MoH	Ministry of Health
MoCS	Ministry of Culture and Sport
MoT	Ministry of Tourism
MSMEs	Micro, Small, and Medium Enterprises
NCAA	National Collegiate Athletic Association
SARS	Severe acute respiratory syndrome
SCCT	Situational Crisis Communication Theory
STR	Smith Travel Research
UAE	United Arab Emirate
UN	United Nations
UNCTAD	United Nations Conference on Trade and Development
UNWTO	United Nations World Trade Organization
WHO	World Health Organizations

Abstract

The occurrences of the COVID-19 pandemic outbreak have posed a risk that dramatically affects the world and mainly the tourism industry and even in particular the event tourism. The purpose of this thesis was therefore to study the effects of COVID-19 on the GER tourism events in Addis Ababa, Ethiopia. Both primary and secondary data were collected. In the primary data collection, 235 event participants and 30 employees were selected based on availability and completed the questionnaire. The major findings showed that concerning the social effect, more than 61.00% of the respondents were neither handing over their water bottles nor observed others doing the same during the race. Moreover, employees were very much worried, had a negative perception, and would like to minimize their interaction during the event as shown in the reported percentages of 80%, 73.33%, and 73.34% respectively. The outbreak has also brought a reduction in the number of participants from 80,000 to 31,000; resulting in a reduction of overall revenue from 25.65 million ETB in 2019 to 13.959 million ETB in 2020. Irrespective of all these, the GER office had not taken any effective measures other than canceling its events. It was not the case to consult stakeholders for alternative options. Moreover, the GER office has not received substantial support from stakeholders too on strategies to combat the effects of COVID-19. It can be concluded that COVID-19 has brought more economic effects as compared to the social effect as a whole on the organizers. It is recommended that the GER office should have considered virtual events and consulted various stakeholders for getting both professional and financial support.

Keywords: Event tourism; Great Ethiopian Run (GER); COVID-19; Ethiopia; Addis Ababa; Effect

Chapter One: Background and Problem Justification

1.1. Introduction

The outbreak of the Corona Virus (COVID-19), as a world pandemic, has drastically changed the lifestyle of society and shocked the world economy. With no exception, COVID-19 has affected the tourism sector at large due to the impediment to the mobility of the people. Cross-border travel has been largely shut down in more than 200 countries with full or partial travel bans in place (UN Ethiopia 2020). The outbreak of COVID-19 has had immense repercussions on health care, the economy, transportation, and other fields in several businesses and locations (Sigala, 2020a, 2020b). As a result of the quarantine policy, population mobility fell drastically, resulting in diminished spending power and a stagnating economy of nations or organizations (Shen et al., 2020; Shrestha et al., 2020).

Indeed, the COVID-19 pandemic has created global problems, and economic and healthcare issues, and has had spillover effects on global businesses, including tourism and travel, which is a key contributor to the global service economy (Mohanty & Ranjan Choudhury, 2020). The tourism and leisure business has been affected the worst by COVID-19 tourism consequences, and it is one of the world's most harmed industries (Abbas et al., 2021; Vaishar & Šťastná, 2020). Irrespective of its potential, the tourism sector in Ethiopia is staggering and is not well developed, and is affected by the COVID-19 outbreak like the rest of the world. The travel industry has been the most affected sector across the globe.

It can be evident that the international tourist arrivals reached 1.5 billion in 2019, a 4% increase from the year 2018, extending tourism's ten-year streak of outpacing the global economy (Vega Falcón et al., 2020). However, the tourism sector came to a halt in mid-March 2020. International tourist arrivals decreased by 56% in the first three months of this year compared to the same period last year, with data for May showing a 98 % decrease (UNWTO, 2020). All of this amounts to an export loss of nearly \$ 320 billion, which is three times the

amount lost during the global economic crisis in 2009 (Stojanovska-Stefanova & Magdinceva-Sopova, 2021; Vega Falcón et al., 2020).

International tourist numbers showed trends of dropping by 58 percent to 78 percent in 2020, according to industry projections, resulting in a drop-in visitor spending from \$1.5 trillion in 2019 to between \$310 and \$570 billion in 2020. Over 100 million direct tourist jobs are at risk as a result of this, many of which are in micro, small, and medium-sized enterprises (MSMEs), which employ a large number of women and young people. The most vulnerable are those who work in the informal economy (UNWTO, 2020).

According to the latest COVID-19 and tourism update from the United Nations Conference on Trade and Development (UNCTAD, 2020), the pandemic had devastating effects on developing countries, especially those dependent on tourism," due to public protection measures that resulted in lockdowns, quarantines, and major restrictions on national and international mobility. When compared to the previous year, the number of international tourist arrivals in 2020 fell by 74%. (UNWTO Tourism Dashboard; Seleshi and Addis, 2021). Arrivals were down by 80-90 percent in many developing countries, it said, adding that the situation had resulted in severe economic consequences influences. According to the findings, due to travel and gathering restrictions, many events were canceled, and millions in revenue were lost which led to a more than 50 percent decrease in revenue compared to pre-COVID-19. According to the Ethiopian Ministry of Culture and Tourism, Ethiopia, earned \$2 billion in 2019 and the pandemic had slashed the income by two-thirds¹.

According to UNWTO (2020), the COVID-19 pandemic has had a substantial effect on Ethiopia's event tourism such as Meetings, Incentives, Conferences, and Exhibitions (MICE) industry's growth and income. Ethiopia has significant potential and experience in attracting and organizing regional, continental, and global events such as meetings, conferences, and

¹ <https://www.aa.com.tr/en/africa/ethiopia-s-lead-in-conference-tourism-paralyzed-by-covid-19/2422196#>

exhibitions, Great Ethiopian Run, according to the Ethiopian Convention Bureau's (ECB) strategy document, which was established in 2021 as a specialized wing of the ministry level Tourism Ethiopia and tasked with leading the country's MICE industry's growth. The number of participants was dramatically increasing year to year. For example, by 2005, the number of race entries had grown to 25,000 participants; by 2010 participants were around 35,000 and by the year 2016 event saw over 40,000 registrations, even, despite a 6-month state of emergency declared in October (Temesgen and Tesfaye, 2019).

However, as the COVID-19 pandemic has significantly affected the tourism sector, the GER tourism events have experienced a similar phenomenon with no exception. Due to this reason, the GER tourism events have been drastically affected by the COVID-19. However, event tourism is so complex process. For this thesis, the process may include but is not limited, to bidding on, facilitating, and creating events, and the management of portfolios of events while hosting the GER at Addis Ababa, Ethiopia. Therefore, the purpose of this research is to investigate the effect of COVID-19 event tourism using empirical evidence in the case of GER in Addis Ababa.

1.2. Problem Statement

Due to the recent outbreak of the coronavirus disease (COVID-19), which has been dubbed a pandemic of the twentieth century, events are facing significant instability in the form of cancellations or postponements (Mohanty & Ranjan Choudhury, 2020). As a result, an event tourism phenomenon has emerged, aiming to capitalize on events as tourism assets to boost tourism (Mequanent Biwota, 2020), however, due to COVID-19, such behaviors have faced serious ramifications for local populations (Higgins-Desbiolles, 2018). The lockdown had brought various socio-economic effects in Ethiopia too (Harris et al., 2021; Hirvonen, 2020; Mequanent Biwota, 2020).

As COVID-19 is a global pandemic, its effects on the GER tourism events are inevitable. Though the GER tourism events have attracted many participants, hits pick nearly 50,000

participants, and transformed into Africa's largest road race and conducting more than 13 events in a year (Capital, December 28, 2020, Temesgen and Tesfaye 2019), dubbed "the most exciting race in the world, COVID-19 had made a formidable challenge on it.

According to the report from capital Newspaper (Capital, December 28, 2020) with no exception, the GER tourism events are also extremely affected by the COVID-19. For instance, on the 2020 GER, it was hosted a shocking number of field athletes with COVID-19 guidelines in place to ensure the safety of everyone involved. In the year 2020, the event was postponed from its original November 2020 run date until January 2021 to give organizers more time to prepare for a COVID-friendly race. Further, an additional effect due to the pandemic was that the event Masks were mandatory, temperatures checked before the run required to maintain physical distancing, and different locations during the 10K as well as all the events that took place before the GER (Capital, November 1, 2021)².

COVID-19 pandemic has also affected the December 2020 – GER race, the half Marathon race at Hawassa, the 5K women race in Addis Ababa, the relay race among organizations in Addis Ababa, and the Children race on the European new year in Addis Ababa. The event organizers have announced plans to stage the 20th edition of the race on the new date of Sunday 10th January 2021, eight weeks later than originally planned. It is obvious that the delay was enforced by the global COVID-19 pandemic, but organizers are now confident that they will be able to stage the race by employing a raft of measures protecting participants from the virus. This was planned to host just 12,500 participants, almost 30,000 fewer than the number that completed (not participated) the race in November 2019.

Various studies showed that during the pandemic, different strategical choices from various stakeholders (Alessandra Cancedda et al., 2020), such as governments, tourism enterprises, and tourists, are also constantly evolving at different stages of the pandemic (Yan et al., 2021).

² <https://www.capitalethiopia.com/interview/great-ethiopian-run-3/>

According to the official website of the GER³, organizers of the 2021 Total Energies Great Ethiopian Run International 10km have postponed and set a new date of Sunday 23rd January 2022 for staging the race. Organizers have also announced that some additional race places will be arranged for the diaspora community who will be traveling to Ethiopia to celebrate Ethiopian Christmas in early January 2022. The current General Manager of Great Ethiopian Run (Capital, November 1, 2021) expressed her delight at the decision about the new date. The Organizers have also announced that for the 20th edition race, due to COVID-19 restrictions, we limited the elite field numbers to 100 in the women's race and 200 in the men's race (Capital, December 28, 2020).

The effect of COVID-19 on the GER tourism events are so pervasive and multifaceted in affecting all the events (Mohanty & Ranjan Choudhury, 2020) that take place before the main event GER and the GER itself. It has brought a shocking reduction of participants by 75% (from 50,000 to 12,500), and maintain physical distance (Capital, December 28, 2020)⁴. Moreover, the huge reduction of participants has significantly affected the revenue of the GER office. As far as the knowledge of the researchers is concerned, there has not been any previous studies that investigate the social-economic effect of COVID-19 on the GER tourism event. This thesis is, therefore, motivated to assess the social and economic effects of the COVID-19 outbreak on the GER tourism events in Addis Ababa, Ethiopia using an empirical study.

1.3. Research Questions

1. How the outbreak of the COVID-19 pandemic has affected the GER events tourism in Ethiopia?
 - 1.1. What are the social and economic effects of the COVID-19 pandemic on the GER tourism events in Addis Ababa?

³ <https://ethiopianrun.org/en/races/international-10k> , date January 1, 20212

⁴ <https://www.capitalethiopia.com/interview/great-ethiopian-run-2/>

- 1.2. To what extent does there exist a systematic difference among employee on the effect of COVID-19 based on gender?
- 1.3. What are the remedial strategies taken by the GER management to cop-up the effect of Covid-19 on the GER tourism event?
- 1.4. What were the roles of the stakeholder during the COVID-19 pandemic to minimize the effects of COVID-19 on the GER tourism events in Addis Ababa?

1.4. Research Objectives

1.4.1. General Research Objective

The general objective of the theist was to analyze the effects of the outbreak of the COVID-19 pandemic on the GER tourism events tourism in Ethiopia.

1.4.2. Specific Research Objective

The specific objectives of the thesis are:

- 1) To study the social and economic effects of the COVID-19 pandemic on GER tourism events.
- 2) To examine the existence of a systematic difference among employee on the effect of COVID-19 based on gender.
- 3) To investigate the remedial strategies taken by the GER management to cop-up the effect of COVID-19 on the GER tourism events.
- 4) To analyze the roles of the stakeholder during the COVID-19 pandemic to minimize the effects of COVID-19 on the GER tourism events in Addis Ababa.

1.5. Significance of the Study

The outbreak of COVID-19 has affected the world and industries globally. One of the sectors affected by the outbreak of the tourism industry. Mainly the event tourism sector is particularly

affected due to blockages and quarantine. This thesis investigated the social and economic effect of COVID-19 on event tourism in the case of GER events in Addis Ababa and has the following significance.

Development Significance: After achieving its objectives, the research results have significantly benefitted all the stakeholders of the tourism, which are directly or indirectly affected by the COVID-19 outbreak. The thesis may give a contribution to the development of tourism, event tourism, and sports event as well as sports event tourism for governments, private organizations, visitors, athletes, and the local communities. The thesis also benefits from the understanding, recognition, and development of GER events as tourism even more in the future to promote social and economic activities and developments during unprecedented events.

Policy Significance: The main benefit may include but is not limited to the understanding of COVID-19 on the event tourism, particularly in GER events in Addis Ababa, and may provide a policy direction to the event tourism economy. Moreover, the outcomes give a policy direction to policymakers in the sector to intervene in the development and drafting of different interventions related to event tourism in Addis Ababa. As well as the GER office how to prepare themselves to overcome the occurrences and effects of any event disruptive risks.

Academic Significance: The thesis would help the scientific community in the areas of event tourism and GER tourism events and contributes to the body of knowledge that the COVID-19 outbreak has affected the event, event tourism, and GER tourism events. It helps as a reference and secondary data source for academicians, researchers, and institutions at various levels to pursue their studies in the same or similar areas.

1.6. Scope of the Research

As tourism is a wide and complex sector, the thesis only focuses on particular event tourism considering the GER tourism events in Addis Ababa. It focuses particularly on the social and

economic effect of the COVID-19 outbreak on the GER tourism events in Addis Ababa focusing on GER offices, participants, and other stakeholder offices.

Sampling and Methodology Scope: The sample size coverage does not include other actors in the event tourism in GER events in Addis Ababa such as shops and tour operators, and participants outside Addis Ababa. The scope of data collection was sampling and conducted during the female GER tourism events that took place in Addis Ababa on Sunday 13 March 2022. The target groups were anyone who was involved in the running event or the organization of the event who are either local or foreigner or event organizers during the event.

Geographical Scope: The geographical coverage of the thesis is mainly in Addis Ababa, the capital city of Ethiopia where many social events take place and are hosted on regular basis. It locates in a Latitude and longitude coordinates are 9.005401, 38.763611, UTC+3 (East Africa Time zone). Though GER has various events even outside Addis Ababa, the thesis only considers the GER female events as a pilot that took place in Addis Ababa. The running course was started at 8:30 Morning on March 13, 2022, launched from Atlas Hotel as a starting and ending place.

Thematic Scope: this thesis only focuses on the social and economic effects of COVID-19 on the GER events using descriptive and inferential studies. It is delimited to consider only events that are related to sport and particularly the GER sports events. However, the findings of this thesis may not be applied to other tourism events in Ethiopia, rather analyzing the sports events of GER in the development of event tourism and as well as the social and economic effects of COVID-19 on the GER events and GER offices.

1.7. Limitations of the Study

In order to achieve the objectives of the research, various sources of data and information were collected. However, due to the limitation of time and budget, the coverage (sample size) may not be large enough and the findings of the study may have limitations in this regard.

Time and Budget Limitation: To address its objectives, the researchers intended to collect various data from all the vents, but due to the time and budget, limitation the study only focuses on the female GER tourism events in Addis Ababa.

Availability of the Data: Absence or insufficiency of secondary data in the GER offices and other stakeholders and the short duration after COVID-19, the choice of data analysis was hampered.

Theory Limitation: The other limitation is that there has not been any related research that address the effect of COVID-19 in related to events or in particular in the tourism events.

1.8. Organization of the Research

This research is organized into five chapters. Chapter one covers and illustrates the background and justifications of the study, the statement of the problem, basic research questions, and objectives of the study, definition of terms, limitations of the study, and significance of the study. Chapter two contains a related literature review. It presents the definition of events, event tourism, and the effect of COVID-19 on events GER. Chapter three contains the research design and methodology. The chapter outlines the research design, sample and sampling techniques, source and tools/instruments of data collection, procedures of data collection, and method of data analysis. Chapter four data analysis and presentation, describe the mean, variance, and frequency distribution of the results in the table and also, it also presents the data in the form of graphs, charts, and so on. Chapter five contains the conclusions and recommendations of the thesis.

Chapter Two: Literature Review

2.1. Introduction

This literature review focuses on the survey of various literature related to events, event tourism, risks, and effect of COVID-19 on events and event tourism. The literature review section begins with an "introduction to the event." Some of the following factors should be considered before beginning an event. The definitions of an event and a conference should be well researched. The review of related literature part of the study focuses on theories and concepts on the event, event tourism and Sport Tourism, Ethiopia, and other related variables which will affect and relate to this topic. Over the last few years, scholars from different parts of the world have dealt with event tourism from different perspectives. In this review, an attempt has been made to analyze such issues and in addition to this, the assessment has tried to describe the operational definitions of key terms used in the study.

Event tourism has emerged and is considered to be far beyond tourism as an economic activity, which is indicated by the fact that there are more than a million different tourism events in the world every year, with more than 400 million visitors and annual revenue of over \$2.5 billion (Lakićević et al., 2016). Because of the large number of visitors and spending that event attract; destination marketing organizations are increasingly focusing on them(Higgins-Desbiolles, 2018). As a result, an event tourism phenomenon has emerged, intending to utilize events as tourism assets to grow tourism. Such practices may have serious ramifications for local communities.

Moreover, an overview of the GER tourism events is also discussed. COVID-19 was officially designated a global pandemic by the World Health Organization (WHO) on March 11, 2020, as the virus began spreading (WHO, 2020). In January 2020, the US government declared a national emergency, followed by a recommendation from the Centers for Disease Control and Prevention (CDC) in March to cancel gatherings involving 50 or more people (CDC, 2020). The COVID-19 pandemic has had a significant effect on the tourism industry, similar to the

effect of the 2003 SARS epidemic and the 2009 H1N1 (Swine Flu) pandemic. Event markets have been among the hardest hit tourism sub-sectors. Therefore, in this chapter detailed literature review about events, event tourism, and event management is presented.

2.2. What is an Event

An event can be described as a public assembly for celebration, education, marketing, or reunion. Events can be classified based on their size, type, and context and can be social, educational, sport, political, corporate, religious, fundraising etc. An event can also be something that happens, especially when it is unusual or important. You can use events to describe all the things that are happening in a particular situation but is a planned and organized occasions⁵.

Event: an occurrence at a given place and time; a special set of circumstances; a noteworthy occurrence. Events, by definition, have a beginning and an end. They are temporal phenomena, and with planned events, the event program or schedule is generally planned in detail and well publicized in advance. Planned events are also usually confined to particular places, although the space involved might be a specific facility, a very large open space, or many locations (Getz and Page, 2019).

2.3. Event and Event Tourism

According to Robin Wagner-Pacifici, (2017), the word event has vast and pervasive meaning in social, psychological, tourism, computer, and political. In this thesis, however, the term event is considered to focus on the tourism aspects of its meaning and concept. Tourism is fueled by events, which are heavily featured in most destinations' development and marketing strategies. Event tourism is a significant and quickly expanding component of global tourism

⁵ <https://www.collinsdictionary.com/dictionary/english/event>

and refers to the proclivity to travel to attend events, both on the part of dedicated event tourists who travel for specific events and other tourists who attend events while on vacation (Getz, 2008c). Destination event tourism is the planning and marketing of planned events as tourist attractions, catalysts, animators, image-makers, and place marketers. This process entails bidding on, planning, facilitating, and creating events, as well as managing event portfolios as destination assets (Getz & Page, 2014). For individual events, event tourism entails developing a marketing strategy to attract tourists, sometimes as an additional segment and sometimes as the primary business.

The festival has been a prime mover behind tourism marketing, taking advantage of the perceived positive international business image enjoyed by the country far and wide (Carlsen et al., 2010; Che, 2008; Holley, 2001). Event management is both a science and an art. It needs a scientific and systematic approach to event planning, execution, and controlling (Rochester Downtown Alliance, 2016). In this proposal, the problem of the event planning and management of the GER has been addressed and an alternative better event-planning proposal is designed with some innovative approaches.

Even the smallest event, should require formal planning before execution (Conway, 2009). Event planning consists of a simple project management methodology that lends itself to the controlled management of multiple tasks and activities to achieve a single goal, within defined costs, timescales, and quality (Rochester Downtown Alliance, 2016) There lays the role of events and their significance in modern tourism. Events are not only one of the most important parts of tourism but also an inseparable part of human society. They are a global phenomenon that is gaining greater and greater importance through the event industry (Oklobdzija, 2015a).

Events require much planning, and there are many details to take into consideration during the event proposal development. Event planning has become an important consideration for any entity wishing to promote its business (Holley, 2001). In any event, having innovative event planning will help the organizers and participants. In the Great Ethiopian run event, the proposal is designed to exploit the importance of event planning with all the necessary details

and elements of the event. Success in event planning requires a coordinated action plan so that every detail is (Holley, 2001).

Following that, while marketing and organizing an event, the goals and objectives are critical. Once goals and objectives have been determined, the next method is to organize an event, which means the event planning process should be properly examined and agreed upon by all parties involved. In developed countries, according to Cook et al., (2008), the tourist sector has grown so routine that people sometimes forget what makes these activities possible. When we examine tourism critically, we can understand how it influences all of our lives and how it interacts with the whole host town, region, or nation. Having considered this, some of the different types of events from the literature are briefly explained and summarized below.

2.4. Sports Event as Tourism

In recent years, the expansion of event tourism has been "spectacular," as destinations see the potential of events to improve their profile in an increasingly competitive global tourism sector. The number and variety of events and festivals taking place throughout the world at any given moment have reached unprecedented proportions. Indeed, the origins of event tourism may be traced back too many exceptional occasions in diverse societies since ancient times (Getz, 2007; Getz, 2008).

Events are an important motivator of tourism and figure prominently in the development and marketing plans of most destinations. The study of events has long existed within several disciplines, manifested in research and theory development on (for example) the anthropology, geography, or economics of events, but the term 'event studies' appears to have been coined in 2000, and only in passing in Getz's speech at the Sydney conference Events Beyond 2000. Getz expressly explored event studies and event management in a 2002 essay in the *Journal of Hospitality and Tourism Management*, casting doubt on their legitimacy as disciplines or areas (Getz, 2008a; Getz & Page, 2014).

There is an increasing interest in arranging festivals or special events in many cities around the world. *Festival and Event Tourism Effects* provides a comprehensive review and analysis of the multi-faceted effects that festivals and events have on a host community, whether positive or negative and offers recommendations for communities for the successful management of this kind of tourism (Gursoy et al., 2020).

There are many various kinds of events in the world, and new ones emerge every year. In these circumstances, competent strategic planning plays a critical role in the success of a particular event. (Oklobdzija, 2015b). For instance, the United Arab Emirates (UAE) has been working tirelessly to promote tourism as a means of achieving its stated goal of economic diversification and growth through event tourism. To entice travelers to the UAE, it has organized a number of events, including the oft-mentioned Dubai Shopping Festival. The event has been a driving force behind tourism promotion, capitalizing on the country's widely regarded positive worldwide corporate image (Anwar & Sohail, 2004).

The other areas of event tourism are that sports festival. Sports tourism is attracting an increasing amount of academic and government attention. It is valued for its economic contribution as well as other factors such as the effect on community well-being and the sense of pride that sports tourism may generate (Deery et al., 2004).

Among the most significant events that continue to this day, the Olympic Games may be the most well-known example of event tourism, having begun around mid-700BC and lasting over 1,000 years until it was re-launched in 1896 with the first modern Olympic Games in Athens under the auspices of the International Olympic Committee (IOC).

Indeed, in the newly industrialized world of the nineteenth century, the conceptions of festivals and events were greatly expanded, and the concepts of global fairs eventually became known as expositions (expos). In 1851, London hosted the first worldwide expo, "The Great Exhibition of the Work and Industry of All Nations," which drew over 6 million people. When this event was such a huge success. One of the most well-known instances is 'The Paris

Exhibition of 1889,' which resulted in the creation of France's most famous landmark, the Eiffel Tower (Carlsen et al., 2010; Getz, 2008b, 2008d; Mohanty & Ranjan Choudhury, 2020).

2.5. The Great Ethiopian Run (GER) Event

The **Great Ethiopian Run** (Amharic: ታላቁ ፋጫ በኢትዮጵያ) is an annual 10-kilometer road running event which takes place in late November in Addis Ababa, Ethiopia⁶.

As per the official website of GER (May 26, 2021), and magazines published in the first Great Ethiopian Run, the competition was first envisioned by neighbor Ethiopian runner Haile Gebrselassie, Peter Middlebrook, and Abi Masefield in late October 2000, following Haile's return from the 2000 Summer Olympics. The 10,000 entries for the first edition quickly sold out and other people unofficially joined in the race without a number (See figure 1). The creation of the race marked the first time that a major annual 10 km race had been held in the country, renowned for producing world-class runners. The day's events include an international and popular 10 km race and a 5 km women-only race.



(GER website, 2015)

⁶<https://ethiopianrun.org/am/international/race-history#:~:text=Great%20Ethiopian%20Run%20was%20established,international%20mass%2Dparticipation%20road%20race.>



(GER website 2018)



(GER website, 2020)

Figure 2. 1. GER events (courtesy: Great Ethiopian Run official website 2018, 2020)

By year 2, the race had already become the largest road race in Africa with some 16,500 runners. Due to this success, more races were organized throughout Ethiopia including the Hawassa half-marathon. The race has grown over the years growing to over 40,000 runners and walkers. Haile Gebrselassie sets the racers off each year. According to the reporter Dawit (2018), the 18th installment of the Great Ethiopian Run (GER) is set to take place on Sunday, November 18, 2018, with more than 25 countries taking part in the road race. A total of 44,000 local participants; 500 elite athletes and 500 international participants are expected to take part in the race.

This thesis considers the various effects of COVID-19 in the GER event. This indicates, that there was a scheduling problem on the Great Ethiopian run held during the COVID-19 outbreak. Though the activities vary depending on the event type and nature, the main tasks in the event planning that need to be considered in the Great Ethiopian Run are the name of the event, the date of the event, the time of the event, location of the event, target audience, objective, time plan, budget and resources required, standards and protocols in the invitations and catering, the sponsors and promotion, safety and security, etc. (Allen, 2011; Conway, 2009).

2.6. The Pandemic and its Effect on Events

31 Dec 2019, Wuhan Municipal Health Commission, China, reported a cluster of cases of pneumonia in Wuhan, Hubei Province. A novel coronavirus was eventually identified. 1 January 2020, WHO had set up the IMST (Incident Management Support Team) across the three levels of the organization, headquarters, regional headquarters and country-level, putting the organization on an emergency footing for dealing with the outbreak. 4 January 2020, WHO reported on social media that there was a cluster of pneumonia cases with no deaths – in Wuhan, Hubei province. 5 January 2020, WHO published our first Disease Outbreak News on the new virus.

This is a flagship technical publication to the scientific and public health community as well as global media. It contained a risk assessment and advice and reported on what China had told the organization about the status of patients and the public health response to the cluster of pneumonia cases in Wuhan (Archived: WHO Timeline - COVID-19). The pandemic's ramifications could affect many sectors of human life and commerce, including tourism management, as nearly half of the world's population imposed unprecedented limits on transportation (Rahman et al., 2021).

The pandemic's ramifications could affect many sectors of human life and commerce, including some of the cancelations of the notable event during the pandemic, was mentioned a sample⁷ for instance the EuroCIS, Europe's leading trade fair for retail technology, has been canceled. The event, scheduled for March 16-18, 2021 will now take place in February of 2022 at the fairgrounds in Düsseldorf, Germany. The other cancelation was Sundance Institute unveiled plans for a seven-day 2021 Sundance Film Festival that offers a custom-designed

⁷ <https://www.eventmarketer.com/article/coronavirus-rolling-coverage-impact-covid-19-events/>

digital platform as well as local drive-ins and screening partnerships with independent cinemas and cultural organizations.

While the organizers behind South by Southwest have hinted at a potential in-person event for some time in 2021, the conference will initially take a virtual format from March 16-20. The New York International Auto Show, originally slated for April 2-11, 2021, has been pushed out. Organizers announced on Oct. 20 that the renowned auto event will now take place Aug. 20-29, 2021, with a press day slated for Aug. 19. The NCAA canceled the March Madness college basketball tournament after initially preparing to host games without spectators. Men's and women's basketball tournaments in divisions I, II, and III are affected by the ruling.

The International Olympic Committee (IOC) has declared that the Tokyo Olympics will take place from July 23 to August 8, 2021. The Games were initially scheduled to take place from July 24 to August 9 but were postponed on March 24 by Japanese Prime Minister Shinzo Abe and IOC President Thomas Bach. One of the world's most prestigious art events has been canceled. In the wake of the pandemic, the organizers of Art Basel Miami Beach announced that the show, which was scheduled for December 3-6, has been canceled. According to the website of the annual information security conference, "After careful consideration of the health and safety of our attendees and partners, we have made the difficult decision to postpone Black Hat Asia 2020 due to the coronavirus outbreak. All these examples would notify the effects of COVID-19 on the event and tourism industry all over the globe with no exception in Ethiopia too.

As a result, event planners must be able to assess event aspects in order to track and predict potential changes, identify chances to improve services and create new ways to provide services that meet specific demands (Boonsiritomachai & Phonthanukitithaworn, 2019; Boo & Kim, 2022). Hotel performance for the months when state fairs were held in 2019 (e.g., Arizona State Fair, Iowa State Fair, Minnesota State Fair, and Ohio State Fair) showed year-

over-year growth in occupancy, average daily rate, and revenue per available room, according to Smith Travel Research (STR) trend reports (Boo & Kim, 2022).

2.7. Effect of COVID-19 on Tourism/Event Tourism

The effect of the COVID-19 pandemic is immense and pervasive. Its effect is also multifaceted all over the world in terms of social, economic and health. The renowned global events having enormous tourism potential have seen an uncertain situation and some of them get canceled as well. Since then, the pandemic of COVID-19 has dramatically changed the world in terms of societal, economic, health, and risk management.

To this effect, it has brought a formidable challenge and effect on the tourism sectors and in particular on the event tourism sector. As events are regarded as a vital aspect of global tourism, however, for the last two years undergoing huge instability in the form of cancellations and postponements as a result of the outbreak of the pandemic of the twenty-first century, which is coronavirus disease (COVID-19) (Drewes et al., 2020; Getz, 2008d).

It has a variety of repercussions, and governments all over the world are seeking a way to offset its negative effects through sustainable development. The epidemic is disastrous for every country's economy, the tourism industry, and social aspects like long-term health concerns in those infected and the death of friends and relatives. Infections can be controlled through societal well-being or safety precautions such as lockdowns. When such safety regulations are overly severe, however, they can have a detrimental influence on the tourism industry, disrupt economic development, and raise unemployment rates. Different external elements such as economical, societal, geopolitical, political, and technical influence the business sector today, according to reports (Boo & Kim, 2022; Getz, 2008d; Rahman et al., 2021).

Though the financial losses are irreversible, the decision is appreciable on account of the saving of mankind (Mohanty & Ranjan Choudhury, 2020). On December 31, 2019, a case of pneumonia with an unknown etiology was discovered in Wuhan, the capital of Hubei

province, and reported to the World Health Organization's (WHO,) China country office (WHO, 2020). The disease is having a devastating effect on a wide range of economic activities, particularly global tourism.

With huge changes in work-life patterns, this epidemic has contributed to the worst slump since the Great Depression of the 1930s (Jeanna Smialek, 2020). Events have the inherent drawback of being more vulnerable to internal or external disturbances, which means that any tiny disturbance in the internal or external environment has disastrous consequences for any event, regardless of how well the event's action plan is structured (Mohanty & Ranjan Choudhury, 2020). The reason is that events are considered one of the biggest sources of the transmission of infectious diseases. As a result, in the event of a pandemic, the decision to cancel or postpone events is always regarded the best option (Ahmed & Memish, 2020; Ebrahim et al., 2021).

Without proper regulation, gatherings and festivals can become "hyper spreading" occurrences. Due to a lack of safeguards implemented in religious congregations such as Tablighi Jamaat, India has recently seen a substantial increase in the number of COVID-19 infections (BBC, 2020).

In the midst of the COVID-19 crisis, the government implemented immediate limitations on travel and event gatherings. All types of events are held around the world, including cultural, corporate, sports, and mega-events such as the Olympic Games in 2020. COVID-19 has had a negative effect on the events business in India, according to EEMA (Event & Entertainment Management Association), with losses of Rs. 40,000 crore and a projected effect of Rs. 3000 crores in the first two months based on 100 MSMEs survey projections (Javeri, 2020).

The pandemic has put restrictions on public movements and limited the functionalities which have affected all sectors including sports. The sports industry which is estimated at an annual global value of US\$ 756 billion is facing the threat of COVID-19. Similarly, numerous sports enterprises and clubs have been hit by economic and financial difficulties, which could force

them to close their doors. The sports event with no spectators (ghost game) is losing legitimacy in this scenario because crowd support influences result and produces cash for both the team and the broadcasters (Drewes et al., 2020). The tourism industry is not left behind in this regard. The pandemic has had an effect on not only foreign exchange earnings (FEE), but also regional developments and job prospects, affecting local communities in general. Due to a significant decrease in international visitor arrivals in India in 2020 (Jaipuria et al., 2021).

The pandemic of COVID-19 has touched all socioeconomic domains, including the event business and its stakeholders. Despite the short period since the pandemic's spread, several scientific papers in this topic have been published. The articles cover a wide range of topics, from the evident economic crises of the event sector to the social ramifications of the epidemic. Aside from the fact that they are typically quite popular, events and festivals raise visitor expenditures while also providing sources of income and employment.

Furthermore, events and festivals may serve as a platform for marketing and raising awareness of the host location (Mohanty & Ranjan Choudhury, 2020). Following WHO's announcement of a global COVID-19 pandemic in March 2020, the event industry was forced to cancel, postpone, or otherwise restructure events and festivals. Furthermore, the epidemic resulted in entire lockdowns, employment insecurity, travel restrictions, continuous uncertainty, missed revenue, and job losses among personnel affiliated with the sector (e.g., hospitality, travel and tourism, and retail) (Rentschler et.al., 2021).

Limitations in event organization and temporary incapacity to attend events have, ironically, contributed to a greater understanding of the value of events in many aspects, including socially. Live events, in particular, provide a platform for creating relationships and delivering impressions and emotions, both of which are key parts of events. According to Olson, despite the COVID-19 epidemic and other limitations, some individuals continue to come to informal parties. On the other side, some individuals are afraid of large crowds, and there is a chance that this fear may persist after the epidemic, making it difficult for the event business to rebalance (Olson, 2021).

2.8. Effect of COVID-19 on GER Tourism Events in Addis Ababa

As it has been known that former industrial regions in post-Fordist towns are rapidly being turned into tourist entertainment districts. Events that can create tourism revenue, spur the development of event cities into cultural cities, and assist reinforce a city's image have also been used to reimagine so-called post-industrial blighted areas (Che, 2008; Yang et al., 2020). In addition to the absence of incorporating GER events more strategically into the host destination's broader mix of tourism products and services is an emerging challenge in sport event tourism in Ethiopia, COVID-19 had brought an irrecoverable challenge in the attitude and economical performances of GER tourism event's organizers.

GER tourism event's organizers face the challenging dynamics of participants' risk perceptions regarding COVID-19 infection in such an unpredictable event setting, due to the fact that, an event is a social gathering is bound to be crowded. In public gathering locations when physical/social separation is occurring, customers' perceptions of events may have a greater detrimental effect on their psychology and behavior than ever before. The GER were even trying to conduct a virtual event during the COVID-19 outbreak.

2.9. Empirical and Theoretical Review on the Effects of COVID-19 on Events

The pandemic has curtailed public movement and functionalities, affecting all sectors, including sports and has caused an effect on the social and economic of events. COVID-19 poses a threat to the sports business, which is worth an estimated USD 756 billion annually. Millions of jobs, not only in sports but also in other linked industries, are at stake as a result of the ongoing pandemic (Mohanty & Ranjan Choudhury, 2020). Sport tourism activities must be organized in close collaboration with sport and tourist authorities, decision makers, and the local population in order to expand and become a development tool in tourism destinations (del Pilar Leal Londoño et al., 2021).

The novel COVID-19 epidemic has negative consequences for the tourism industry and the global economy. Economic forecasts predict slowed financial progress and bad views toward residents of nations hardest hit by the COVID-19 outbreak (Rahman et al., 2021). According to WTO (2020), the effects of this rare disease on the travel and tourist industry are unprecedented and ever-changing that the tourism industry will be the hardest hit, with negative effects on both demand and supply of event tourism items. All types of events are held around the world, including cultural, corporate, sports, and mega-events such as the Olympic Games in 2020 was canceled and caused an immense loss on income, job and opportunities around the world. COVID-19 has had a negative effect on the events business in India, according to EEMA (Event & Entertainment Management Association), with economic losses of Rs. 40,000 crore and a projected effect of Rs. 3000 crores in the first two months based on 100 Micro Small, Medium enterprises (MSMEs) survey projections (Endris & Kassegn, 2022).

With respect to the theoretical review, various theories have been formulated and tested soon after the eruption of the global pandemic. In this thesis, some of the social and risk management theories which are related to the event and event tourisms are presented and discusses as follow. The first one the Bakker et. al. (2008) the psychological and physical well-being (Bakker et al., 2008) theory contributing to personal health and business survival, engagement is, therefore, a relevant factor to be considered in an extreme, disrupted context, such as the COVID-19 pandemic (Hirvonen, 2020). Various researchers suggested due to COVID-19, that individuals' engagement levels fluctuate heavily across days and are influenced by within-organization negative work events (Bledow et al., 2011; Demerouti and Cropanzano, 2017). Extending this line of thought, the researchers expect that work engagement to be handled outside the organizational premises.

The other theory is that the individual and community or social values of events. Individuals and communities value events for social (Bowdin et al., 2012; Seraphin et al., 2019) and economic reasons (Getz & Page, 2020; Raj et al., 2017). Similarly, the COVID-19 pandemic has also caused a negative impact on the development of social capital within communities

and threatens the viability of the event sector by limiting or suspending event occurring (Jamal & Budke, 2020).

Sanchez and Adams' (2008) Janusian-thinking technique have already been applied to address crises threatening the tourism industry's long-term viability (Angaw, 2021; Mequanent Biwota, 2020). In fact, to combat over tourism and its negative effects on the industry's long-term viability (Namberg, Jackish, Schmude, & Karl, 2019),

The other effect that the broke out had on the GER tourism events were the economic effect (Hirvonen, 2020; Mequanent Biwota, 2020; UN-Ethiopia, 2020). This includes a smaller number of participants, additional prevention costs subsequently less revenue generation and higher operational costs. From an organizational perspective, the COVID-19 pandemic can be described as an extreme, disrupted context. Such environments are “triggered by extreme events that occur outside the core activities of organizations or communities” (Hällgren et al., 2018). The day-level fluctuation of COVID-19 cases as extreme daily events in unbearable physical, psychological, and material consequences to organizational members. The researchers do agree on the findings of the both the theoretical as well as the empirical findings of the previous researchers that COVID-19 has brought drastically effect on the social and economic of the individuals, as well as organizations.

As event and event management are exactly sharing the core process of the project management, it requires the nature, techniques and approaches of project risk management. In all the steps and process of event management, the concept of project risk management must be anticipated and remedies must be followed as any project management principles.

Cognizant to this, as part of the risk mitigations strategies, lately after the mass lockdown, event managers has been followed some remedies to rejuvenate the event. Online, teleconferenced and webinars, events are also named virtual events (Getz & Page, 2020; Raj et al., 2017). In 2015, the virtual events market was worth \$18.6 billion (Raj et al., 2017). The results of the study reveal that virtual events are going to gain ground due to travel restrictions

caused by the pandemic. Zoom for instance, was downloaded 2.13 million times around the world on 23 March, 2020 (Neate, 2020). Many tourism and event management academic conferences, such as The INC Conference, 2020 (LinkedIn) are now being delivered online. That said, there are some mitigated circumstances, as loneliness, as a result of absence of positive relationship (what COVID-19, and lockdown are about) could continue, even when positive relationships are facilitated, while also impairing executive functioning of individuals (Cacioppo & Cacioppo, 2014).

From an organizational theory perspective, the COVID-19 pandemic can be described as an extreme, disrupted risk. Such risk environments are “triggered by extreme events that occur outside the core activities of organizations or communities” (Hällgren et al., 2018). In this regard, COVID-19 pandemic has caused extreme cancellation of events due to the fact that this pandemic has results in unbearable physical, psychological, and material consequences to organizational members.

2.10. Conceptual Framework of the Study

As per the literature survey mad, the pandemic (COVID-19) has made a devastating effect on the socioeconomic of Ethiopia (Aragie et al., 2020; Ethiopia, 2021; Harris et al., 2021; Hirvonen, 2020; UNICEF, 2020). Its effect is mainly pervasive on tourism and tourism events due to the fact that the mobility of the people was a total halt(Mequanent Biwota, 2020). However, the effects of COVID-19 on the tourism events, though there are attempts made, so far, there has not been studied well. To this effect, with no exception for the GER events, as far as the knowledge of the researchers is concerned, the effects of COVID-19 on the GER tourism events in Addis Ababa has not been studied at all. This thesis, is, therefore, tries to address the social and economic effects of COVID-19 on the GER events in Addis Ababa.

Based on the literature review and observations made, the researchers have developed the following conceptual framework to investigate the social and economic effects of COVID-19 on the GER events. One of the major effects that the pandemic had brought was the social

effect (Alessandra Cancedda et al., 2020; Hirvonen, 2020; UN-Ethiopia, 2020). Similar to the COVID-19 that broke out, the GER tourism events were both socially and economically affected. The social effect includes the social distance, the fear during the participation and even individuals has dropped from the event. As it is stated in the literature review, the involvement levels of participants fluctuate heavily across events and are influenced by the organization's negative work (Demerouti and Cropanzano, 2017). Extending this line of thought, the researchers expect that the low involvement of participants affects the social bond and as the same time the economy of the GER tourism events organizing office in response affects the outside organizational events, such as GER events all over the country.

GER events have become a good culture in Ethiopia that individuals and communities value events for social (Seraphin et al., 2019c) and economic reasons (Getz & Page, 2020;). However, COVID-19 pandemic has a negative impact on the development of social capital within communities and threatens the viability of the event sector by limiting or suspending events occurring (Jamal & Budke, 2020). Sanchez and Adams' (2008) Janusian-thinking technique have already been applied to address crises threatening the tourism industry's long-term viability. To this effect, the GER tourism events organizing office should devise a mechanism to overcome the effect of COVID-19 on the GER events.

The other effect that the broke out had on the GER tourism events were the economic effect. This includes a smaller number of participants, additional prevention costs subsequently less revenue generation, and higher operational costs. When a pandemic is spreading and its long-term effects are unknown, the person, society, and legislative bodies are all under increasing strain. This circumstance has had a variety of socioeconomic consequences all around the world. As a result of this predicament, the economic crisis has had a significant influence on practically every aspect of the industry, particularly tourism and hospitality. Since the COVID-19 pandemic, the tourism industry has lost between 850 million and 1.1 billion international tourists (Prasad & Ghosal, 2020). The travel and tourism business contributed 11.1 percent of the UAE's gross domestic product in 2018. The COVID-19 outbreak has had a significant negative impact on tourism in the UAE and around the world. International

tourism has plummeted, and major events such as the Dubai Expo 2020 have been canceled or postponed (Mannaa, 2020).

Due to the drastic effect of the pandemic outbreak, the GER tourism events organizing office should be devised and followed a risk management plan by involving various stakeholders. Moreover, the various stakeholders should also assist the GER office to cope with the effect of COVID-19 on the GER office.

Cognizant of this, during the pandemic, there should have been various strategic choices of each stakeholder, including governments, tourism enterprises and tourists, who are also constantly evolving at different stages of the pandemic (Yan et al., 2021). Studies in the event tourism industry have focused on disaster management or mitigation within the sports tourism context, within a global and local context (Alessandra Cancedda et al., 2020). The results showed the vulnerability of the sport tourism industry to global threats while highlighting the lack of preparedness of this sector to strategically respond to the COVID-19 pandemic; however not without substantial financial investments and government support (Hemmonsbey et al., 2021). Other have tried to use theories such as the SCCT (Situational Crisis Communication Theory) to get the framework for comprehending pandemic phenomena. The SCCT was used for predicting how stakeholders will react to a crisis in terms of the crisis's reputational risk (Coombs, 2007).

There is a two-way interaction between the participant's perception, and participants' age such that the interaction between participants' perceptions and age is more pronounced as participants' age increases. Male gender, being a Christian, having more than 12 years of formal education, and having high-risk perceptions were positively associated with the observance of more than one protective measure against COVID-19 (Oyetunji et al., 2021). The first pattern shows an intensification of gender performativity manifested in the reproduction of 'masculine' and 'feminine' reactions to the crisis (Ethiopia, 2021; Oyetunji et al., 2021).

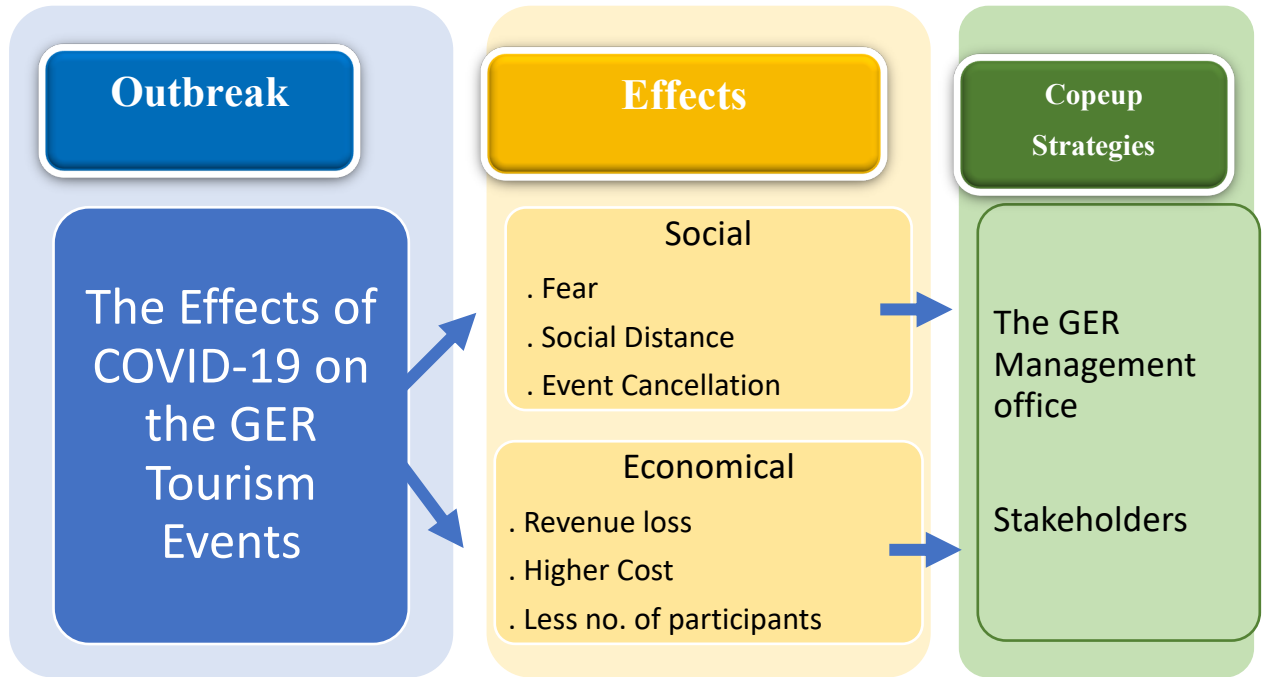


Figure 2. 2. Conceptual framework of the study

Chapter Three: Research Designs and Methodologies

3.1. Research Design

This chapter focuses on explaining the research methodology used in this thesis. The topics to be addressed under this chapter namely the research design, methods of data collection, sampling design and sample size, the type of data required, and the methods of the research analysis employed.

3.2. Descriptions of the Study Area

Addis Ababa, the capital city of Ethiopia and the seat of many national, international, and multinational organizations is the study area where several events are hosted. Addis Ababa covers a land of 527 km² Area at an elevation of 2,355 m with time zone (GMT+3 east African time).



Figure 3. 1. Event Centers in Addis Ababa (according to google map, May 20, 2022)

There are several events that take place in Addis Ababa. Some of them are not conducted on yearly basis, and some are regularly held on year basis. As shown in Figure 3.1, the various events such as trade fare, samite meetings, and conferences at African Union (AU), Economic Commission for Africa (ECA), and United Nations (UN); Annual and regular celebrated events such as Ethiopian Orthodox Church Meskel and Epiphany Celebration, Ericha, GER events, etc.

The 2022 Safaricom Women First 5km took place on Sunday 13 March 2022. The WOMEN FIRST 5km, a 5km women's-only run in Addis Ababa, was started in 2004 - the same year as the Athens Olympics - to recognize the achievements of Ethiopia's great female athletes.

3.3. Research Methodologies

In this research, the effect of COVID-19 on GER tourism events was addressed using an empirical study. The thesis designed and developed various measuring variables and presented the descriptive statistics in the form of a table, chart, and graph. Moreover, this research would combine the explanatory and the descriptive type of studies to answer the objective of the thesis. In general, researchers can answer their research questions and generate theories by deduction or induction (Zikmund et al., 2010). This study has adopted a descriptive and inferential design. According to Cooper & Schindler (2003), causal research is conducted to identify the extent and nature of the cause-and-effect relationship, causal research can be conducted to assess the effects of specific changes in existing norms, and various processes and focus on an analysis of a situation or specific problem to explain the patterns of relationship between variables or constructs.

Target Population and Sample Size

For data collection, the research identified the potential respondents who were and/or are members and employees of the GER tourism events organizing committee available in and around Addis Ababa, Ethiopia, and the head office of GER. In this research, the study was trying to access the respondents at different levels of position in the GER tourism events

organization processes. Furthermore, the researcher used a secondary data source, if any, which is directly obtained at the GER office. The researcher strongly believes that this would answer the objectives of the study with triangulation of all actors that contributes to the successful organization of the GER event.

The term “sample” refers to the portion of the population that enables us to draw inferences about the population and so the sample size must be adequate so that meaningful inferences can be made. The determination of the appropriate sample size is one of the recurrent problems in statistical analysis. Its equation can be derived by using population size, the critical value of the normal distribution, sample proportion, and margin of error. Singh, & Masuku. (2014). The sample size is determined based on the following equations:

$$n = N \times \frac{\frac{Z^2 \times p \times (1 - p)}{e^2}}{\left[N - 1 + \frac{Z^2 \times p \times (1 - p)}{e^2} \right]}$$

Where:

- N = Population size,
- Z = Critical value of the normal distribution at the required confidence level,
- p = Sample proportion,
- e = Margin of error

The population size was determined by the expected number of participants of the GER tourism event. It was estimated (N=10,000) by the GER office based on the temporary revisited list. The study considers the critical value at a 95% confidence level which gives Z= 1.96. The sample p = 0.332 is a conservative approach, which gives the largest possible sample size. Moreover, the margin of error (e=0.05) is considered as the Smaller the margin of error, the more is the precision. Based on these data and the formula given above, the sample size is

computed. Therefore, 330 participants are considered to be an adequate sample size for deriving meaningful inference.

A total of 235 respondents were selected based on availability from the different areas of responsibility during the GER tourism events organization, including female great run participants. Moreover, a census was used to collect data from the employees of GER. There are 14 permanent and 20 event teams (Considered as core temporary employees) and all of them participated and all of them have completed and returned the questionnaire. However, for that the GER tourism events management office, a census was used. To this effect, there are 34 (14 permanent and 20 core event team) employees, and all of them have participated in the data collection processes.

3.3.1. Source of Data

In this thesis, both primary data and secondary data were used to address its objectives.

3.3.1.1. Primary Data

Primary data was collected using a semi-structured questionnaire. The questionnaires were designed and developed through an extensive literature review. The questionnaires have been organized system so that the respondents were not able to trace the structure of the questions. The questionnaires have three main parts, the bio-data, the main body, and the comment section. The questionnaires were designed in pre-coded responses with a Likert scale. Likert scale questionnaires make complex opinions simple to understand. Keep reading to improve your surveys and get better research data. A Likert scale is a question that is a five-point or seven-point scale. The choices range from Strongly Agree to Strongly Disagree so the survey maker can get a holistic view of people's opinions. All Likert scales also include a mid-point example neither agree nor disagree, for those who are neutral on the subject matter. It was developed in 1932 by the social psychologist Rensis Likert (Rensis, 1932). During the data collection, six research assistances were trained and involved at different places of the event.

The respondents were selected based availability and using the inclusion and exclusion criteria.

3.3.1.2. Secondary

Secondary data from the GER office was collected related to the level the number of participants in each event and year, the amount of money or fund raised by the GER office, and the total yearly expenses, was collected. To this effect, secondary data from 2018 to 2021 were collected. The data was used in combination with the primary data collected through questionnaires from the tourists in two phases.

3.3.1.3. Interview

For the purpose of triangulations, face-to-face interviews were also conducted with GER employees, GER women race participants (runners), event team, and other stakeholders such as Secretarial office of Ministry of Culture and Sport and, Ministry of Tourism were interviewed.

3.3.1.4. Data Collection Period

In this research, the primary data collection period was considered a period from January 2022 after the 20th GER tourism event take place which is March 2022. However, secondary data for five years were also collected for the purpose of the study. During the data collection, six research assistants were trained and involved. Before the distribution of the questionnaire, the respondents were asked if they had participated in any of the GER events before COVID-19, otherwise excluded. The data collection was so challenging due to the fact that there were a large number of participants, losing focus, and time-consuming and most of them were involved for recreation and enjoyment.

3.4. Data Analysis

The study used descriptive statistics and inferential analysis. Descriptive statistics were used to measure the central value of the observations, maximum and minimum to indicate the highest and lowest values respectively. The standard deviation was also presented to measure the dispersion of the values of all the dependent and independent variables. The collected data was analyzed using quantitative data analysis methods. Data from the questionnaire were coded and entered into the computer using Statistical Package for Social Science (SPSS ver. 25). This involves coding both close-ended items to run simple descriptive analyses and ANOVA. The descriptive statistics include the presentation of frequency data, Charts, mean and standard deviation, whereas the ANOVA investigates the existence of a systematic difference between gender and role on the effect of COVID-19 on the GER events. However, for qualitative interview content analysis was used; And the qualitative analysis results were also pre-sented with the quantitative results².

3.5. Ethical Considerations

Research ethics serves to protect the right of the participants and the data integrity of the organizations. In response to society's expectation of greater accountability, the focus on ethical conduct (personal, professional, and research activity) has both increased and broadened (Fleming & Zegwaard, n.d.). To this effect, the researchers must carefully consider the research ethics and code of conduct in order to protect the life, health, dignity, integrity, right to self-determination, privacy, and confidentiality of research participants' personal information. To ensure this, all respondents in this thesis were asked if they were willing to participate and complete the questionnaire. Furthermore, all data collected was analyzed in aggregate, with no mention of the respondents' names.

Chapter Four: Data Analysis and Presentations

4.1. Introduction

The main objectives of the thesis are to address the effect of COVID-19 on the GER events based on social and economic factors. Moreover, the study has also tried to address the remedial measures taken by the GER management as well as the support of various stakeholders during the pandemic. The results and discussion parts of both the primary and secondary data are represented and analyzed in the subsequent sections. Before the main analysis and the distribution of the questionnaire, a sample pilot test was conducted and the reliability of the questions was analyzed. To this effect, the test of the reliability of the questionnaire was tested and found to be more than 0.67, which is the acceptable level (Collins, 2007; Miller, 2010; Yu, 2004).

Moreover, the thesis has distributed 300 questionnaires to participants and 40 questionnaires to the employees and event organizing team of GER employees (both temporary and permanent). In this regard out of the 330 questionnaires distributed, only 235 questionnaires were fully completed and returned with a minor flaw with a respondent rate of 71.21%. The non-responding rate which 29.79% seems largely due to the reason is that some of the responded questionnaires were rejected because they were not sufficiently completed and some of the respondents were not willing to complete and returned. With regards to the employee, out of the 34 questions distributed only 30 questionnaires were returned with a respondent rate of 85.00%. Only 4 questionnaires were found to be incomplete and could not be included for further analysis. The result and analysis part of the questionnaires is presented in the subsequent sections.

4.2. Socio-Demographic Characteristics of the Respondents

The various respondents' bio-data such as age, education level, occupation, participants' role during the race, and religion, are presented using a different format such as a graph, pi-chart, and table in this section.

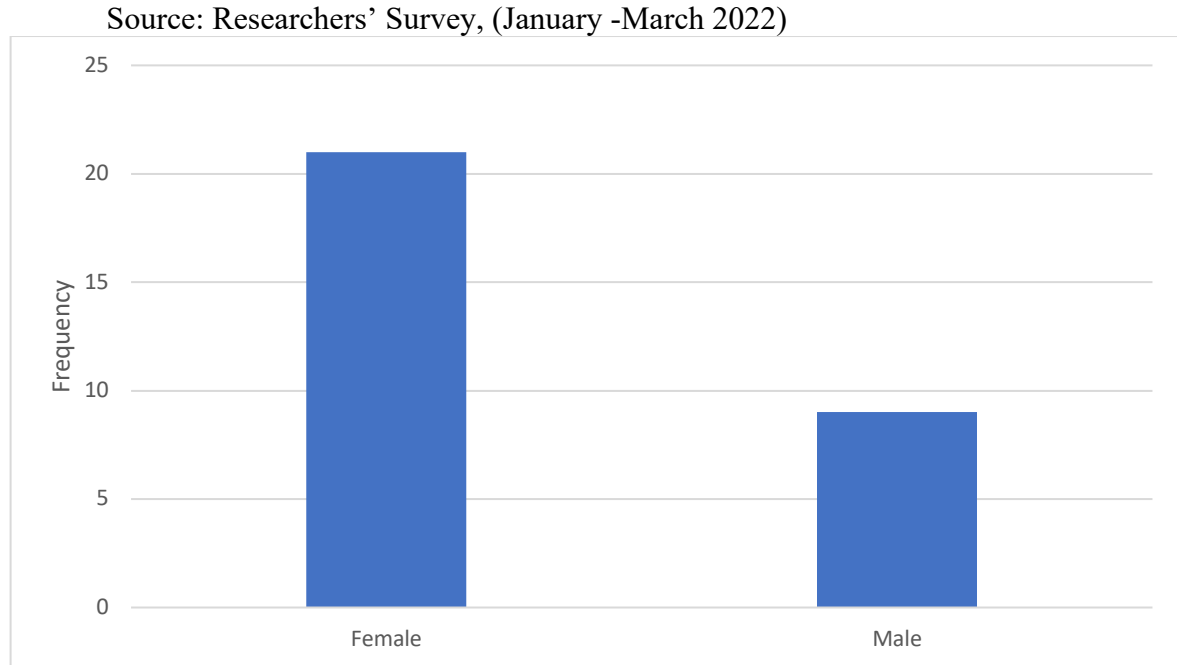


Figure 4. 1. Employee Respondents Gender

As per the findings presented in Figure 4.1, the result showed that the GER office has 21 female (both permanent and event team employees) and 9 male employees. It can be summarized that the number of female employees is nearly twice that of the male counterparts.

Source: Researchers' Survey, (January -March 2022)

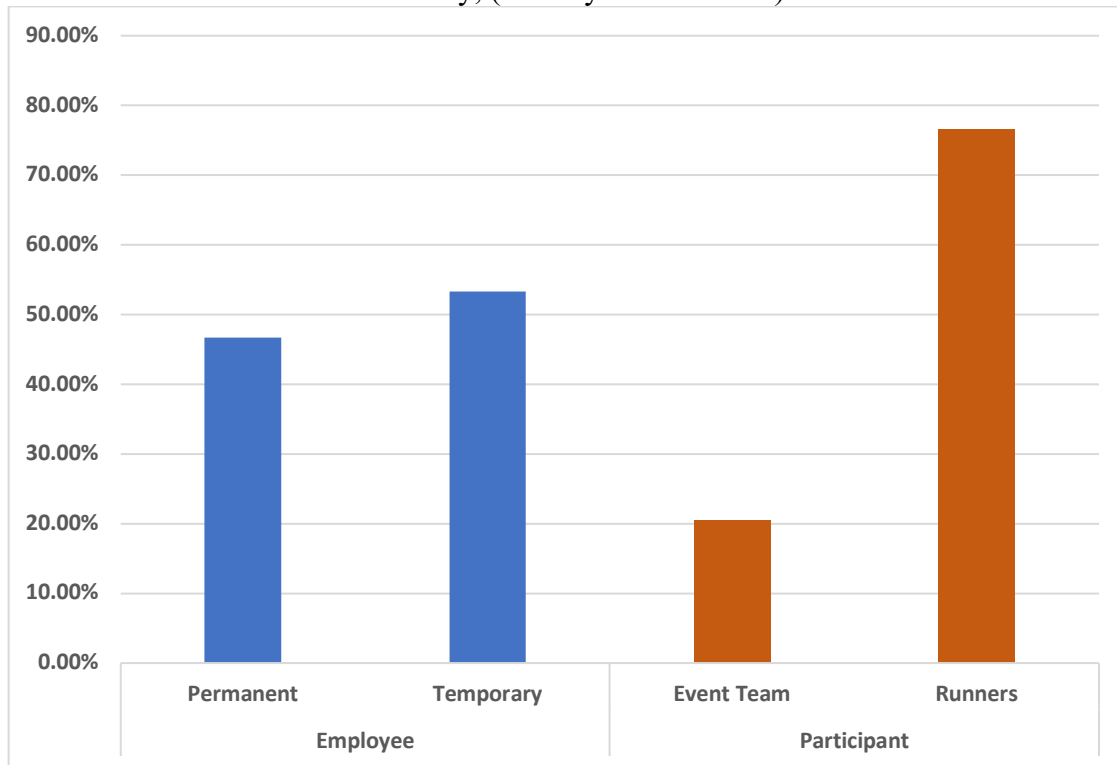


Figure 4. 2. Respondent Role

As shown in figure 4.2, the respondents have two main roles that are as participant and employee. There would be more runners than the event team for the participants however; for those employees, there were nearly equal permanent and temporary employees. From the sample survey, out of the 235 respondents, 40 of them were event team (20.43%) and 180 (76.60%) of them were a runner.

Moreover, out of the 30 employees' respondents, there were 14 (46.70%) permanent and 16 (53.30%) temporary employees. Indicating that as the company is an event organizer, it hires more temporary employees during the event preparations. The proportions of the findings of the result showed that there were 76.60% were the runners and 21.43% were as event team.

Source: Researchers' Survey, (January -March 2022)

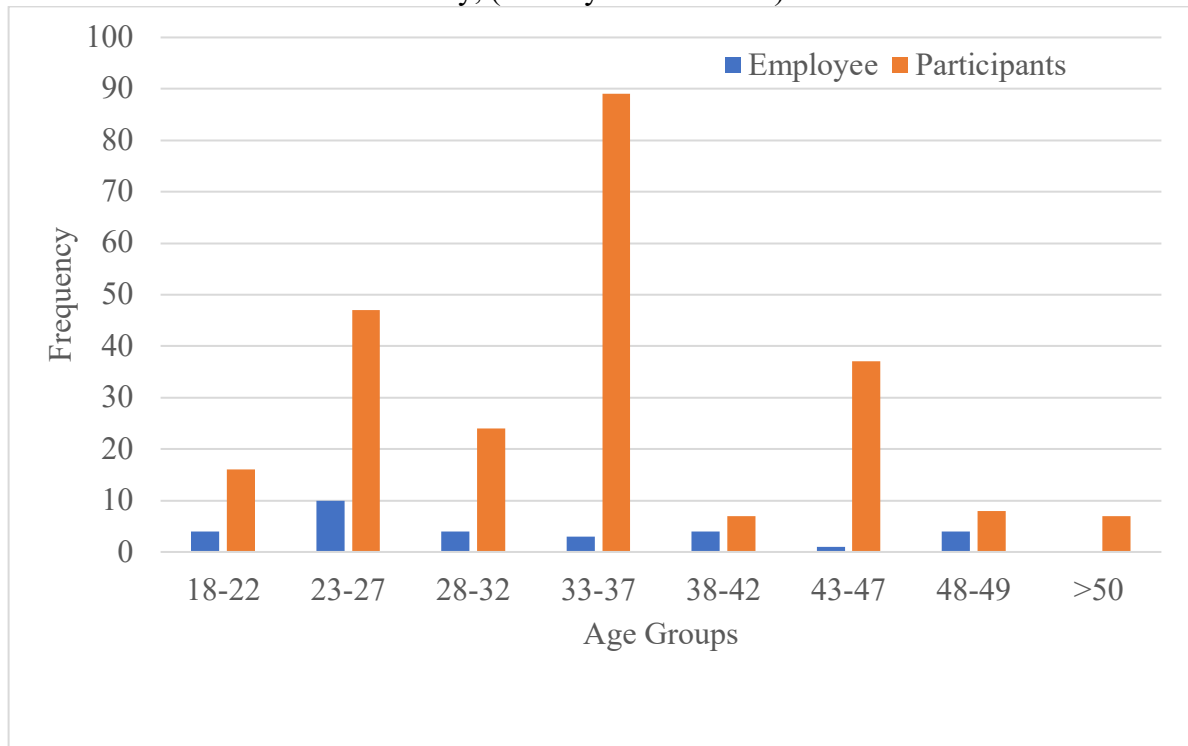


Figure 4. 3. Respondent's Age (employee and participants)

The age distribution of both respondents seems distributed across all ages. The dominant participants were at the age of 33- 37 years old. However, the age distribution of the respondents showed those respondents' ages was ranging from 18 years old to more than 50 years old.

The event has attracted nearly all ages but is dominated by the Median age, which is 33-37 years old followed by 23-27 years old and 43-47 years old. Similarly, for those employee respondents, the age distribution is however skewed to the left. The dominant age group ranges from 23 -to 27 and the smallest is in the range of 43 – 47 years old. Showing that employees and the event teams are a dominantly young age.

Source: Researchers' Survey, (January -March 2022)

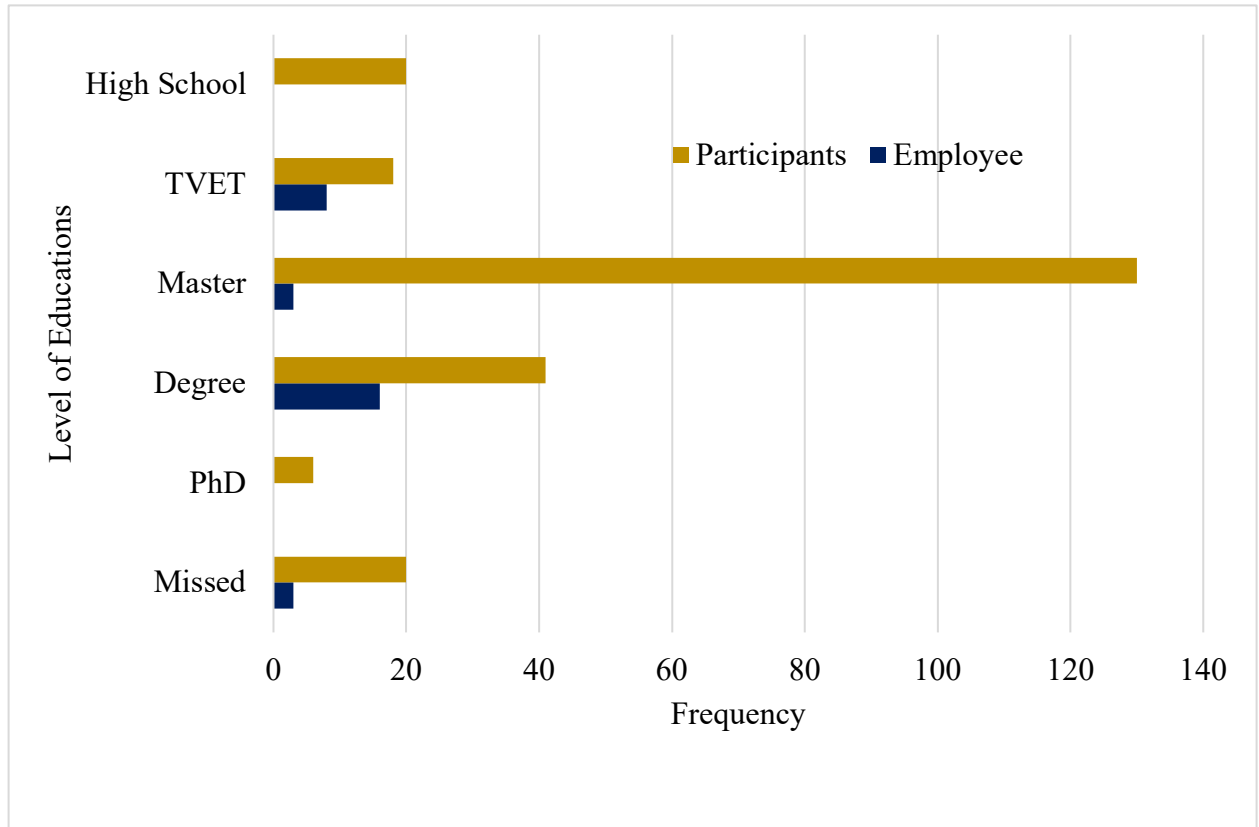


Figure 4. 4. Respondent Education Level (for both)

Concerning the level of education, the event participants were dominantly having master's degrees followed by first degree, then high school and TVET. This indicates that almost all the respondents were able to read the questionnaire and complete it properly. However, for the employee, the dominant level of education is Degree holders (BA or BSC) followed by TVET graduates at a different level.

Table 4. 1. Occupation of participants

Occupation	Frea	Percent
Athletes	16	6.81%
Business Owner	17	7.23%
Dancer	16	6.81%
Diplomat	5	2.13%
Student	6	2.55%
Employees	99	42.13%
Total	235	100.00%

Source: Researchers' Survey, (January -March 2022)

Table 4.1 has presented the various lists of occupations or professions of the participants in the female GEE event held on March 2022. The participants involved were Athletes, business owners, Dancers, Diplomats, Students, and employees. Out of the 235 respondents, employees (civil servants or private companies) are the largest participants which account for 99 (42.13%) of the total; followed by business owners 17(7.23%), Athletes and Dancers equally account for 16(6.81%). A large number of participants were not willing to give their detail. These respondents account for 76(32.34%) of the total respondents.

4.3. The Social Effect of COVID-19 on GER Events

The effect of the COVID-19 outbreak on the GER tourism events was also assessed based on a quantitative survey collected from participants and employees. In the following subsequent sections, the social effect of the COVID-19 pandemic on GER tourism events was presented as individual and group/social perceptions.

4.3.1. Participant Perception of the Effect of COVID-19 on GER events

The perception of the GER tourism event participants was asked to rate their level of agreement were measured and presented in Table 4.2. The findings showed that when the

respondents were asked that “I was worrying to participate in the event”, the extent of their agreement showed that nearly 63 (27.75%) “Strongly Disagreed” and 45(19.82%) were “Disagreed”, whereas 47(20.7%) of them were “Agreed” and 32(14.1%) were “Strongly Agreed”. This showed that almost 108(45.57% of them were not worried about participating in the event while 69(34.8%) of them were worried to participate in the event. However, 40(17.62%) were indifferent to the questions. The result is also reflected in the subsequent questions who answered Agree and Strongly The result after aggregating the “Agreed” and “Strongly Agreed” responses were considered as their agreement.

Most of them were relaxed 167(71.07%); found the event was so impressive 181(79.25%); and felt happy 210(89.36%) during the event. Though their partial fear to participate, after they involve in the event, most of them found it interesting and the effect it has on the individual was less compared to the satisfaction they received. This finding is in line with the findings that engagement research suggests those individuals' engagement levels fluctuate heavily across days and are influenced by within-organization negative work events (Bledow et al., 2011; Demerouti and Cropanzano, 2017).

Table 4. 2. Perspectives of Participants as an individual

Items	SDA		DA		N		AG		SA	
	n	%	n	%	n	%	n	%	n	%
I was worrying to participate on the event	63	27.75	45	19.82	40	17.62	47	20.7	32	14.1
I was relaxing during the event	32	13.62	7	2.98	29	12.34	61	25.96	106	45.11
I felt that the event was so impressive for me to run together	16	7.02	24	10.53	7	3.07	51	22.37	130	57.02
I was free and happy during the event	16	6.81	9	3.83	0	0	79	33.62	131	55.74

Note for all the tables: SDA= Strongly Disagree, DA= Disagree, N= Neutral, A= Agree, SA= Strongly Agree

Source: Researchers’ Survey, (January -March 2022)

With respect to the group or the social effect of COVID-19 on the GER event, nearly in all the parameters, social effects were observed. The results presented in Table 4.3, showed that respondents were dominantly disagreed on sharing their water nor observed others doing the same during the race.

The result showed that handing over water with other participants 59.15 % were Disagreed (SDA =48.94% + DA = 10.21%), observed that during the event the Participants were sharing a water bottle with each other, again the respondents were showed 40.85% (SDA =18.30% + DA = 22.55%), of their disagreement. In a sports race, participants used to share the water, however, COVID-19 has affected such social practices in the race. This finding is similar to the results of Jamal & Budlke (2020) that the COVID-19 pandemic has also caused a negative impact on the development of social capital within communities and threatens the viability of the event sector by limiting or suspending events occurring (Jamal & Budke, 2020).

The findings were in line with the interview “*what kind of cautionary methods did you use (as a participant, as event team, employee) during COVID-19 on GER event*” result from the operations manager of the GER event. The Interview showed that during the common induction and COVID-19 protocols guidelines, participants were informed not to share any staff such as water bottles, clothes, scarfs, and slogans.

Other than sharing water during the event, all the other social activities such as intimate interaction with other participants (AG=77(34.07%), SA= 53(23.45%); the event give the opportunity to create social connections (AG=70(29.79%), SA77(32.77%); I had observed interaction with other participants (AG=79(33.62%), 75(31.91%); I had observed that participants were happy during the event (AG = 32(13.62%), SA= 169(71.91%); the event created a social connection to each other (AG 62(27.31%), SA=98(43.17%); that the social interaction during the event was impressive (AG=50(21.28%), SA=118(50.21%) were mostly practiced and the respondents were in favor of “Agreed” or “Strongly Agreed”.

From the total respondents, a small proportion of the respondents were also responded “Neutral” up to a maximum of 72(30.64%). Indicated that they were not curious about the activities or may not be concerned about them. The positive inclination of the respondents toward various activities in the event was due to the fact, that individuals and communities value events for social (Bowdin et al., 2012; Seraphin et al., 2019).

Table 4. 3. Social Perception of participants

Items	SDA		DA		N		AG		SA	
	n	%	n	%	n	%	n	%	n	%
I had intimate interaction with other participants	15	6.64	26	11.5	55	24.34	77	34.07	53	23.45
If you participated so far, did the event give you the opportunity to create a social connection for you	22	9.36	25	10.64	41	17.45	70	29.79	77	32.77
I used to share water bottle with other participants	115	48.94	24	10.21	18	7.66	22	9.36	56	23.83
I had observed an interaction with other participants	8	3.4	21	8.94	52	22.13	79	33.62	75	31.91
I had observed that participants were happy during the event	17	7.23	8	3.4	9	3.83	32	13.62	169	71.91
I feel the event created a social connection to each other	16	7.05	9	3.96	42	18.5	62	27.31	98	43.17
I had observed that the event crated a strong social connection for Participants	8	3.4	8	3.4	41	17.45	58	24.68	120	51.06
I had observed that the social interaction during the event was impressive for the Participants	17	7.23	0	0	50	21.28	50	21.28	118	50.21
I had observed that during the event the Participants were sharing water each other	43	18.3	53	22.55	72	30.64	26	11.06	41	17.45

Source: Researchers’ Survey, (January -March 2022)

4.3.2. Employee Perception on the Effect of COVID-19 on the GER Events

The other groups of respondents were the employees of the GER office and event team members who are working in the GER office as an employee or temporary team events and involved several times in the GER events. The social effect of COVID-9 was also asked of the employees during the GER tourism events during the outbreak and presented in Table 45.

The results showed that the majority of employees responded as very much worried, had a negative perception, and minimized their interaction during the event with the agreement level of 80%, 73.33%, and 73.34% respectively. The responses are very much scattered, but considering the dominant, only the following results were presented briefly. While employees were asked, most of the respondents were disagreed on the items “maintain my distance during the race” (SDA= 3(10.00%), DA=12(40.00%); “felt the same vibe of the event as before” (SDA= 8(26.67%), DA=12(40.00%); “felt the medial ceremony was the same” (SDA=8(26.67%), DA= 12(40.00%); “required additional information during the race” (SDA= 7(23.33%), DA=12(40.00%); indicating that the event has little effect on them.

However, some of the respondents felt that the run alone during the race (SA=15(50%) and the event created an additional burden to manage the event (AG=4(13.33%), SA=19(63.33%). For the rest of the items, the findings are indifferent, and nearly equal proportions have been distributed across the categories. In the interview, “How do you explain the social effect of the COVID-19 on the GER tourism events (for participant, event team, and employee)” the GER office was forced to pay less salary to its staff, which affected the psychology of the employee.

Moreover, while conducting the race the operational manager was asked, “What remedial measure you use to manage the participants during the event” the GER office has responded that the events should be managed in such a manner that people can keep their distance, put their masks on wherever necessary, number of participants should be limited to venue capacity considering the distance between participants. Participants should check themselves and make

sure not to join a crowd if they are feeling sick. Sports events should be for health and active living than for the spread of viruses.

All of these affected the social value of the event and at the same time, imposed an extra burden to the GER office and event team, and negatively affect the psychology of the participants too. These findings are similar to the findings of Jamal & Budke, (2020) which stated that the negative effect on the development of social capital within communities threatens the viability of the event by limiting or suspending the event occurring.

Table 4. 4. Employee Perspective on social effects

Items	SDA		DA		N		A		SA	
	n	%	n	%	n	%	n	%	n	%
I was very much worried during the event	4	13.33	0	-	2	6.67	6	20.00	18	60.00
I have negative perception for the event	1	3.33	4	13.33	3	10.00	6	20.00	16	53.33
I had minimized interaction with others	2	6.67	0	-	6	20.00	5	16.67	17	56.67
I was forced to maintain my distance during the race	3	10.00	12	40.00	8	26.67	3	10.00	4	13.33
I have demand additional protective devices during the event	4	13.33	8	26.67	8	26.67	3	10.00	7	23.33
I felt the same vibe of the event as before the COVID-19	8	26.67	12	40.00	4	13.33	3	10.00	3	10.00
I felt as if I run alone during the race,	3	10.00	8	26.67	4	13.33	0	-	15	50.00
I felt the medial ceremony was the same as before COVID-19	8	26.67	12	40.00	6	20.00	0	-	4	13.33
I was required to have additional expenses to participate the race	5	16.67	4	13.33	1	3.33	16	53.33	4	13.33
I must follow a special protocol to participate.	0	-	16	53.33	4	13.33	7	23.33	3	10.00
Due to social distance of COVID-19 protocol I felt being isolated during the race	7	23.33	4	13.33	11	36.67	8	26.67	0	-
I required additional information during the race	7	23.33	12	40.00	0	-	3	10.00	8	26.67

Items	SDA		DA		N		A		SA	
	n	%	n	%	n	%	n	%	n	%
I had additional burden to manage the event	3	10.00	4	13.33	0	-	4	13.33	19	63.33
I was forced to have sanitizer during the race	7	23.33	0	-	8	26.67	4	13.33	11	36.67
I was forced to have face mask during the race	0	-	2	6.67	2	6.67	11	36.67	15	50.00
I was required to have orientation about COVID-19 to the participate the race	7	23.33	3	10.00	12	40.00	4	13.33	4	13.33

Source: Researchers' Survey, (January -March 2022)

4.4. The Economic Effect of COVID-19 on GER Events

The other objectives of the thesis were to assess the economic effect of COVID-19 on the GER events. To address this objective secondary data on the number of participants, the amount of Birr collected and the expenses dispense were collected and evaluated in the following subsections.

4.4.1. Effect of COVID-19 on the Number of Participants

The data is based on the total number of GER events in Ethiopia. In order to see the effects of COVID-19, it would be imperative to see the historical data before and during the COVID-19 outbreak.

Source: Researchers' Survey, (January -March 2022)

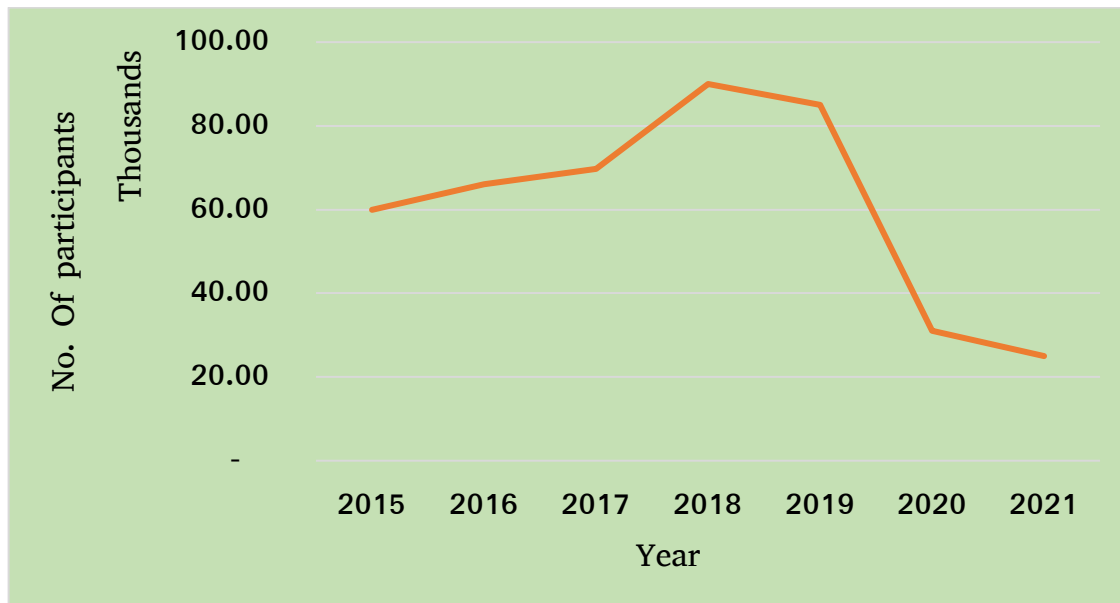


Figure 4. 5. Number of Local Participants

As shown in figure 4.5, the number of local participants, which are the major sources of income, has been increasing before the outbreak from the year 2015 to 2018, however, dropped dramatically from the year 2018 to the year 2021. The drastic decline of local participants in the GER tourism events from the year 2019 to the year 2020 was from 80,000 to 31,000, which is nearly a decline of 61.25% and almost remains the same until the year 2021. The reduction of local participants has an effect on the economic value of the city of Addis Ababa, which would have been earned due to domestic tourism.

The interview findings also supported the findings. The response of the interviewee when he was asked, “*What remedial measure you used to manage the participants during the event*” implied that. During the race, there was a significant decrease in the number of participants due to the COVID-19 restrictions set by WHO at the global and Ethiopian Ministry of Health at the national level.

Source: Researchers' Survey, (January -March 2022)

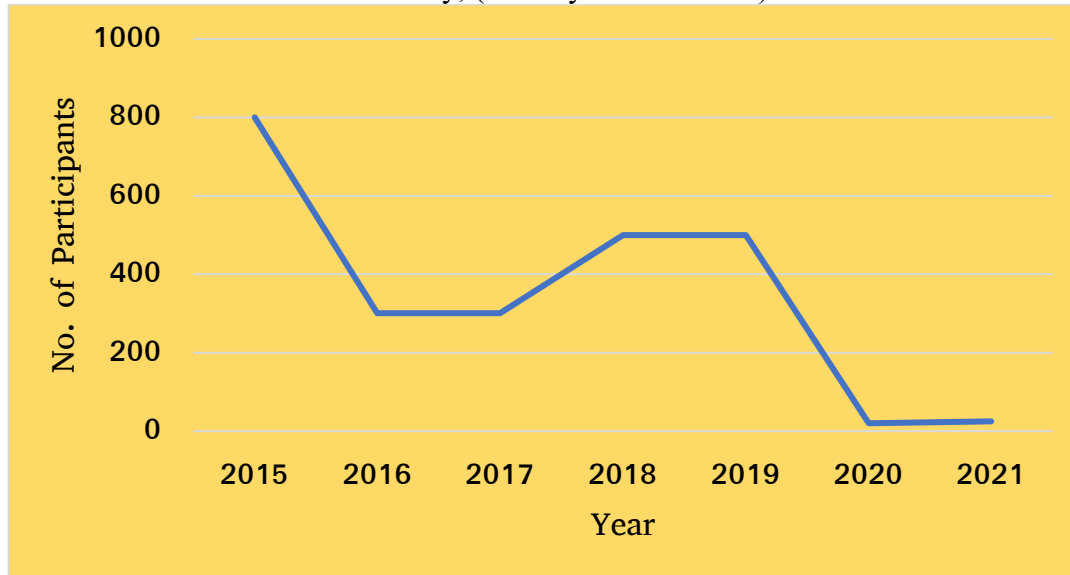


Figure 4. 6. Number of Foreign Participants

With regard to the foreign participants, from the outset, it was not as large and crowded as the local ones. However, COVID-19 is dramatically decreased from that of the local one and nearly reaches no one, which is about 20 participants in the years 2020 and 2021. Though the number of foreign participants was not attractive as compared to the local one and fluctuated from year to year, similarly the foreign participants also experienced a similar decline pattern (See figure 4.6). Similarly, the decline from the year 2019 to the year 2020 drastically dropped by 96.00% and remain the same afterward until the year 2021.

4.4.2. Effect of COVID-19 on the T-Shirt Selling Price

The outbreak has also had an effect on the GER selling price of t-shirts. As shown in figure 4.7, the unit-selling price for the t-shirt has increased from year to year. Though COVID-19 was not the only reason, its contribution to the increase of the selling price of the shirt was also high. The selling prices of T-shirts has increased from 150 Birr at the year 2015, to 600 to the year 2022.

Source: Researchers' Survey, (January -March 2022)

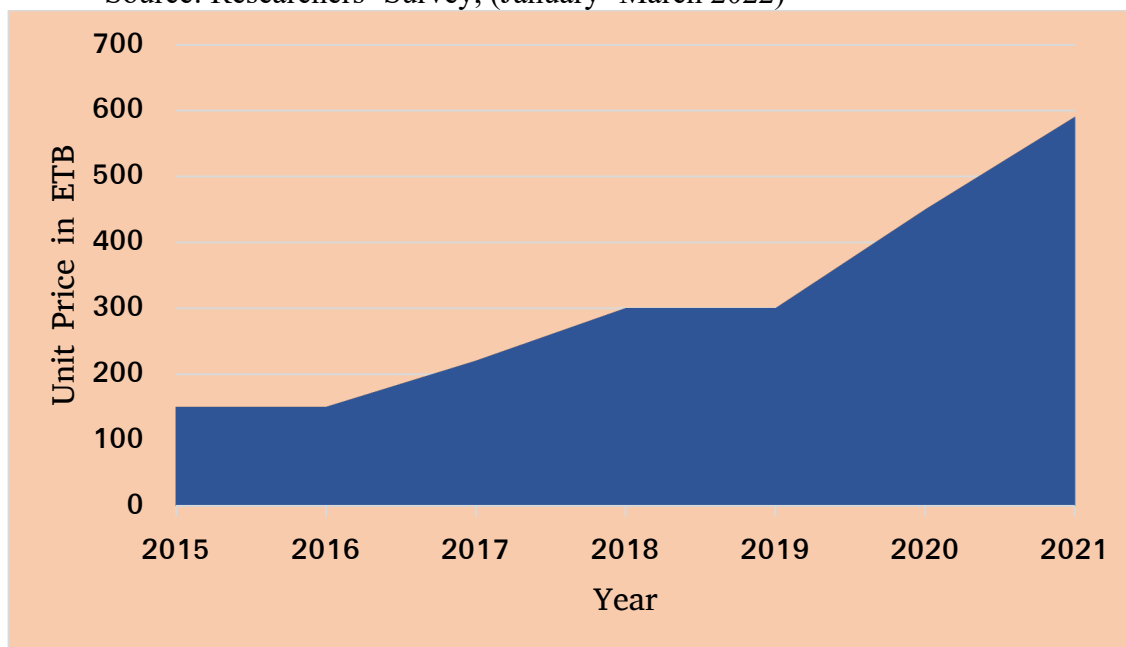


Figure 4. 7. The effects of COVID-19 on T-shirt Selling Price

4.4.3. The Effect of COVID-19 on the Revenue Generation

Businesses in tourism and cognate industries will have to provide evidence of the implementation of satisfactory health and safety measures to convince participants while involved in the events. The GER tourism events which mainly generates its income from sales and promotion has also faced challenges and impediments due to COVID-19. The result presented in Figure 4.8 showed that the total revenue generated slightly increased from the year 2015 to the year 2017, and they became stable nearly for the three years, from 2017 to 2019.

However, for the last three years, the total revenue has declined due to the pandemic. The major effect of COVID-19 on the total revenue of GER was observed starting from the year 2019 onwards. Taking the year 2019 as a base year, the total revenue exhibited a 16.70% decline to the year 2020 and a 43.33% decline to the year 2021. These effects have come from the decline in the number of local participants, which subsequently affects the total sales revenue from them. The findings are in line with the research findings of Rahman et.al. (2021)

that economic forecasts predict slowed financial progress and bad views toward residents of nations hardest hit by the COVID-19 outbreak (Rahman et al., 2021).

A closer look at figure 4.8 indicated that the total sales have experienced a dramatic decrease from the year 2018, however, the decline starting from 2019 (25.65 million ETB) to the year 2020 (13.959 million ETB) was drastic and accounts 54.65% and slightly remain the same afterward. The interview result has also supported these findings that the pandemic drastically affects the revenue of the GER office and the company was forced to pay a lesser salary because the company had to survive and at the same time didn't want to let go of staff.

Source: Researchers' Survey, (January -March 2022)

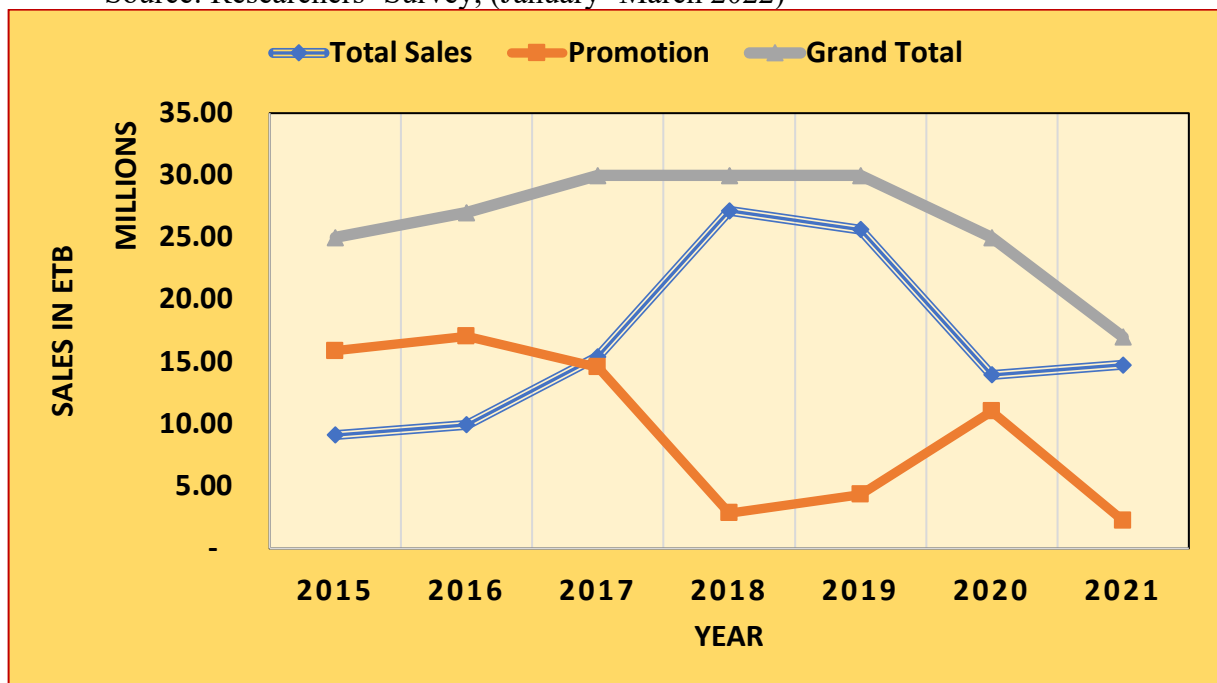


Figure 4. 8. Effects of COVID-19 on the Revenue of GER

From the graph, it has been observed that during the pandemic, from 2018 to 2020, the GER tourism event office was collecting more income from the promotion to back up its expenses, later starting from the year 2020 to hear 2021, the income from promotion. The interview results for “*what kind of cautionary methods did you use (as a participant, as event team, employee) during COVID-19 on GER tourism events*” have also been supported the findings

that the number of events organized by the GER office was also dropped due to the pandemic which in turn had an implication on the organization's profitability. As per the response, for the first time since its inception, GER recorded a loss due to the pandemic.

4.5. Multivariate Analysis Based on Gender and Role

The multivariate analysis is conducted to see if there existed a systematic difference among respondents based on the gender of employees and the role of participants on the social effect of COVID-19 on the GER events. The descriptive statistics and ANOVA tables were presented subsequently under each topic below.

4.5.1. ANOVA Based on Employee Gender

The descriptive statistics presented in Table 4.6 showed a higher mean with low variability on the mean but with a higher standard deviation all most across the male and female employee respondents. Even in the items where the mean is low, the mean difference between females and males is lower.

From the results it can be observed that there is some difference between male and female participants to maintain distance during the race; males are more curious about maintaining a distance that they have a higher mean ($\mu = 3.67$) than females ($\mu = 2.38$). While asked, "felt as if they run alone" with female respondents who have a higher mean ($\mu = 4.14$) than male ($\mu = 2.11$); "require additional information" male respondents who have a higher mean ($\mu = 3.78$) than female ($\mu = 2.33$) and "forced to have mask male respondents who have a higher mean ($\mu = 5.00$) than females ($\mu = 4.00$) and sanitizer" male respondents who have higher mean ($\mu = 4.67$) than females ($\mu = 2.86$) counter parts.

Table 4. 5. Descriptive statistics based on Gender

Items		N	Mean(μ)	Std	95% CI	
					LB	UB
I was very much worried during the event	F*	21	4.05	1.43	3.40	4.70
	M	9	4.33	1.32	3.32	5.35
	T	30	4.13	1.38	3.62	4.65
I have negative perception for the event	F	21	3.95	1.36	3.33	4.57
	M	9	4.33	0.87	3.67	5.00
	T	30	4.07	1.23	3.61	4.53
I interacted with others was minimized	F	21	4.38	1.07	3.89	4.87
	M	9	3.67	1.32	2.65	4.68
	T	30	4.17	1.18	3.73	4.61
I was forced to maintain my distance during the race	F	21	2.38	1.12	1.87	2.89
	M	9	3.67	0.87	3.00	4.33
	T	30	2.77	1.19	2.32	3.21
I have demand additional protective devices during the event	F	21	2.76	1.48	2.09	3.44
	M	9	3.67	0.87	3.00	4.33
	T	30	3.03	1.38	2.52	3.55
I felt the same vibe of the event as before the COVID-19	F	21	2.33	1.35	1.72	2.95
	M	9	2.44	1.13	1.58	3.31
	T	30	2.37	1.27	1.89	2.84
I felt as if I run alone during the race,	F	21	4.14	1.42	3.49	4.79
	M	9	2.11	0.78	1.51	2.71
	T	30	3.53	1.57	2.95	4.12
I felt the medial ceremony was the same as before COVID-19	F	21	2.62	1.32	2.02	3.22
	M	9	1.67	0.87	1.00	2.33
	T	30	2.33	1.27	1.86	2.81
I was required to have additional expenses to participate the race	F	21	3.05	1.32	2.45	3.65
	M	9	4.00	1.22	3.06	4.94
	T	30	3.33	1.35	2.83	3.84

Items		N	Mean(μ)	Std	95% CI	
					LB	UB
I must follow a special protocol to participate.	F	21	2.76	1.18	2.23	3.30
	M	9	3.22	0.83	2.58	3.86
	T	30	2.90	1.09	2.49	3.31
Due to social distance of COVID - 19 protocol I felt being isolated during the race	F	21	2.57	1.03	2.10	3.04
	M	9	2.89	1.36	1.84	3.94
	T	30	2.67	1.12	2.25	3.09
I required additional information during the race	F	21	2.33	1.49	1.65	3.01
	M	9	3.78	1.39	2.71	4.85
	T	30	2.77	1.59	2.17	3.36
I had additional burden to manage the event	F	21	3.76	1.64	3.02	4.51
	M	9	4.78	0.44	4.44	5.12
	T	30	4.07	1.46	3.52	4.61
I was forced to have sanitizer during the race	F	21	2.86	1.56	2.15	3.57
	M	9	4.67	0.50	4.28	5.05
	T	30	3.40	1.57	2.81	3.99
I was forced to have face mask during the race	F	21	4.00	0.89	3.59	4.41
	M	9	5.00	-	5.00	5.00
	T	30	4.30	0.88	3.97	4.63
I was required to have an orientation about COVID-19 to the participants the race	F	21	2.57	1.33	1.97	3.17
	M	9	3.44	1.13	2.58	4.31
	T	30	2.83	1.32	2.34	3.32

*Note: F= Female, M= Male, T= Total

Source: Researchers' Survey, (January -March 2022)

With respect to the ANOVA shown in Table 4.7, five items exhibit statistical significance differences between male and female respondents (with $df = (29-1) = 28$, P-value < 0.05). Male and female differed to maintain my distance during the race (male has higher mean than female P-value < 0.05), felt as if they run alone (with female respondents who have higher

mean than male p-value <0.001), require additional information (with male respondents who have higher mean than female p-value<0.05), forced to have mask and sanitizer (with male respondents who have higher mean than female p-value<0.001) see Table 4.7. However, with all the remaining items, there are not any systematic and statistical significance differences being a female or a male (with a P-value >0.05).

Table 4. 6. Analysis of Variances on participants' Sex

items		Sum of Squares	df	Mean Square	F	Sig.
I was very much worried during the event	BG*	0.51	1	0.51	0.26	0.613
	WG	54.95	28	1.96		
	T	55.47	29			
I have negative perception for the event	BG	0.91	1	0.91	0.60	0.447
	WG	42.95	28	1.53		
	T	43.87	29			
I interacted with others was minimized	BG	3.21	1	3.21	2.44	0.130
	WG	36.95	28	1.32		
	T	40.17	29			
I was forced to maintain my distance during the race	BG	10.41	1	10.41	9.42	0.005
	WG	30.95	28	1.11		
	T	41.37	29			
I have demand additional protective devices during the event	BG	5.16	1	5.16	2.90	0.100
	WG	49.81	28	1.78		
	T	54.97	29			
I felt the same vibe of the event as before the COVID-19	BG	0.08	1	0.08	0.05	0.831
	WG	46.89	28	1.67		
	T	46.97	29			
I felt as if I run alone during the race,	BG	26.01	1	26.01	16.02	0.000
	WG	45.46	28	1.62		
	T	71.47	29			
	BG	5.71	1	5.71	3.91	0.058

items		Sum of Squares	df	Mean Square	F	Sig.
I felt the medial ceremony was the same as before COVID-19	WG	40.95	28	1.46	3.41	0.075
	T	46.67	29			
I was required to have additional expenses to participate the race	BG	5.71	1	5.71	3.41	0.075
	WG	46.95	28	1.68		
	T	52.67	29			
I must follow a special protocol to participate.	BG	1.33	1	1.33	1.12	0.299
	WG	33.37	28	1.19		
	T	34.70	29			
Due to social distance of COVID-19 protocol I felt being isolated during the race	BG	0.63	1	0.63	0.49	0.488
	WG	36.03	28	1.29		
	T	36.67	29			
I required additional information during the race	BG	13.14	1	13.14	6.11	0.020
	WG	60.22	28	2.15		
	T	73.37	29			
I had additional burden to manage the event	BG	6.50	1	6.50	3.29	0.081
	WG	55.37	28	1.98		
	T	61.87	29			
I was forced to have sanitizer during the race	BG	20.63	1	20.63	11.42	0.002
	WG	50.57	28	1.81		
	T	71.20	29			
I was forced to have face mask during the race	BG	6.30	1	6.30	11.03	0.003
	WG	16.00	28	0.57		
	T	22.30	29			
I was required to have an orientation about COVID-19 to the participants the race	BG	4.80	1	4.80	2.96	0.096
	WG	45.37	28	1.62		
	T	50.17	29			

*Note: BG= Between the groups, WG = Within the Groups, df = Degree of Freedom.
Source: Researchers' Survey, (January -March 2022)

4.6. The Remedial Strategies Used by GER Management

The GER tourism events office had passed through a tragedy of canceling its events for more than one year and was forced to bear all its costs. In order to cope-up the effect of COVID-19, the office should take some remedial measures at the office level as well as in collaboration with other stakeholders. Ten close-ended questions were used to address these issues and the results are reported in Table 4.10. The findings showed that, due to the frustrating situation of the COVID-19 pandemic, the GER office had not taken an effective measure other than canceling its events. Out of the total 30 respondents, the office 7 (23.33%) of them has agreed and 18(60.00%) strongly agreed that the office has escaped the event without taking any action.

Moreover, the extent of the responses of the GER office to consult stakeholders for alternative solutions was responded Strongly Disagree by 7 (23.33) and disagreed by 8(29.63%) respondents. However, for the remaining responses such as Natural, Agree, and Strongly Agree an equal number of respondents that is 4(14.81%) were responded respectively. While employees were asked if the company had devised a different event organization's strategy, the response was dominantly positive 8 (26.67%) of the were agreed and 10(33.33%) of the were strongly Agreed but 12(40.00%) of them have remained neutral to this question.

In the interview “What challenges have you faced while you participate in respecting the COVID-19 protocol”, the respondents were addressing the challenges of running a race during the pandemic. In this regard, they stated that even though after making sure all participants follow the COVID-19 safety protocol the GER office was facing a big challenge such as the precautionary kits were very expensive and convincing EPHI to organize the races by following precautionary protocols was too tough.

Whereas, on the positive side, it made the GER office create a Virtual Race where all participants run around their home/neighborhood and that helped the GER office to create a

community of fun runners. It brought us loyal customers who believe in what we do and support healthy and active living.

Table 4. 7. Remedial Measures were taken by GER Management

	SDA		DA		N		A		SA	
	n	%	n	%	n	%	n	%	n	%
Escape the event with no action(s)	0	-	0	-	5	16.67	7	23.33	18	60.00
Has consulted the stakeholder for alternative solution such as??	7	25.93	8	29.63	4	14.81	4	14.81	4	14.81
The company had devised a different event organization strategy by itself to held the event	0	-	0	-	12	40.00	8	26.67	10	33.33
The company has requested the government to get exceptional support	0	-	8	26.67	15	50.00	4	13.33	3	10.00
Has requested the MoH to get advice to conduct the event	0	-	4	13.33	12	40.00	11	36.67	3	10.00
The company has reduced some of the events	0	-	8	26.67	4	13.33	15	50.00	3	10.00
The company only focus on the main events	4	13.33	16	53.33	4	13.33	3	10.00	3	10.00
The company has tried to increase the role of stakeholders during the event	0	-	8	26.67	8	26.67	3	10.00	11	36.67
The company has invested more for protective devices and conduct the event	0	-	4	13.33	2	6.67	10	33.33	14	46.67
Has reduced activities that has to be held during the event	0	-	4	13.33	1	3.33	14	46.67	11	36.67
The company was forced to limit the number of participants	0	-	2	6.67	3	10.00	14	46.67	11	36.67

Source: Researchers' Survey, (January -March 2022)

4.7. The Stakeholders' Role in Cope-up COVID-19 Outbreak on GER Events

In such a global pandemic, various stakeholders should involve and support the GER office so that it will cope and survive. Stakeholders, which have an implied role in the GER tourism events, should involve and support the GER office. The main stakeholders such as the Ministry of Health (MoH), and the Ministry of Culture and Sport (MoCS), Ministry of Tourism (MoT) were expected to support the GER office. The overall results presented in Table 4.11 showed that for nearly all the stakeholders there was no significant support to the GER office during the pandemic.

The MoH neither developed a new guideline for the event (86.67% of the respondents have disagreed) nor developed a new COVID-19 protocol (70.00% have disagreed). Similarly, the sports federation has not given any special attention to the GER events during the pandemic. 66.67% (6.67% SDA, 60.00% Disagreed) of the respondents have disagreed in this respect.

However, the results with respect to the Ministry of Tourism, Ministry of Culture and Sport seem different. There is some agreement which accounts for 8 (26.67%) agreed, but the large proportions of 19(63.33%) remain neutral on this question. The findings in this thesis are different from the findings of del Pilar Leal Londoño et al., (2021) which stated that sports tourism activities must be organized in close collaboration with sports and tourist authorities, decision-makers, and the local population in order to expand and become a development tool in tourism destinations (del Pilar Leal Londoño et al., 2021). However, the GER tourism events were suffering from the limitations of support from stakeholders. These findings are exactly in line with the findings of Angaw (2021) that policy responses had limitations and lack of appropriate institutional implementation platforms in Ethiopia.

From the *interview* “*What was the role of the stakeholders while you conduct the event after the pandemic? Such as the sports federation, MoH, Ministry of Culture and Sport, Ministry of Tourism*” the GER office didn’t get support from MoH, but gradually, after they saw the

level of preparation of the GER office to organize the races in a COVID-19 friendly environment, MoH started acknowledging the efforts of the GER office. They responded that the Ministry of Culture and Sport and the Ministry of Tourism have been supporting the GER events while we conducted the race. Other than this, there has not been any support from these offices.

Table 4. 8. Role of Stakeholders in coping-up with COVID-19 effects

	SDA		DA		N		A		SA	
	n	%	n	%	n	%	n	%	n	%
The MoH has developed a new guideline to the event	8	26.67	18	60.00	2	6.67	2	6.67	0	-
The sport federation has given special assistance to the company to conduct the race	2	6.67	18	60.00	8	26.67	1	3.33	1	3.33
The Ministry of Culture and Sport Ministry of Tourism has supported the company to held the event	3	10.00	0	-	19	63.33	8	26.67	0	-
MoH had developed a new COVID-19 protocol for the event held during the pandemic	10	33.33	11	36.67	8	26.67	1	3.33	0	-

Source: Researchers' Survey, (January -March 2022)

4.8. Discussions

The purpose of this thesis was to investigate the social and economic effects of COVID-19 on the GER tourism events in Addis Ababa. Based on the findings of the thesis, the following major findings were discussed and presented. The Major findings were organized based on social, economic, and remedial measures to be taken by the GER tourism events office and the roles of Stakeholders in supporting the GER office during the outbreak.

Social Effect

In the beginning, though there was partial fear to participate after they were involved in the event, most of them found it interesting and the effect it has on the individual was less compared to the satisfaction they received. The result after aggregating indicated that most of them were relaxing 167(71.07%); found the event was so impressive 181(79.25%); and felt happy 210(89.36%) during the event. However, most of the other social activities such as intimate interaction with other participants were mostly practiced and the respondents were in favor of “Agreed” or “Strongly Agreed” aggregated and amount more than 60%. The positive inclination of the respondents toward various activities in the event was due to the fact, that individuals and communities value events for social (Bledow et al., 2011). This finding is in line with the findings Seraphin et al., (2019) that engagement research suggests that individuals' engagement levels fluctuate heavily across days and are influenced by within-organization negative work events (Bledow et al., 2011; Demerouti & Cropanzano, 2016).

However, individuals who were participating in the event neither shared their water nor observed others doing the same during the race. This finding is similar to the results of Jamal & Budlke (2020) that the COVID-19 pandemic has also caused a negative impact on the development of social capital within communities and threatens the viability of the event sector by limiting or suspending events occurring (Jamal & Budke, 2020).

While employees of the GER office responded that the majority of employees were very much worried, had a negative perception, and would like to minimize their interaction during the event with the agreement level of 80%, 73.33%, and 73.34% respectively. These findings are similar to the findings of Jamal & Budke, (2020) who stated that the negative impact on the development of social capital within communities threatens the viability of the event by limiting or suspending the event occurring.

Economic Effect

From 2018 to 2021, the number of local participants, which are the primary source of income, has decreased considerably. From 2019 to 2020, the number of local participants in the GER tourism events dropped dramatically from 80,000 to 31,000, a drop of roughly 61.25 percent, and remained unchanged until 2021. The decrease in the local participant has an impact on the economic value of domestic tourism (Mequanent Biwota, 2020; UN-Ethiopia, 2020). Moreover, the overall sales have also declined dramatically from the year 2018, and the reduction from 2019 (25.65 million ETB) to 2020 (13.959 million ETB), accounting for 54.65% of the total sales. The findings are in line with the research findings of Rahman et.al. (2021) that economic forecasts predict slowed financial progress and bad views toward residents of nations hardest hit by the COVID-19 outbreak (Rahman et al., 2021; UN-Ethiopia, 2020).

The result of the ANOVA has shown that only five items exhibited statistically significant differences between male and female respondents (with $df = (29-1) = 28$, $P\text{-value} < 0.05$), on the items maintain my distance, felt as if they run alone, require additional information, forced to have mask and sanitizer.

Remedies by the GER Office

From the findings, the GER office had not taken any effective measures other than canceling its activities and handling a few virtual events. Out of the total 30 respondents, 7 (23.33 percent) agreed and 18 (60.00 percent) strongly agreed that the GER office left the incident without taking any action, even more than 53.00% of the agreed that the office was not consulting stakeholders for alternative options. However, disaster management or mitigation within the sports tourism context, within a global and local context (Alessandra Cancedda et al., 2020; Hemmonsbey et al., 2021) in this respect the action taken by the GER tourism events management office was not following a global standard.

Stakeholders' Role

The researchers have expected that the GER office should have been getting assistance from the Ministry of Health (MoH), the Ethiopian Sports Federation (SF), and the Ministry of Culture and Sport (MoCS). However, the MoH did not create a new event guideline (86.67 percent of respondents disapproved), nor did it create a new COVID-19 protocol (70.00 percent have disagreed). Similarly, during the epidemic, the sports federation paid little special attention to GER events. These findings are different from the findings of previous researchers. The role of the stakeholders in the tourism sector's economic recovery under the impact of the coronavirus pandemic was so immense (Angaw, 2021; Yan et al., 2021). Moreover, Situational Crisis Communication Theory (SCCT) offers a framework for understanding this dynamic, which provides a mechanism for anticipating how stakeholders will react to a crisis in terms of the reputational threat posed by the crisis (Coombs, 2007). However, in the context of the GER event, stakeholders there has not been any significant action taken to support the GER tourism events management office during the crises.

Chapter Six: Conclusions, Recommendations and Future Research

6.1. Conclusion

The purpose of the thesis was to study the effects of the COVID-19 outbreak on the GER tourism events in Addis Ababa. To address the objectives both primary and secondary data were collected and analyzed. Based on the findings of the study, the following conclusions were drawn. Concerning the bio data, it can be concluded that the event participants were mostly at the aged of 33-37 years old and the overall age distribution indicated that the event includes a wider array of ages from 18 years old to more than 50 years old. Moreover, the event participants were mainly having master's degrees followed by first degree, then high school and TVET education with mixed various professions such as Athletes, business owners, Dancers, Diplomats, Students, and Employees.

Regarding the social effects of the COVID-19 outbreak on the GER events, it can be concluded that during the beginning of the event, there was partial fear from the participants, but after they were involved in and started the event, most of them found it interesting. Moreover, it can be concluded that the effects of COVID-19 on the GER tourism events that took place during the breakout have less effect on the individual as compared to the satisfaction they received. The study showed that some individuals are afraid of large crowds, and there is a chance that this fear may persist after the epidemic, making it difficult for the event business to rebalance (Olson, 2021). However, individuals who were participating in the event neither shared their water nor observed others doing the same during the race. Similarly, in conducting the GER event, the GER office employees also were very much worried, had a negative perception, and would like to minimize their interaction with participants during the event.

The other objectives of the study were to assess the economic effect of COVID-19 on the GER offices. In this regard, it can be concluded that from 2018 to 2021, the number of local participants, which are the primary source of income, has decreased considerably due to the outbreak in the year 2019 to the year 2020, it has exhibited a significant dropped from 80,000 to 31,000. As various studies indicated, it is obvious that the decrease in participants would subsequently result in a decrease in revenue generation, (Mohanty & Ranjan Choudhury, 2020), other missed revenue, and job losses among personnel affiliated (Rentschler et.al., 2021).

It can be concluded that COVID-19 has had a significant effect on GER's overall revenue, total sales, and promotion. Using the year 2019 as a baseline, the reduction was 16.70 percent in 2020, and 43.33 percent in 2021. These impacts have arisen because of a decrease in the number of local participants, which has an impact on the overall sales income generated by them. Moreover, the GER office was forced to raise the selling price of shirts.

From the multivariate analysis, it can be concluded that there existed systematic difference in gender and role of the employee at some of the issues, such as a statistically significant difference between male and female respondents (with $df = (29-1) = 28$, P-value < 0.05), on the items maintain my distance, felt as if they run alone, require additional information, forced to have mask and sanitizer.

In the events of the occurrences of such a pandemic, the GER office was expected to develop a strategy and take several remedial actions to overcome its effect. Based on the finding it can be concluded that the GER office had not taken any amicable and effective measures other than canceling its events and even not consulting stakeholders for alternative options. This practice is similar to the global arena. Studies showed that due to the pandemic, the decision to cancel or postpone events is always regarded as the best option (Ahmed & Memish, 2020; Ebrahim et al., 2021). Similarly, organizational theory perspective, the COVID-19 pandemic can be described, as an extreme, disrupted risk and the pandemic has caused an extreme cancellation of events (Hällgren et al., 2018,). As part of the sports event and the nature of the

outbreak, various stakeholders were also expected to support the GER office. However, the overall findings showed that the stakeholders such as the Ministry of Health (MoH), Ministry of Tourism (MoT), Ministry of Culture and Sport (MoCS) and the sports federation provided no meaningful help to the GER office throughout the epidemic.

6.2. Recommendations

Based on the major findings of the study and the conclusion drawn, the researchers have forwarded the following recommendations.

GER Office

- ❖ It is observed that during the event, individuals neither were sharing their water nor observed others doing the same this has affected the social value of the participants. This was due to the strict consideration of the COVID-19 protocols by the GER tourism events office and teams. However, the partial fear that was observed to participate in the vent affect the number of local participants. In this regard, the GER office should have developed a guideline and given an orientation ahead through various mass media. This should have minimized the fear and increased the number of participants.

- ❖ One of the major effects that the outbreak brought on the GER tourism events are the economic effect due to the dramatic decrease of the local participants from 80,000 to 31,000, a drop which resulted in a decrease in the overall revenue from 2019 (25.65 million ETB) to 2020 (13.959 million ETB) of the GER office. At the same time, regarding remedies and risk management, the GER office due to organizational pressure, and the frustrating situation caused by the COVID-19 pandemic, the GER office had not taken any effective measures other than canceling its activities. To cope with this effect, the GER office should have conducted other activities in addition to

the virtual events, such as conferences, and meetings via zoom, like the Virtual Race, so that the office can raise some seed money to support its activities.

Stakeholders' Role

- ❖ During the pandemic stakeholders such as the Ministry of Health (MoH), the Ethiopian Ministry of Tourism (MoT), and the Ministry of Culture and Sport (MoCT) did not provide extensive support to the GER office throughout the epidemic. Even when the GER office was planning to hold races fulfilling all the global and national COVID-19 protocols, there was rather huge resistance from the MoH, Ethiopian Public Health Institute (EPHI), and national athletic federation. However, as the GER tourism events were a national emblem and one of the global events, the various stakeholders should have supported the GER office during the outbreak by giving assistance, supplementing the budget and providing the necessary COVID-19 protocols to hold the event. Moreover, the city government should support the GER office in such an incident.

- ❖ While GER office a self-sufficient non-profitable organization that can get its budget from the income generated from the various race. While its income is drastically halted and significantly decreased, the sustainability of the office become in danger, and was started to pay less salary to its employee. At this junction, when the income is drained due to COVID-19, the support from the government offices and policymakers should have been so immense at least to keep running its internal operations such as providing some seed money, providing precautionary kits. At the policy level, there should be a guideline on how to support such a national emblem event at the time of the occurrences of any unprecedented risk.

6.3. Future Research Directions

This thesis tries to address the effects of COVID-19 on the social and economic effects on the GER events and GER offices. Future research can address the effect of COVID-19 on various GER events such as the Children event, the 10,000 Km events, conferences, and the events that are held in different cities such as Hawassa with wider survey and secondary data.

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Annex: Questionnaires

Questioners for GER Participants

As part of my graduate studies at the University of Addis Ababa, I am conducting a survey that aimed to investigate the ‘Effect of COVID-19 on the Events Organized by Great Ethiopian Run. I would appreciate if you would provide your responses. The data collected from you will not be disclosed to any other party. Thank you for kind cooperation

1. Respondent’s Profile (please fill on the space given)

Age: _____

Sex: _____

Level of Education: _____

Occupational category: _____

Income : _____

Religion : _____

2. To which group of the GER tourism events you belong (please mark on the space given)

Event organizer, _____

GER tourism events participant _____

3. How many times have you participated (either event team or participant) on the GER tourism events _____

If you have participated (either event team or participant) compared with the GER events before the COVID-19 pandemic, please rate the extent of your agreement to the following questions;. (SDA=Strongly Disagree, DA=Disagree, N= Neutral, A= Agree, and SA= Strongly Agree)

S/N	Items	SDA	DA	N	A	SA
1	I had intimate interaction with other participants					

2	I had not worry to participate on the event					
3	I was relax during the event					
4	If you participated so far, did the event give the opportunity to create a social connection for you					
5	I used to share water with other participants					
6	I felt that the event was so impressive for me to run together					
7	I had observed an interaction with other participants					
8	I had observed that participants were happy during the event					
9	I was free and happy during the event					
10	I feel the event created a social connection to each other					
11	I had observed that the event crated a strong social connection for Participants					
12	I had observed that the social interaction during the event was impressive for the Participants					
13	I had observed that during the event the Participants were sharing water each other					

Any other additional effect of COVID-19 on the GER events you have observed, please give your opinion in the following space.: Mention three major areas of your thoughts.

Questionnaire to be completed by the GER employees only

As part of my graduate studies at the University of Addis Ababa, I am conducting a survey that aimed to investigate the ‘Effect of COVID-19 on the Events Organized by Great Ethiopian Run I will appreciate if you would provide your responses. The data collected from you will not be disclosed to any other party. Thank you for kind cooperation

Respondent’s Profile (please fill on the space given)

Age: _____

Sex: _____

level of Education: _____

Position in the company: _____

Years of service in the organization _____

If you have participated (either employee, event team) on GER tourism events after the COVID-19 breakout, please rate your level of agreement to the following questions compared with the events of GER before COVID-19. ;. (SDA=Strongly Disagree, DA=Disagree, N= Neutral, A= Agree, and SA= Strongly Agree)

		SDA	DA	N	A	SA
1	I was very much worried during the event					
2	I I have negative perception for the event					
3	I had interaction with others was minimized					
4	I was forced to maintain my distance during the race					
5	I have demand additional protective devices during the event					
6	I felt the same vive of the event as before the COVID-19					
7	I felt as if I run alone during the race,					
8	I felt the medial ceremony was the same as before COVID-19					

9	I was required to have additional expenses to participate the race					
10	I must follow a special protocol to participate.					
11	Due to social distance of COVID protocol I felt being isolated during the race					
12	I required additional information during the race					
13	I had additional burden to manage the event					
14	I was forced to have sanitizer during the race					
15	I was forced to have face mask during the race					
16	I was required to maintain the distance during the race					
17	I was required to have orientation about COVID to the participate the race					

Which of the following remedial strategies and stakeholders role (taken by your company) were used/using by the company to cope-up the effect of COVID-19 breakout on the GER events?

S/N	Items	SDA	DA	N	A	SA
1	Escape the event with no action(s)					
2	Has consulted the stakeholder for alternative solution such as??					
3	The company had devised a different event organization strategy by itself to held the event					
4	The company has requested the government to get exceptional support					
5	Has requested the MoH to get advise to conduct the event					
6	The company has reduced some of the events					

7	The company only focus on the main events					
8	The company has tried to increase the role of stakeholders during the event					
9	The company has invested more for protective devices and conduct the event					
10	Has reduced activities that has to be held during the event					
11	The company was forced to limit the number of participants					
12	The MoH has developed a new guidelines to the event					
13	The sport federation has given special assistance to the company to conduct the race					
14	The Ministry of Culture and Sport has supported the company to held the event					
15	MoH had developed a new COVID-19 protocol for the event held during the pandemic					

Secondary Data

As part of my graduate studies at the University of Addis Ababa, I am conducting a survey that aimed to investigate the ‘Effect of COVID-19 on the Events Organized by Great Ethiopian Run I will appreciate if you would provide your responses. The data collected from you will not be disclosed to any other party. Thank you for kind cooperation.

Please consider all the events in the following year and complete the table (collected from the company)

Year	Total Events in number	Total N0. of Local Participants	Total N0. of Foreign Participants	Gross Revenue from sales	Total Expenses	Gross Revenue from Promotion	Total Organizers involved (volunteers, event team, rotary clubs)
2018							
2019							
2020							
2021							
2022							

Guiding Interview Questions

As part of my graduate studies at the University of Addis Ababa, I am conducting a survey that aimed to investigate the ‘Effect of COVID-19 on the tourism Events Organized by Great Ethiopian Run I will appreciate if you would provide your responses. The data collected from you will not be disclosed to any other party. Thank you for your kind cooperation.

Please insert here the purpose and also some questions on the profile of the interviewees as you did for others above??

Guiding interview questions

1. what kind of cautionary methods did you use(as participant, as event team, employee) during COVID-19 on GER tourism events

2. How do you explain your observation the difference between the event before and after COVID-19
3. What challenges have you faced while you participate on respecting the COVID-19 protocol
4. How do you explain the social effect of the COVID-19 on the GER tourism events(for participant, event team, and employee)
5. What remedial measure you used to manage the participants during the event
6. What was the role of the stakeholders while you conduct the event after the pandemic? Such as the sport federation, MoH, Ministry of Culture and Sport, and Ministry of Tourism
7. Please give your general remarks on the way events need to be managed under COVID-19 restrictions.