



**Addis Ababa University**

**College of Development Studies**

**Tourism Development and Management Program**

**Assessing the Participation of Public Sector Employees in Domestic Tourism Practices:**

**The Case of Civil Servants in Gullele Sub City, Addis Ababa**

**A Thesis Submitted to the Center for Environment and Development Studies Addis Ababa  
University in Partial Fulfillment of the Requirements for the Master of Arts in Tourism  
Development and Management**

**By**

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**June, 2020**

**Addis Ababa, Ethiopia**

## Approval Sheet Form

This is to certify that the thesis prepared by Abrha Hishe entitled: **“Assessing the Participation of Public Sector Employees in Domestic Tourism Practices: The Case of Civil Servants in Gullele Sub City, Addis Ababa”** submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Tourism Development and Management compiles in accordance of the regulations of the University and meets the accepted standards with respect to originality and quality. I declare this is a product of my work and that all sources of materials used for my proposal have been appropriately acknowledged.

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## Acronyms and Abbreviations

<b>AACTB</b>	Addis Ababa City Government Tourism and Culture Bureau
<b>AUD</b>	Australia Dollar
<b>DTP</b>	Domestic Tourism practice
<b>EWCA</b>	Ethiopia Wildlife Conservation Authority
<b>EOTC</b>	Ethiopian Orthodox Tewahido Church
<b>EU</b>	Eropean Union
<b>GDP</b>	Gross National Product
<b>GNP</b>	Gross Domestic Product
<b>ITC</b>	International Trade Center
<b>LDC'S</b>	Less Developed Countries
<b>MoCT</b>	Ministry of Culture and Tourism
<b>RCT</b>	Rational Choice Theory
<b>SPSS</b>	Statistical Package for Social Science
<b>UK</b>	United Kingdom
<b>UNESCO</b>	United Nations Educational Scientific and Cultural Organization
<b>UNWTO</b>	United Nation World Tourism Organization
<b>WB</b>	World Bank
<b>WIFI</b>	Wireless Fidelity
<b>WTO</b>	World Trade Organization
<b>WTTC</b>	World Travel and Tourism Council

## **Acknowledgements**

First and foremost, I thank the Almighty God for helping me with his grace in all aspects of my life including accomplishment of this thesis work.

I would like to express my sincere thanks to my advisor Dr Tesfaye Zeleke for his valuable and constructive comments, feedbacks and his encouragements starting from the selection of the topic to completion of my thesis work.

I would like to thank my families: my brother Werede Hishe and my sister Amleset Hishe, who morally supported, encouraged and assisted me to study my MA and undertake this research. Without their assistance, it could have been very difficult. I would also like to thank my father Kes Hishe Ye'Abyo and my mother W/ro Azmera Mengesha for their support to reach at this stage.

I would also like to pass my gratitude to my instructors, and staff of the Center for Environment and Development Studies for giving me valuable knowledge, and support throughout the study years. My sincere gratitude also goes to those who have helped me during field survey particularly these who shared me their thoughts and experiences from Gullele Sub City Public Sector Employees and my friends.

Finally, I extend my deepest gratitude to Aderajew Mekonnen and Seblewongel Dejene for their friendly technical support and encouragement in conducting of this thesis work. Thank you all who helped me.

## Abstract

*As saying goes for tourism industry to become successful, domestic and international tourism need to complement each other. But domestic tourism practice in Ethiopia has been nearly non-existent, with local residents mainly visiting friends and relatives. The study aimed to assess the participation of public sector employees in domestic tourism practices in Gullele Sub City, Addis Ababa, Ethiopia. The research employed a mix of qualitative and quantitative approach. Both primary and secondary sources of data that includes questionnaires (280 respondents), key informant interviews and documents analysis were used. The analysis followed descriptive design with the themes emerging through qualitative and quantitative data. The researcher also adapted both probability and non-probability types of sampling methods to select research respondents. Data was analyzed and the research found that there was a very poor participation in domestic tourism practices among the public sector employees. This data was analyzed using both exploratory and descriptive. The results obtained from this research revealed that, more men visited domestic tourist attraction sites than women. The age group of 18 – 30 was the most active participant in domestic tourism practices. Economic issues such as low monthly income was indicated as the main constraint (58.3%) affecting the growth of domestic tourism, followed by lack of time, lack of habit to travel for leisure and awareness level on domestic tourism. Additionally public employees participation in domestic tourism has more also influenced by the socio-cultural attributes such as religion, cultural festivals, family condition, attitude, art and historical attractions (e.g., monuments, historical buildings, museums and art galleries). Furthermore, geographic/spatial issues included transport accessibility (in relation to topography and transport services), distance of tourism attractions, infrastructure availability (accommodation, internet, information facilities, etc.) and climate condition affected the employee's participation on domestic tourism practices. Hence, the Ministry of Culture and Tourism need to exert more efforts, and apply combination of approaches in promoting and marketing domestic tourism practices among public sector employees of Gullele Sub City.*

**Key words:** *Participation in Domestic Tourism Practices, Public Sector Employees, Gullele Sub City, Addis Ababa, Ethiopia.*

# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the Study

Historically, domestic tourism is the first form of tourism that was practiced and today it continues to account for the most part of this tourism activity (David, 2017). According to David Macheria (2017), it is estimated that at global level out of the 4.8 billion tourist arrivals per year, 4 billion (83%) correspond to domestic tourism. Domestic tourism brings about an intermingling of people from diverse social, economical, demographic and cultural backgrounds and also a considerable redistribution of spending power created by the growth of domestic tourism and illustrated by reference to some recent case studies, efficient use of domestic tourism potentials and creating awareness and strategies on the aspects of domestic tourism can provide an impetus to further economic growth in the tourism site regions and also how domestic tourism may assist a country's international tourism (ALi, 2010).

Domestic tourism has largely expanded across different countries of the world. However, most countries have been geared toward putting much emphasis on international tourism assuming that it creates foreign exchange. As a matter of fact, people travel from their usual place of residence to other places within their own country for variety of reasons; vacation, sport, business, conference and others. Trade and religion were among the most fundamental causes that determined a person's mobility from place to place inside the country. However, one of the major problems connected with this form of tourism in Ethiopia is the absence of statistical system to gather and compile data on domestic tourism (AACTB, 2019).

Domestic tourism has become the most incredible socio-economic phenomena (WTO, 2007). It singly started from an action enjoyed by only a small group of relatively well off people however, gradually it become a mass popular during the last quarter of the 20 century particularly from the 1970s and onwards. It now reaches wider scale and larger numbers of people throughout the world, and is a source of employment for a significant segment of the labor force. According to the latest figures compiled by the world tourism organization (WTO, 2008) economic exchange earnings through this sector reached above US\$ 476 billion, which was larger than the export value of petroleum products, motor vehicles, telecommunication, equipment or any other single category of product or service (Islam, 2015). According to the author (2015), as tourism sector domestic tourism comprises an extensive range of economic activities that can be considered as the largest industries in the world. Domestic tourism is

also one of the fastest growing and most branched economic sectors of developed nations and the global, covering a broad range of enterprises sectors and stakeholders.

According to UNWTO (2015), opportunities through domestic tourism practice are on the rise in least developed countries (LDC's) and represent an important factor for the overall national growth. In spite of its proven contribution to global economic growth and development, the sector still lacks political and economic recognition and support. Pierret (2011) has reported that historically domestic tourism is the first form of tourism that was practiced and today it continues to account for the most part of this tourism activity. It is estimated that at global level out of the 4.8 billion tourist arrivals per year, 4 billion (83%) correspond to domestic tourism. Domestic tourism in this study refers to time spent within one's locality for leisure, short holiday or entertainment.

Emly (2017) has reported that domestic tourism is important for employment creation and domestic value chains, especially in developed economies. However, the economic development potential of the tourism sector is often associated with international tourism because of its capacity to generate foreign exchange and provide opportunities for the transfer of capital and knowledge. International tourism is a key source of foreign exchange and thus a crucial contributor to the balance of payments and to macro-economic stability especially in developing countries.

According to UNWTO Tourism Highlights (2015), as a national and internationally traded service, domestic tourism has become one of the world's major trade categories. For many countries it is seen as a main instrument for regional development since it stimulates new economic activities. Domestic tourism has a positive economic impact on the balance of payment, employment, Gross Domestic Product (GDP) and it helps to reduce poverty. The sector serves more than 613 million people each year, employs more than 260 million people and accounts for 11% of global GDP (Asfaw, 2010).

Different tourism attractions are found in Addis Ababa. It has unique cultural and historical attractions with a favorable climate. Like other African, Asian and European countries which they have well developed domestic tourism practice. The domestic tourism industry in Addis Ababa could be legitimately indicated as one that is still in its infancy. Its current low level of development is often attributed to changes in governance systems and development policies and strategies, weak promotion, and incentives, lack of trained manpower, finance, and knowledge and management capacity (Tadesse, 2015). Sustainable domestic tourism helps to develop the idea of meeting current requirements of the local tourists and of the tourism industry, while set an important strategies and opportunities for the future. And it has to meet and determine all the economic, social, aesthetic requirements of the actor from domestic tourism,

## **1.2. Statement of the Problem**

Domestic tourism is a key sector in the national economies, provided that efficient tourism policies are implemented in order to maximize spillover effects. Moreover, analyzing the economic, social, cultural, environmental issues and attitude domestic tourism participants is important. More and more people look towards more authentic and personalized vacation destinations. That is enough to understand the current low trend of domestic tourism practices in Ethiopia and the necessity for the concerned country to develop a new kind of domestic tourism practices.

Domestic tourism had been given little focus in Ethiopia during the last decade since the policy makers have placed much focus on international tourism. There are no domestic tourism related institutions formed to uphold the prospects of domestic tourism in Ethiopia. Domestic tourism Studies done in countries such as Kenya, China, Zimbabwe, European union countries and South Africa have indicated that earnings from domestic tourism have formed a very important component of the general economy and overall tourism earnings (Emily, 2010 and WTO, 2010). The global events including the recession of US and European economies from 2007 onwards together with the several local political instabilities since the last 4 years that happened made Ethiopia to realize that over dependency on foreign visitors is rather risky. As a result, the government should divert to marketing domestic tourism as an alternative service industry that can sustain the tourism sector through campaign and encouraging Ethiopians to travel within the country.

There is a need to adopt marketing domestic tourism which will help to sustain the industry in one nation. The tourism development policy of Ethiopia that was issued in 2009 has mentioned about domestic tourism and how it can be strengthened. Furthermore, due to multitude of reasons, domestic tourism is not given due attention in the country in general and Addis Ababa in particular. This in turn has resulted in the under development of domestic tourism in the country and particularly in the study area. Besides to this, reports in Ethiopia have indicated that earnings from domestic tourism have found at an early stage development of the general economy and overall tourism earnings due to different issues (World Bank, 2007).

There is no more research found on decision of issues that affect or influence domestic tourism practices. Even in other African countries there is a research gap on participation in domestic tourism, especially from a consumer perspective in situation-specific contexts. According to Mwanthi and Assumptah (2013), domestic tourism is of the most neglected tourism categories.

The extant literature indicates that, few research works (MA thesis) were carried out on domestic tourism and related topic in Ethiopia. Some of them are the work by Mersha, (2019). Trends, Challenges

and Opportunities of Domestic Tourism Development in Ethiopia: Stakeholders' Perspective (Master's thesis, Addis Ababa University), Merron (2018) about Practices and Predicaments of Tourism Club For Domestic Tourism Development: The Case of " Know-Your-Country" Club in Kolfe Keranio Sub City, Addis Ababa, Ethiopia (Master's thesis, Addis Ababa University), Ephrem Assefa (2012) about Enhancing Domestic Tourism Development: The case of Aksum, Northern Ethiopia, Melese (2013) on The Role of Timket Festival Celebration for Tourism Development in the City of Gondar, Amhara Region, Ethiopia (Master's thesis), Haileyesus (2016) an assessment of domestic visitors' satisfaction at the national museum of Ethiopia, Tadese (2010), Opportunities and Challenges of Tourism Development in the Addis Ababa-upper Rift Valley corridor, Mesay (2017) on Challenges and Opportunities of city Parks Operation in Addis Ababa: The case of Bihere-Tsegie Recreational Park.

Moreover, World Bank, (2010) studies show that despite the importance of international tourism, for many countries, domestic tourism is becoming more important. Therefore there is much need to develop domestic tourism practice due to major reasons like seasonality, socio-cultural, economical, domestic tourism incentives and local communities' awareness. According to Ephrem(2012), domestic tourism had lacked positive impact in the Ethiopia tourism industry in the recent decades, because the local people, public sector included have been ignorant about it and the lack of knowledge about the tourist facilities and attractions (tourism opportunities) to the few who have the discretionary income to spend.

Ethiopia has not utilized its domestic tourism potentials simply because government commitment and stockholders in providing strategic plan and conditions, available infrastructures, and tourist facilities for a domestic tourist is inadequate. In addition to this, lack of visiting culture among Ethiopian people and lack of infrastructure particularly the tourist accommodation and transport accessibility is the worst that affect domestic tourism practices. Furthermore, the efforts that doing at developing strategies to support domestic tourism practices are highly insignificant, and some recent efforts by the government are more concentrated in the capital city of Addis Ababa, (Tadese, 2012 and Ephrem, 2012).

Among other issues one major reason why domestic tourism has not been able to effectively sustain tourism activities on its own is because Ethiopian Minister of Culture and Tourism and other stakeholders have not been able to come up with promotional strategies that would effectively influence Ethiopians to participate in domestic tourism. The existing promotional strategies are the same ones employed in targeting visitors from abroad and as such do not put into consideration the aspects influencing Ethiopians as far as participation in domestic tourism is concerned.

Even so, the different socio-economic issues and spatial aspects that influence Ethiopians' participation in domestic tourism have not been studied and incorporated in the development of domestic tourism

packages and effective promotional strategies. In light of these, this study aspires to assess the several driver issues that affect the participation of Ethiopians in domestic tourism with a view to provide a framework intended to aid in developing appropriate marketing tools, plans, strategies and techniques useful in the development of sustainable domestic tourism industry in Ethiopia. This study is therefore, aimed to assess the issues that affect public employees' participation in domestic tourism practices: The case of Civil servants in Gullele Sub-City, Addis Ababa, Ethiopia.

### **1.3. Research Questions:**

As a study that attempt to assess the public employees participation in domestic tourism practices in Gullele Sub-City, in Addis Ababa; the researcher tries to address the following research questions. These are:-

1. What are the socio-economic issues that affect public sector employees' participation in domestic tourism practices in Gullele Sub-City, Addis Ababa?
2. What is the level of public sector employees' perception, attitude and preference toward domestic tourism?
3. Which spatial issues that affect public sector employees' participation in domestic tourism practices in Gullele Sub-city, Addis Ababa?

### **1.4. Objective of the Study**

#### **1.4.1. General Objective of the Study**

The general objective of the study was to assess the issues that affect public sector employees' participation in domestic tourism practices: the case of civil servant in Gullele Sub City, Addis Ababa.

#### **1.4.2. Specific Objective of the Study**

1. To identify the socio-economic issues that affect public sector employees' participation in domestic tourism practice.
2. To assess the public sector employees attitude, perception and preference on domestic tourism in Gullele Sub City.
3. To assess the spatial/geographic issues that affect public sector employees' participation in domestic tourism in the study area.

### **1.5. Significance of the Study**

The study has got great importance that would benefit the domestic tourism development actors as well as policy makers at all levels of government/government sectors in showing the issues affecting

participating in domestic tourism practice. It will contribute towards the effort of sustainable tourism development and poverty reduction and will serve as input to attain sustainable Tourism development in the area. This study has showed the pattern of the problems related to the participation of peoples in domestic tourism practices and also provides an initial view and supplementary information for researchers who would like to examine the problem in different ways.

The study intends to provide a framework on which domestic tourism policies and promotional tools can be found. The findings of this study also suggested appropriate avenues, through which domestic tourism can develop to sustainability, provided knowledge on how several aspects affect and influence Ethiopians' participation in domestic tourism, and leads for future research works in the area of socio-economic issues that influence the development and growth of domestic tourism in Ethiopia. Hence, the result of this study would help different stakeholders at a national, regional, local, city and tourism site levels in various ways.

In general, the findings can also motivate government bodies like policy, strategy designers and practitioners in a way by recognizing the contribution domestic tourism for communities' betterment and cultural conservation. This study also aware the crucial significance of domestic tourism practice to the sustainable tourism industry development of the Addis Ababa city and it can serve as an input for policy and strategy implementers regarding domestic tourism practice. Beside to this it serves as a springboard for those who would like to carry out further study in this aspect of the tourism industry. Above all, the tourism sector and different stakeholders in the study area would get good awareness about the problems and challenges facing the domestic tourism development. Furthermore, this research can help tourism businesses and or establishments in the destination areas, especially in Addis Ababa, so as to understand, promote the domestic tourism market. In addition to this, other tourism destinations can use the study as a reference for domestic tourism practices and managerial decisions.

## **1.6. Scope of the Study**

The study had sought to look assessment of issues that affect public employees' participation in domestic tourism practice: The case of civil servants in Gullele Sub City, Addis Ababa. The study targeted public sector employees found in Gullele Sub-City administration. Organized available data of the public employees in Gullele Sub City was enabled to use as a representative of all others public employees in Addis Ababa. Addis Ababa was selected as the study site since it has the largest number of wage employees in Ethiopia and also the key business and travel district in the country with various tourism attraction potentials and the respondents here are seeing as representative of the national public

employees. The assumption here therefore is that the issues affecting participation in domestic tourism practice among public workers in Ethiopia are similar across the board with little if any differences.

The major themes of this study were limited to assessing issues that affect public employees' participation in domestic tourism practice in Gullele Sub City public sectors and see how it can affect the domestic tourism practices and development. Thus, the study looked at the issues that affected the growth of domestic tourism; the demographic, economic, socio-cultural and spatial issues. Also this study had sought to look at perception, attitude, and preference of the public employees toward domestic tourism. This study also delimitated to assess issues that affect public employees' participation in tourism travel out of Ethiopia and the factors role for tourism development. Moreover public employees' participation in tourism through crossing Ethiopian border was not considered in this study.

In this study public worker participants were served as the primary source of data. The public sector employees were purposively selected as the study target group because they form the largest percentage of wage employees with the potential to participate on domestic tourism. The sampling frame consisted of respondents drawn from 28 sector offices of the Sub-City public administration. Data were collected from the primary target groups (public employees) that were head offices, team leaders, supervisors, experts and secretary. And concerned bodies from the Ministry of Culture and Tourism, the Addis Ababa Culture and Tourism Bureau and concerned managers/tour operators of the tour and travel agencies.

This study also doesn't address the view and perception of public employees from woredas public sector and public branches, bureaus, offices or agencies in Gullele Sub City that directly responsible to the federal sector (public sectors that are none members of the Gullele Sub-City executive councils/none cabinet of the Sub-City administration).

### **1.7. Organization of the Study**

This study is divided into five chapters. The first chapter deals with background of the study, statement of the problem, objectives of the study, scope and limitations, significance of the study and. The second chapter presents definition of significant terms, review of related literature from various journals, books, thesis, and other documents and studies conducted. It also contains the conceptual framework and empirical analysis of the study. The third chapter is about the research methodology used in this study. It describes about the research design, data sources, subjects of the study and sampling techniques, data collection procedures and data analysis methods employed for the research. The Chapter four also deals with data presentation, results and discussion. The final chapter, chapter five, presents summary of the research and conclusions and recommendations of the study.

## **CHAPTER TWO**

### **2. LITERATURE REVIEW**

This chapter is a review of what other researchers have done in relation to participation in domestic tourism practices with a focus on public sector employees for domestic tourism development. It has enabled the study to develop new knowledge from the gaps identified in the literature which may be used as lessons learned to participate in domestic tourism practices to bring sustainable tourism development. The review was on aspects influencing public employees' participation in domestic tourism for domestic tourism development and sustainable tourism development based on the themes of the study, which were derived from its objectives. A conceptual framework has been also constructed to illustrate the relationships between the variables based on the reviews of literature.

#### **2.1. Definition and Concepts**

##### **2.1.1. Domestic Visitor:**

WTO (2012) and Ephrem (2012), describes the term "domestic visitor" as "any person resides in a country, who travels to a place within the country, outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited". For the purpose of this research, the term "domestic visitor in Ethiopia" refers to any person residing within Ethiopia, and travels to a place outside his/her usual environment within Ethiopia, for a period not exceeding 12 months and whose main purpose of visit/leisure is other than the exercise of an activity remunerated from within the place visited.

##### **2.1.2. Public Sector:**

The term public sector or service indicates a wider scope than the civil service. We may define the public service as the machinery of government, that is, the totality of services that are organized under public (that is, government) authority. It is the totality of the administrative structures within which the work of government is carried out (Teshome, 2016). The public sector is that portion of an economic or a services system that is controlled by Federal or National, Regional (State or Provincial) and local governments. The public sector is non-profit organizations in producing or providing public and governmental goods and services to the people.

##### **2.1.3. Civil Servant:**

The civil service is a branch of government which is usually grouped with the executive, and without which governments cannot function. These are men and women who constitute the permanent staff of the departments of governments. They are professional administrators. Some people refer collectively to

these personnel as public administration or the bureaucracy, or public service (Eme, 2013). The term civil service is often used synonymously with government. Civil service is used to describe two sets of ideas, namely, (i) it refers to the body of permanent officials appointed to assist the political executive in formulating and implementing governmental policies, which are referred to as civil servants; and (ii) it refers to ministries and departments within which specific aspects of government work are carried out (UNECA, 2010). Therefore in this thesis, civil service refers to the body of appointed officials or leaders who carry out the functions of government under the direction of the head of government. Or a civil servant or public servant is a person employed in the public sector on behalf of a government department office or agency. The extent of civil servant's state as part of the public sector employees only.

#### **2.1.4. Domestic Tourism:**

Different authors have defined the term domestic tourism at different times. For instance, Horner & Swarbrooke (2005) and Middleton (2009) have defined domestic tourism as 'residents visiting destinations within their own country's boundaries and travelling for tourism purposes'. In a similar way, (Ephrem, 2012) has defined the term as 'domestic tourism where the residents of a country take holidays wholly within their country of residence'. According to Vanhove (2005) and Emily (2017) domestic tourism is defined as the tourism of residents of a country visiting destinations in their own country. Furthermore, WTO (1993) defined the term as "domestic tourism involves residents of the given country who travel only within this country". Therefore, in this study Domestic tourism refers to the tourism activities practicing by the residents or peoples of a particular country within their own country for tourism leisure. Domestic tourism occurs when residents of a country travel within their own country. May they travel locally, provincially, or nationally with the intention of visiting domestic tourism destinations or friends and family.

#### **2.2. Participation in Domestic Tourism Practices**

According UNCTAD (2013) report also the increasing interest to leisure and disposable income, domestic tourism has over the last few decades become one of the largest and fastest growing industries. In 2018, the industry generated an estimated 5-7 percent of global gross domestic product (GDP) UNWTO (2015). The sector which is estimated to represent 10% of global GDP and one out of every eleven jobs worldwide, is expected to continue expanding significantly to reach 1.8 billion international tourists in 2030 (UNWTO, 2015), International Trade Centre (ITC) and World Tourism Organization (UNWTO) (2015) . With US\$ more than 1.5 trillion in export earnings, leisure tourism accounts for 30% of the world's exports of services and 6% of overall exports of goods and services. As a worldwide

export category, tourism ranked fourth in 2013, after fuels, chemicals, food, and ahead of automotive products (ITC and UNWTO, 2015). In addition, emerging and developing economies currently account for 45% of all international tourist arrivals, and this share is expected to reach 57% by 2030 (Ashenafi Tafesse, 2016). In All of this tourism activities the share or contribution of domestic tourism was great, particularly in the developed countries (Emily, 2017).

Apart from international tourism, the world tourism organization has recognized the importance of domestic tourism in its contribution to economic growth. Both the public and private sectors have increased efforts to promote domestic tourism practice. These efforts include advertisements through the media and participation in domestic tourism. As a way of encouraging and participation of peoples to visit national parks, museums' and antiquities' entrance fees have remained low (Ephrem, 2012).

Participating in domestic tourism has the potential to integrate people and bring peace at a national level through interactions in travelling. The participation in domestic tourism for social integration is a new concept in most developing African countries to become peoples interacts at sports events and attractions without any restrictions (Liako, 2015). In South Africa, domestic tourists travel free in their own country without any documentation, except when travelling by a plane where children under 18 years need to have unabridged birth certificate and an affidavit from a parent not travelling with the child. However, when using other means of transport they are travelling freely, whereas the international tourists strictly need a visa for travel to other countries (Achieng, 2008).

Emily (2017) described that participating in domestic tourism is preferable due to its reliability at all times, domestic tourists travel around their country at all times for different reasons, such as conferences, sports, business, medical reasons, holiday and visiting family and friends. Domestic tourism creates employment for small businesses, because international tourists would normally stay in five star hotels and bed and breakfast locations. Domestic tourists, however, would go as low as one star depending on the affordability (Sharon, 2010).

Mong'are (2016) expressed that investment in domestic tourism alludes to local people going inside their own particular nation to goals other than their place of home and work. At the Addis Ababa corridor, domestic tourism has grown fundamentally and has truly endeavored to conquer any hindrance left because of regularity, in the current past residential domestic tourism has seen the ascent of recreational offices to help in noting the surging populace of local travelers. Business applies vital impact on both the level and nature of tourism requested by an individual (Tadese, 2015).As an important indicator of

tourist behavior, tourist motivation and participation reveals a consumer's desires and aspirations when opting to visit a place within their country.

Regardless of the preference for domestic or inbound trips, the participation in tourism was lowest in the age group 65 and over. 44 % of the Europeans in this age group made one or more trips of at least 4 overnight stays; in the segment of the population aged 15 to 64, on average 55 % participated in tourism. With more than half of the holiday trips being short domestic tourism trips and more than 25 % being long domestic tourism trips, destinations within their own country dominated in Europeans' holiday choices (77%). 23 % of the European participants' in domestic tourism are tripped abroad. Trips to other EU Member States (17 %) were clearly preferred to trips to destinations outside the EU (6 %) (Eurostat, 2011).

A number of influences motivate participants to undertake domestic tourism. Visiting tourism site is an important aspect of touristic behavior. Domestic tourists described a need to entertain others as well as themselves, such as young men and women, children or overseas guests. The enjoyment of sharing experiences with others is described by tourism participants (Sharon, 2010). Social opportunities motivated many to stay overnight. Romance was important to those in paid accommodations, senior tourists described getting away for time alone as a couple. Motor-home users talked about the convivial atmosphere of campsites, making friends, sharing food, and meeting new people, including from abroad, particularly during motorbike festivals (Emily, 2017). Different domestic tourism participants who had stayed on the Calf of Man twice, and intended to again, did so because they travelled with a group of friends who had a good time together. These, and many campers, described hedonistic behavior associated with staying overnight with friends, such as sexual activity, drinking, and smoking marijuana, with a perception of being 'away from the rules'. Socio-economic factors are clearly something that many domestic tourism participant tourists looked forward to when planning future breaks on tourism attractions (Sharon, 2010).

According Emily (2017), the participation in domestic tourism exercises incorporates: sex, instructive foundation, reason for visit, age, occupation, the required offices and additionally the accessible transportation framework. A few factors that hinder tourism advancement in creating nations incorporate poor usage of domestic tourism designs, nonattendance of characterized measures to support interest in domestic tourism, strategy detailing and execution, and poor infrastructural improvement. Different elements are social, social and monetary requirements and in addition labor improvement and inspiration. Every one of these elements upset domestic tourism improvement in underdeveloped nations Emily (2017).

Demographic characteristics including age, sex, income, education level, marital status, family size, and job occupation of domestic tourism participants have a great role in formulating and affecting domestic tourist behavior (Sharon, 2010; Mong'are 2016; Emily, 2017). Domestic tourists' participation directly affected by cultural, social and personal factors, these three main elements influencing consumer behavior to participate in domestic tourism Mong'are, (2016). According to mong'are these issues like arts, cultural festivals, historical and cultural places, museum and galleries, social celebrities, social habits, traditional values and norms, beliefs, life styles of the residents at a domestic tourist destinations, had a significant effect on tourism willingness to participate or travel in domestic tourism practice.

Tourism practice as an economic sector as we have seen it, come in to being in Ethiopia very recently, compared with other countries in the world. It was somewhere in the second half of the twentieth century that the imperial government paid attention to this sector (Ayalew Sisay, 2009). This was the initial period, in terms of organizational structure, where the nucleus of the tourism establishment was originated and at the same time Ethiopia's acquaintance with the concept of tourism. Therefore, it can be said that the initial year of the modern organized tourism industry in Ethiopia was 1962 (Ephrem, 2012).

### **2.3. Overview of Domestic Tourism Practices in European Union Countries**

Europeans spend 77 % of their holiday trips in their own country. Tourism is generally considered to be an international phenomenon. People travel to other countries to discover new cultures or enjoy unseen nature or heritage, or simply to enjoy a mild climate for a week or so. However, statistics show that the destination of most trips made by Europeans is within their own country. A recent Eurostat publication<sup>1</sup> showed the importance of domestic tourism for the tourism sector; domestic tourism expenditure by residents was twice as high as inbound tourism expenditure by non-residents. This takes a closer look at domestic tourism in the European Union. On average in the European Union, more than 3 out of 4 holiday and leisure trips (i.e. trips with at least one overnight stay) made by residents of the EU Member States had a destination within their own country of residence (Buhalis, 2001). For nearly all Member States, more than half of the holiday trips were spent within the country borders (Eurostat, 2011). According Eurostat (2011), only residents of the Netherlands, Slovenia, Belgium and Luxembourg tended to spend more holiday trips abroad than at home. When considering only the longer trips of at least 4 overnight stays, domestic tourism remained the most popular form of holiday making 59 % of all long trips.

Significant differences in tourism preferences were seen across Europe. Countries that are typically attractive destinations for foreigners also show a high level of domestic tourism: more than 30 % of the Greek, Spanish, French and Italian population made trips only in their own country (for France this was

as high as 45 %). Cyprus and Luxembourg had the highest share of residents only spending their holidays abroad, with 68 % and 57 % respectively (Eurostat, 2011). According the Eurostate, also all persons who made holiday trips of 4 nights or more, 55 % stayed inside their country in the age group 65 and over, while for the age groups 15 to 24 and 45 to 64 this fell to 47 % and 46 % respectively. Among tourists aged 65 and over, only 26% visited destinations outside their own Member State.

Even when considering that many domestic trips were short trips of between 1 and 3 overnight stays, domestic tourism represented 61 % of all nights spent on tourism trips in 2010. More nights were spent on domestic long trips (44 % of the total) than on long trips abroad (37 %). Tourist expenditure is relatively lower on domestic trips because tourists often have easier access to (information about) cheaper accommodation options or because transport costs to get to the holiday destination are lower. Nevertheless, Europeans spend more than half of their budget for holidays on domestic trips (52 %), mainly during short breaks of 1 to 3 nights (34 %).

In 2010, residents of the European Union made more than one billion holiday trips, of which just over 800 million were domestic trips (77 %) and almost 250 million outbound trips (23 %). Within the segment of short trips, 90 % had a domestic destination (for long trips this share was 59 %). Behind the average share of 77 % of domestic trips, big regional differences were observed. Especially in southern countries located by the Atlantic Ocean or the Mediterranean or Black Sea basin, domestic destinations were by far the most popular. The share of domestic trips in the total number of trips was around or above 90 % in Bulgaria, Greece, Spain, France, Portugal and Romania.

On the other hand, in a few smaller or more northern Member States, the number of outbound tourism trips exceeded the number of domestic trips. This was the case for Belgium, Luxembourg, the Netherlands and Slovenia (in the latter case due to the proximity of coastal destinations in Croatia) Eurostat, (2011).

#### **2.4. Overview of Domestic Tourism Practices in Africa**

According to the Hajkowicz (2013) report cited by David Macharia (that the number of international tourist arrivals is around one billion which is relatively small as compared with the number of annual domestic arrivals estimated to be nearly four billion. Domestic tourism is important for employment creation and domestic value chains, especially in developing economies. However, the economic development potential of the tourism sector is often associated with international tourism because of its capacity to generate foreign exchange and provide opportunities for the transfer of capital and knowledge. International tourism is a key source of foreign exchange and thus a crucial contributor to the balance of payments and to macroeconomic stability, especially in developing countries.

The management of tourists' destinations for the purpose of achieving sustainability of the tourism industry has been on the general principles of planning which includes resource assessment, market analysis, developing strategy and marketing plans. The strategic planning for the promotion of domestic tourism has been witnessed in countries such as Japan, New Zealand, China, Australia, USA and many others (Mong'are, 2016).

The enabling factors and also the inherent motives for a person to engage in certain travel and tourism activities, looking at the determinants and motivations to travel and tourism is utmost important (Ephrem Assefa; 2012). Determinants are the economic, technological, social, cultural and political issue at work in any society that drive and set limits to the volume of a population's demand for travel (Burkart and Medlik, 1981, and Ephrem Assefa, 2012).

As one of the developing countries in Africa, Ethiopia and its tourism are becoming an important sector contributing a great deal towards the social, cultural, and economic development aspects of the country (MoCT, 2011). According to the MoCT report, Ethiopia has hosted a total of 478,890 foreign tourists during the first two quarters of the current budget year. Similarly, the country has also earned 1,792,964,160 US dollars from international tourists. This income surpasses the income registered at the same time last year by 404,842,160 US dollars (Ashenafi Tafesse 2016). The researcher also presented below about domestic tourism practices in South Africa that has a good experience than Ethiopia.

## **2.5. Domestic Tourism Practices in South Africa**

Domestic travel in South Africa is very seasonal and follows the pattern of public and school holidays. South Africa has been touted as one of the success stories of domestic tourism in Africa. According to the first annual domestic tourism report in 2005, there were a total of 36.2 million trips made by domestic tourists in South Africa. These tourists spent 21.2 billion rand, an average of R 585 per trip. Domestic Tourism practices generated 154.9 million bed nights in the stated year. The report is a survey of the incidence of travel in South Africa as well as the patterns and purposes of those South Africans who travel. Domestic travel in South Africa is mostly dominated by three provinces, Kwazulu Natal (KZN), Gauteng and the Western Cape. The factors hampering domestic travel in South Africa include the unavailability of information when planning for travel. About 47% of adult South Africans who did not travel in 2005 said that they were either unemployed or it was too expensive to travel. The main reason why South Africans travel within their country is to visit friends and relatives and with leisure travel only being carried out by 12% of domestic tourists (Achieng, 2008).

According to Achieng, South Africans have perfected the art of inexpensive travel; with nearly half of all domestic trips being done in a minibus taxi, personal cars are used in a third of the trips while planes,

buses and trains remain infrequently used modes of transport. In terms of consumer profiles, more than half of the domestic tourists in 2005 were between the ages of 18 and 34, showing a higher rate of travel within the younger adult population in South Africa. More females than males traveled, 57.9 and 42.1 % respectively. In South Africa, holiday travel is generally carried out by those with personal incomes of R 15,000 and above otherwise, the trigger point for domestic travel to visit friends and relatives seems to exist around the R 3,000- 5000 personal income mark. Almost three quarters of the domestic tourists in South Africa are black.

## **2.6. Domestic Tourism Practices in Ethiopia**

The tourism industry in Ethiopia could be legitimately described as one that is still in its infancy. Its current low level of development is often attributed to changes in governance systems and development policies, weak promotion, lack of trained manpower, finance, and knowledge and management capacity (Tadesse, 2015).

The Tourism Development Policy adopted by the Council of Ministers in August 2009 establishes the legal framework for the development of the tourism sector in Ethiopia and will be the main legal document that will guide its growth trajectory, alongside the GTP. Development policies for example, the Cultural Policy (1995) and the Wildlife Development Conservation and Utilization Policy and Strategy (2005) should additionally need to be taken into account. Though these legal instruments integrate tourism in a very limited way, if at all, they must nonetheless be considered when developing specific sub-sectors, such as eco-tourism and cultural tourism (MoCT and World Bank, 2012). The vision of Ethiopia's National Tourism Development Policy is "to see Ethiopia's tourism development led responsibly and sustainably and contributing its share to the development of the country by aligning itself with poverty elimination". The Policy sets the sector's general objectives, placing an emphasis on tourism's potential in terms of growth, employment generation (particularly for women and youth), foreign exchange earnings, and image building for the country.

The impact of the travel and tourism industry on national employment was estimated at 1,388,000 jobs in 2007 - about 7.1% of the total employment in the country or 1 in 14 jobs. It is anticipated that the number of employment in the sector will grow to 1,527,000 by 2017 or a share of 6.1% of total employment. In 2006, the sector was the 3rd highest foreign exchange earner after coffee and oilseeds - US\$ 132 m from 150,000 inbound tourists. In 2009, it became the largest foreign exchange earner with receipts of \$1.1bn from 330,000 tourists. The number of inbound tourists has also increased significantly over the last decade from 81,581 arrivals in 1995 to 227, 398 in 2005; 330,000 in 2009- an average growth rate of 13% since 2002 (Tadesse, 2012).

Though, MoCT's statistical bulletin indicates tourism flows in the protected areas. Ethiopian Wildlife Conservation Authority (EWCA) compiles a comprehensive set of tourism data (see Table1) below. It is interesting to note that domestic tourists account for more than half of the total arrivals, except in 2009, the last year recorded. This may be an indication of the existence of an important flow of domestic tourists, probably linked to educational tourism. Another interesting point is that tourist arrivals and tourism receipts in the protected areas have shown an important growth trend and have grown faster than overall tourist flows and receipts in Ethiopia. If we take into account that this growth has occurred despite very limited promotion and weak tourism infrastructure development in protected areas, the figures can serve as a good indication of the potential of Ethiopia's nature-based tourism (Tadese, 2012).

**Table 1. Tourism arrivals and receipts in protected areas, 2001-2009**

<b>Year In G.C</b>	<b>Tourist arrivals</b>	<b>Domestic tourists</b>	<b>% Growth total tourists</b>	<b>Tourist receipts (Birr)</b>	<b>Tourist receipts (US \$)</b>	<b>Receipts growth (%)</b>
<b>2001</b>	21,045	14,699	-	840,509	48,222	-
<b>2002</b>	22,920	12,518	9%	1,106,176	63,464	32%
<b>2003</b>	30,109	17,989	31%	1,141,163	65,471	3%
<b>2004</b>	34,077	19,433	13%	1,662,161	95,362	46%
<b>2005</b>	39,532	20,714	16%	2,018,731	115,819	21%
<b>2006</b>	51,943	28,133	31%	2,477,774	142,156	23%
<b>2007</b>	64,735	38,250	25%	3,116,255	178,787	26%
<b>2008</b>	61,506	32,085	-5%	3,469,436	199,050	11%
<b>2009</b>	66,973	31,014	9%	5,844,158	335,293	68%
<b>Average</b>			<b>16%</b>			<b>29%</b>

Source: Tadese KidaneMariam, 2010.

Ethiopia's tourism sector is characterized by a diversified set of tourism segments between leisure and business tourism. In both relative and absolute terms, its leisure segment is smaller than those of neighboring countries due to a low base of tourism development; by contrast, its business segment is bigger in relative but not in absolute terms than those of neighboring countries (Ministry of Culture and Tourism and World Bank, 2012). In light of Addis Ababa increasing status as a regional hub, Business tourism tends to be less seasonal; this is also true of domestic tourism and, to a lesser extent, Diaspora tourism.

In terms of the potential for future domestic tourism development, the size of the Ethiopian middle class can serve as a proxy indicator. Ethiopia is expected to be one of the African countries, together with Nigeria and South Africa, which will have the largest middle class by the year 2030. In Ethiopia, as in the majority of African countries, the largest portion of the middle class (61.4 percent) is composed of the unstable and vulnerable floating subclass, daily per capital-consumption is between \$2 and \$4 (Tadesse, 2015). However, Ethiopia has a considerable upper-middle class, both in relative terms (3 percent of the total population) and in absolute terms (2.4 million), more sizeable in fact than those of close competing destinations such as Tanzania and Kenya. The upper-middle subclass is especially important for domestic tourism development because it is supposed to be the most likely both to save and to consume non-essential goods and services, such as entertainment and tourism services (Ministry of Culture and Tourism and World Bank, 2012).

## **2.7. Issues that Influence Participation in Domestic Tourism Practices**

Tourism is an industry that is widely considered as an effective contributor to socio-economic development particularly in less developed countries (Sharpley and Telfer, 2008). According to World Travel Tourism Council (WTTC, as cited by Sharpley and Telfer, 2008), if domestic tourism is added, tourism as a whole constitutes ten percent of the global gross domestic Product and employment. Sharpley and Telfer (2008) also pointed out that most developing countries foreign exchange earnings come from international tourism and that most economies view tourism as a driving force for development.

This study looks at participants' budget to involve in domestic tourism. Further lack of finances, gender bias and income level as a social economic are factor that affects participation in domestic tourism. This is in agreement with Emily (2017) who clarifies tourism as a movement is costly and requires a specific measure of discretionary wage. The most helpful measure of the capacity to take an interest in tourism is discretionary salary that is the wage left when assessment, lodging and the rudiments of life have been deducted.

Other authors have categorically identified social, cultural, and international relationships as influencing and being influenced by domestic tourism practices (Jack and Phipps, 2005). In trying to defend their views on the domestic tourism intercultural exchange and why tourism matters, Jack and Phipps et,al (2005) argued that domestic leisure tourism provides both a lens onto and an energy for relationships with everyday life and that, in a world of confusion, connections and disconnections between human beings, leisure tourism provides a connect between lives.

Socio-economic issues, like income level, relative prices between the source and the receiving places, length of the leisure time, infrastructure, habit for domestic tourism travel and demography; technical factors like communications and transport; psychological and cultural factors reflecting personal preferences and the style of life of the potential travelers; and random factors related to unexpected events, like political instability, weather conditions, natural disasters, epidemic diseases, poor tourist facilities, etc. are identified by Crouch(1994) as a set of potential determinants that can influence the decision to local travel cited in (Peter Kiano,2014) .

The tourism development policy of Ethiopia that was issued in 2009, has briefly mentioned domestic tourism and how it can be strengthened. However, due to multitude of reasons, the domestic tourism is not given due attention in the country in general and Addis Ababa in particular. This in turn has resulted in the under development of domestic tourism practices in the country and particularly in the study area.

## **2.8. The Socio -Economic Issues**

### **2.8.1. Demographic Issues**

#### **Gender**

The role of gender as a determinant issue for participation in domestic tourism practices goes back to the basic relationship between an individual that is mainly gender based. According to Ladisalaus (2017), gender is an important determinant factor for participation in domestic tourism practice it is a topic that has not been studied or examined, mentioning that the time gender feature in the domestic tourism ractices discussion is when products of tourism such as sex tourism are being examined. According to the author (2017), the role of sex especially at household level where in most cases women have the responsibility of the household organization and child care where by the decision making on whether or not travel, where to travel and the tourism product to buy tend to be the responsibility of men. As an example from a motivational angel, Ladisalaus (2017) argue thata woman may not be motivated to consider opting for a self-catering holiday as the product may not provide a means of escape from the home environment. It was found that femal travelers prefer to have “a price quote for their participation in domestic tourism practices” when compared with their male counterparts.

## **Age**

Traveling with kids and family, it can be hard to please everyone and often times family vacation domestic tourism destinations might make children or teenagers feel bored if there are no interesting activities or sights to see for them. It will be quite great to include something a variety of activities, so that everyone can have a good time. For example overseas adventure travel packages can include activities for younger and older travelers (Peter, 2014).

Sharon states that (2010), there is common for younger travelers to enjoy traveling to unusual places where they can take part in tours that feature more physical activities and unique types of cousin. Whereas more relaxing and cultural tours are generally preferred by those who have more a mature outlook, but this is mostly due to the less physical exertion, then again energy and health issues differ from each person). According the author (2010) state that, age consideration is a popular criteria used in demographic segmentation since it can have a significant bearing on domestic tourism participants behavior.) Variations in domestic tourism participation are strongly related to age and this is evident in the style in which many tour operators' segment their holiday products by age (Peter, 2014). This research has shown that those aged 25 and below, and over 56 are less likely to have a travel for pleasure than others age groups and one of the main constraints for both groups is limited income.

The majority of the young generation will always want to be connected to the surrounding through social media or apps, so travelling to places that have a great internet connection are very important to them and would affect how they select their dining or accommodation choices. Even honeymoon ideas for couples can differ depending on the age of couple or even their age gap. For example, they would try preferring places where they can participate in fun-filled activities or even adventure sports. Whereas those who are more mature might select a more laid-back honeymoon with sight or romantic tour (Achieng, 2008 and Sharon, 2010).

## **Marital status**

Mong'are, (2016) investigated the traveling using the socio- demographic aspects of Kenyan domestic tourist practices. Results of this study showed that marital status significantly affects scores for a number of public employee participation features in domestic tourism. None married tourists indicated higher scores on attractiveness items such as cinemas to satisfy sense of leisure and visiting sites associated with famous films. Domestic tourists who are not married participated at adventure activities in domestic tourist destination or pleasures more than married tourists while married participants with perceive destinations with "resorts and resort activities" to be attractive, from the non-married participant perspectives domestic tourist destinations where adventure activities including entertainment,

skiing (sport related activities), and making new friends are mostly attractive (Erisher and Elmarie, 2019).

Literature on marital status and participation in domestic tourism is limited. However, the importance of demographic characteristics of public employees with regard to travel participation, destination choices and participation behavior is related, this paper explores how these issues (that is age, gender, marital, status, level of education and income), influences the participation in domestic tourism practices in Gullele Sub-City. Furthermore, an understanding of the influence of the socio-economic aspects on domestic tourists' participation is therefore crucial in the practices, development and management of Ethiopia's domestic tourism practices.

### **Level of education**

Level of education has been sufficiently explored as a critical determinant of domestic of destination image and choices (Orodho, 2003). In a study conducted among domestic tourists who visited the cultural attractions in Axum, it was found that the level of education is significant in explaining its influences on domestic tourist's participation and destination image (Ephrem, 2012). Accordingly the image of a destination is partially influenced by the level of education, with higher level of education being reflected by lower evaluation of the dimension of image for participation. Education was found to be a significant factor influencing travel motivation for domestic tourism among public employees (Achieng, 2008). Research shows that perceived destination attractiveness is higher among travelers with tertiary education (well-educated) than those who are less educated (Mong 'are, 2016). There for be understand that level of education can possibly affect tourist's perceptions of destination attractiveness for participation.

### **2.8.2. Economic Issues**

Sharon (2010), indicate that most economic issues associated with increased domestic tourism demand and practice is well important. In general, the distribution and volume of tourism increases as a society becomes more economically developed and greater discretionary household income becomes more available. In general, the distribution and volume of tourism increases as a society becomes more economically developed and greater discretionary household income becomes more available.

Mong'are (2016) argues a society level of economic development is a major determinant of the magnitude of domestic tourism demand because the economy influences so many critical and interrelated issues. Middleton (2009), price represents cost to customers in terms of money, time and effort, is relative to their spending power and reflects the economic determinants for domestic tourism demand. Incomes and tourism expenditure are linked and it is possible to examine this relationship

through statistics on economic trends and tourism activity in any country. Those not participating in domestic tourism are more numerous among the lower income groups. The potential consequences of changes in exchange rates are immediately acted upon by the tourism industry and travelers alike.

Connell (2009), the relationship between price and demand is an inverse one, where higher prices result in lower demand and vice versa, therefore tourism suppliers such as in the accommodation and transport sector may price their products independently. The demand for tourism is also influenced by other forms of expenditure associated with the leisure.

## **Price**

Erisher and Elmarie, (2019) stated that Price represents cost to customers in terms of money, time and effort is relative to their spending power and reflects the economic determinants for participation in domestic tourism practices. There is convincing evidence in domestic tourism that in the short run, the price of a tourism firm's product, or the perceived price of a domestic tourism destination products compared with those of competitors is the most important determinant governing the volume of participation in domestic tourism. In reference to the author (2019), the relationship between price and participation is an inverse one, where higher prices results in lower participation and vice versa, therefore domestic tourism suppliers such as in the tourist facilities or accommodations and transport sector may price their products independently. The participation in domestic tourism practices is also influenced by other forms of expenditure associated with entertainment events, cultural food and festivals. While public employees are sensitive to the cost of transports, accommodations, and changes in price.

## **Budgeting for domestic tourism travel**

As domestic traveler, all tourists know the importance of setting a realistic budget for their domestic tourism trips before they begin and trying their best to stick prices in relation to their monthly income and tourist product (Lehman, 2001). According to the author (2001), budgeting for tourism travel, help us to reach our domestic travel goal for pleasure. By setting a good budget, tourists need better tourism information of how much money they need for participation in domestic tourism practices. Having a travel plan drives participants look for areas that they can improve their spending in vacation and pleasure habits. Budgeting for tourism travel is determined whether a domestic tourism participant's travel in domestic tourism practices or not. By effectively budgeting, domestic tourists ensure that their trips able to be a memorable and successful experience which will last a lifetime (Lehman, 2001). Accordingly using the travel budgeting system for domestic tourism trip public

employees including those who have low monthly income is important to understand and motivate participation in domestic tourism practices every year.

Domestic tourist should have first a destination for travel and read all about it, in a guide book or online, But how much will this participation in domestic tourism cost? How much money do domestic tourist's need for daily expenses while him or her raveling? When can domestic tourists afford to go on this vacation? Domestic tourism travel expenses can vary greatly depending on how tourist's like to participate, so it is important to make a travel budget early on. Here to budget for travel and take that vacation and participation in domestic tourism practices.

### **Monthly income**

Monthly income and domestic tourism expenditure are linked and it is possible to examine this relation through statistical budget for domestic tourism travel using economic trends of tourists. Finance availability is the most obvious variable that influencing domestic tourist participation (Sharon, 2010). Tourism is price elastic (Mongare, 20016), which means that consumers of the domestic tourism are sensitive to the price of domestic tourism products and tourist facilities, where as prices rise, demand of the domestic tourists reduces. Similarly, if income rise and price remained the same then demand of the tourists increases (Swarbrooke and Horner, 2007).

There are a limited number of studies that have directly investigated the relationship between travelling to tourist attractions and income of the domestic tourists. In astudy done in Kenya, Mong'are, (2016) investigated domestic tourism visitation and participation behavior and they found income to be an influencer factor. Travelers with a higher income tend to more frequently participated in domestic tourism practices and are likely to reside in luxury hotels practices. However, participants in domestic tourism practices with less monthly income didn't tend to take frequent vacation for domestic pleasure Mong'are et al. (2016). As result, income is a crucial coming before of participation in domestic tourism practices and choices of tourist destinations (Sharon, 2010). Similarly in a study conducted in Zimbabwe, it was found that monthly income has a significant impact on domestic tourism participation. Domestic tourists that have a higher level of income are more likely to choose mass activities (Erisher and Elmarie, 2019).

The participation and activities in related to domestic tourism practices are from the public employees' income of prospective. This includes participation for pleasure in entertainment events, festivals, fishing, casino, shopping, and transporting. Therefore, public employees those are found in the lower income group or bracket are generally more sensitive to the price of accommodation or tourist facilities when compared with higher income level of domestic tourists. (Sharon, 2010) notes that domestic tourists that

are found in the lower income group are generally more sensitive to the price of accommodation when compared with higher income level of domestic tourists. As a result public employees are not likely to travel to domestic tourism destinations that they perceive to be more expensive.

### **2.8.3. Socio-Culture Issues:**

#### **2.8.3.1. The Cultural Issues:**

Cultural and environmental issues also influence the travel for domestic tourism practices and tourism industry (Sharon, 2010). In the 1980's a greater environmental awareness and the emergence of a society in Britain began to take seriously in terms of the health and fitness issues. Culturingtourismissues brought significant impact on the development of domestic travel habitand tourism industry (Coban, 2012). It is consisting of cultural issues and, artificial issues, which has a close relationship with each other; this is also surrounded by people (Sharon, 2010).

Domestic tourism helps to create a more sustainable foundation for tourism development because it helps to diversify domestic tourism segments and to counterbalance seasonality, volatilities, and the dependency on, international tourism flows. Still, domestic tourism, especially religious domestic tourism, can also be very seasonal. Previous studies estimated that domestic tourism in Ethiopia may account for roughly 20 percent of total arrivals.

Middleton (2009), indicate the general attitudes and behavior of people towards holiday travel compared with other leisure products claiming their interest, time and money. Attitudes generally reflect the ideas, beliefs, aspirations and fears that people hold about their lives. Attitudes can also be influenced by effective promotion and marketing is always most effective when it works with the grain of changing social attitudes and stimulate purchase.

Domestic tourism practices is believed to be predominantly business-oriented and concentrated mainly in Addis Ababa, but it is also believed to increasingly have a leisure and religious dimension. Domestic religious tourism/pilgrimage is especially seasonal. It is estimated that Lalibela received around 25,000 foreign visitors during 2018, but four times more and around 100,000 pilgrims in the same year, besides data on tourism visitors in protected areas also show an important number of domestic tourists, probably related to educational trips Ministry of Culture and Tourism and World Bank ( 2012).

Cultural tourism is the form of tourism that takes culture of the destinations as the attraction for domestic tourism (Achieng 2008 and Sharon, 2010). Culture is a form of unique expression of native people around the domestic tourist destination areas where attract domestic tourists through their life-style. According to the authors (2008 nad 2010), this cultural attractions that motivate employees

participation in domestic tourism practices through their food, shelter, clothing, art, architecture, music, dance, drama and any uniqueness of the location. Through this form of domestic tourism activities or practices tourism has a great opportunity of people interaction and participation for the domestic visitors.

### **Cultural Festivals and Celebrities**

The nature of festivals involves culture in their program in many different ways. Each element which is celebrated during a cultural festival, regardless, of its kind (music, film, art, religious songs and celebrations, etc.) constitutes a part of the culture of a society, of an area or group of people that is important for domestic tourism attractions and tourism laisures. Hence, cultural impacts of festivals of are notable and all elements interact with each other and offer a cultural experience through domestic tourism practices. The most important domestic tourism impact of a festival is the increase in media interest about the area before, during and after the cultural festival and domestic tourism events. Coverage of the cultural festival leads to positive promotion of the area at regional, national, and event at global levels (Skoultzos, 2014).

Cultural tourism festival is a public, themed, celebration (Emily, 2017), a cultural festival can be a number of domestic tourism events which mainly refers to performing arts and takes place with a certain frequency, or just ones, at a certain time and place with in a country (Odege, 2014), its goal is the public celebration of a cultural element that the festival organizer wants to promote (Emily, 2017). Now a day, many countries understand the significance of cultural festivals as tool for attracting domestic tourist and sponsor them through local national tourism organizations and domestic tourism practices. In a research study to European citizens, declared that most of the domestic tourists prefer to attend cultural festivals during their vacations for recreation (Skoultzos, 2014).s

Similarly according to the author (2014), in Australia cultural festival attendees reached 2.82 million and 590,000 tickets were sold, of which 63,950 were domestic tourists and contributed more than 300,000 overnight stays to the area. Festival attendees' expenses have been estimated at over 58 million AUD (apart from festival tickets) and new income for the region was about 62.9 million AUD. And different studies about UN (United Kingdom) estimated that domestic tourists spend more money than intrnational tourists either for cultural festivals or music concert in detail, each in bound tourist who attended festivals spent £602 those who attended music concert and live performance. Respectively, domestic tourists spent £396 for festivals (per trip) and £87 for music concerts and live performance. As it has been stated, the difference in the amount of money comes up not only from transport costs, but also from the willingness and

participation to attend cultural festivals during a vacation. As a result, tourists extend the geographical area in which they spend their money. Furthermore during 2012, domestic tourists who attended festivals spent £1.02 billion (Skoultzos, 2014).

### **2.8.3.2. Social Issues**

Social factors are that explained in relation to the social behavior of the public employees and social tourism. Here social tourism is a type of tourism that provides influence on a section of society (employees) for the experience of employees participation in domestic tourism practices Sharon, (2010). In reference to the author (2010), social aspects and social tourism are determinant to participating in domestic tourism practices through social intervention. Also in social term domestic tourism is a type of tourism practiced by low income groups, and which is rendered possible and facilitated by entirely separate and therefore easily recognizable services. Social leisure is the effect of social actors through participation in domestic tourism in the level of youth, families, friends, cultural ceremonies and celebrities Jablonska, Jaremko, & Timcak. (2016). Accordingly, focusing on access and performing right of travel for all social levels is exercised in accordance with sustainability principles, securing income for the host population and respecting the cultural and heritage. Through socialized norms shape a person's perception and what they expect of the destination they would like to participate in domestic tourism practices.

The social issues influencing the need to travel include the family ties, the religious issues, friends, ethnic background, etc. Thus, different people with different diverse social and cultural backgrounds have different ways in which they perceive the tour to various domestic tourism attractions (Rátz, 2002). Also personal issues that affect the choice of one's decisions to travel are the age, economic situation, an occupation of a person; his/her character traits and his /her life styles. Language and communication skills also the other social actor that affects employee's participation in domestic tourism practices. Communication skills are an important element of hospitality industry. Understanding of performance expectations are keys to the achievement of tourist satisfaction (Kostic & Grzinic 2011). According to the author (2011), language and communication skill also facilitated domestic tourists' participation for leisure by travel away from their permanent residency through the power of the communication ability of host communities' languages through increasing understanding and interaction of the domestic tourists.

### **Religious Issues**

Visiting religious places has been one of the earliest motivators of participation. Travel for spiritual reasons has been taking place since a long time a large number of people have been making pilgrimages'

to religious places Boluwaji, (2017). This practice is widespread in many parts of the world. Every year around 300-330 million tourists visit world's key religious tourism sites (UNWTO, 2011). In addition to this UNWTO reported that 60% of the world population practices a religion and these believers form the demographic base of religious tourism. It estimated that there are approximately six hundred million national and international religious and spiritual voyages in the world, of which 40% takes place in Europe and around half of which in Asia and the rest is in other continents of the world (UNWTO, 2011).

Most of the domestic tourism sites in Ethiopia belong to Ethiopian Orthodox Tewahido Church (EOTC). Hence, churches and monasteries have been seasonally visited mainly by EOTC followers. They are ancient and source for studying Ethiopian. EOTC holds many historical and religious treasures that are internationally significant. However, few are recognized and visited by both international and domestic tourists. Where as many of them that could be listed under UNESCO world heritage are not well recognized and still not visited.

Famous religious sites in Ethiopia have been mostly visited and well promoted for their historical and archeological value than for their religious importance, for instance, Axum and lalibela. Only religious festivals such as Mesqel and timket are being promoted for their religious tourism importance. However, religious tourism sites are the most attractions for domestic tourists in Ethiopia (Tadese and Efrem, 2012).

Religious or faith based tourism is one of the oldest forms of tourism globally and in Ethiopia. Estimated that 300 to 330 million pilgrims visit the world's key religious sites every year and this amounts to about 30% of the total global tourists in the world. However, Religious-based tourism is not well researched and documented and resultantly, there is limited reliable statistics regarding its no detail about data on religious tourism practice and value within the domestic tourism sector in Ethiopia (Meron, 2018).

#### **2.8.4. Spatial Issues**

Differing climates in the destination areas will also result in variations in the kinds of travel demand. Middleton (2009), chosen travel destinations is the outcome of issues such as transport accessibility, infrastructure, climate comfortability, distance, convenience and how much it costs to reach the destination by the domestic tourists. Infrastructure development includes roads, electricity, water supply, clinics, security situations and police stations, which aid in the success of the destinations (Emily, 2017). Sharon (2010), also states that there can be no doubting the crucial role that tourist attraction has in the development and success of tourism destinations. At the most basic level, the geographical tourist product work to attract tourists to an area while many also operate in a much broader sense as agents of

change, social enablers and major income generators. States there can be no doubting the crucial role that tourist attraction has in the development and success of domestic tourism practices.

### **Infrastructure Availability**

The scope of infrastructure in relation to domestic tourism is broad and in geographical view is related to all those elements in a destination that enable and boost domestic tourism development (Gutsul, 2011). Many research findings growing demand and expectations regarding infrastructure and tourism facilities in the examined tourist destination are related to destination spatial /geographical position and its availability. In that manner, different aspects of infrastructure and recreational facilities can be considered geographically as elements of domestic tourism infrastructure. In a broader sense, it includes all those facilities that domestic tourists use when they leave their homes geographically, reach their destination and return back home (Ante, zeljiko and Lana, 2018). According to Gutsul, (2011), while in reality, most of the tourism infrastructure is constantly used by domestic tourists.

Ethiopia has also a limited supply of accommodation and tourist quality hotel rooms, especially tourist attractions where outside of Addis Ababa. In fact few hotels and other tourist facilities were considered and exist in some domestic touristic areas with poor tourist standard quality of tourist facilities or accommodations including, hostels or lodge, swimming pools, food service, health care services, shopping facilities, electricity and internet accessibility are inadequate and influenced domestic tourists participation (World Bank, 2006). In addition to this since improved hotel facilities in Ethiopia particularly in Addis Ababa and around regional cities are not encouraged domestic tourists long stays due to poor water sanitation system, and unpleasant environment especially at the heritage sites and the hotels are other irritants to domestic tourism pleasure (World Bank, 2006).

### **Transport Accessibility**

A significant and one of the most relevant elements in the domestic tourism equation is in terms of transportation Boluwaji, (2017). This essential factor has passed through long process comprising a full range of stages i.e., from man's feet to horses, stage, coach, water transport, railroad, automobile, and motor transport and finally air transport. The development of tourism travel and the growth of transport are close related transport.

A significant and one of the most relevant elements in the tourism equation is in terms of transportation. In fact this essential factor has also passed through long process comprising a full range of stages i.e., from man's feet to horses, stage coach, water transport, rail-road, automobile and motor coach transport and finally air transport. The development of travel and the growth of transport are not only mutually

dependent but also go hand-in-hand; travelers call for transport that is safe, fast, comfortable and convenient besides being affordable.

Transport Accessibility is a very crucial factor as it is a means by which a tourist can reach the area where attractions are located. Domestic tourist attractions of whatever type would be of little importance to participate in domestic tourism travel if their locations are inaccessible by the normal means of transport accessibility Mong'are, (2017). According the author (2017), if the tourist attractions are located at places where no transport can reach or where there are inadequate transports facilities, these become of little value for participation in domestic tourism visitation. The domestic tourist attractions which are located near to the domestic tourist generating markets and are linked by a network of efficient roads and transport services can be easily reached by air receive the maximum number of domestic tourists Boluwaji, (2017). The author (2017), added accessibility of accommodation, climate condition and distance factors also plays an important role in determining domestic tourist choices of a destination and participation in domestic tourism practices.

#### **Distances of the Domestic Tourism Site/Destinations/**

Distance is a crucial factor for domestic tourists when they are choosing their tourism attractions and affects the volume of visitors, the type of people who participate in certain locations, the role of the destinations, and notably, what the visitors do to participate in domestic tourism. The number of participants in domestic tourism declines as the distance from a source of domestic tourist increase, and although the impact of distance on visitors is determinant (Eagles, Johnson, Potwarka, & Parent, 2015).

According to the Pinery and Bon Echo written by (Eagles, Johnson, Potwarka, & Parent, 2015), was the most frequent travel distance being between 101 and 200 km. The dissuasive influence of distance and prices on the selection of tourism destinations is moderated by motivations, in the sense that the motivations have a direct (increasing the dissuasive effect) or inverse (reducing the dissuasive effect) moderating effect on the influences of domestic tourism attractions distance and prices all tourist facilities available for participation in domestic tourists.

Interpretations of both proximity/closeness and distance were important in determining engagement in proximity of domestic tourism. The subjective of distance and proximity plays an important role in the spatial distribution of tourists, destinations and touristic activities. Distance and proximity not only represent and physical parameters, but the subjectivities attached to them influence which places travelers appreciate as attractive and which are perceived as unattractive to participate or visit. Not only may too-distant destinations be arguably less attractive, but too- proximate destinations might also be seen as unfavorable. Places near home may seem too familiar and commonplace to serve the needs

associated with being on domestic tourism vacation. However, various scholars maintain that domestic tourism without long travel distances is necessary, given the limited supplies of fossil fuels and negative effects in terms of transport costs. Jeuring & Haartsen, (2017).

## **2.8.5. Public Employees Attitude and Perception on Domestic Tourism**

### **2.8.5.1. The Difference between Attitude and Perception**

Attitude is a mental state of readiness, organized through experience, exerting a directive or dynamic influence on the individuals' response to all objective and situations about domestic tourism and related situations. Simply attitude is a mind-set or tendency to act in particular way due to both an individual's experience and dominant quality of mind about domestic tourism (Pickens, 2005). Therefore when we refer to a person's attitudes, we are trying to explain his or her travel behavior in domestic tourism. Attitude is a complex combination of things we tend to call personality, beliefs, values, behaviors, and motivations of the public employees in relation to domestic tourism. Attitude also includes feelings, thoughts, and actions. Therefore attitudes help us explain how public employees see domestic tourism practices, as well as to find out the public employees' behavioral view or attitude toward domestic tourism and its influence for participation in domestic tourism practices.

However, according to Pickens (2005), Perception is the process which organisms interpret and organize sensation to produce a meaningful experience of the world. In other words, a person is confronted with a situation or stimuli. According to the author (2005), the person interprets the stimuli or a process to begin into something meaningful to him/her based on prior experiences. However, what an individual interpretation or perceives may be substantially different from reality (Pickens, 2005). Therefore perception process follows the stage of stimulation, registration, organization, and interpretation. Therefore if the public employees have a good awareness and positive acceptance of their stimuli about domestic tourism may play an important role in the public employees' perception toward domestic tourism. Furthermore, receiving and transmitting of stimuli is highly selective and may be limited by the public employees existing beliefs, attitude, motivation, and personality. Because public employees may select the stimuli that satisfy their immediate need (perceptual vigilance). In general, understanding the difference between concepts of attitude and perception may help to analyze and assessment in this research.

### **Attitude**

Attitude is the way one thinks feels and acts toward domestic tourism (Evans, 2009 cited in Phanthong and Settanaranon, 2011). The attitude toward domestic tourism can be a thing that public employees

discriminate and hold in mind and there by express in either positive or negative way (Bohner & Wanke, 2002). Attitude is only a kind of psychological tendency but not a real action. In this context the ‘‘attitude’’ is more associated with public employees favorable or non-favorable intention to general domestic tourism and its development Yang, (2016). An attitude of the public employees can be defined as a psychological tendency to view how employees’ participation in domestic tourism visiting and their understanding affect. Attitude is one of the critical constructs in understanding tourist participation and behavior Wong, Cheung & Wan, (2013). According to yang, attitude is a learned predisposition to respond in a consistently manner with respect to a given object further (Meng, & Zhang, 2016). Proposes that tourists’ attitude toward an object is determined by his or her felt needs and value system, highlighting the relationship between motivation and attitude. A recent study by (Lam, 2004 and Husu, 2006), attempted to predict travel behavior belief of motivational factors is a determinant of their affective dimension of attitude toward visiting domestic tourism attractions.

The attitude of the public employees toward domestic tourism has a direct effect on participation in domestic tourism practice Wong, Cheung, & Wan, (2013). Peoples attitude toward domestic tourism have also been regarded as important for visiting planning because it could help to predict peoples’ different behaviors and reactions under the complex influences/affections of domestic tourism practice. To achieve of the success of the sustainable tourism in a destination of domestic attractions, the supportive attitude and behaviors of domestic tourists are indispensable Yang, (2016).

## **Perceptions**

Perception is the sequence of domestic tourist exposure and attention which is stimulated individually in decision making process for domestic tourism travel or visiting (Evans 2009, in Phanthong and Settanaranon, 2011). In general terms, perception represent the process through which people perceive the world around them, when meaning is given to the object, event or person faced in the environment. In theoretical terms perception is the process, where each human being chooses, organizes and understands received information in his /her own way. This image depends on a specific stimulus actor from the external environmental and the persons’ own unique characteristics (Beerli and Martin, 2004). According to Beerli and Martin, perception is the process, by which an individual select, organizes and interprets stimuli in a meaningful and coherent way. In terms of marketing and tourism viewed as a primary influential predictor in guiding travel decision making and consumer behavior. Perceptions are shaped by a number of external factors, such as economic, social, cultural, geographical, and internal environmental factors, such as demographic, psychographic, behavioural Wongkerd,

(2003). Moreover, it is essential to understand people's individual value orientations, experiences and culturally determined interests that affect perceptions.

Furthermore, perception is the process by which public employees select, organize, and interpret information about domestic tourism to form a meaningful picture, of the world as explained in Phanthong and Settanaranon (2011), by Adnan and Khan (2010). Perceptions concentrate on the measurement of respondent's beliefs and feelings about the object, event or person. It is necessary to measure and understand visitors' perceptions toward domestic tourism in order to implement desired changes, to the image of destination in the perceptions of current and future travelers. It is important to create positive image of a destination, because it facilitates the success of the tourist destination, while negative image may reduce it.

#### **2.8.6. Preference to Participating in Domestic Tourism Practices**

The employees' personal preference serves as another important factor that may affect their destination choice and participation in domestic tourism Li, Meng, & Zhang, (2016). To the authors that relates motivational factors to domestic tourist preference rating on tourism destinations and to understand what factors essentially drive preference or factors. In conclusion prior studies report that personal motivation, age, gender, income, education, marital status, family size, existing of tourism club, planning for own visiting, infrastructure (transport, accommodation, electric power, internet, and cell phone usage accessibility), artistic architectural features (e.g., art, galleries, museums and status), special events or festivals, shopping facilities, personal income, all affect one's preference to participate in domestic tourism attractions (Wongkerd, 2003).

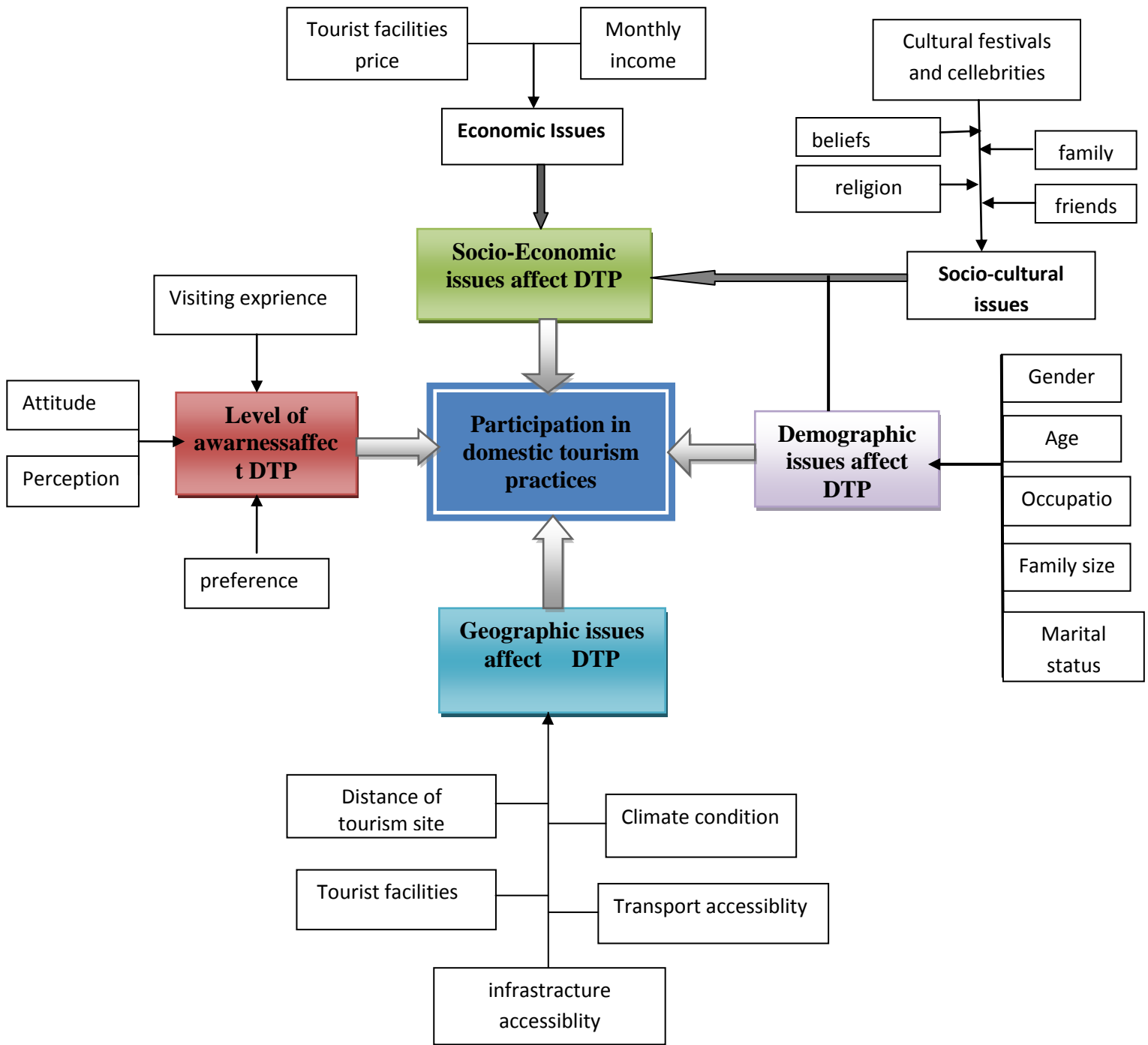
Finding the proper balance between domestic and international tourism practice is important for tourist attractions. The difference between them is visible not only from the domestic tourist demand side point of view. Simple substitution of one of them by the other one is not possible as their preferences are differentiated Yang, (2016). According to Michal Zemla (2014), important and most famous domestic tourist sites, like big cities, well-known mass resorts, museums, art galleries, cultural festivals and historical attractions. The same situation can be observed regarding tourism facilities. International Tourists from abroad usually look for high standard hotels and tourist facilities while domestic tourist more often chose not categorized and smaller facilities. However, the situation remains changeable between particular countries.

### **2.8. Conceptual Review**

Mwanthi and Assumptah (2014), defines conceptual framework as a structure that defines the interrelationship between variables deemed/plan from the start is important in a study. They explain that

it expresses the researchers views about the constructs deemed important in a study. Therefore, in this study the researcher views public sector employees’ participation in domestic tourism practice in Gullele Sub-City, Addis Ababa, which influenced by the demographic issues, socio-cultural issues, economic issues, spatial issues, level of awareness and other related aspects. This is represented below.

**Figure 1: Conceptual Framework of the Study**



Source: Own Presentation, 2019

## **2.9. Theoretical Framework**

### **2.9.1. The Pull and Push Motivation Theory**

There are many of theoretical approaches in tourism. The rational choice theory (RCT), the tourist behavioral theory, the choice-set approach theory, the pull and push motivation theory, co-integration theory, etc. The pull and push motivational theory was adopted for the purpose of this research. The researcher decided to use the pull and push motivational theory because it offers a better illustration of all the phases that domestic tourists participation through different constraints and drive forces to participate in domestic tourism practices when prefer tourism leisure.

Dann (1977) introduced the concept of pull-push of tourist motivations in tourism research. In answering the question “what makes tourist travel” he indicated that there is a distinction between “push and pull factors. The theory assumes that people travel because they are pushed by internal desire and pulled by external forces (Uysal, & Jurowski, 1994). The concept of push and pull intimate that people travel because they are pushed and pulled to so by “forces”. These forces describe how individuals are pushed by motivational factors to take a travel decision and how they are pulled or attracted by the tourism destination attributes Uysel and Hgan, (1993) cited in Mohammad and Som (2010). This theory assumes that individuals travel and select their domestic tourism destinations according to different push and pull motivational factors.

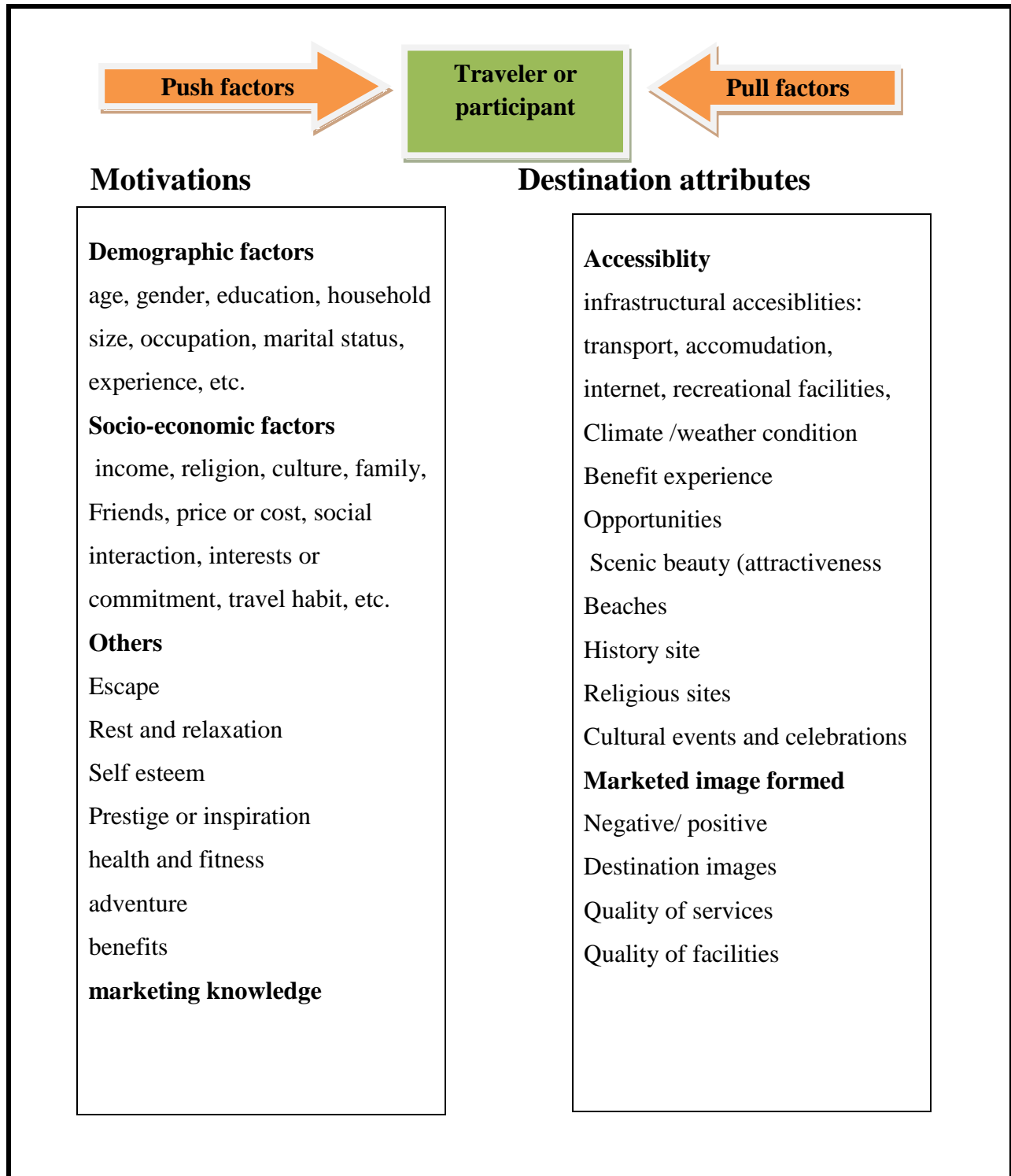
Push factors are seen to be those socio-psychological variables of individuals that persuade them to travel and explain the travel desire. Thus, most of the push factors are fundamental motivators and origin-related factors that generate a desire to satisfy a travel need (Uysal & Jurowski, 1994). Kozak (2002) claimed “push factors refer to the specific forces in our lives that lead to the decision to take a vacation. Furthermore, most of the push factors are in substantial desires of the tourists. Push factors motivate or generate a desire to travel. The tourist destination marketing should focus on the push motives to improve the destination’s competitiveness and to develop domestic tourists travel for visiting. Pull factors, on the other hand, are those emerging from the destination’s attractiveness as perceived by individual travelers (Uysal & Jurowski, 1994). They give signs as to what external attributes attract people and pull them to visit particular destinations. Klenosky (2002) argued that “*pull factors refer to those that lead an individual to select one destination over another once the decision to travel has been made*”. They include tangible resources, such as recreation, facilities, beaches, and cultural attractions, and travelers’ perceptions such as benefit expectations, novelty (new thing or original) and marketing image. Thus, pull forces are related to the decision ‘where domestic tourists go. The pull factor refers to a mixture and services that all contribute to the destination attractiveness for people in a selection

situation. Once a tourist decides to travel, it is the pull factors that attract the tourist to select a particular destination, pull factors are the destination attributes or drawing powers, which respond to the push factors of motivations Mohammad and Som (2010).

The push and pull theory of travel motivation can be used for explaining travel patterns and behavior. The main elements of travel motivations pull and push may represent two major elements of the market place: demand and supply. Some push factors are the behavior results of an inner immotional state and pose opportunities for interaction and participation. These factors are the essence of travel motivations in the first place, representing the demand side of the equation. Thus potential and actual visitors are the ones who seem to have more control over these attributes. The responses to the demand, including benefits sought at the destination or desired features in a hotel would then naturally represent the supply side of the travel experience. Therefore, the pull factors are mainly maintenance attributes without which one might not achieve some degree of tourists' satisfaction (Bogari 2002). Figure shows example of push and pull factors that motivate the individual to participate in domestic tourism practices

Therefore, as it is difficult to detect and measure all the influential issues of this multi dimensional process, researchers often focus on few of the influential push and pull issues of the process that can be empirically assessed. Among numerous socio-economic push issues are; age, sex, family, occupation, income, travel habit, friends, social interaction, religion, price of tourism product, time, cultural festivals and celebrities. Whereas, the pull factors are mostly related to the geographic/spatial issues of the domestic tourist attractions like; the transport accessibility, geographic distance of tourism site, Climate, Cultural events, Religious sites, and infrastructure (accommodation, internet, recreational facilities, attractiveness, etc.). All these in this study are recognized as one of the key push and pull factors and as well as determinant issues of the decision-making process when public employees thinking about participation in domestic tourism practices.

**Figure 2: Pull and Push Factors.**



*Adopted from Som and Mohammed (2010).*

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1. Introduction**

This chapter provides an overview of the research methodology including: description of the research design, the target population, the sample size and sampling procedures, data collection methods and instruments used. Validity and reliability of the instruments was tested through pilot study.

#### **3.2. The StudyArea**

Addis Ababa is political and economic center for Ethiopia and Africa as wel. Under the city there are many public and private institutions. Regarding public administration facilities of the city, there are 10 sub city and 116 woreda Administrations. The studywas conducted in Gullele sub-city; it is one of the 10 sub cities of Addis Ababa, the capital of Ethiopia, located in northern suburb of the city, near the Mount Entoto. As of 2018, its population was of 327,312 and the sub-city has been organized in 10 woredas' and it owns a total of 10 public tourism sectors to provide tourism services. Therefore, the study conducted in the Subcity, with in 28 public sector offices (Gullele subcity journal 2018).

Figure 3. Addis Ababa Map.



### **3.3. Research Design**

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economic in procedure. It is a decision regarding what, where, when, how much, by what means, concerning an inquiry, or a researcher study constitute, a research design. Research design assists the researcher to integrate the different components of the study in a coherent and logical way. As defined by Orodho (2004), a research design is a guide for the researcher in collecting, analyzing and interpreting observed facts.

The research design integrating qualitative and quantitative data collection methods have become important due to the complementary nature of the information obtained from research respondents. A combination of explanatory and descriptive research designs was chosen for this study as it has been viewed as useful in unearthing associations (Mong'are, 2016). Exploratory studies are undertaken when a new area is being investigated or when little is known about an area of interest (Meron, 2018 and Creswell, 2014).

The research design used in this study was exploratory type of research due to the high level of uncertainty and ignorance about the participation in domestic tourism practices, and hence the problem is not well understood. Due to this, the study used a qualitative collection method including interviews, participant observation, close and open ended survey items to explore and obtain respondents socio-cultural and economic characteristics, values and attitudes on domestic tourism practice and providing context for quantitative data.

The use of descriptive statistics is also a convenient way of describing a given phenomena using tables and figures organized to give suitable an overall picture at a study (Attachariya, 2008). Since the variables that were gathered through the instrument of a structured questionnaires were both quantitative and qualitative in nature. Descriptive research design has been also used in this study.

Data for this study were collected from selected public employees (head offices, team leaders, supervisors, experts, and secretaries); concerned government officials (Ministry of Culture and Tourism, Addis Ababa Culture and Tourism Bureau); tour guide and travel agents. The researcher has also selected two hundred eighty (280) respondents based on purposive, proportional, convenient and simple random techniques. Lastly triangulation method was used to present and interpret the data.

### **3.4. Target Population of the Study**

The public sector is usually comprised of organizations that are owned and operated by the government and exists to provide goods and services for citizens. In Ethiopia, Public administration is centrally concerned with the organization of government policies and programs as well as the behavior of officials or public employees (usually non-elected) formally responsible for their conduct in public sector bureau or offices. In Ethiopia public sector offices are organized at three levels: federal or national, regional (regional state administration, Provisional) and local, (municipal or county). Public employees are public workers that are delivered government goods and services to the people according the government legal administration system with ultimate responsibility. Public sector employees provide public services using resources, skill, ingenuity and experiences service providers benefit service consumers (Teshome 2016).

Similarly, Public sectors in Addis Ababa are organized at the level of the city municipal, Sub-City and woredas. Therefore, Gullele Sub-city Public service offer services to all members of a community living within the Sub-City jurisdiction through these different public sector offices listed in table 2, below. Many of the non-elected public servants are considered as the public administrators. Public administrators are public servants or public employees (not temporary workers) working in public offices and office department or teams at levels of Gullele-Sub-City that includes head offices, team leaders, supervisors, public sector experts/officers, and office secretaries. The public sector employees in the Sub-city were appointed based on merit, that is, qualifications measured by tests. However, certain civil service positions, specifically the public sector office heads, are politically appointed public servants.

According to Ogula (2005), a population refers to any group of institutions, people or objects that have common characteristics. The study focuses on the 938 civil servants working in Gullele Sub City, Addis Ababa. The distribution is shown on the following table.

**Table 2. List of the Targeted Sector Offices in Gullele Sub City Administration**

<b>No</b>	<b>List of sector offices in Gullele sub City</b>	<b>Research Target Population</b>	<b>Sample population in%</b>
1	Associations and cooperative office	41	12
2	Communication Affairs Office	20	6
3	Complain and Appealance Hearing Office	10	3
4	Culture and Tourism Office	26	8
5	Education department Office	29	9
6	Environmental Protection Office	45	13
7	Executive Office	60	18
8	Finance & Economic Development office	33	10
9	Food, Medicine and Health Care Administration and Control Office	30	9
10	General Education Quality and Relevancy Regulatory Office	23	7
11	Government Construction Office	64	19
12	Health Office	35	10
13	Housing Development and Administration office	24	7
14	Industry Development Office	25	8
15	Job Creation and Food Security Office	16	5
16	Justice Office	25	8
17	Land Development City Renewal Agency	42	13
18	Land Information and Technology Agency	11	3
19	Land Holding and Registration Agency	45	13

20	Micro and Small Enterprises Development Office	51	15
21	Office of Vital Events and Residents Services	24	7
22	Public Service and Human Resource Development Office	85	25
23	Secretariat of Sub City Council	22	7
24	Social and Labor Affairs Office	31	9
25	Technical and Vocational Education Training Office	21	6
26	Trade Office	47	14
27	Women's and Children's Affairs Office	32	10
28	Youth and Sport Office	21	6
<b>Total</b>		<b>938</b>	<b>280</b>

Source; field survey 2019

$$\text{Sample Population in Office} = \frac{\text{Total Population in Office} * \text{Total Sample Population}}{\text{The Total Targeted Population of the Research}}$$

### 3.5. Data Collection Methods

In order to obtain both primary and secondary data for this study, the researcher used different data collection methods. To get primary data, questionnaires survey (open and close ended), key informant interviews, informal discussion and secondary data reviewing (journals, books, reports, brochures) was carried out by the researcher.

#### Questionnaire survey

The data for this study was gathered mainly through questionnaire. Questionnaire was prepared to gather quantitative data and distributed to 280 respondents who were public employees in Gullele Sub City. Both open and ended types of questionnaires were designed and distributed for members of the associations to know their participation in domestic tourism practices of the public employees in Gullele Sub City. General and specific questions concerning their participation experiences, travel behavior, awareness on domestic tourism, demographic, socio-cultural, economic, geographical accessibility, attitude, preference and other domestic tourism practice related questions were prepared. The closed

ended questions were prepared based on yes or and multiple choices. For the open ended questions, respondents were asked their opinion; while for close-ended questions respondents are given options to select their own responses from the provided questions.

### **Key Informant Interview**

Interviews are one of the most widely used data collection methods to generate data by asking people about their everyday life activities. Key informants are those people who are knowledgeable and closely linked to the target population interests. Interviews with key informants were conducted to get an understanding of the population being studied (Odege, 2014). An interview can be defined as a specialized form of communication between people for a specific purpose associated with some agreed subject matter (Nebyou, 2017). Its main function is to provide a framework in which respondents can express their own thoughts in their own words (Robert and John 2003). Interview can be used as a primary data gathering method to collect information from individuals about their own practices, beliefs, or opinions and attitudes.

This study used key informant interviews. Semi-structured interviews were designed to offer topics and questions for the key informant interviewee to draw out their ideas and opinions on the topic of interest. To gather the qualitative data, 15 key informant interviews were organized from concerned public employees in Gullele Sub City public administration. They are purposively selected government employees from different sectors of Gullele Sub City Culture and Tourism Office, Addis Ababa of Culture and Tourism Bureau, Ministry of Culture and Tourism, private tour and travel agencies. Fifteen (15) key informants were chosen from tour and travel agencies managers, tour operators, public sectors head offices, supervisors, experts, secretaries and domestic tourism responsible government employees.

### **3.6. Data Sources**

The study was essentially based on primary and secondary data as main sources of information. Primary data were collected by employing questionnaire survey and semi-structured interview. Primary data were collected by using structured questionnaires to seek responses from public sector employees on the participation of public employees in domestic tourism practices. In depth interviews with concerned government workers from Ministry of Culture and Tourism, and Addis Ababa Culture, Tourism Bureau and Gullele Sub-City Culture Tourism office and similarly from tour and travel agents.

Data sources scientifically established from web pages, library and archival research was synonymous to obtained information from secondary sources. In terms of secondary data, pertinent documents such as policy documents, reports, books, development plans and programs related to domestic tourism were carefully reviewed and collected from relevant offices, and bureaus and literature review related to the

study were made. Other sources of information included case studies on domestic tourism and journals related domestic tourism practices were used. All these helped the researcher to indicate knowledge gaps related to domestic tourism practices through employees participation.

### **3.7. Sampling**

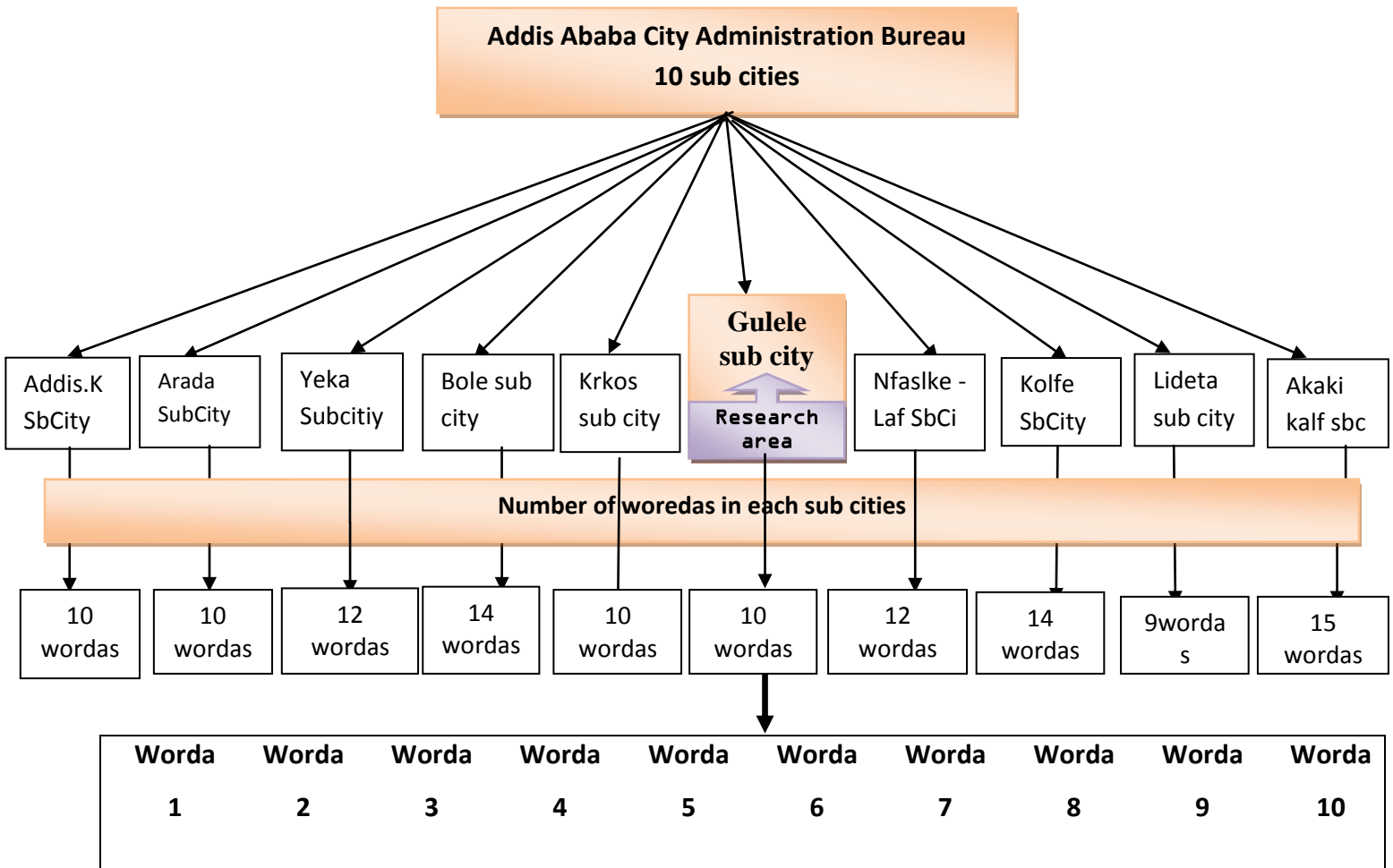
Sampling is a procedure, process or technique of choosing a sub-group from a population to participate in a study (Mong'are, 2017). It refers to the technique or the procedure the writer adapts for selecting sample from the population (Odege, 2014). Hence, the researcher has used probably and non probability sampling methods. The Probability sampling was based on the concept of random selection, whereas non-probability sampling was on the basis of non random sampling.

**Simple random sampling:** probability or random sampling refers to the selection of a sample in such a way that every individual in the accessible population has an equal chance of being selected for the study. Hence, for all public employees (Team leaders, supervisors, experts and secretaries) of the research frame were have an equal probability and each employee with in the frame was has an equal of probability selection. In order to assess the employees' participation in domestic tourism practices, 280 public employees (expert, team leader, supervisors and secretaries) have been randomly selected with the help of public service and human resources development office in Gullele Sub City administration. The 280 sample employees have been selected using simple random sampling out of the total numbers of nine hundred thirty eight (938) public employees from twenty eight (28) public sector offices.

**Non-probability:** a combined both purposive and convenient sampling techniques were used in order to pick the appropriate participants from the concerned bodies. Thus, sampling method for the interview participants was non probability, purposive and judgmental considering that all interviewees need to have knowledge on domestic tourism practices.

Key informants were selected purposively by the researcher based on their knowledge and responsibility in relation to the study area. The key informants were composed of 4 tour and travel agencies and 3 key formants from governmental offices (Gullele Sub-City Culture and Tourism Office, Addis Ababa Culture and Tourism Bureau and Ministry of Culture and Tourism).

**Chart 1, the sampling procedure for this study is depicted as the following:**



There are nine hundred thirty eight (938) permanent employees working in twenty eight (28) public sectors in the administration of Gullele Sub-City. According to Taro Yamane (1967) formula, the research samples were 280 public employees. Simple random sampling and proportionate sampling techniques were used to choose the above respondents. This study also used purposive and judgmental sampling technique since the head offices of the public sectors were considered.

Proportionate sampling was used because; each public sector was allocated a sample of civil servants depending on its proportion to the total number of respondents. This was accomplished by selecting individuals at random from all sub-groups or public sectors purposively in proportion to the actual size of the group in the total population.

The sample size formula suggested by this is the widely used Taro Yamane (1967) formula that is given since sampling is from a finite population of size ( $N < 10,000$ ).

$$n = \frac{N}{1 + N(e)^2}$$

Where,

**n** - The sample size

**N** - The population size

**E** - The acceptable sampling error

\* 95% confidence level and  $p = 0.5$  are assumed

Hence, the final sample size was calculated as:-

$$\text{Then, } n = \frac{938}{1 + 938(0.05)^2} = 280$$

Therefore, the final sample size was **280** public sector employees working in Gullele Sub-City.

### 3.8. Data Analysis

The collected data was analyzed through both qualitative and quantitative approach. Qualitative data were analyzed through thematic and exploratory analysis techniques. Secondary data obtained through documents analysis and personal observations were also analyzed accordingly. Quantitative was coded, entered, and processed via statistical package for social science (SPSS) version 20. Frequency distribution, central tendencies and dispersion were computed in order to show the characteristics of respondents' and their opinion to different questions. Cross tabulation was also computed in order to show the relationship between two different variables. Generally quantitative data was analyzed through frequencies, percentages, mean, bar graph, and line graphs, and pie charts.

### 3.9. Validity and Reliability of Data

The researcher had an understanding of the tourism industry as well as the specific domestic tourism subject. The researcher also conducted pilot test using some public sector employees who were not part

of the main study. Their suggestions were incorporate to determine the appropriateness of the questions in the questionnaire and to remove irrelevant, biased and ambiguous questions were removed.

To ensure reliability and validity in this study the following measures were taken:

- The participants were asked similar questions.
- The interview questions were set in simple language that was understood by all participants.
- To avoid confusion the question were specific to the study.

### **3.9.1. Validity:**

Validity is the degree to which the results are truthful (Achieng, 2009). Qualitative research is based on the fact that validity is a matter of trust worthiness, utility, and dependability (Emily, 2017). The Validity of this study was ensured through results of the legitimate research procedures that the groups were selected, data were recorded or analyses were preformed.

The following steps were taken to insure the validity of the data.

- An extensive literature review was under taken to understand how personal in-depth interviews and public workers should be conducted.
- The study ensures that the questionnaire consists of adequate set of items to measure the concept participation in domestic tourism practices.
- Interview guidelines were generated in conjunction with public workers and concerned bodies (government officials and tour and travel agencies). This ensured that the interviews focused on the public employees' participation in domestic tourism practices.
- The purpose of the study was clearly explained to the respondents and issues of concern were resolved significantly.
- The procedure of the interview was explained to the respondents. Lastly, respondents were assured of anonymity and confidentiality.

### **3.9.2. Reliability:**

Reliability refers to a measurement that supplies consistent results with equal values (Emily, 2017). In qualitative research, it is impossible to get the same results repeatedly; the uniqueness of the situation is the basis of a qualitative study, which depends on the experiences, perceptions, circumstances and emotions of people. Therefore, the reliability concept is more applicable in experimental research, so it is best for quantitative research (Cohen, Manion & Morrison, 2000). However this study applied amixed research approach (qualitative and quantitative). Due to this, it relied on the experiences, perceptions and emotions of the respondents, so this had an effect on the responses. To improve the quality and reliability of the instruments, the questionnaire was pre-tested using some public employees from the

public sector employees who were not included in the main study. Accordingly, the researcher incorporates their suggestions to improve the questionnaire.

### **3.10. Ethical Consideration**

In conducting the study, the researcher has considered different ethical issues. The researcher and the data collectors have followed a standardized procedure, in observing, communicating, conducting interview and administering the public employees' survey. All the rights of the study subjects were clearly stated in the questionnaire. Then, respondents were well informed about the purpose and significance of this study and requested to cooperate for an interview.

Confidentiality of information of all participants was ensured from any threat or risk through granting the participant's right to have control over the use or access of his or her personal information as well as the right to have the information that he or she shares with the researcher kept private. The study subjects were also informed that they could refuse or discontinue participation at any time and also information was recorded anonymously to maintain confidentiality and privacy. During data collection, researchers are expected to respect the participants and the research site. This involves gaining permission from the concerned bodies and protecting the privacy of the participants.

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS AND DISCUSSION**

#### **Introduction**

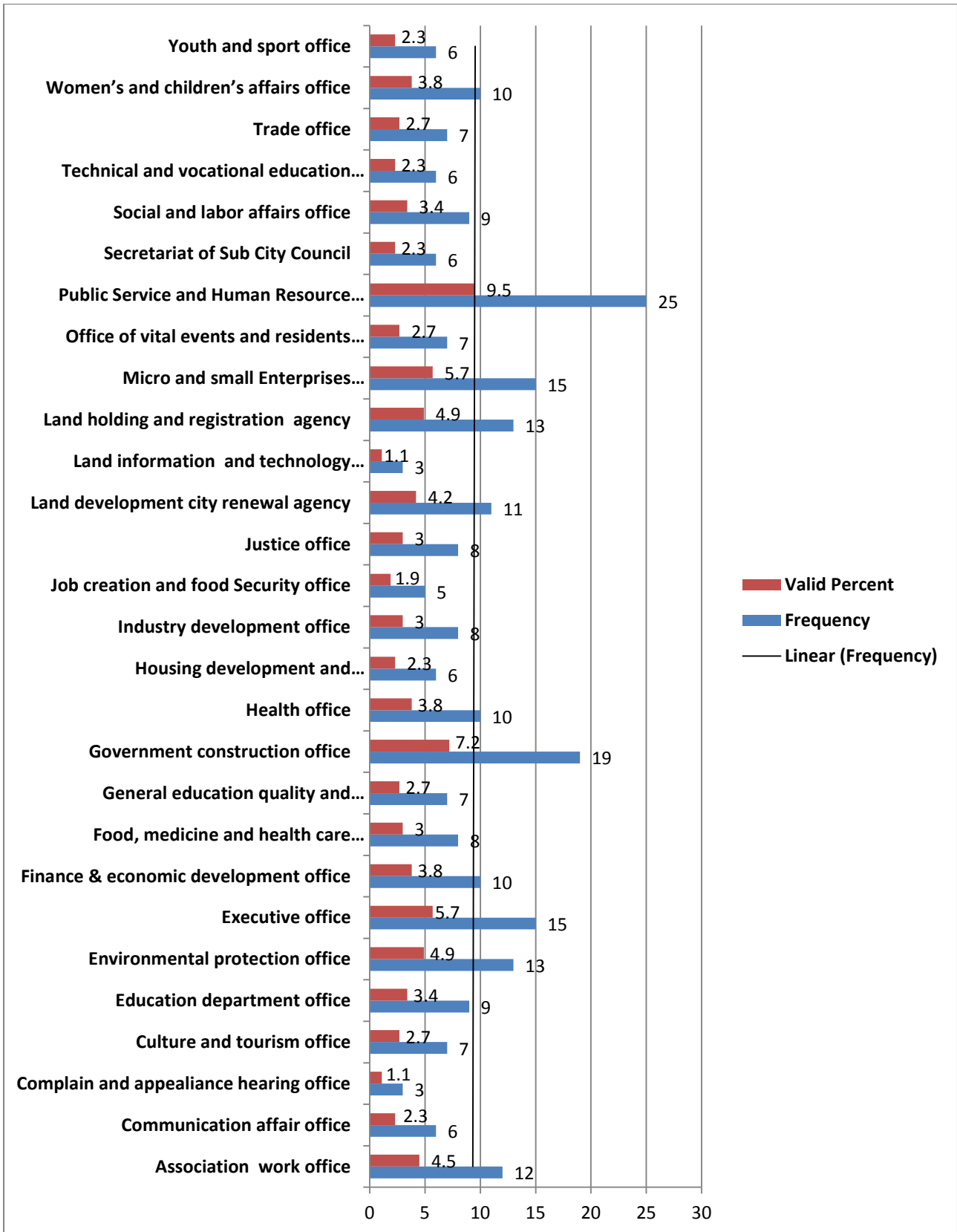
This chapter is divided in two parts; part one presents analysis of the sampled respondents in relation to the various socio-cultural, economic and spatial issues that were investigated and the second part presents results of how the demographic, perception, attitude and preference factors relate to the respondents participation in domestic tourism practices. The chapter was organized according to the specific research objectives.

#### **4.1. Background Information about the Public Sector Employees**

The public sector office in Gullele Sub-City issub-offices of the municipal city usually comprised of organizations that are owned and oprated by the government and exists to provide goods and services for the community. Public service is service delivered to all members of a community and often preformed by employees that known as civil servants. It is usually provided by governmental organizations to people living within the Gullele subcity through the public sector offices.

A public servant or public sector employee is a person employed in the public sector office employed for a government department or agency office in Gullele sub-city. These Public employees are workers who offer public goods and services to the people in the Sub-City. The data needed from the study was designed and distributed for 280 samples randomly to capture the public sector employees' participation in domestic tourism practices in Gullele Sub City, Addis Ababa. However, only 264 (94.28%) completed and returned questionnaires were entered into analysis. The number of respondents in purposively selected28 public sectors is shown in table below.

**Figure 4. Number of respondents in various categories**



Source: field survey, May 2019

#### 4.2. Demographic Background of the Survey Respondents

On the background information, the researcher enquired on the type of public sub-sector, occupation, sex, age, marital status, level of education, work experience, family size and monthly income results. There are explained in table 3 below:

**Table 3. Demographic background of the survey respondents**

Variables	Respondents' profile	Frequency	Valid Percent
Occupation of job	Head office	14	5.3
	Team leader	41	15.5
	Supervisor	3	1.1
	Expert	183	69.3
	Secretary	23	8.7
	Total	264	100.0
Sex of respondents	Male	135	51.1
	Female	129	48.9
	Total	264	100.0
Age group of the respondents	<25 years	19	7.2
	26-35 years	150	56.8
	36-45 years	72	27.3
	46-55 years	20	7.6
	>56	3	1.1
	Total	264	100.0
Years worked as public employees	Less than 5 years	61	23.1
	From 5-10 years	109	41.3
	From 11-15 years	50	18.9
	From 16-20 years	24	9.1

	More than 20 years	20	7.6
	Total	264	100.0
Respondents' highest level of education	diploma	26	9.8
	degree	203	76.9
	masters degree and above	35	13.3
	Total	264	100.0
Marital status of the respondents'	Married	158	59.8
	Single	92	34.8
	Divorced	10	3.8
	Widowed	4	1.5
	Total	264	100.0
Household size of respondents'	single(1)	62	23.5
	2	49	18.6
	3-5	110	41.7
	6-8	26	9.8
	9-10	11	4.2
	above 10	6	2.3
	Total	264	100.0
Respondents' monthly level of income	Below Birr 5,000	111	42.0
	Between Birr 5,000-10,000	132	50.0
	Above Birr 10,000	21	8.0
	Total	264	100.0

Source: Own survey, may 2019

The above table indicates that 135 (51.1%) of the respondents were male and 129 (48.9%) female representing almost a balanced gender distribution. This indicates, both genders were well represented among the respondents, thus ensuring balanced views on participation in domestic tourism practices. Due to this, the issue of gender was important in the study as it helps to obtain balanced views on participation of respondents in domestic tourism practices. However, male's participation in domestic tourism is greater than women in Gullele Sub City public sector employees. Female employees are less participant in domestic tourism practices, because women's have the responsibility of family management and child care where as in tradition decision making on whether or not to travel and where to travel tend to the responsibility of men. Due to this, female employees are not active participants in domestic tourism practices as compared to male (figure 15).

As shows in table 3, the dominant age category of the respondents falls in 26 to 35 years of age which is (56.8%), followed by 36 to 45 age category (27.3%). About 7.6% of respondents were found between 46 to 55 years old and the remaining 7.2% and 1.1% were from <25 and >56 years of age respectively. This information indicates that the majorities of the age categories of the respondents, equal to 94%, were at the best stage of their lives between 26 and 45 years. These are the respondents who are likely to give a realistic opinion on participation in domestic tourism. This age groups specifically also have the potential and more opportunities to participate in domestic tourism practices and domestic tourism developments.

About 64.4% of the participants had worked as public servants for ten (10) years or less; which falls in the early on their public services and intended to increase active participation in domestic tourism than the adult/high work experienced employees. Most employees with those have less than ten (10) work experiences were found in young age in which the main participants as they have high interest and leisure time in exploring tourist destinations.

Based on the table shown above, and as would be expected of public employees, all respondents were accomplished their diploma or degree and above level of education. About 9.8% respondents have completed diploma while around 90% of the respondents attained at least degree and above and working in different public sectors. With such a commendable level of education, the respondents were expected to have credible views on participation in domestic tourism. This is supported by Albughui (2011), who stated that education is considered as the most reliable determinant for potential of income to participate in domestic tourism practices and to have interest in leisure activities. Having higher education level also enriches domestic tourists' knowledge of the destination and whether they have any

understanding or assumption about the place they are visiting; whether they have researched the place they are about to visit or chosen the site randomly or invited by others.

From the total respondents about 59.8% were married and 34.8% were single and 3.8% were divorced and 1.5% of the respondents were widowed. As shown in table above, the marital status of the respondents was wholly inclusive; this therefore helps to explore whether or not marital status of individuals influenced their participation in domestic tourism practice.

As the result shows that the respondents were also asked to state about their household size. Out of the 264 respondents, 23.5% of them were single, 18.6% respondents constitute two family members, 41.7% respondents have 3-5 family size, 9.8% respondents have 6-8 family size, 4.2% and 2.3% of the respondents constitute 9-10 and above 10 family size respectively. The household size is starting from single up to ten (10) and above family members. This means from all family size, respondents were included in this study; thus helps to have a balanced view on the participation in domestic tourism practices.

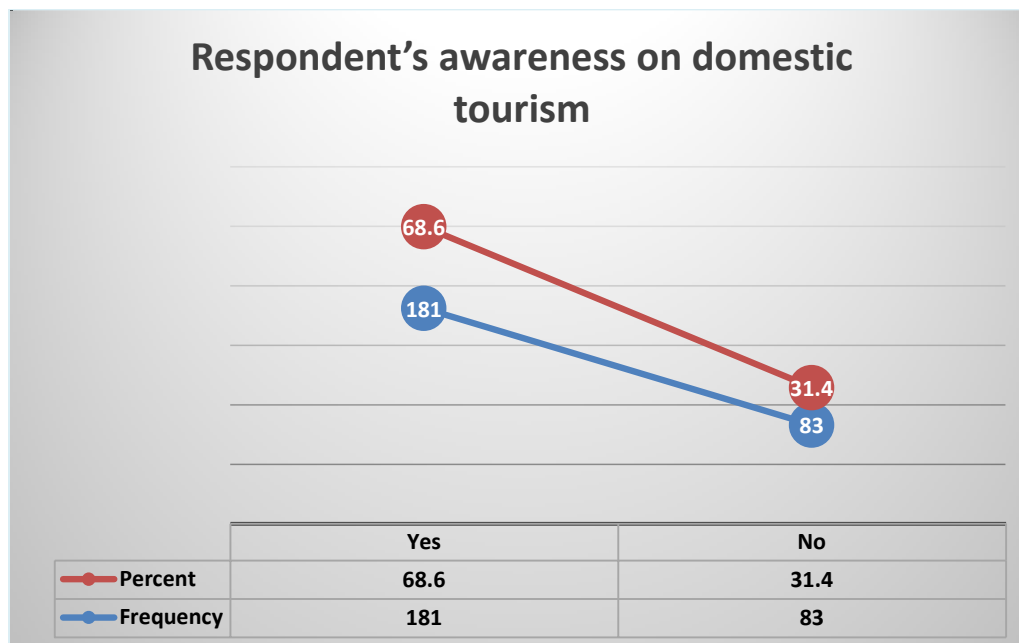
Additionally, the economic characteristics of public sector employees in Gullele Sub-city that comprises the study sample. The employees belonged to various job occupations with different monthly or annual income. This disparities influence participation in domestic tourism practices. As can be seen in the above figure, the majority of respondents (42% and 50%) earn annual income of Below Birr 60,000 and Between Ethiopian Birr 60,000-120,000 respectively, while 8% of the respondents earn an annual income of above 120,000 birr. Most public employees' annual income belongs to the low annual income. This categories has its impact to employees' participation in domestic tourism practices and challenge on domestic tourism developments.

According to the occupation, 5.3% of respondents of the public employees were office head and about 15.5% of the respondents were team leaders. About 69.3% respondents were experts, the remaining 8.7% and 1.1 percent of the survey respondents were secretaries and supervisors, respectively. This result indicates that the experts are dominant in number than the others. However, the occupational status of the respondents was wholly inclusive; thus helps to obtained balanced views on participation in domestic tourism practices from all occupations. In general this shows that the employees belonged to various job occupations. This disparity influences participation in domestic tourism as different job groups have different dispensable income that affect their participation in domestic tourism practices.

### 4.3. Respondent Level of Awareness on Domestic Tourism

The researcher has tried to capture the respondents' awareness about domestic tourism. The rationality is that, domestic visitors' level of understanding or awareness about domestic tourism is assumed to be one of the determining factors for their participation in domestic tourism. Hence, to acquire this information, respondents were asked a 'Yes' or 'No' question type and also the source of information about domestic tourism.

Figure 5. Respondents' awareness on domestic tourism



Source: Owen survey, May 2019

From the above frequency Figure, it is possible to observe that the majority of the respondents (68.6%) have responded 'yes' answer to the question 'Do you know anything about Domestic Tourism?' The remaining respondents (31.4%) have responded 'No'. This figure in turn helps us to better understand the level of domestic tourism participation of the employees during the stated period. Furthermore, the author has tried to see that the majority respondents have awareness about domestic tourism.

Table 4. Awareness about domestic tourism and gender status Cross-tabulation.

Awareness about domestic tourism	Gender		Total
	<i>Male</i>	<i>Female</i>	
Yes	96	85	181
No	39	44	83
Total	135	129	264

Source: Own survey, May 2019

Gender was considered one possible factor that would affect the public employees' participation in domestic tourism. In order to analyze the survey respondents' awareness about domestic tourism, the researcher has tried to investigate the issue in relation to their gender status. Moreover, the source of information or awareness about domestic tourism were analyzed and presented.

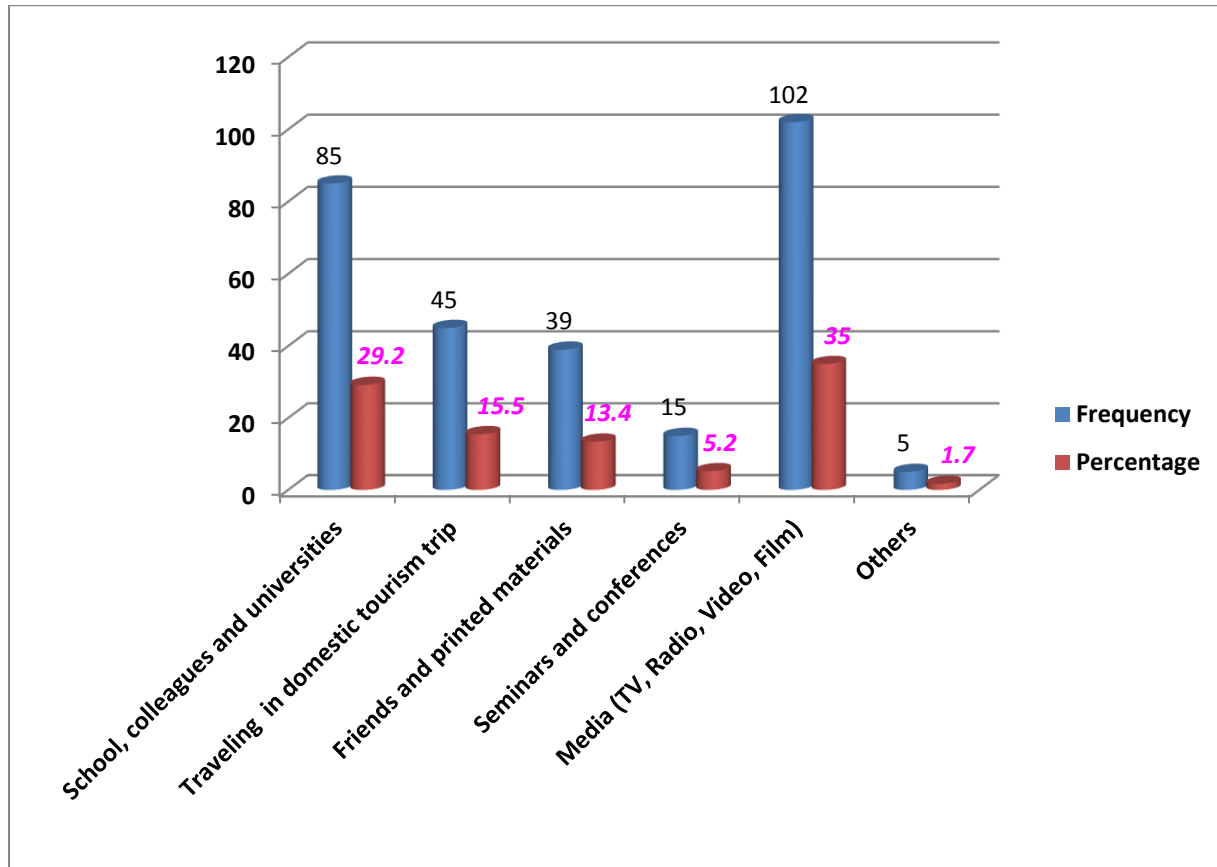
From the above table, cross tabulation between awareness about domestic tourism and gender status, it is possible to draw relationship between the two. In other words, 71.11% of the male respondents have awareness about domestic tourism, whereas 65.89% of the female respondents have awareness about domestic tourism. This suggests that males' awareness about domestic tourism is greater than female respondents. This also has an influence to participate in domestic tourism. Male respondents have participated in domestic tourism practices than female respondents. This implies awareness about domestic tourism and genders have relations which have influence participation in domestic tourism.

#### 4.4. Source of Information about Domestic Tourism

The ever greater availability of travel information through schooling, media, internet, printing materials, visitor information centers, and other technologies are still important to influence domestic tourists' behavior. Primarily for domestic tourist information center is key provider enroute information and is effective in supporting and changing plan to participate in domestic tourism practices. From my study, obtaining information and available data about domestic tourism activities and practices was so difficult.

Furthermore, the researcher has tried to gauge the respondents' awareness about domestic tourism. The rationality is that, public employees or domestic visitors' level of understanding and/or awareness about domestic tourism is assumed to be one of the determining factors for their participation in domestic tourism. Hence, to acquire this information, respondents were asked a 'Yes' or 'No' question type and also the source of information about domestic tourism.

Figure 6. Respondents' source of information about domestic tourism



Source: Own survey, May 2019

The above figure indicates that, out of the total of the survey respondents, 68.6% of them responded a "Yes" answer to the question "Do you know anything about domestic tourism?" Hence, as we can see from the above figure 6, the majority of the respondents have mentioned the multiple source of information more frequently than the single responses. Accordingly, out of 181 respondents who answered 'yes', 35% (102) mentioned Media (TV, Radio, Internet, etc) as the dominant source of information about domestic tourism. This source of information is followed by School, colleagues and universities which accounted for 29.2% (85), participating in domestic tourism trip 15.5%, Friends and printing materials 13.3%, Seminars and conferences 5.2%, and other information source like Social-medias, Websites, Exhibitions, Art galleries and foreign tourists are 1.7%.

This finding reveals that, the two variables (Media; School, colleagues and universities) occupy 64.2% (187) of the above mentioned sources of information about domestic tourism. Hence, they are vitally important in distributing information related to domestic tourism practices to the public employees. However, as far as the share of multiple sources of information is concerned, the category "Traveling in domestic tourism trip"; come in the front by accounting 28.8%. This combination in turn is followed by

the category "Seminars and conferences" which accounted for 5.2%. The remaining responses (Others) occupy relatively lower shares and hence found to have little values for detail discussion.

In relation to the above statement, a key informant (k.2) from the sub city's public employees in culture and tourism office explained as follows:

*"...If you ask me about domestic tourism information at our office level, a promotion printing, media and platforms are done through collecting relics starting from sub city to global level. However it is not complete. This means a visitor cannot get information about tourist attraction sites. Even I don't think it is available; however they are promoted also through banner, brochures, and exhibitions, at culture and tourism office level. Nevertheless, it is impossible to take our information as complete if you go out our city".*

But regards to the above statement that was forwarded by one key informant from the Red jackal tour and travel agency has forwarded a new view that slightly contradicts with the above key informant (k.2) statement and this majorities view is stated as follows: *"...Most Medias, social Medias, Magazines, Newspaper, and others do not promote domestic tourism in Ethiopia and it was also not made to include in educational curriculum. Thus, domestic tourism is at low level in Ethiopia".*

Another key informant (k.1) from the Ministry of Culture and Tourism has also forwarded the following statement regarding the issue of ignorance of domestic tourism practices by the government and other stakeholders in Ethiopia as follows:

*"It is about 11 years since I joined this ministerial office. Starting from the beginning, I have been in tourism marketing promotion directorate; so, in that director mostly more emphasise is given to international tourism. The emphasize given to domestic tourism is very low. Little is done on domestic tourism apart from establishing or organizing associations/clubs. Thereafter, the directorate grown to stand alone dubbed Ethiopian tourism. However, it is position against domestic tourism is the same even now. The activity that existed was international tourism in different form however; the effort made to*

*ensure that citizens would have a culture for visit is very low and I think it is the sector which has not obtained due to emphasises”.*

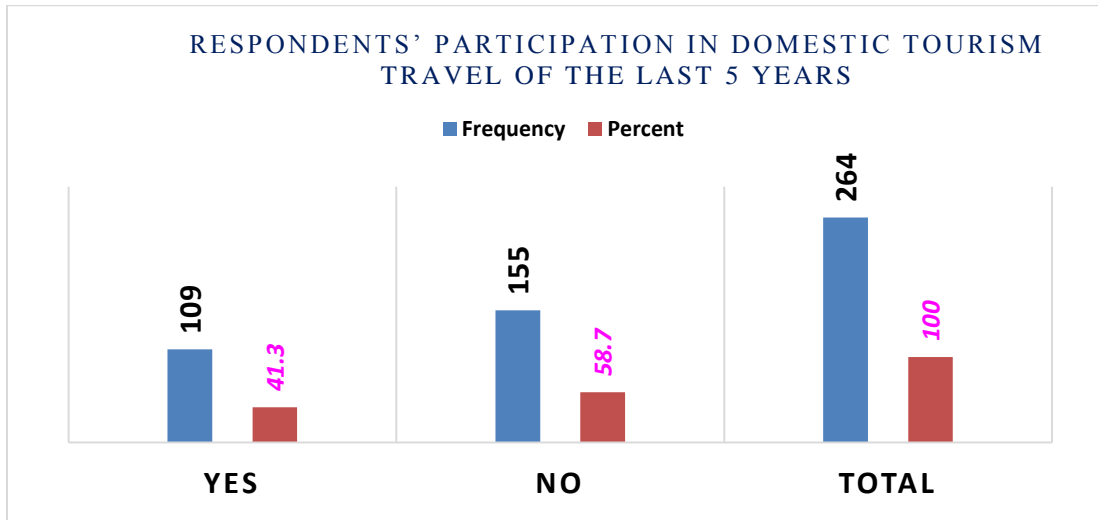
A gap in providing information and data about domestic tourism is one of the frequently mentioned issues in literature as a problem for domestic tourism in Ethiopia (Ephrem, 2012 and Meron, 2018). Domestic tourism is still one of unobserved tourism sector and promotion is restricted to the international tourism only (Sharon, 2010 and Emily, 2017). The poor performance in promotion of domestic tourism through media (TV, Radio, film and etc), social media, printing materials, education, meeting and seminars (Ephrem,2012; Alemneh,2019 and Meron, 2018). Therefore, the researcher’s finding in this regard is highly supported by previous studies and literatures.

## **4.5. Participation in Domestic Tourism**

### **4.5.1. Previous Domestic Tourism Travel of the Respondents’**

In order to assess the previous domestic travel behavior of the survey respondents, the researcher has tried to see their domestic travel participation within 5 year time frame. The assumption is that, it was easier for them to remember that where they visit and to gauge their participation within the previous 5 years of time frame. Furthermore, this is also important to describe those who participated in domestic visitation from those who didn't within a specified period of time. Accordingly, the period used for this assessment is found to be the year from 2014-2018, the year before the survey period. Hence, respondents were asked whether they have participated or not; the number of trips conducted; the destinations visited; with whom they traveled; the geographical coverage of the visitation; and their length of stay. The following section discusses each of these things in detail. Accordingly, the first thing to discuss is whether or not they participated in such activities during the stated period.

Figure 7. Respondents' Participation in domestic tourism for the last 5 years



Source: Own survey, May 2019

From the above Figure 7, of the total of survey respondents, 109(41.3%) of them have undertaken domestic trips during the stated period. The remaining 155 respondents (58.7%) didn't participate in such activities within this period. From this finding, we can understand that, more than 50% of the survey respondents have not participated in domestic tourism trip of the last five years. This issue also supported by the following statement which is explained and stated in different dimension by key informant (k.7) from Addis Ababa Culture and Tourism Bureau as follows:

*“በነገራችን ላይ አሁን ልንገርህ የምረልገው ነገር በአጠቃላይ ስለ የአገር ውስጥ ቱሪዝም መረዳት አሁን እየተሻሻለ ያለ ቢሆንም በጣም ዝቅጠኛ ነው። የመጎብኘት ልምድ የለንም። እኛ እዚህ ቁጭ ብለን አሁን ለስራ ከውጭ የሚመጡ ሰዎች በሆነ ስራ 2 ዓመት ቢቆዩ አዲስ አበባ ብቻ አይደለም፤ ሁሉም በሚባል ደረጃ በአገራችን ውስጥ የሚገኙ መስበኞች ይጎበኛሉ። ይህ ከባድ ልዩነት አለን በመካከላችን። እነሱም የመጎብኘት ልምዳቸው ከፍተኛ ነው። የኛን ህ/ሰብ ካየህ ግን ዝቅተኛ ነው። As a matter of fact, what I just want to tell you now is in general the understanding of domestic tourism is improving, however it is at poor stage even now. We don't have a visit experience. While we are sitting idle now, if foreigner's come here and stays about two years for a business let alone sites of attractions in Addis Ababa he pay visit to virtually all sites lacrosse the country. There is huge difference among us. Thiers's visit experience is too high that of our society too low”.*

In addition to look at the case in detail, for they didn't participate in domestic tourism travel in relation to different variable issues such as gender, income, marital status, time constraints, geographical distance of the attraction sites, infrastructure, attitude on domestic tourism, etc was found to be affects participation in domestic tourism of the public employees.

#### 4.5.2. Participation in Domestic Tourism and Respondents' Level of Income

This survey also assessed whether level of income could affect their participation in domestic tourism. Accordingly, table 5 presents that there is a close relationship between respondents' level of income and their participation in domestic tourism as follows.

Table 5. Participation in domestic tourism and monthly income (cross tabulation)

Involvement in domestic tourism travel in the last 5 years	Monthly level of income (Birr)			Total
	<i>Below Birr 5,000</i>	<i>Between Birr 5,000-10,000</i>	<i>Above Birr 10,000</i>	
Yes	34	65	10	109
No	77	67	11	155
Total	111	132	21	264

Source: Field Survey, May 2019

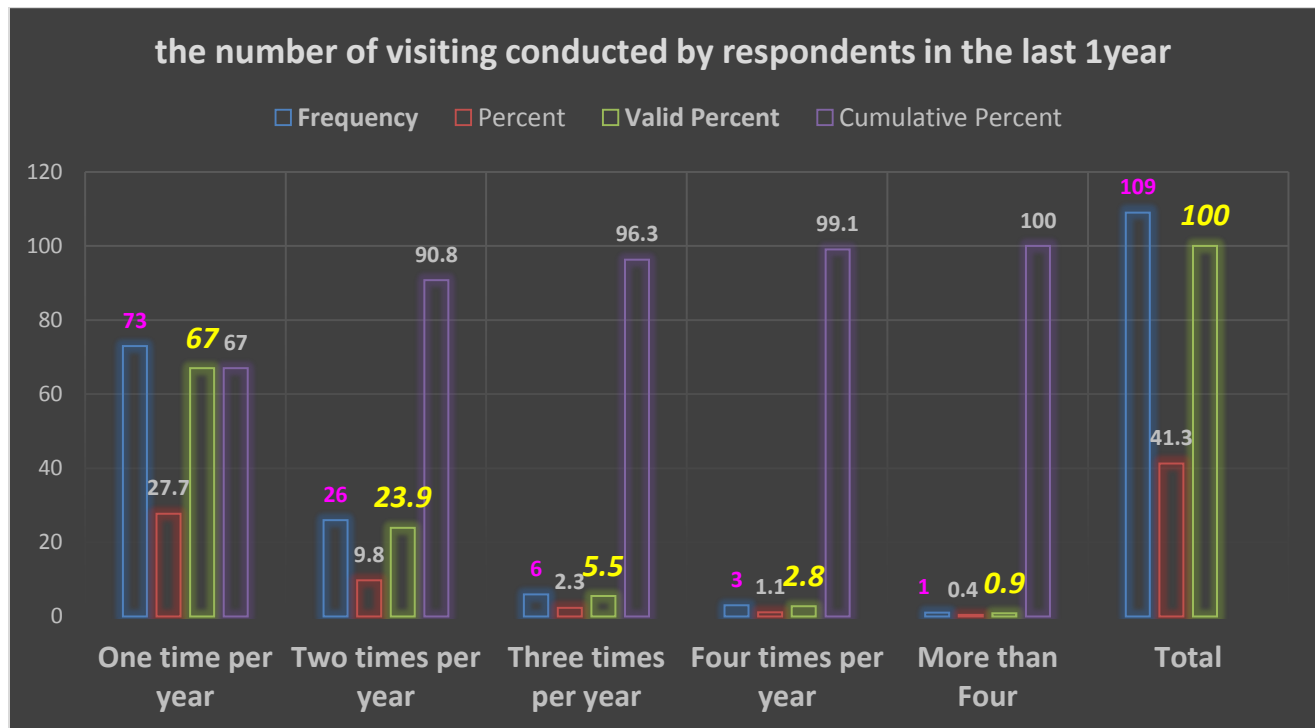
Table 5 shows that, cross tabulation between respondents' monthly/annual income and their participation in domestic tourism. Of the total public employees survey respondents who have a monthly income of Birr 5000-10,000 and above 10,000 have reported that as they have high tendency to participate in domestic tourism during the stated period. Accordingly, about 49.24% of respondents of the public employees have participated in domestic tourism within the monthly income categories of Birr 5,000 – 10,000. Similarly 47.62% of the public employees were engaged in participation of domestic tourism visitation within the stated period with those who have a monthly income of Birr above 10,000. Those public employees who have monthly income of Birr below 5,000 have shown relatively less tendency and participation in domestic tourism travel with 30.63%. This result shows that the public employees who participated less in domestic tourism travel are those who have a monthly income of Birr below 5,000. This indicates that because of financial problem, public sector employees may not participate in domestic tourism practice.

### **4.5.3. Frequency of Participation in Domestic Tourism Travel of the Last One Year**

Participation is not only about achieving the more efficient and more equitable distribution of material resources; it is also about the sharing of knowledge and transformation of the process of learning in the service of people's self development (Odege, 2014). Ephrem (2012) has stated that participation enables the society to redistribute benefits and costs. In the context of domestic tourism is the employees' participation as domestic tourist and a process of involving for leisure within their country.

The participation in domestic tourism for social integration is a new concept in most developing countries, which helps people to interact among themselves through participation in domestic tourism practices and tourism attractions: like sports events, cultural festivals, conferences and meetings without any restrictions (Liako, 2015). Emily (2017) described that domestic tourists travel around their country at all times for different reasons, such as conferences, sports, business, medical reasons, holiday and visiting family and friends. Domestic tourism creates employment for businesses opportunities, because domestic tourists from different regions would normally come and stay for leisure and other activities to the tourist attraction destinations. At Addis Ababa corridor, household tourism has grown fundamentally and has truly endeavored to conquer any hindrance left because of regularity (Tadese, 2015). Furthermore, participating in domestic tourism has the potential to integrate people and bring peace at a national level through interactions in travelling. The respondents traveled in domestic tourism once in a year and more as shown in figure 8 below.

Figure 8. The number of visits conducted by respondents in the last 1 year



Source: Own survey, May 2019

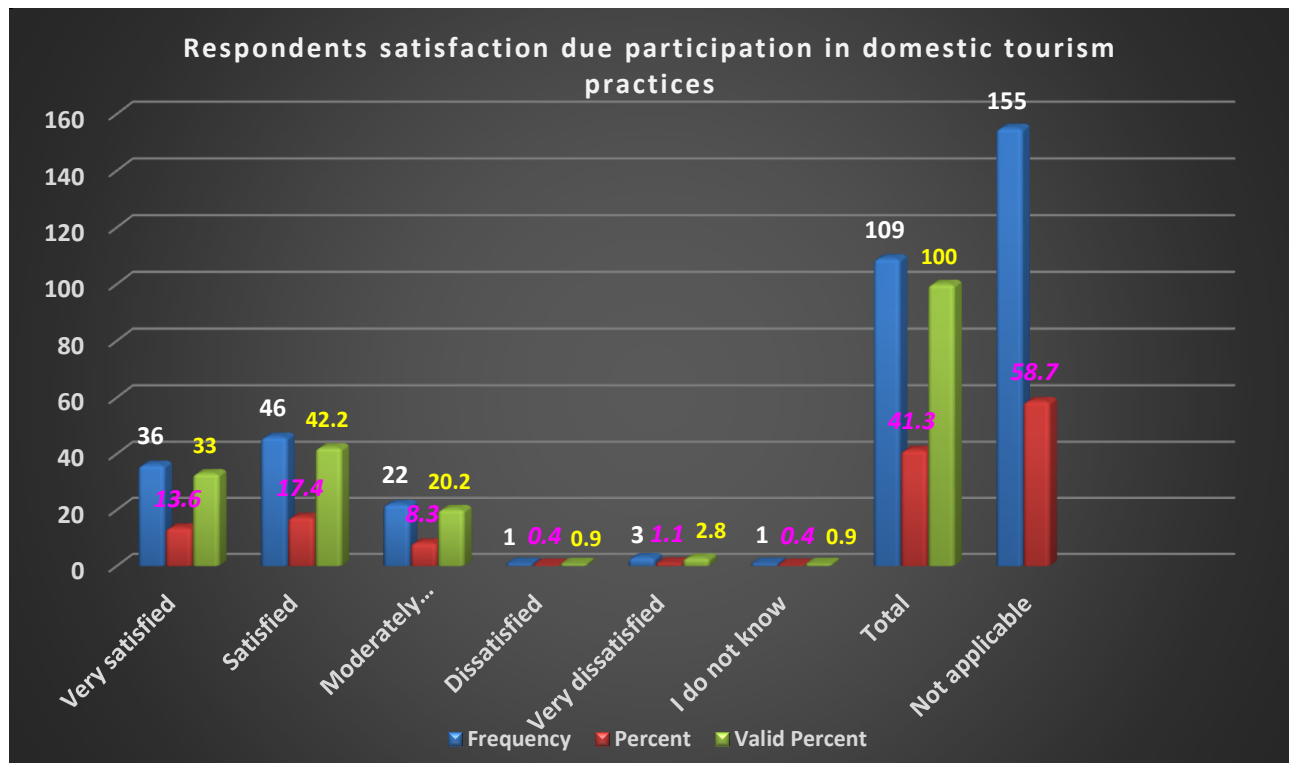
As shown in figure 8, respondents (67.0%) traveled onetime per year for participation in domestic tourism practices. About 23.9% respondents participated two times per year. 5.5% of the respondents answered as they participated in domestic tourism three times per year, whereas remaining 2.8% and (0.9%) public employee respondents participated four times and more than respectively. This indicates the number of survey respondents' further decline as the number of domestic trips increases. This result show that, the majority of the respondents dominantly participated once a year in domestic tourism practices and followed by respondents who participated two times per a year. From the above discussion we can comprehend that, the travel culture of the people is at a lower stage. As we have seen in figure 11, the majority of the respondents who participated in domestic tourism practices have visited religious and historical places. So, by implication, it can be stated that these respondents have carried out utmost two visits to such places.

#### 4.5.4. Satisfaction of Public Employees who participated in Domestic Tourism Practices

The perceived principle of satisfaction is the comparison between what is expected and the level of performance perceived by tourists. It meant that the satisfaction is a comparison between performance and expectations so that the tourists are satisfied or happy on condition that the perceived product/service performance is higher than the expectation. Otherwise, the tourists are disappointed or

discontented on condition that the perceived performance is lower than expectations. If the tourists come with less expectations, tourists will be more satisfied; otherwise, they will be disappointed (Hasan, 2015).

Figure 9. Respondents satisfaction due to participation in domestic tourism practices



Source: Own survey, May 2019.

This survey results concerned with the satisfaction level of public employees who participated in domestic tourism positive. As indicated in figure 9, 33% of respondents are, satisfied with their participation in domestic tourism practices. The majority of respondents (42.2%) were satisfied with the participation behavior in domestic tourism practices and 20.2% of respondents were moderately satisfied. 0.9% respondents were not sure about their level of satisfaction. The other 0.9% and 2.8% respondents were dissatisfied and highly dissatisfied respectively. Accordingly, the majority of the respondents (75.2%) were satisfied by their visit to domestic tourism attractions, this is the way of showing their appreciation, for the diverse and remarkable tourist's attractions as the most important reason for stating and participation in domestic tourism.

However, when we look at the issue in detail (figure 7) respondents participated in domestic tourism visitation in the last 5 years was very low (below 50%). This situation was aggravated by lack of transport accessibility, low monthly income, destination security problem's, lack of awareness on

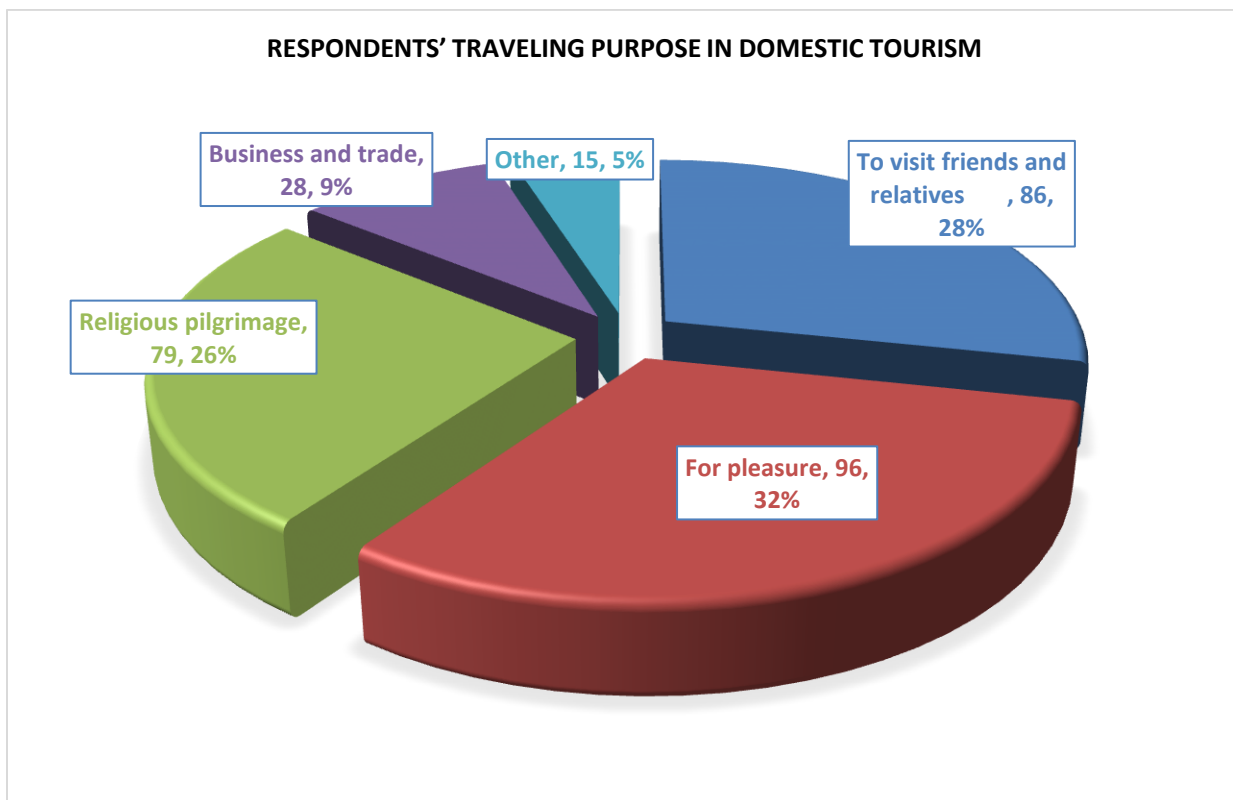
domestic tourism attractions, accommodation and hospitality services problems. Furthermore, one key informant (k.6) from the public employees states that;

*“Lack of clean bathroom, expensive hotels and resorts, lack of time availability, security problem lack of quality control in destination areas, and lack of domestic tourism visitation incentive for public employees’ lots were considered the main constraints of domestic tourism practices”.*

#### 4.5.5. Public Employees Purpose of Travel for Domestic Tourism Practices

Assessing the pastime habits of the survey respondents helps to verify their tendency to participate in domestic tourism activities and hence opens up the way on how to influence their travel decision. In other words, this is highly related with the issue of tourism product marketing system. As we can see from the understated pie chart, the majority of the respondents have shown the tendency to spend their leisure time by going to various pleasure centers such as cinema, theatre and cultural festivals in their surroundings.

Figure 10, Respondents’ traveling purpose in domestic tourism practices



Source: Own survey, May 2019

Figuratively speaking, out of the total of the survey respondents, 31.6% of them forwarded that going for pleasure as their leisure time pursuits. Following this, Visiting Families and Friends and Religious pilgrimage were frequently mentioned by the survey respondents. Accordingly, 28.3% and 26% of the respondents have answered the above two pastime experiences of public employees respectively. While 9.2% of the survey participants have responded business and trade, the remaining 4.9% of respondents were forwarded other purposes. However, when we see the respondents' share of spending their vacation time on visiting attractions, relatively fewer figures are recorded due to low tourism travel culture. This means that from the total of the survey respondents, only 109 (41.3%) of them spent their vacation time on domestic visitation activities.

Furthermore, the result of interview conducted with travel intermediaries (Tour operators from Balageru tour and travel agency) also supports the above finding. According to them, domestic tourism is being away from home for sometime. However, they added that, in general terms, Ethiopians do not have a travel culture. Most people would like to spend their money on food or buying costumes and other things instead on tour to a particular place. For example, a key informant from the above mentioned that, many people do not consider conducting tours for personal development. Most people have low level of awareness about visits. The travel culture develops with our level of education. The visitation culture of Ethiopian people is mostly related to the religious/pilgrimage type of life style. In this regard, a key informant (k.4) from one Tour Company summarized as follows: *"...We don't have the experience to visit sites of attraction in Ethiopia. The relics found in our country are mostly connected to religion. Therefore many people do not go out for recreation other than religious purposes"*.

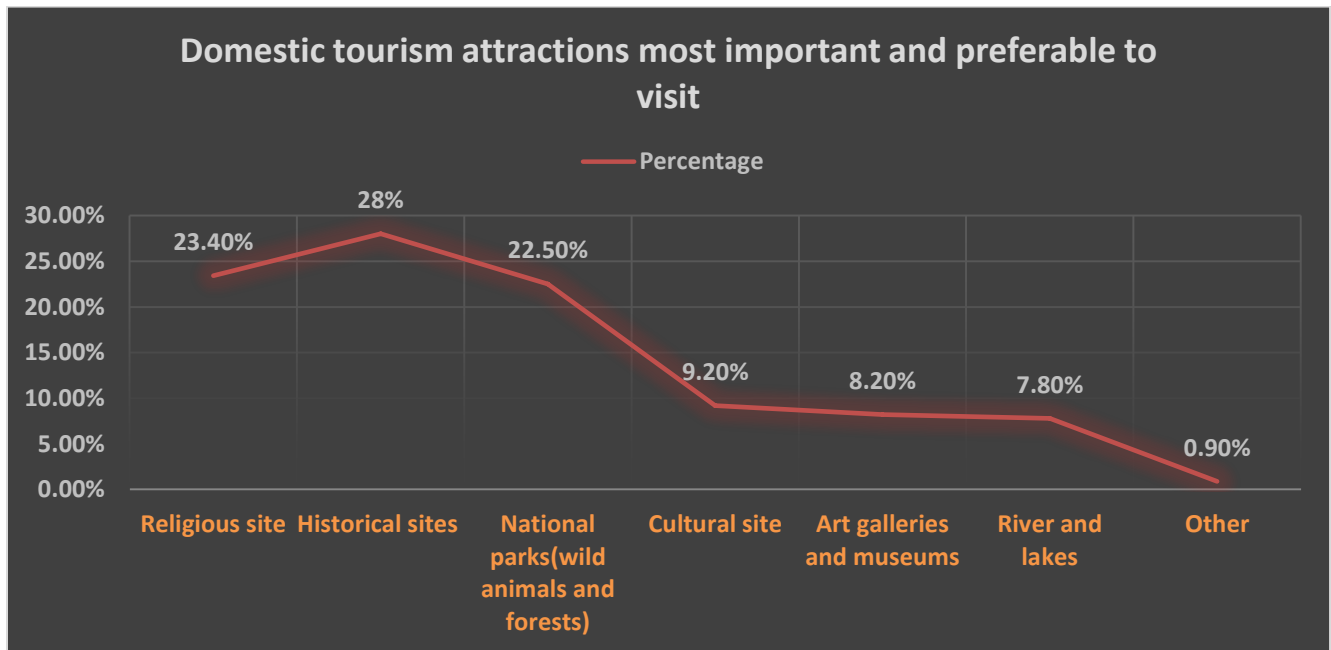
Hence, putting this in other words, the survey respondents even tend to spend their leisure time staying at home rather than going for a trip which indirectly infers the lower travel culture of the survey respondents. Moreover, the interview conducted with official in Gullele of Culture and Tourism office reveals that, people are less likely to engage in domestic tourism activities unless and otherwise it is related with some kind of duty such as job or to fulfill religious duties.

#### **4.5.6. Participation in Domestic Tourism Practice and Types of Attractions Visited**

There are numbers of tourism sites in Addis Ababa city specifically and in Ethiopia as a whole that most frequently visited by different international and domestic tourists such as: Religious sites, Historical sites, National parks (wild animals and forests), Cultural sites, Museums, Art galleries, Rivers and

Lsakes are the main attraction areas that visited by public employees. Figure 11 shows the selected domestic tourism potential sites in Ethiopia.

Figure 11. Domestic tourism attractions preferred by respondents.



Source: Field survey, May 2019

Figure 11 shows that about 28 % of respondents stated that they have visited the historical sites in Ethiopia and 23.4% of respondents reveal that they visited religious sites. 22.5% of respondents reported that as they have visited Ethiopian national parks wild animals and forests. About 9.2 % of respondents were visited cultural sites; 7.8% respondents also visited rivers and lakes; while 0.9 of the respondents were visited other domestic tourism site attractions.

From the above figure, Religious and Historical sites" are mentioned more frequently than other attraction sites and followed by the national parks. Accordingly, of the total of survey respondents who participated in domestic tourism practices in the period, 73.9% have visited Religious, Historical site and national parks. This in turn strengthens the previous figure from the single responses in which these two variables were the primary destination choices of the survey respondents. Moreover, the catchiest thing is that, in the multiple responses, religious sites were part of the respondents' destination choices in the stated period. By implication, religious places were the primary destination choices of the survey respondents in the stated previous period.

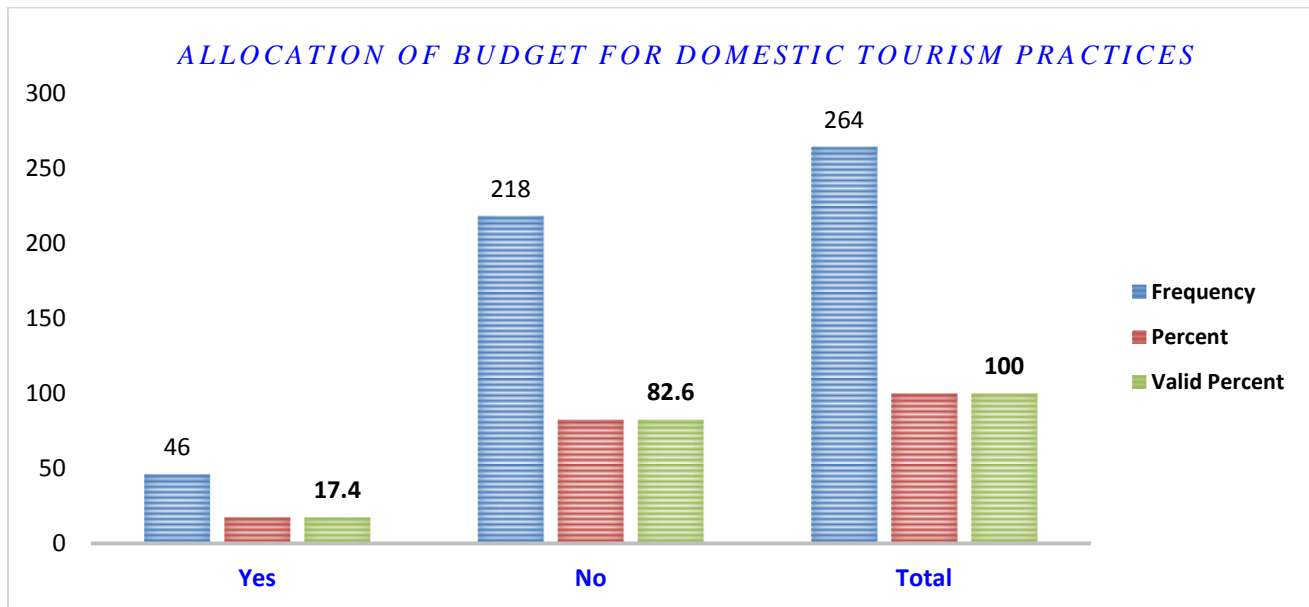
In addition to this, interview conducted with some public employees and tourist travel organizers also strengthen the tendency of domestic tourists to participate more (in terms of number) shows that in

religious sites and historical sites. The public employees do not only made their visit to the religious and historical tourism site in Addis Ababa city rather the public employees also made domestic travel to like Aksum, Gondar, kulbi, Lallibela, Gishen, Harar etc. They further added that, nowadays there is an improvement of public employees' interest for leisure tours to the religious and historical sites routes in Ethiopia.

#### 4.6. Public Employees Budget Allocation for Domestic Tourism practices

The study sought to establish whether public employees budget for domestic tourism

Figure 12. Allocation of budget for domestic tourism practices



Source: Own survey, May 2019

As clearly shown in figure 12, 17.4% of the respondents allocate budget for domestic tourism visitation, while 82.6% participants did not allocate budget for domestic tourism. This obviously influenced negatively public employees' participation in domestic tourism. There is no clear specific strategy and policy about domestic tourism. Due to this the domestic tourist number, activities and practices was not well known. Regarding the public employees there is no budget allocation for domestic tourism travel; because of this the employees lacked participation in domestic tourism practices. This further limited the activities through the few tourism clubs established in some sectors only. Associated with this issue, one key informant (k.2) from the public employees of Gullele Sub-City Culture and Tourism Office has said as follows:

“...እንደ ጉለሌ ጸ/ቤት የአገርህን እወቅ ክብብ ዓላማ ሠራተኞች በአገር እወቅ ክብብ ታቅፎ ትንሽ ብር ቆጥቦ ከቅርብ አስከ ሩቅ ቦታ ያሉ የቱሪዝም መስቦች ማስጎላገት ነው። ነገር ግን ሠራተኞቹ በክብብ ታቅፎ ጉብኝት ማድረግ ላይ ውስንነት አለ ምክንያቱ ሰራተኞች ተደራጅቶ በየወሩ ትንሽ ብር በጅቶ ጉብኝት ማድረግ ላይ ያለ የመጎላገት ባህላቸው ዝቅተኛ ነው። ይህ ማለት ብር ቆጥቦ አገራችን ውስጥ ያሉ መስቦች እንጎበኛለን እንዝናናለን የሚል ዝንባሌ ዝቅጠኛ ነው።

*The purpose of “know your country” at Gullele Office level focuses saving little money being in club and to visit domestic tourist attraction site at ashort to far distance. But, there is a limitation to be involved in tourism club and to conduct visit among public employees, the reason is that the public sector habit of employees to engage in “knows your country”(tourism club) and to budget tiny money is very low. This means, the tendency to save money for the sake of visiting site of attraction is very low”.*

Therefor to develop participation in domestic tourism practices, public employees and concerned body need to work in collaboration one another and allocate budget as well as the government need to made review on the domestic tourism strategy of the country. In relation to this, to reduce this problem the government should develop new marketing strategy.

Table 6. Budget allocation and Job occupation (Cross tabulation)

Did you allocate budget for domestic tourism trip?	Occupational category					Total
	<i>head office</i>	<i>team leader</i>	<i>Supervisor</i>	<i>expert</i>	<i>secretary</i>	
Yes	3	9	0	31	3	46
No	11	32	3	152	20	218
<b>Total</b>	14	41	3	183	23	264

Source: Own survey, April 2019

As shown in table 6, some public employees have allocated budget every year for domestic tourism trip once or more in a year. Most of those who participated in domestic tourism employees traveled once and visited many domestic tourism attractions. These participations in domestic tourism depend on budget

allocation and financial capacity of the employees' and tourism club that established in Gullele Sub-City by public sectors.

The above table shows comparison between different respondent's occupations and budget allocation. Thus about 16.94% of the expert allocated budget for participation in domestic tourism. But, about 21.44% and 21.95% of the head office and team leaders respectively reported that they allocate budget for participation in domestic tourism every year. In other words, about 13.04% of the secretary respondents also made budget allocation for their participation in domestic tourism. However, the supervisors did not allocate budget (0%) to participate in domestic tourism.

This result shows that, employees' job occupations to the head offices and team leaders dominantly allocate budget for participation in domestic tourism visitation than the other job occupations. On the other hand, budget allocation and participation in domestic tourism has a direct relation. This mean, having a budget allocation culture greatly improve employees participation in domestic tourism than those who didn't practice budget allocation.

#### **4.7. Planning for Domestic Tourism Travel**

Nowadays, there are a number of online trips planning systems that make it possible to automatically generate a selection and routing plan for visiting points of interest that satisfy the tourist personal interests (Kadri and Agni 2011). Some of the most important features that get more frequently utilized include tourist personal interest estimation, selection of attractive tourist destinations and path routing, mandatory, dynamic recalculation of trip plan, multiple day trip planning, opening hours of routing plan for visiting points, budget limitations and climate/weather dependency. In this study, the researcher have examined the important things that local tourists consider on domestic tourism trip planning systems, by explaining their functionalities and features as important. In addition, we present an evaluation of a number of existing factors influence in respect to their level of importance for the domestic tourists as general and for the public employees in particular. Domestic tourists should consider important touristic trip planning features before traveling to the destination areas such as Security, Financial factor, Climate condition, the language and communication ability. The Ethiopian arts and religious festivals and time availability are discussed below for future improvement of participation in domestic tourism.

Table 7. Respondents plan to visit domestic tourism site

Response Category		Frequency	Percent
Valid	Yes	133	50.4
	No	131	49.6
	Total	264	100.0

Source: Own survey, May 2019

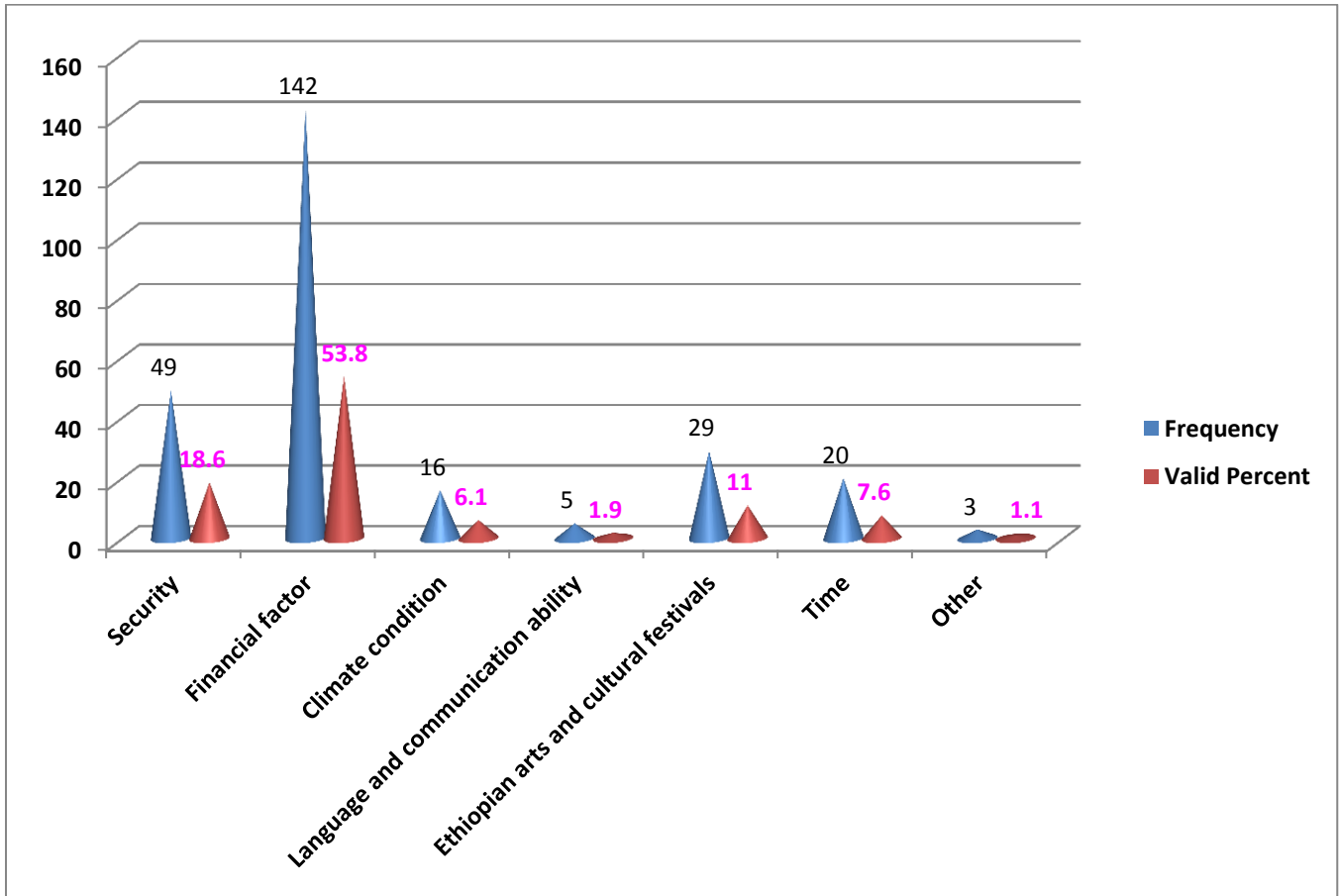
From the above Table, of the total of survey respondents, 50.4% answered that they have plan to visit different tourist attractions found within the country. While 49.6% of the respondents it they didn't have any domestic tourism visitation plan. This also negatively affected public employees' participation in domestic tourism due to none well planned schedules for visiting.

From this finding, it is possible to understand that, more than 50% of the survey respondents have a plan to visit domestic tourist attractions. However, as we understand most of the public employees did not practice their scheduled plan. Here there were many socio-economic and geographic reasons such as: financial problems, time constraint, religious, distance of tourist attractions far from Addis Ababa, lack of visiting habit and family problem. Here it is really important to mention one of the opinions received during the interview given by a key informant (k.1) from the Ministry of Culture and Tourism who said that.

*“ጉብኝት ምታደረገው ባለህ ትርፍ ጊዜ ነው። በትክክል በግሌ ሳይሆን በስራ አገጣጫ ነው ጉብኝት የማድረገው እንጂ እኔ በራሴ አስቤና አቅጂ ጉብኝት አድርጎ አላውቅም። ለዚህም የራሴ ምክንያት አለኝ። ይህም አንደኛ ጉብኝት ማድረግ ፋይናንሻል አቅም የለኝም። ሌላ እኛ ግንዛቤ ኑረን ቀድመን ለጉብኝት የማቀድ የማድረግ ልምድ የለንም በዚህ ምክንያት ነው በአገር ውስጥ ቱሪዝም ተሳትፎ ማናደርገው። You do visit at your leisure time. Genuinely, I pay visit not on by my own time but through business opportunity; but I have never made a visit on my own plan. I have my own reason for this. Firstly, I don't have financial capacity to undertake visit. The other is we don't have awareness for plan experience for visit; it is due to this reason that we don't participate in domestic tourism”.*

This indicates that of the public sector employees may have a plan to visit domestic tourism attractions. However, most of them were not practiced their plan due to lack of travel habit, awareness, time and business constraints.

Figure 13. Public Employees would consider most important when planning to participate in domestic tourism practices.



Source: Field survey, May 2019

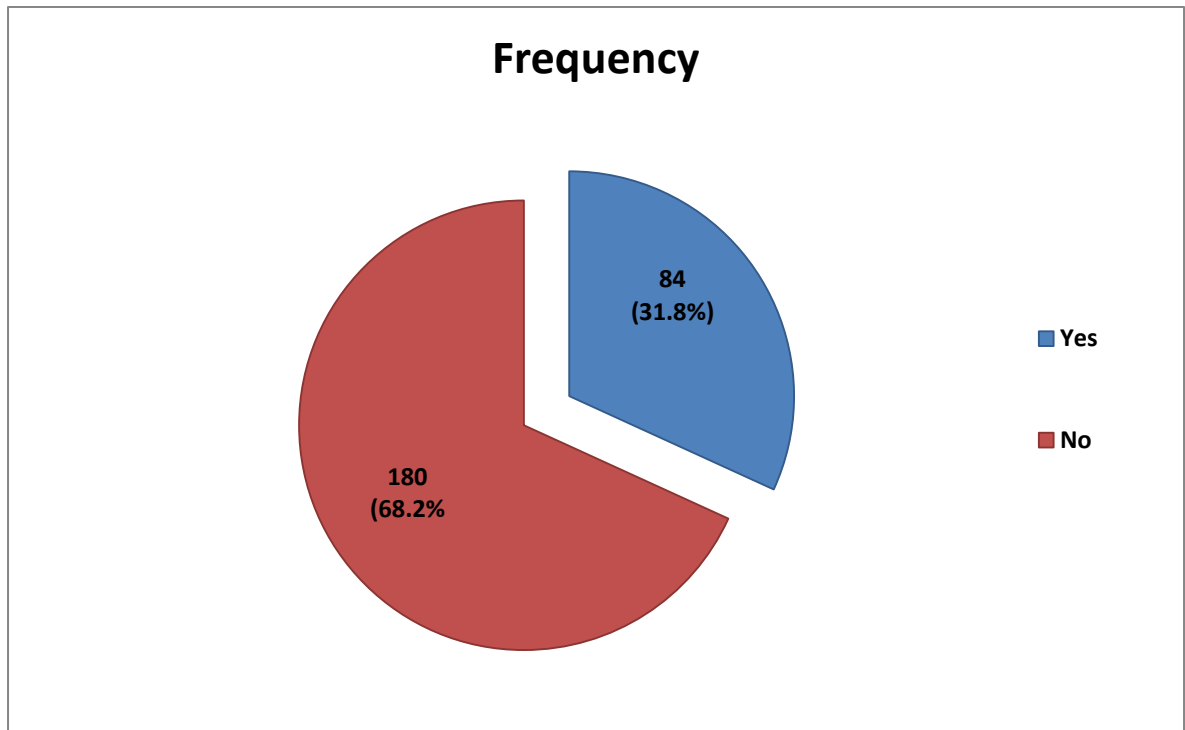
In the term of pleasure (figure 13) shows the results of the public employees' would consider most when they plan to participate in domestic tourism travel. As shown, the majority respondents (53.8%) point out the financial factor, followed by security issue (18.3%). The least important factors are the Ethiopian arts and cultural festivals which found in different part of the country historically and culturally with beautiful art where potential to attract domestic tourists. Time availability (7.6%), climate condition (6.1%), language and communication ability (1.9%), and other factors (1.1%) like tourist transport facilities, accommodations, shopping and pleasure facilities. Thus, most of the respondents' cited financial factors the major issues to consider most and engage in domestic tourism travel. This is also supported by data gathered via interview.

#### 4.8. Tourism Club of the Public Sector Offices

Countries such as Kenya, India, Malaysia and Japan are known for their tourism club practices and activities established in schools, governmental and non-governmental organizations (Meron, 2018). The purpose of Tourism club is to carry out for academic work; participation in pleasure events, awareness

creation. Tourism club is aimed at improving tourism knowledge's of their members, participating in domestic tourism travel and showing tourist destinations, and other domestic tourism related activities are organized at school and public sector institutions. Tourism club is also plays an important role for sustainable tourism development through ensuring participation in domestic tourism practices.

Figure 14. Established tourism club in public sector offices



Source: Own survey, May 2019

From Figure 14, of the total of survey respondents, 31.8% of them have an established tourism clubs within their public sector offices for the purpose of domestic tourism visitation. Whereas the remaining majority of respondents, i.e., 68.2% responded that they didn't have any tourism clubs within their office or public sectors.

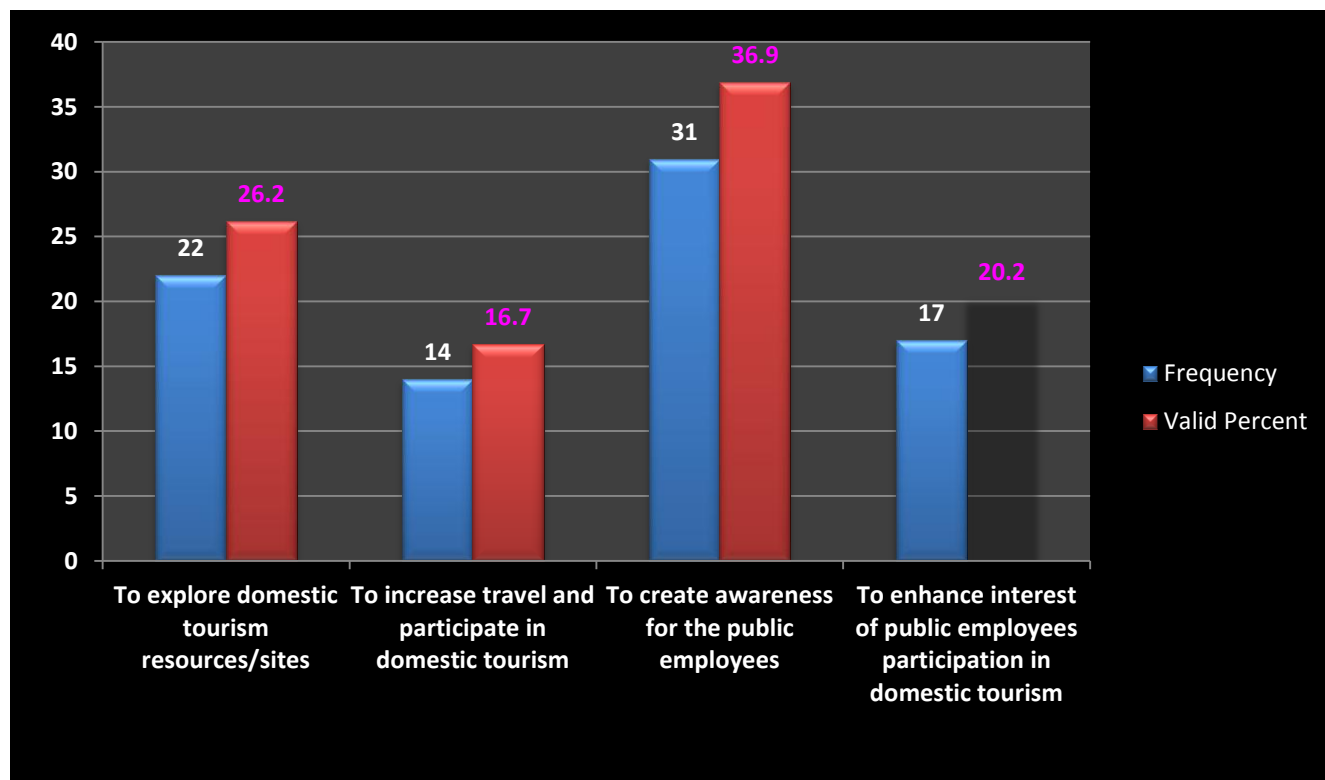
From this finding, we can understand that, more than 50% of the survey respondents have not any tourism club that could motivate public employees for participation in domestic tourism practice. In addition to the above findings key informants in some public sector tourism clubs known as “ሀገርህን እወቅ ቱሪዝም ክለብ /Hagarhin Ewek tourism club/” established. Thus, tourism club was established and involved in domestic tourism practice to develop public employees’ culture of travel. Tourism Club involves one part of tour club that work with employees domestic tourist activities and give awareness for public employees about tourism and to participate in. But these tourism clubs still not well organized

and strengthened in number and members of employees. This is also supported by the following statement which is explained and stated by key informant (k.2) from the public employees as follows:-

*“The purpose of “explore your country” club at Gullele Office level focuses on saving little money being in club and to visit tourist attraction site at far distance. But, there is a limitation to be involved in club and to conduct visit among workers. The reason is that, the public sector habit of employees to participate in club and to budget tiny money is very low. This means, the tendency to save money for the sake of visiting site of domestic attractions”.*

#### 4.8.1. Objectives of the Tourism Club

Figure 15. Objectives of the tourism club in public sector office



Source: Own survey, May 2019

The above figure 15, shows 36.9% of respondents were agreed that the main objective of the tourism club is to creating awareness for the public employees about domestic tourism and aware culture of travel to new destination, 26.2% of respondents were respond that to explore domestic tourism sites and employees get familiarize with the tourism resources with in the country. 20.2% respondents were engaged themselves in the club to enhance interest of participation in domestic tourism and contribute

for the growth of domestic tourism of the country. Remain 16.7% of the respondents reported to increase travel and participate in domestic tourism.

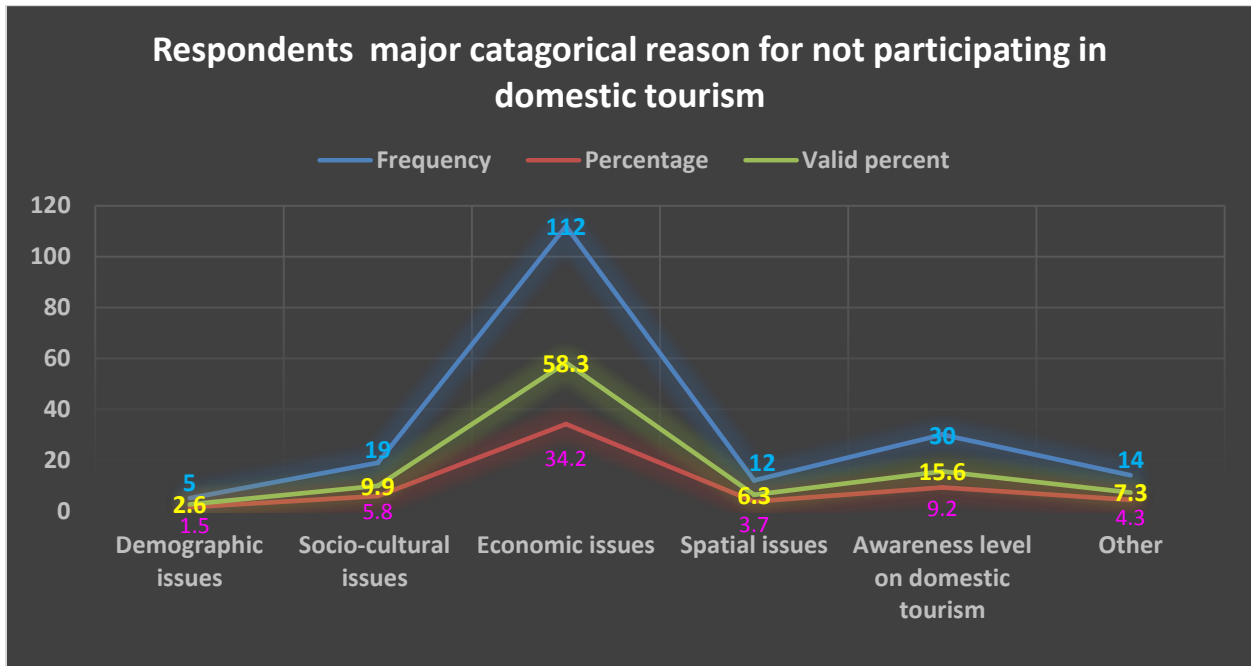
This finding indicates that the majority of respondents of tourism club are involved increasing awareness for the public employees and knowing tourism resources of the country and on the other hand the clubs help to increases the public employees' participation in domestic tourism practices. This finding is supported by most of the key informant respondents which is summarized their ideas by a key informant (k.7) from Addis Ababa Culture and Tourism Bureau. He said that

*“የአገር ውስጥ ቱሪዝም መረጃ ሊደርሰን የሚችለው በቢሮአችን መዋቅር ከክፍለ ከተማ ነው። በክፍለ ከተማ ደረጃ በርካታ የአገር ህንፃ እውቅና ክብባቅ በሁሉም ትምህርት ቤቶች በሚባል ደረጃ ይቋቋማሉ። እነዚህ ክብባቶች መማህራንና ተማሪዎች በክረምት ወቅት /በእረፍታቸው ጊዜ በአዲስ አበባ ውስጥና ከአዲስ አበባ ውጭ ባሉ የአገራችን የቱሪዝም መስሪያ ቤቶች ሂደት ይጎበኛሉ። ፕሮፎፕሰር የቱሪዝም ክለቦች ዋና ዓለማዊ ለሰራተኞች ወይም አባላት ግንዛቤ መፍጠርና በአገራችን ውስጥ የሚገኙ መስሪያ ቤቶች እንዲያውቁ ማድረግ እንዲሁም በዚህ ሰራተኞች በአገር ውስጥ እንቅስቃሴ ያላቸው ተሳትፎ ለመደገፍ ነው። ይሁን እንጂ በቢሮአችን በኩል በተዘረጋ መዋቅር በክፍለ ከተማና በወረዳ የቱሪዝም ክብባቱ እንዲቋቋሙ የእውቅና እንዲያገኙ ድጋፍ ቢሰጥም በአጠቃላይ ክብባቱ ጨምሮ በአገር ውስጥ የሚደረግ የጉብኝት ተሳትፎ ስትራቴጂ ወጥቶለት በተደራጀ መረጃ ስለመመራቱ ግን ምንም መረጃ የለኝም። we obtain the information of a domestic tourism through the downstream structure of our office from sub city. Thus many clubs with maps of promoting the country have been established virtually in all schools in the sub cities. Such clubs of teachers and students are visit different sites of attraction located in Addis Ababa and outside Addis Ababa during their summer vacation. Professionally the main purpose of the tourism clubs isto create awareness and knowing tourism resources of the country and also to support public employees participation in domestic tourism practices. Though, a support was given through a structure established through by our office to establish and accredit tourism clubs at sub city level, in general I don't have information that the visit made in domestic is led with strategized and in organized way for the clubs and domestic tourism activities”.*

#### **4.9. Major Categorical Problems for Travel in Domestic Tourism Trip**

The public sector employees' (respondents) have forwarded different major categorical factors which deter them from participating in domestic tourism during the stated period. However, of the total of survey respondents who completed this questionnaire (264), 41.3% (109) have participated in domestic visitation activities in the last five years. Hence, the remaining 58.7% (155) they didn't undertake such activities. As a result, this analysis of the deterring major categorical factors limited to those 155 respondents.

Figure 16. Respondents major categorical reason for not participating in domestic tourism



Source: Own survey, May 2019

As can be seen, from the above figure, 58.3% of those who had not traveled claimed economic issues such as low monthly income, high travel cost, and the cost of accommodation, food, tours and entertainment were the key reasons. 15.6% of the respondents gave lack of awareness about domestic tourism as a reason for not traveling, 9.9% thought that socio-cultural issues including religion (including the religious festivals and celebrities), cultural festivals, dress, handicrafts, attitude toward domestic tourism practices gastronomy, art and music influence their activities in domestic tourism, 6.3% thought that spatial issues like seasonality of the climate, location of the tourism resources, infrastructural development, and distance between domestic tourist attractions, topography and transport availability were crucial reasons to travel in domestic tourism. 2.6% respondents states that demographic issues including sex, age, work experiences, level of education, marital status and family size, while the remaining 7.3% gave other reasons for not traveling. From this finding, of unavailability of free time, low income or financial problem and lack of information about the sites are mentioned more frequently than others.

#### 4.10. Constraints to Participate in Domestic Tourism Practices

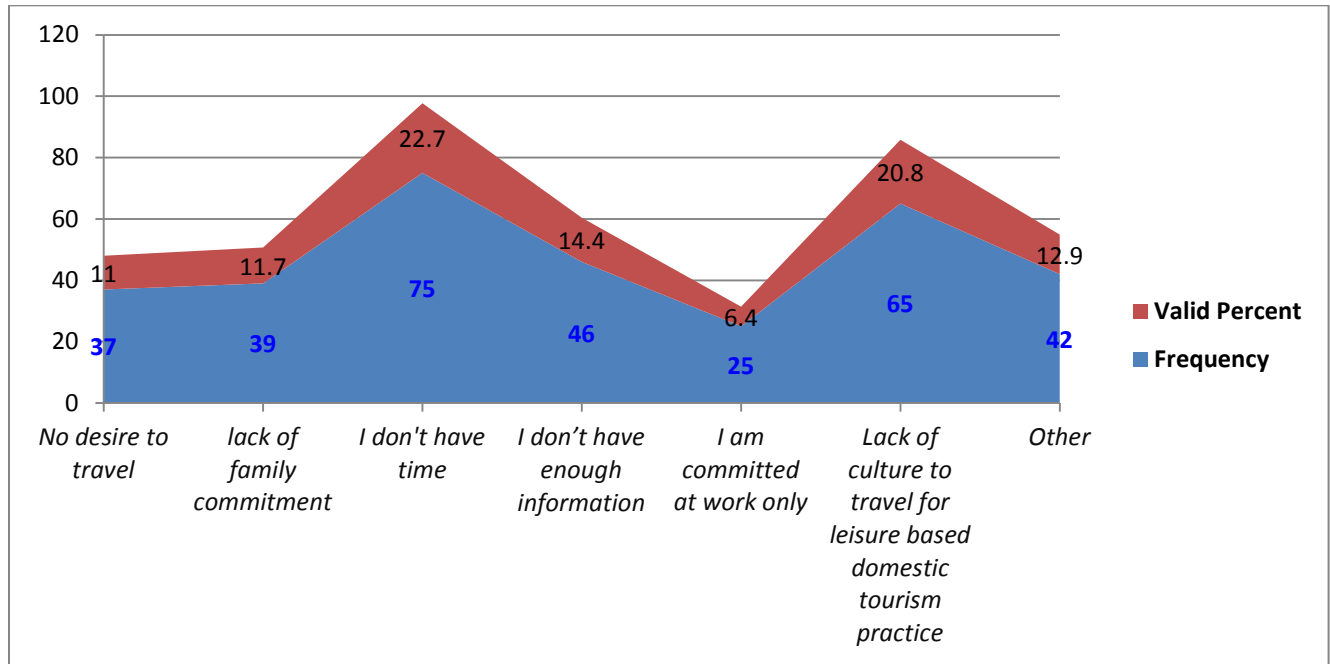
Knowing and understanding what the travel constraints are an important issue in this study. Many researchers explored several constraining factors in tourism context. Some of them are nature based constraints, event tourism based constraints, sport tourism based constraints, museums and cultural tourism based constraints. These studies show that the major constraints are very different in nature and

include variety of barriers which hinder people from participation or traveling. According Crawford and Godbey (1987) which is written by (Bozic, Jovanovic, Tomic, and Vasiljevic, 2017), the widely accepted model of travel constraints was proposed and it consists of three categories of constraints: structural constraints (family life-cycle stage, financial resources, season, climate, work scheduling, etc.); intrapersonal constraints (stress, depression, anxiety, etc.); and interpersonal constraints (e.g., finding a suitable travelling partners)

There what drives people to travel and visit domestic tourism destinations, and what are the barriers which hinder them to travel; are among the most important questions in domestic tourism practices. There are many reasons why people travel or participate. Some participation to gain new knowlsedge, some are on a quest for a new, authentic experiences, some are desire to escape, rest and relaxation far away from home and for some of domestic tourists, participation in domestic tourism is just in their job description (Bozic, Jovanovic, Tomic, and Vasiljevic, 2017). Understanding what motivates to participate, but also what hinders and constraints people from participation in domestic tourism practices has important practical implications that helps better to understand and predict for participation decisions in domestic tourism practices .

Constraints are issues perceived or experienced that may limit an individual's preference formation and activity participations in domestic tourism (Hengyun, Fang and Ziqiong; 2016). Similarly Hengyun , Fang and Ziqiong, operationalize the negotiation of constraints' to participate in domestic tourism practices reveal that economic (cost of tourism product), lack of time, lack of families commitment for travel, lack of leisure travel experiences, lack of knowledge, distance of the tourist destinations and transportation are the major constraints for participation in domestic tourism.

Figure 17. Constraints to participate in domestic tourism Practices



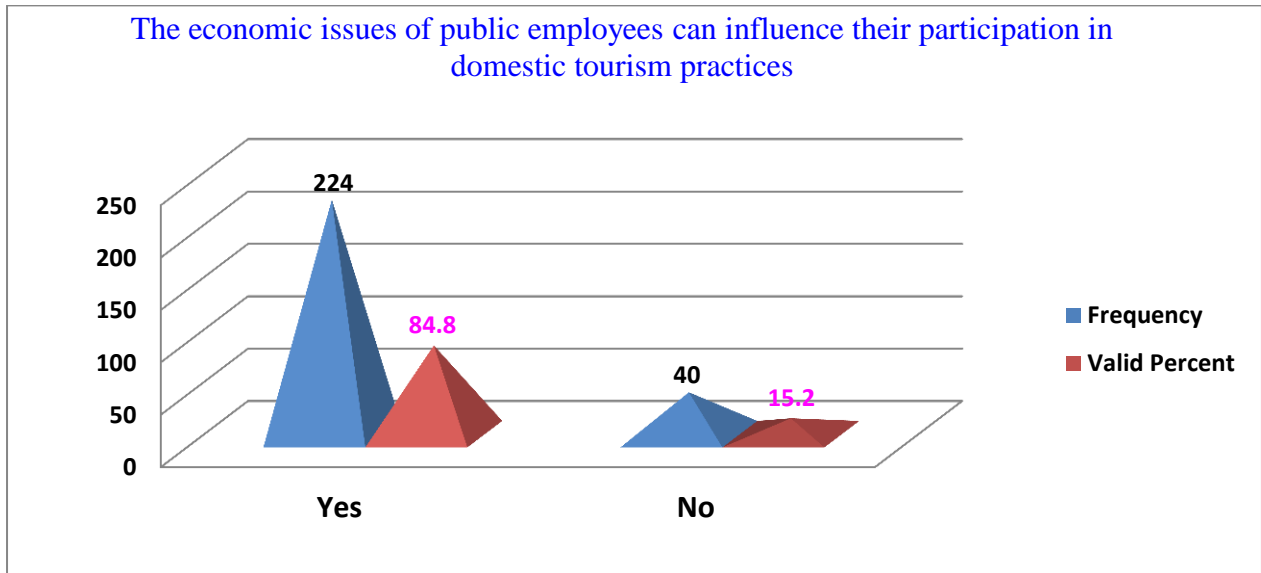
Source: Field survey, May 2019;

Figure 17, shows the results of the constraints to domestic tourism. As shown, 22.8% of the respondents forwarded as they don't have time for participation in domestic tourism practices, 19.8% noted that they have lack of culture to travel for leisure based domestic tourism practice, 14% said they didn't have enough information about domestic tourism, 11.8% lack of family commitment or interest to participate in domestic tourism, 11.2% they don't desire to travel, 7.6% noted that they were committed at work while 12.8% belong to other constraints. Thus, most of the respondents cited low monthly income as the biggest obstacle to engage in domestic tourism. This also illustrated by the respondents from the interview. According the findings 42.6% of the respondents answered to the constraint of time and lack of habit to travel for leisure based domestic tourism practices.

#### 4.11. Economic Issues Affecting Participation in Domestic Tourism Practices

The study has established that participants did not budget for domestic tourism. Further lack of finances and income level as economic issues influenced participation in domestic tourism. This is in agreement with Emily, (2017) who clarifies tourism as a movement is costly and requests a specific measure of freedom to decide wage. According Mong'are *et al.*, (2016) also, the most helpful measure of the capacity to take an interest in domestic tourism participation is a good salary income that is the wage left when assessment, lodging and the rudiments of life have been deducted. Income levels of individuals were also point out to find out how they influence the participation in domestic tourism practices in Addis Ababa figure 18 shows below.

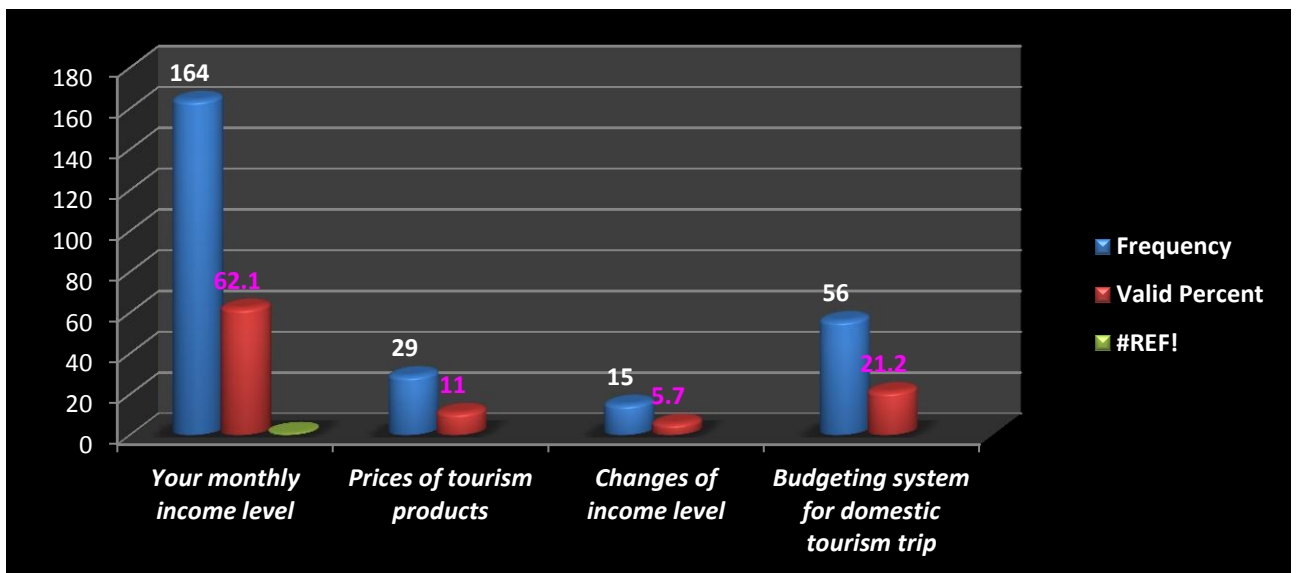
Figure 18. The economic issues of public employees can influence their participation in domestic tourism practices



Source: Own survey, May 2019

From the above figure 18, shows that from total respondents, 84.8% of respondents were reported that the economic influence is crucial to participation in domestic tourism practices and about 15.2% of respondents were stated that economic problem is not a mandatory for participation in domestic tourism visitation. This finding indicates that the majority of public employees have influenced to the financial problem. In relation to descriptive result, most interview respondents said that it is difficult to participate in domestic tourism trip due to low salary income.

Figure 19. Economic issues mostly affect employees' participation in domestic tourism practices



Source: Own survey, May 2019

According to the above finding in figure 19, the results of the economic issues deterred employees' from participation in domestic tourism practices. As shown in the above figure 19, majority, i.e., 62.1% of the total respondents mainly affected by their low monthly income level, 21.2% noted that budgeting system for domestic tourism trip, 11% responded the Prices of tourism products, 2.2% were forward the Changes of their income level (inconstant income level) to participate in domestic tourism practices.

From this finding, most of the respondents (62.1%) cited their low monthly income level as the biggest obstacle to engaging in domestic tourism. For example as one key informant (k.1) from the tour and travel agencies supported this statement by illustrated his view as following: *"There is high economic impact over the public employees. Many employees want to pay a visit but they don't have money, because of low level of monthly income I think"*. According to the findings also 20.5% of the respondents answered to the problem of lack of budget allocation for domestic visitation. This indicated that majority of the public employees do not intend to participate in domestic tourism visitation. This finding also illustrated and summarized by the key informant (k.4) from the public servant as follows:

*“አብዛኛው መንግስት ሰራተኛ ኢኮኖሚካል ችግር ስላለበት ለመሰረታዊ ፍላጎት ለማማላት ስለሚያስብ ምናልባት ወደ አገር ውስጥ ቱሪዝም ጉብኝት ለመሄድ እንኳ ፍላጎት ቢኖረው እንደ ቅንጦት ነው የሚያስበው በመሆኑም የተሳትፎው ሁኔታ ዝቅተኛ ነውና የኢኮኖሚ ችግር አለበት። since most of public servants have economical problem they give more emphasize to satisfy basic needs; even if they may have interest for domestic visit they would see it as if it is something luxury; thus the participation is very low so there is economic problem”.*

The data obtained from above figure 19, other discussants also similarly strengthens many of the above problems mentioned by interview respondents. For example, according to one discussant, due to having lower level of income, his family can't spend money and go for trip. In addition to this, another discussant forwarded that, the peoples' lower level of awareness about travel and tourism has further limited their participation in domestic tourism. The majority of discussants have stated that, low travel culture and some of the destination related security problems in the area. Particularly most domestic tourist attractions highly far from line road are even further aggravated by domestic tourists.

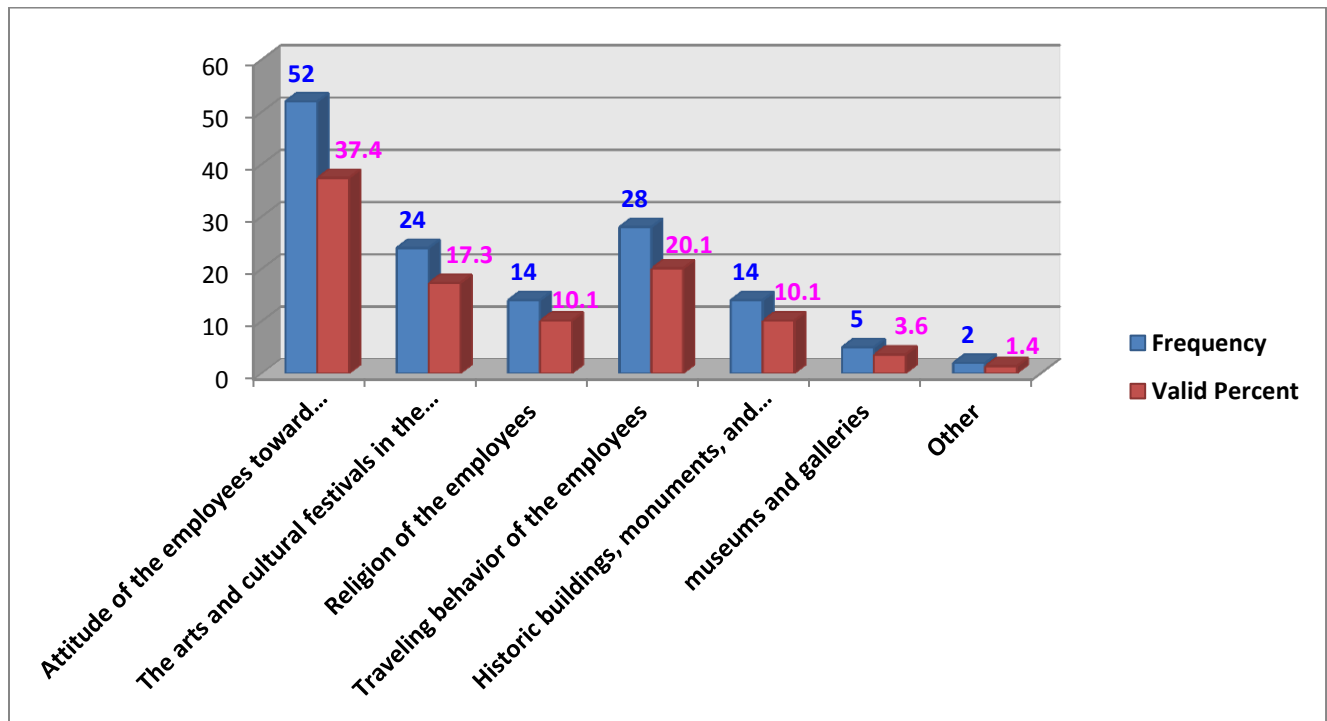
## 4.12. Socio-Cultural Issues that Affect Domestic Tourism Practice

### 4.12.1 Cultural Issues:-

In cultural term, the public employees were assessed whether cultural issues of public employees influence their participation in domestic tourism. Under this heading, the researcher sought to establish the influence of cultural issues such as attitudes, arts and cultural festivals, religion, traveling behavior; the historical buildings, monuments and cultural places; museums and galleries on the demand for domestic tourism practices. Ethiopia is rich in both history and culture as magnificent bases for tourism and recreation. Many scholars noted that the multiplicity of cultures in the country provides a good setting for the evolution of various cultural based domestic tourism facilities for the country. The domestic tourism potentials in Ethiopia include holiday festivals, religious assets, historical buildings and monuments, museums, arts, galleries, cultural festivals, heritages /culture, battle-fields, ethnic diversities as well as cultural are all within cultural based potentials or backgrounds. Specifically, Addis Ababa is a state with unlimited potentials for participation in domestic tourism activities. Information about the influence of the cultural factors on the participation on domestic tourism is represented by the figure below;

#### 4.12.1.1. Cultural Issues that Affect Employees Participation in Domestic Tourism Practices

Figure 20. Cultural issues mostly affect public employees' participation in domestic tourism travel



Source: Own survey, May 2019

Of the six cultural factors studied, attitude of the employees toward domestic tourism visitation had the highest influence on the participation in domestic tourism. It had about 37.4% influences on participation in domestic tourism practices, meaning that 37.4 out of every 100 domestic tourists were influenced to participate or not in domestic tourism practices by their attitude toward visitation. Followed by traveling behavior of the public employees with 20.1%; Arts and cultural festivals had affect employees participation in domestic tourism by 17.3%, while religion; and historical buildings, monuments and cultural places were equally affect employees participation with 10.1%. Finally museum and galleries on 3.6%, and other cultural issues that affect employees' participation in domestic tourism practices were 1.4%.

According to this finding revealed further that poor attitude of employees toward travel culture for visiting domestic tourism attractions as well as low public employees travelling behavior highly affect public employees' participation in domestic tourism practices due to low level of awareness about leisure importance in domestic tourism and poor leisure visiting habit of the employees. Furthermore, arts and cultural festivals including the religion, cultural and historical attractions contributed to drive the public employees' for participation in domestic tourism practices. Associating with these issues one key informant (k.2) from the public employees has said the following:

*"...Among the visits we made in the past few years, we have made multiple visits to Gonder, Harar, Lalibela and Axum. But the tours we made thereafter to religious sites of attraction had many influences due to reasons related to religion. For example, on the visit we made to Lalibela, Muslims had low interest to enter to visit. Especially they don't have an interest to go back again. Similarly when we travelled to Harar the museums have site of attraction related to Islam. However, other religions followers had unremarkable interest other than the followers of Islam".*

However, one key informant (k.4) from the public employees has provided the following explanation that contradicts with the above statement of finding's regarding the current attitude of public employees toward domestic tourism visitation stated as follows:

*"እኛ አገር መንግስት ሰራተኞች ለአገር ውስጥ ቱሪዝም ያለው አመለካከት ችግር የለበትም። መስሮች ያሉበት ድረስ ሂደቱ ለመጎብኘት ሲታሰብ ግን ውጭ አገር ሂደቱ መጎብኘት ነው የሚመኘው እንጂ የውስጥ አገር መስሮች መጎብኘት ብዙ ጊዜ አልተለመደም። ቢኖርም እንኳ ብዙ ጊዜ የሚደረግበት ታሪካዊና ሀይማኖታዊ ቦታዎች ነው። ለምሳሌ፡- ሳሊባ፣*

*አክሱም፣ ፋሲል ግንብና የመሳሰሉ ናቸው።The altitude public employees have toward domestic tourism is not problematic in our country. However, when you think to go for a domestic visit, domestic visit is rarely known than a visit of overseas. Even when it exists, they are usually done at historical sites and religious sanctuaries. For example: Lalibela, Axum, Fasil building, etc.”*

Generally from total respondents, 52.7% of respondents were reported that the cultural effect is crucial to employees' participation in domestic tourism practices in positive and negative ways. The remained 47.3% of respondents were stated that cultural influence is not a considerable factor or reasons for employees' participation in domestic tourism visitations. Therefore this finding indicates that majority of the public employees have influenced by their culture or culture of the indigenous community. In relation to descriptive result, most interview respondents said that as a case domestic tourism participated and traveled in group was highly influenced for their difference in cultural practices or scenarios like religion differences, physical styles, food and beverage use indifference and others had exposed for their disagreement in domestic tourism participation and visitation. Additionally inadequate mapping of cultural attractions, level of awareness about domestic tourism leisure travel are also responsible for the low level of employees participation in domestic tourism practices. Due to this positively or negatively cultural issues have its influence to participate in domestic tourism practice.

The level of cultural domestic tourism practices and development in Ethiopia is very low as we have full unexploited cultural potentials (Tadese, 2010; World Bank, 2012 and Alemneh, 2019). The reasons for this include high level of illiteracy, low level of awareness, lack of up-to-date research on the cultural tourism potentials of the country, lack of infrastructure, lack of ordinary experienced habit of the people about cultural tourism practices, as well as low standard of living (Tadese Hailemariam 2012; Ephrem, 2012; Meron, 2018 and Alemneh, 2019). Therefore, the researcher's finding is highly supported by previous studies investigated related to domestic tourism in Ethiopia so far.

#### 4.12.2. Social Issues

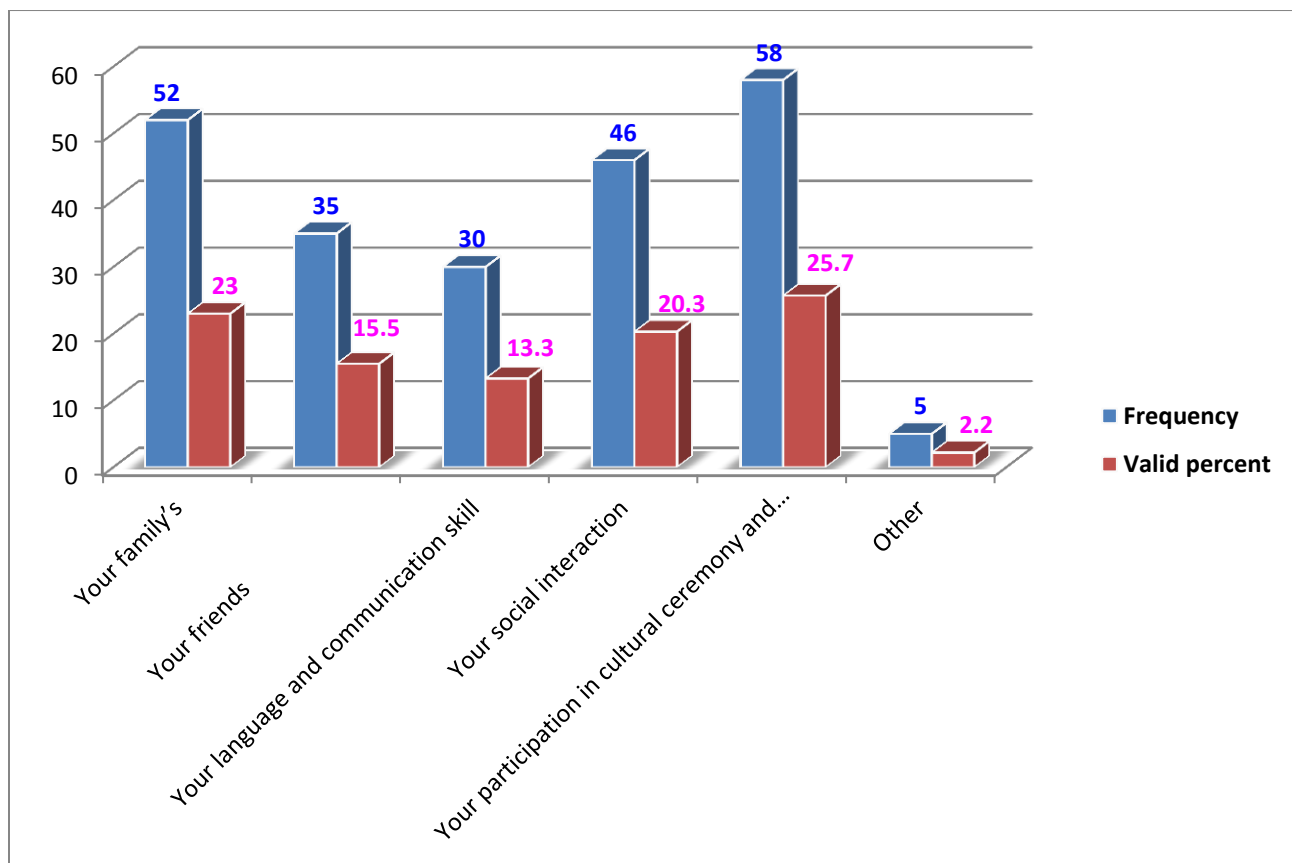
Table8. Social issues of a public sector employee affect their participation in domestic tourism practice

Response Category	Frequency	Percent	Valid Percent
<b>Valid</b> Yes	148	56.1	56.1
No	116	43.9	43.9
<b>Total</b>	264	100.0	100.0

Source: Own survey, May 2019

From the above Table 8, shows that from the total respondents, 56.1% of respondents were reported that social factor influence employees' participation in domestic tourism practices in different ways. The other 43.9% of respondents stated that social influence is not a considerable reason for participating in domestic tourism travel. Therefore this finding indicates that majority of the public employees have influenced by their social activities or social activities of others.

Figure 21. Social issues are mostly affect employees' participation in domestic tourism travel



Source: Own survey, May 2019

Under the social term the researcher sought to establish the influence of social issues such as the influence of families, friends, employees' language and communication skills, skill of interaction, participation in cultural ceremony and celebrations, and others. Of the above mentioned social factors studied, participation in cultural ceremony and celebrations was affect employees' participation in domestic tourism with about 25.7%. About 23% of the respondents forwarded that their families were determinant to participate in domestic tourism practices, while 20.3% of the respondents reported that the social interaction and friends of the employees was the other issues that affect employees' participation in domestic tourism activities. About 15.5% of the respondents forwarded to their friends, and 13.3% of the respondents stated that language and communication skill influence for their domestic tourism travel away from home or region. About 2.2% of the respondents forwarded to other social factors like to meet friends, visiting habit, personal belief and attitude toward domestic tourism, tourism education and exploring new tourism attractions.

From this finding, majority of the respondents stated that involvement and participation in cultural ceremony and celebration was helped to enhance employee's participation in domestic tourism practices. Similarly the influence of family and the employee's social interaction respectively was high next to the involvement in cultural ceremony and celebration. In addition to this most interview respondents said that from their previous experience their social activities had crucial influence to their participation in domestic tourism practices or not. Some informant forwarded that, even the domestic tourism itself is impossible to practice without social class activities of tourists or institutional group travelers like group of public service employees. Associated to this one key informant (K.4) has emotionally mentioned and summarized the social issues which are influence public employees participation in domestic tourism practices as follows:

*"እንደ ሰው ከጋደኝነት፣ ከቤተሰብ፣ ከጋብቻ አጋር፣ ከባህላዊና ሀይማኖታዊ ስርዓቶች በተያያዘ የተለያዩ ስርዓቶች ይኖራሉ። እነዚህ የተለያዩ ስርዓቶችን የአንድ ሰራተኛ ተሳትፎ፣ በአገር ውስጥ ቱሪዝም ተጽኖ ያሳድራሉ። A person may have different rites in relation to friendship, family, marriage-spouse, cultural ceremonies and religious rituals. This different system impacts the participation of a worker in domestic tourism".*

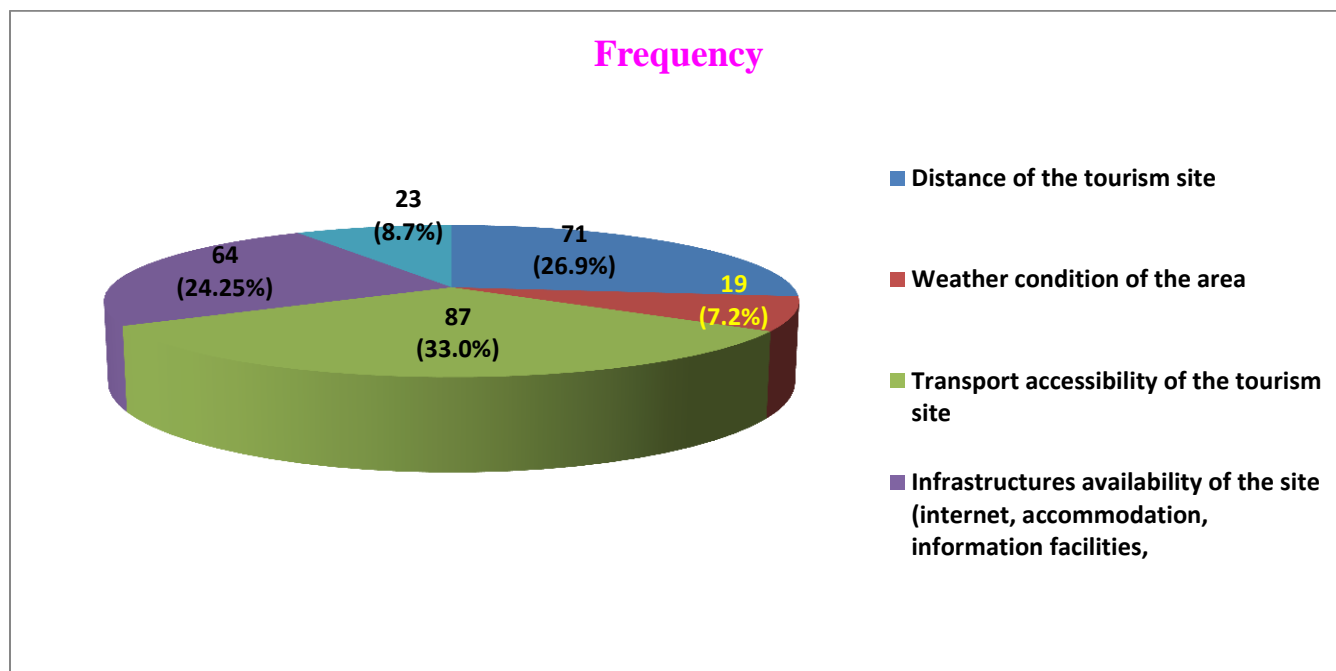
This was also supported by Potts, (2019, May 6), which explained the major social factors that influence a person to travel in domestic tourism are the person's family, his or her friends, his/her personal participation in cultural celebrations and festivals, (determined by culture), visiting experiences,

personal motivation, attitude and perception toward domestic tourism travel has made on the public employees participation in domestic tourism practices.

#### 4.13. Spatial Issues that Affect Employees Participation in Domestic Tourism Practices

From a geographer’s perspective the main concern of domestic tourism is to look in to aspects like the geographical location of a place, the climate, the landscape or physical attributes, the environment, the physical planning and the changes in these emerging from provisioning of domestic tourism facilities and amenities(joseph and George, 2008). Here the author (2008), feels that the climate, distance of domestic tourist attractions, transport, land scape and or physical attribute which draw the domestic tourist to a destination. Under geographical factors, the researcher sought to establish the influence of four factors namely, distance of the tourism site or where the attraction is located, transport accessibility of the tourist attractions, climate /weather condition of the tourism area, tourist facilities, and infrastructure availability of the tourism site (internet, accommodation, information facilities etc).

Figure 22. Spatial issues affectpublic sector employees’ participation in domestic tourism



Source: Own survey, May 2019

The researcher found out that the four issues discussed in the study had a significant influence on the demand for domestic tourism in Ethiopia in general and in Addis Ababa in particular. Transport accessibility of the tourism site of the tourist's attractions had the highest influence at 33% of the respondents on the demand for domestic tourism practice, while distance of the tourism site with 26.9%, and Infrastructures availability of the site (internet, accommodation, information facilities, etc) come

with 24.2% tourist facilities and climate/weather condition of the tourism attraction area followed by 8.7 % and 7.2% respectively.

According to the finding, majority of the survey respondents (33%) of the total were forward the influence of transport accessibility of the tourism site of, and followed by distance of the tourism site with 26.9%. Furthermore, my key informant (k.2) from the public employees has also support this through forwarded the following statement according trends of domestic tourism practices regarding the geographic features of tourist attractions in Ethiopia.

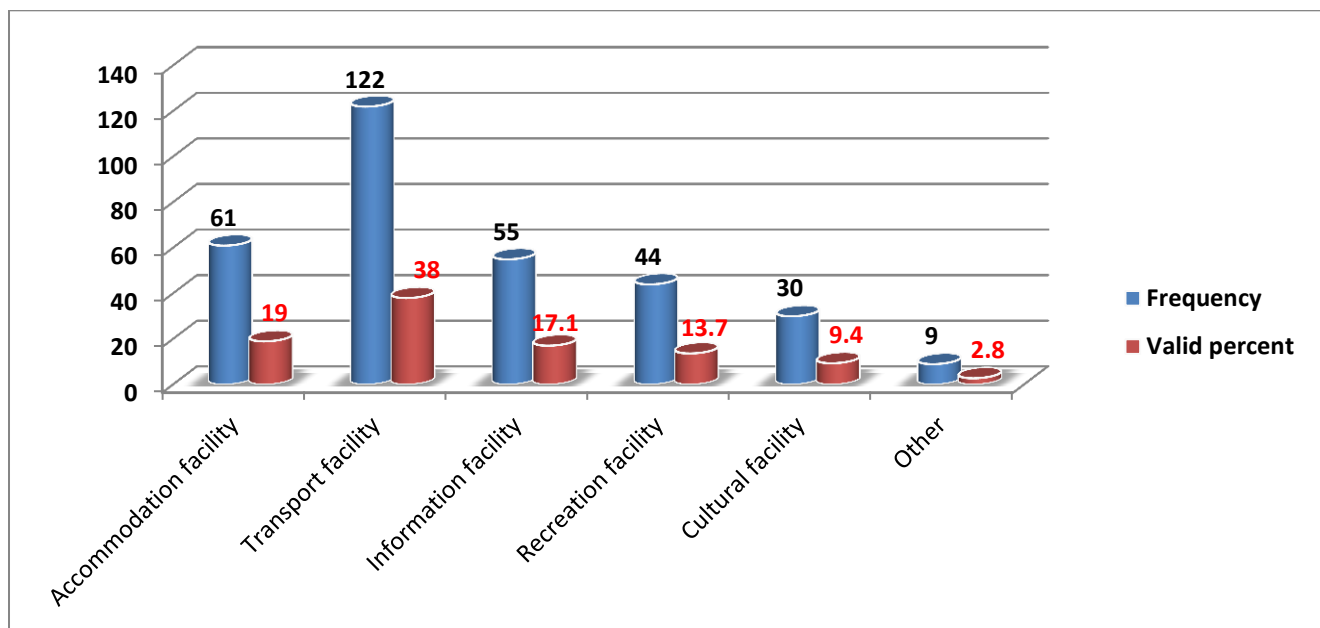
*“ከአካባቢ በተያያዘ ባደረግናቸው ጉዞዎች ርቀት ወደ ለባቸው የቱሪዝም መስጮች ባደረግንበት ጊዜ በጣም ሩቅ፣ ረጅም፣ አሰልቺና አድካሚ ነበር። ውጣ ውረድ የበዛበትና አድካሚ ነበር በተለይ መንግስት ሰራተኞች ከመሆናችን መጠን የሚፈቀድልን ጊዜ ውሱን ከመሆኑ አንጻር፣ ረጅም፣ ወጣ ገባ የበዛበት የቱሪስት መሰረ ተልማት የሌላቸው የማደረሻ ቦታዎች ለምሳሌ ላሊበላ ሳሜን ተራሮች ብሄራዊ ፓርክና ሌሎች ብንወስድ እንደ ቅርስ ትልቅነታቸው አይደሉም። መንገዱ ወጣገባ፣ የበዛበት የሚያነሳ የሚያፈርጥ፣ አድካሚና አባራ የሚሰንበት ምቹ ያልሆኑ አካባቢያዊ ችግሮች ነበሩ። The travels we made to distant areas were far, long, mounotonous and tiresome. It had multiple ups and downs and tiresome; specially as all we are government employees and the time allowed to as was very limited, there were tourist destinations with ups and downs and lacking basic infrastructures; for example Lalibela, Semen Mountains, National Parks do not live up to their heritage status. The road is irregular, which takes up and down, tiresome, mired with full of dusts”.*

Level of domestic tourism practice interest and activity in a specific area often depends on a combination of both physical and human geography that comes together, making certain locations more attractive. For example, locations near large population centers combined with access to well developed transportation systems generally create high levels of domestic tourism activity. Climate also influences the level and type of domestic tourism activity or participation. Issues such as times season, geographic location or land forms, and proximity to major bodies of water (like Awash River, Tis Abay, Lake Awasa, Lake Tana, Lake Langano, Lake Abyata and Shalla) all contribute to demand for domestic tourism travel.

#### 4.13.1 Influence of Infrastructure on Public Employees' Participation in Domestic Tourism Practice

In order to understand the enabling factors and also the inherent motives for a person to engage in certain travel and domestic tourism activities, looking at the determinants and motivations to travel and tourism is utmost important (Ephrem, 2012). According Ephrem, tourism visitation and the infrastructure are continuously found to be relation of interdependent, as domestic tourism is almost always dependent on the quality of the infrastructure accessibility. Moreover, the quality of the infrastructure or certain characteristics of it, are often a pole of attraction for domestic tourists. In addition where domestic tourist destinations have lost their glamour no more flow of visitors due to infrastructure problems. Most all domestic tourism and recreation is highly influenced by infrastructural issues positively or negatively. Also the safe and secure transport mode and accommodation services are the basic and important requirement for participation in domestic tourism practices. Therefore, the domestic tourist infrastructures consists different elements that create motivation in the public employees like, accommodation facilities, tourist information, transport accessibility, gastronomy facilities (hotels, restaurants, bars, and cafes); retail network services, local facilities, recreational facilities and others.

Figure 23. An infrastructure issues mostly affect Employees participation in domestic tourism



Source: Own survey, May 2019

According to the above figure 23, of the five infrastructural issues explained, transport facilities, had the highest determinant factor to participate in domestic tourism practices that estimated 38% of the total

respondents. Followed by accommodation facility influenced the participation in domestic tourism practices with 19% respondents; Information facility had influence employees participation in domestic tourism by 17%, while recreation facility and cultural had affect with 13.7% and 9.4% respectively whereas 2.8% forwarded to the other issues. According this finding the majority of the respondents answered to the transport facility and followed by accommodation facility. The effective issues in choosing the transportation mode in domestic tourism participation included distance, comfort, security, geographical location or position, time limit (Sharon, 2010). Because of transportation vehicles, infrastructure and using new technology development in this sector speed up the development of domestic tourism practices.

Also illustrated by the respondents from the interview cited, transport accessibility and facility as the biggest issue for their participation in domestic tourism visitation or not. In domestic tourism traveling transport is crucial means of access to the region of domestic tourists travelled as touristic perception and movement. Regular communication should be treated as an inherent element of an offer referring to the reception and movement. In addition Gutsul, (2011) was supported this, where domestic tourist destinations have lost their glamour no more flow of visitors due to infrastructure problems.

The overall success of a domestic tourism practices are also highly related to the growth and development of the accommodation sector. This also supported by the World Bank (2017), that the qualitative and quantitative characteristics of the supply of accommodation have a direct influence on the overall success and development of domestic tourist destinations.

In addition to the existed historical and religious tourist attractions and other recreational facilities such as cultural entertainment, food and beverage facilities, lodges, hotels, camping's were mostly underlined determinant factors by the interviewed respondents. Because Tourists looks for clean, hygienic, and well maintained accommodation with a comfortable bed, clean, and sanitary facilities, with, adequate, hot, and cold water supply.

#### 4.15. Public Sector Employees' Demographic Issues Affect Participation in Domestic Tourism Practices.

Table 9. Demographic issues that affect public employees' participation in domestic tourism practice.

<b>The public sector employees' demographic issues that affect participation in domestic tourism practice</b>						
	<b>To what extent do you agree or disagree with the following statements</b>	<b>Response category</b>				
		<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>
1	Monthly income levels of public employees affect their travel in domestic tourism trip	141	71	22	19	11
		53.4%	26.9%	8.3%	7.2%	4.2%
2	Employees family size affect participation in domestic tourism trip	69	90	54	34	17
		26.1%	34.1%	20.5%	12.9%	6.4%
3	Marital status of public employees affect participating and traveling in domestic tourism	53	70	66	52	23
		20.1%	26.5%	25.0%	19.7%	8.7%
4	Public employees have an influence on family trips to domestic tourism site	38	91	70	41	24
		14.4%	34.5%	26.5%	15.5%	9.1%
5	Work experience has an influence on employees interest of travel in domestic tourism	27	61	54	68	54
		10.2%	23.1%	20.5%	25.8%	20.5%
6	Level of education has an influence on the employees participation in domestic tourism trip	34	65	56	66	43
		12.9%	24.6%	21.2%	25.0%	16.3%
7	gender plays a vital role on the participation on domestic tourism trip in Ethiopia	29	88	50	59	38
		14.4%	33.3%	18.9%	22.3%	11.0%
8	Age level of an employee's affect participation in domestic tourism	36	80	45	70	33
		13.6%	30.3%	17.0%	26.5%	12.5%
9	Only high-income earners participate in domestic tourism	33	63	39	75	54
		12.5%	23.9%	14.8%	28.4%	20.5%

**The influence of age's to participate in domestic tourism. What is your level of agreement?**

10	Young employees aged between 18-30 participate in domestic tourism than other age categories	58 22.0%	84 31.8%	49 18.6%	44 16.7%	29 11.1%
11	Employees aged between 31-40 participate in domestic tourism than other age categories	37 14.0%	91 34.5%	80 30.3%	44 16.7%	12 4.5%
12	Employees aged between 41-50 participate in domestic tourism than other age categories	26 9.8%	62 23.5%	75 28.4%	75 28.4%	26 9.8%
13	Employees aged between 51 and above participate in domestic tourism than other age categories	28 10.6%	40 15.2%	61 23.1%	76 28.8%	59 22.3%

Source: Own survey, May 2019

In demographic term, the public employees were assessed whether Monthly income levels of public employees influence their participation in domestic tourism. Hence, out of the total of respondents, 53.4% (141) and 26.9% (71) of them responded 'strongly agree' and 'agree' respectively for the statement "Monthly income levels of public employees affect their travel in domestic tourism trip". Similarly, based on the findings the majority (80.3%) of the respondents have monthly income level greatly influence their participation in domestic tourism practices. In addition to this, respondents were also asked their degree of agreement or disagreement on the statement 'Only high-income earners participate in domestic tourism'. However, majority of the respondents, i.e. 28.4% (75) and 20.5% (54) answered 'Disagree' and 'strongly disagree' respectively, while additionally factors like domestic tourist facilities, infrastructure, transport accessibility, gender, age, security, etc were influence employees participation in domestic tourism.

Respondents' 60.2% agreed that family size affect participation in domestic tourism trip and 46.6% percent agreed that marital status of public employees affect participating and traveling in domestic tourism practices. The study shows that public employees (48.9%) have an influence on family trips to domestic tourism site; unfortunately, 26.5%) respondents are indifferent about the issue. However, most respondents (46.3%) disagreed the Work experience has an influence on employees interest of travel in domestic tourism. And respondents agreed at 44.3% that gender plays a vital role on the participation on domestic tourism trip in Ethiopia. However 41.3 percent of respondents disagreed with the Level of education has an influence on the employees' participation in domestic tourism trip. Also most respondents (43.9%) agreed that Age level of an employee's affect participation in domestic tourism.

To generalize, as shown in the above Table 9, was assessed highlight whether public employees' demographic issues influence their participation in domestic tourism practices. Accordingly out of the total respondents, 40.35% of them have answered that, public employees demographic issues affect their participation in domestic tourism practices. 25.1% of the total respondents forwarded neutral response, whereas the remaining 34.6% of the survey respondents disagree with the demographic influence to participate in domestic tourism practices. From this general finding statement majority of the respondents forwarded their agreement with the impact of demographic issues to participate in domestic tourism practices. However, here the work experience and level of education were not affect the public employees' participation in domestic tourism practices as part of demographic factor.

### **The influence of age's to participate in domestic tourism.**

Among all the categories of age groups (Table 9), 22.8% of the respondents were strongly agreed and 31.8 % agreed that Young employees aged between 18-30 participate in domestic tourism than other age categories but the remaining 18.6% neutrally trusted, 16.7% disagreed and 11.1% strongly disagreed that aged between 18-30 did not practice domestic tourism trip. As a result, majority of the respondents (54.6%) agreed that Young employees aged between 18-30 more participated in domestic tourism than other age categories. As well, 14 % of the respondent strongly agreed and 34.5% agreed that employees' aged between 31-40 participate in domestic tourism than other age categories where as the remaining 30.3% neutrally refrained, 16.7% disagreed and 4.5% strongly disagreed they did not participated in domestic tourism travel. In conclusion, 48.5% of respondents agreed with the age group between 31-40 participated in domestic tourism.

Additionally, 9.8% of the respondents strongly agreed and 23.5% agreed employees aged between 41-50 participate in domestic tourism than other age categories but the remaining 28.4% neutrally abstained, 28.4% disagreed and 9.8% strongly disagreed with employees aged between 41-50 participate in domestic tourism than other age categories. There on, less than half respondents (33.3%) accepted it aged between 41-50 participates in domestic tourism than other age categories. To end with, 10.6% of the respondent strongly agreed and 15.2% agreed that employees aged between 51 and above participate in domestic tourism than other age categories where as the remaining 23.1% neutrally refrained, 28.8% disagreed and 22.3% strongly disagreed it did not violate the local traditional activities. In conclusion, less than half respondents (25.8%) employees aged between 51 and above participate in domestic tourism than other age categories.

To generalize, 54.6% of the respondents acknowledged the level of employees' age categories between 18-30 are more participatory in domestic tourism than the other age categories and followed by employees' age categories between 31-40 with 48.5%. Thus, greater part of young participatory in domestic tourism practice is appreciable and that could contribute great for the sustainable development of domestic tourism in Ethiopia.

#### 4.16. Public Sector Employees' Perception toward Domestic Tourism

Table 10. Public sector employees' perception toward domestic tourism

A. The public sector employees' perception toward domestic tourism						
	To what extent do you agree or disagree with the following statements	Response category				
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	There is a need to develop participating in domestic tourism	96 36.4%	112 42.2%	29 11.0%	19 7.2%	8 3.0%
2	Employees' participating in tourism clubs brings motivation and interest to participate in domestic tourism.	77 29.2%	112 42.4%	47 17.8%	20 7.6%	8 3.0%
3	Domestic tourism provides incentive for the conservation of local tradition and cultural resources	70 26.5%	100 37.9%	51 19.3%	28 10.6%	15 5.7%
4	It would take a lot of time, money and effort to participate in domestic tourism	39 14.8%	107 40.5%	45 17.0%	55 20.8%	18 6.8%
5	I enjoy recreating at domestic tourism more than any other place	52 19.7%	104 29.4%	59 22.3%	36 13.6%	13 4.9%
6	Domestic tourism destinations are not safe and secure place for leisure	25 9.5%	81 30.7%	67 25.4%	56 21.2%	35 13.3%
7	Domestic tourism causes undesirable effects on local residents	23 8.7%	71 26.9%	60 22.7%	71 26.9%	39 14.8%
8	I am interesting to travel in domestic tourism site	110	101	20	24	9

		41.7%	38.3%	7.6%	9.1%	3.4%
9	Recreation improves quality of life	90	104	32	27	11
		34.1%	39.4%	12.1%	10.2%	4.2%
10	The quality of services in the tourism destination areas are better due to more domestic tourism practices	51	100	53	40	20
		19.3%	37.9%	20.1%	15.2%	7.6%
11	Domestic tourism facilities are at high cost standard for employees	41	88	57	60	18
		15.5%	33.3%	21.6%	22.7%	6.8%
12	Participation in domestic tourism travel benefits not for public sector employees	27	51	57	91	38
		10.2%	19.3%	21.6%	34.5%	14.4%
13	Domestic tourism is a self discovery and refreshing experience	72	102	41	33	16
		27.3%	38.6%	15.5%	12.5%	6.1%

Source: Own survey, May 2019

Shown in the above Table 10, above, 36.4% of respondents strongly agreed and 42.2% agreed There is a need to develop participating in domestic tourism; but 11% neutrally neglected, 7.2% disagreed and 3% strongly disagreed it did not need to develop participating in domestic tourism. Therefore, majority of the respondents (78.6%) accepted the need to develop public employees participating in domestic tourism. Equally, 29.2% of the respondents strongly agreed and 42.4% agreed to ward the Employees' participating in tourism clubs that brings motivation and interest to participate in domestic tourism despite the remaining 17.8% neutrally ignored, whereas 7.6% of the respondents forward to disagreed and 3% strongly disagreed, that it did not bring motivation and interest to participate in domestic tourism. This majority (71.6%) of the respondents acknowledged, participation in tourism clubs brought motivation and interest to participate in domestic tourism.

Likewise, 26.5% of the respondents strongly agreed and 37.9% agreed on domestic tourism practices provides incentive for the conservation of local tradition and cultural resources,19.3% neutrally neglected, 10.6% disagreed and 5.7% strongly disagreed and they stated that domestic tourism has not provides any incentive for the conservation of local tradition and cultural resources. Accordingly, from this finding statement more than half respondents (64.4 %) believed that domestic tourism help to provides incentive for the conservation of local tradition and cultural resources. Besides, 14.8% of respondents strongly agreed and 40.5% agreed with that participation in domestic tourism would take a lot of time, money and effort, but the remaining 17% neutrally responded, 20.8% disagreed and 6.8%

strongly disagreed, that it did not take a lot of time, money and effort. In general, many of them (55.3%) of the respondents accepted participation in domestic tourism would take a lot of time, money and effort.

Furthermore, 19.7% of the respondents of the public employees strongly agreed and 29.4% agreed with that make them enjoy recreating at domestic tourism more than any other place, whereas the remaining 22.3% neutrally neglected, 13.6% disagreed and 4.9% strongly disagreed with the idea that enjoying and recreating at domestic tourism more than any other place. Then, majority of the respondents (49.1%) agreed that, they feel enjoy recreating at domestic tourism more than any other place. Still, 9.5% of the respondents strongly agreed and 30.7% agreed with the statement of domestic tourism destinations are not safe and secure place for leisure but the remaining 25.4% neutrally ignored, 21.2% disagreed and 13.3% strongly disagreed with domestic tourism destinations are not safe and secure place for leisure. Consequently, more respondents (40.2%) accepted with the idea that, destinations are not safe and secured for leisure and this issue may have its own contribution for low employees' participation in domestic tourism practices.

However, 8.7% of the respondents strongly agreed and 26.9% agreed to the statement that, domestic tourism causes undesirable effects on local residents, whereas the remaining 22.7% neutrally forwarded, 26.9% disagreed and 14.8% strongly disagreed on domestic tourism causes undesirable effects on local residence. Hence, slightly less than half respondents (41.7%) accepted domestic tourism do not caused any undesirable effects on local residents. Yet again, 41.7% of the respondents strongly agreed and 38.3% agreed that they were interesting to travel in domestic tourism site whereas the remaining 7.6% neutrally responded, 9.1% disagreed and 3.4% strongly disagreed or they did not interested to travel in domestic tourism site. Thus, the lion shares of the total respondents (80%) expected that they were interested to travel and participate in domestic tourism site.

Moreover, 34.1% of the total respondents strongly agreed and 39.4% agreed to the statement that recreation improves quality of life however, the remaining 12.1% neutrally forwarded, 10.2% disagreed and 4.2% strongly disagreed with recreation improves quality of life. More respondents of the public employees (73.5%) accepted that recreation improves quality of life. Again, 19.3% of respondents strongly agreed and 37.9% agreed with the quality of services in the tourism destination areas was better due to more domestic tourism practices whereas the remaining 20.1% neutrally trusted, 15.2% disagreed and 7.6% strongly disagreed with quality of services in the tourism destination areas was better due to more domestic tourism practices. Therefore, more than half respondents (57.2%) confirmed the quality of services in the tourism destination areas was better due to more domestic tourism practices.

On the contrary, 15.5% of the total respondents strongly agreed and 33.3% agreed to the statement of that domestic tourism facilities are at high cost standard for employees where as the remaining 21.6% neutrally trusted, 22.7% disagreed and 6.8% strongly disagreed that tourism facilities were not at high cost standard for employees. This, more than half respondents (48.8%) confirmed that it Domestic tourism facilities were at high cost standard for employees. As well, 10.2% of the respondents strongly agreed and 19.3% agreed belong to Participation in domestic tourism travel benefits not for public sector employees where as the remaining 21.6% neutrally ignored, whereas 34.5% disagreed and 14.4% strongly disagreed that they were benefits from participation in domestic tourism travel. From this finding statement the majority of the respondents (48.9%) explained that they were benefited from participation in domestic tourism. Once more, 27.3% of the respondents strongly agreed and 38.6% agreed toward the domestic tourism is a self discovery and refreshing experience but the remaining 15.5% neutrally neglected, 12.5% disagreed and 6.1% strongly disagreed, that they do not believe domestic tourism is as self discovery and refreshing. Then, many respondents of the public employees (65.9%) expected it; that domestic tourism is a self discovery and refreshing experience.

To generalize, as shown in the above table highlights respondents of public employees' perception toward domestic tourism, 56.02% of the total survey respondents have responded positively, 18% of the total respondents neutrally forwarded whereas, 25.98% of the total public employees respondents responded negatively or acknowledged domestic tourism with negative perception that deteriorate sustainable tourism development and may affect domestic tourism practices. However, according to this finding statement majority of the respondents acknowledged their positive perception toward domestic tourism practice. This implies that public employees' perception may not hinder to their participation in domestic tourism practices.

#### 4.17. Public Sector Employees' Attitude toward Domestic Tourism

Table 11. Public sector employees' attitude toward domestic tourism

<b>B. The public sector employees attitude toward domestic tourism</b>						
	<b>To what extent do you agree or disagree with the following statements</b>	<b>Response category</b>				
		<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>
14	The public employees attitude towards domestic tourism hinders low interest for participation in domestic tourism	55 20.8%	94 35.6%	65 24.6%	40 15.2%	10 3.5%
15	The public employees need to be aware on how they participate in domestic tourism travel and its important	77 29.2%	117 44.3%	46 17.4%	20 7.6%	4 1.5%
16	The public employees attitude towards domestic tourism as form of recreation is appreciable	40 15.2%	120 45.5%	48 18.2%	45 17.0%	11 4.2%
17	Attitude of public sector employees towards visiting and leisure in Ethiopia is positive	54 20.2%	101 38.3%	50 18.9%	43 16.3%	16 6.1%
18	Attitude of public sector employees towards visiting and leisure in Ethiopia is negative.	28 10.6%	47 17.8%	68 25.8%	67 25.4%	54 20.5%
19	Domestic tourism is creating employment opportunity for the local community	74 28.0%	124 47.0%	31 11.7%	26 9.8%	9 3.4%
20	Public sector employees have motivation to visit their country by traveling to the domestic tourism sites	43 16.3%	109 41.3%	62 23.5%	40 15.2%	10 3.8%
21	The attitudes of public sector employees towards leisure have restrict on employees travel in domestic tourism	25 9.5%	108 40.9%	62 23.5%	54 20.5%	15 5.7%
22	Domestic tourism causes security and crime problem	19 7.2%	56 21.2%	58 22.0%	91 34.5%	40 15.2%
23	Domestic tourism reduces quality of outdoor recreation opportunities	27	70	57	76	34

		10.2%	26.5%	21.6%	28.8%	12.9%
24	Domestic tourism increase quality of life	67	117	33	35	12
		25.4%	44.3%	12.5%	13.3%	4.5%
25	The idea of traveling in domestic tourism is still very foreign to Ethiopians	52	104	49	41	18
		19.9%	39.4%	18.6%	15.5%	6.8%

Source: Own survey, May 2019

In attitude terms, attitude towards domestic tourism hinders low interest for participation in domestic tourism. Hence, out of the total of the respondents, 20.8% and 35.6% of them responded Strongly Agree and Agree respectively for the statement the public employees' attitude towards domestic tourism hinders low interest for participation in domestic tourism. But 24.6% neutrally neglected, 15.2% disagreed and 3.5% strongly disagreed with the public employees attitude towards domestic tourism hinders low interest for participation in domestic tourism. Accordingly, majority of the respondents (56.4%) have showed positive response for domestic tourism as far as their attitude towards domestic tourism practices motivation with low interest for participation in domestic tourism. Figuratively speaking, of the total of the respondents, 29.2% and 44.3% of them have responded Strongly Agree and Agree, respectively for the public employees need to be aware on how they participate in domestic tourism travel and its important whereas, the remaining 17.4% neutrally neglected, 7.6 % disagreed and 1.5 % strongly disagreed, that it was not need to be aware on how they participate in domestic tourism travel and its important. Consequently higher number of the respondents (73.5%) showed their agreement with the issue. Hence, the majority of the respondents for warded positive response for their need to be aware on how they participate in domestic tourism travel and it's important.

Similarly, the respondents were assessed their attitude in relation to the domestic tourism practices as recreation is appreciable or not. Accordingly, for the issue that public employees' attitude towards domestic tourism as form of recreation is appreciable, thus out of the total survey respondents, the majority, i.e., 15.2% and 45.5 % of them have responded strongly agree and agree respectively. In other words, respondents, i.e., 18.2% neutrally responded, 17% disagreed and 4.2 % strongly disagreed with the above employees' attitude toward domestic tourism as form of recreation was not appreciable. From this finding statement majority of the respondents (60.7%) indicated that their attitude toward domestic tourism practices as form of recreation or leisure was appreciable and majority of the employees' forwarded positive response for the role played by domestic tourism practices. 20.2% out of the total respondents strongly agreed and 38.3% respondents agreed to the statement of that attitude of public

employees towards visiting and leisure in Ethiopia is positive whereas the remain 18.9% neutrally responded, 16.3% disagreed and 6.1% strongly disagreed on the issue that attitude of public employees towards visiting and leisure in Ethiopia is positive. This many of them (58.5%) agreed with the issue and they showed a positive response towards visiting and leisure activities' in Ethiopia. Inversely respondents also asked their degree of agreement/disagreement on the statement that attitude of public sector employees towards visiting and leisure in Ethiopia is treated negatively. However, from the total of the respondents that is 10.6% and 17.8% answered strongly agree and agree respectively. Unfortunately, majority of the respondents were indifferent about this issue that 25.4% forwarded disagree and 20.5% of the respondents also responded strongly disagree whereas 25.8% responded neutrally. This indicates that majority of total respondents (45.9%) were have a positive thinking towards visiting and leisure within their country through domestic tourism practices.

In addition to this, respondents were also asked their degree of agreement or disagreement on the statement Domestic tourism is creating employment opportunity for the local community. Hence, out of the total of the respondents, 28% of them responded Strongly Agree and 47 % Agree on the statement that the Domestic tourism is creating employment opportunity for the local community. Whereas 11.7% neutrally ignored, 9.8% disagreed and 3.4% strongly disagreed on the domestic tourism is creating employment opportunity for the local community. Therefore majority of the respondents (75%) have showed their agreement responses for domestic tourism as far as its role of creating employment opportunity for the local community, increasing government revenue and hence infrastructure development is concerned.

In domestic tourism travel initiating, the respondents were also asked to gauge whether the Public sector employees have motivation to visit their country through traveling to the domestic tourism attractions. Accordingly, in relation to the issue, 16.3% and 41.3% of majority respondents were answered strongly agree and agree respectively, 15.2% disagree, 3.8% have responded strongly disagree and whereas the remaining 23.5% responded neutral answer. From this finding statement the majority (57.6%) of the total respondents agreed on now adays motivational attitude to visit their country through traveling to the domestic tourism attractions. Furthermore 9.5% of the respondents strongly agreed and 40.9% agreed that the attitudes of public sector employees towards leisure have restrict on employees travel in domestic tourism practices but 23.5% neutrally neglected or they have no information about domestic tourism and the issue, whereas 20.5% of the total respondents disagreed and 5.7% respondents strongly disagreed with issue. Therefore majority of the survey respondents' forwarded positive response for the

statement that the attitude of public employees towards tourism pleasure has restricted on employees participation in domestic tourism practices.

According to the issue that whether domestic tourism causes security and crime problem, out of the total survey respondents, the majority, i.e., 34.5% and 15.2% of them have responded strongly disagree and disagree with this idea respectively. Unfortunately 28.4% respondents are indifferent about the issue. Whereas 22% respondents were neutrally responded for the issue that domestic tourism causes security and crime problem. Here the majority (49.7%) attitude of the public employees are not agree with that domestic tourism causes security and crime problem. In the same way, 10.2% of the respondents strongly agreed and 26.5% agreed with idea's that domestic tourism reduces quality of outdoor recreation opportunities, whereas the majority responded indifferent with 28.8% disagreed and 12.9% strongly disagreed, but the remaining 21.6% neutrally neglected the issue. Yet again, 25.2% of the respondents strongly agreed and 44.4% agreed with domestic tourism increase quality of life where as the remaining 12.5% neutrally responded, 13.3% disagreed and 4.5% strongly disagreed it that, they do not accepted increase quality of life. In this finding statement the lion shares of respondents (69.6%) rewarded their positive response for the role of domestic tourism to increase quality of life.

Furthermore, in relation to the statement of traveling in domestic tourism is still very foreign to Ethiopians, the majority of the respondents' forwarded positive response to the traveling culture in domestic tourism is still very foreign to Ethiopians. Therefore this assured out of the survey respondents, the majority, i.e., 19.9% and 39.4% of them have forwarded strongly agree and agree responses respectively. In other words, very few respondents, i.e., 22.3% disagree with the statement that traveling culture in domestic tourism practices is still very foreign to Ethiopians.

To generalize, as shown in the above table public employees attitude toward domestic tourism was also assessed highlight whether their attitude is positive or negative. Accordingly out of the total public employees' survey respondents, 49.66% of them have answered positively, 19.86% of the total respondents forwarded neutral response, and the remaining 30.48% of the survey respondents argue with it, that may deteriorate their participation in domestic tourism practices and affects domestic tourism development. But from this general finding statement majority of the respondents forwarded their positive attitude toward domestic tourism. This implies that public employees' attitude may not a problem to their participation in domestic tourism practices.

#### 4.18. Public Sector Employees' Preference to Participate in Domestic Tourism

Table 12. The public sector employees' preference to participate in domestic tourism

<b>C. The public sector employees preference affect participation in domestic tourism</b>						
	<b>To what extent do you agree or disagree with the following statements</b>	<b>Response category</b>				
		<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>
26	I prefer to plan my own trips and visit some major domestic tourism areas	63 23.9%	118 44.7%	47 17.8%	25 9.5%	11 4.2%
27	I prefer a domestic tourism destination with infrastructure systems available (e.g., a transport, accommodation, electric power, internet, and cell phone usage/reception)	73 27.7%	109 41.3%	40 15.2%	35 13.3%	7 2.7%
28	I prefer a domestic tourism destination with artistic architectural features to visit (e.g., art galleries, museums and statues)	71 26.9%	101 38.3%	48 18.2%	31 11.7%	13 4.9%
29	I prefer a domestic tourism destination with local foods and authentic cuisines	62 23.5%	101 38.3%	48 18.2%	43 16.3%	10 3.8%
30	I prefer a domestic tourism destination with special events or festivals to attend (e.g., sporting events and cultural festivals)	50 18.9%	111 42.0%	56 21.2%	36 13.6%	11 4.2%
31	I prefer a domestic tourism destination based on the nightlife to be (e.g., bars, clubs and concerts)	33 12.5%	66 25.0%	54 20.5%	70 26.5%	41 15.5%
32	I prefer a domestic tourism destination with shopping facilities	48 18.2%	110 41.7%	40 15.2%	51 19.3%	15 5.7%
33	I prefer to travel in domestic tourism with destination based on my personal income	51 19.3%	106 40.2%	47 17.8%	45 17.0%	15 5.7%
34	I am not familiar with local domestic tourism attractions	29 11.0%	71 26.9%	38 14.4%	80 30.3%	46 17.4%

35	I prefer to be international tourist than local tourist	32	53	42	69	68
		12.1%	20.1%	15.9%	26.1%	25.8%

Source: Own survey, May 2019

Shown in Table 12 above, explains public employees' preference issues on domestic tourism. For this reason the respondents were asked to capture whether public employees prefer to plan their own trips and visit some major domestic tourism attractions. Accordingly 23.9% of the total respondents strongly agreed and 44.7% agreed it, that they prefer to plan their own trips and visit some major domestic tourism areas whereas 17.8% respondents neutrally responded, 9.5% disagreed and 4.2% strongly disagreed it that they did not prefer to plan their own trips and visit some major domestic tourism areas. Therefore, from this finding statement nearly all respondents (68.6%) freely prefer to plan their own trips and visit some major domestic tourism areas. Again, 27.7% of the respondents strongly agreed and 41.3% agreed on their prefer a domestic tourism destination with infrastructure systems available (e.g., a transport, accommodation, electric power, internet, and cell phone usage/reception), despite the remaining 15.2% neutrally responded, 13.3% disagreed and the remain 2.7% strongly disagreed it, that they have not preferred a domestic tourism destination with infrastructure systems available (e.g., a transport, accommodation, electric power, internet, and cell phone usage/reception). This indicates, majority (69%) of the respondents acknowledged their preference to domestic tourism destination with infrastructure systems is available for their participation in domestic tourism practices.

Likewise, 26.9% of the respondents strongly agreed and 38.3% agreed to prefer a domestic tourism destination with artistic architectural features to visit (e.g., art galleries, museums and statues), whereas 18.2% neutrally neglected, 11.7% and 4.9% of the total respondents forwarded disagree and strongly disagree respectively to the statement that prefer a domestic tourism destination with artistic architectural features to visit. Accordingly, more than half of the total respondents (65.2 %) accept to prefer a domestic tourism destination with artistic architectural features to visit (e.g., art galleries, museums and statues). Besides, out of the total respondents, 23.5% strongly agreed on prefer of domestic tourism destination with local foods and authentic cuisines and 38.3% of them agreed on the issue, that they prefer a domestic tourism destination with local foods and authentic cuisines, but the remaining 18.2 % neutrally answered whereas, 16.3% disagreed and 3.8% strongly disagreed it, that they did not prefer a domestic tourism destination with local foods and authentic cuisines, This many of them (61.8%) of the total respondents preferred a domestic tourism destination with local foods and authentic cuisines.

The public sector employees also assessed, whether they prefer a domestic tourism destination with special events or festivals to attend. Hence, out of the total respondents, 18.9% of them strongly agreed and 41.7% of the respondents agreed to prefer a domestic tourism destination with special events or festivals to attend (e.g., sporting events and cultural festivals). Whereas the remaining 21.2% neutrally responded, 13.6% disagreed and 4.2% strongly disagreed with that destination of special events or festivals to attend (e.g., sporting events and cultural festivals). Then, majority of the respondents (60.6%) agreed with statement that prefer on domestic tourism destination with special events or festivals to attend (e.g., sporting events and cultural festivals). Still, only 12.5% of the total respondents strongly agreed on prefer a domestic tourism destination based on the nightlife to be (e.g., bars, clubs and concerts) and 25% agreed to prefer a domestic tourism destination based on the night life to be (e.g., bars, clubs and concerts). But the remaining 20.5% neutrally ignored, 26.5% disagreed and 15.5% strongly disagreed to prefer a domestic tourism destination based on the nightlife to be (e.g., bars, clubs and concerts) for leisure. Accordingly, majority of the respondents (42%) were not preferred domestic tourism destination based on the nightlife to be (e.g., bars, clubs and concerts) for pleasure.

Above all, 18.2% of the respondents strongly agreed and 41.7% agreed to prefers a domestic tourism destination with shopping facilities, whereas the remaining 15.2% neutrally abstained, 19.3% disagreed and 5.7% strongly disagreed, that they do not preferred a domestic tourism destination with shopping facilities. Hence, more respondents (59.9%) accepted that employees prefer a domestic tourism destination with shopping facilities. Yet again, 19.3% of the respondents strongly agreed and 40.2% agreed that public employees preferred to travel in domestic tourism with destination based on their personal income, whereas the remaining 17.8% neutrally responded, 17% disagreed and 5.7% strongly disagreed, that they did not prefer to travel in domestic tourism with destination based on their personal income. Hence the majority of respondents (59.5%) realize that they were preferred to travel in domestic tourism with destination based on their personal income.

In the same way 11% of the respondents strongly agreed and 26.9% agreed that public employees not familiar with the local domestic tourism attractions, however, the remaining 14.4% neutrally responded, 30.3% disagreed and 17.4% strongly disagreed on the issue, that they were familiar with local domestic tourism attractions. Therefore, more respondents (47.7%) responded that they were not familiar with local domestic tourism attractions. Similarly, 12.1% of the total respondents strongly agreed and 20.1% agreed with the statement that public employees prefer to be international tourist than local tourist where as the remaining 15.9% neutrally trusted, 26.1% disagreed and 25.8% strongly disagreed it, that they did

not prefer to be international tourist than local tourist. Thus, more than half of the total respondents (51.9%) confirmed that public employees did not accept to be international tourist than local tourist.

In general, as shown in the above table 12, in terms of domestic tourism the public sector employees' preference was also assessed highlight. Accordingly out of the total public employees' survey respondents, 58.17% of them have answered their positive preference, 17.36% of the total respondents forwarded neutral response, and the remaining 24.47% of the survey respondents argue with it, that may negative influence to their participation in domestic tourism practices and also influence domestic tourism development. However, from this general finding statement majority or more than half of the survey respondents forwarded and reflects their positive preference through multi direction views toward domestic tourism. This implies that public employees' preference may not a problem to their participation in domestic tourism practices and travel in for pleasure through participating in domestic tourism practices is their preference.

## CHAPTER FIVE

### DISCUSSION, SUMMARY OF CONCLUSION AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter presents the summary of conclusion of findings, and recommendations drawn from the study.

The study assessed issues that affect employee's participation in domestic tourism practices in Gullele sub city. Twenty eight public sectors in Gullele Sub-City were included in this study. Chapter one of this research focused on the introduction, background to the study stated the statement of the problem, explained the justification of the study, provided the research questions, objectives of the study as well as its significance, mapped out the scope of the study, definition of terms used in the research work and finally organization of the research. In chapter two of this work, relevant literatures were reviewed and conceptual framework was formulated. Theories that are related to the study were briefly reviewed. Accredited scholars work and researchers in the field of study were reviewed and cited.

Chapter three introduced the research methodology used in this study. It captured the methods employed in collecting and analyzing the data used for this study, the population of the study as well as the sample size. Lastly chapter four of the research presented the result of this study. The data generated in the study was analyzed with the thematic and statistical tools that mentioned in the previous chapter. Data gathered from the study area was focused on the key issues that were relevant to the research. The evaluation of the responses provided was analyzed and the result of the explored data in the study which provided the basis for this chapter.

#### 5.2. Discussion

Public sector employees have difference in their interest and participation in domestic tourism practices according to their demographic issues and visitation characteristics. The study found that demographic factors such as occupation, sex, age, marital status, level of education, work experience, family size and monthly income results have relation with the public employees participation in domestic tourism practices. This is inline with Sharon (2010) the study conducted by, who stated that demographic issues like age, gender, marital status, and family size influence participation in domestic tourism. This study shows that the dominant age category of participants in domestic tourism practices falls most to the young age group. 54.6% of the respondents acknowledged the level of employees' age categories between 18-30 are more participatory in domestic tourism practices than the other age categories and followed by employees' age categories between 31- 40 with 48.5%. Thus, greater part of young

participatory in domestic tourism practice is appreciable and that could contribute great for the sustainable development of domestic tourism in Ethiopia. Interms of age, a few studies have found acontradicting with this result study stating that older people are usually highly motivated by tourism attractions for pleasure or relaxation than the young. However, the study conducted by Ma, Chow, Cheung, Lee, & Liu, (2018) on chines domestic tourists shows that a negative relationship exists between age and participation in domestic tourism practices, indicating that younger tourists tend to participate in domestic tourism than older peoples. This study also suggested that younger people are more motivated and participated in domestic rourism practices than the older people. This is also similarly agreed with research conducted in Kenya by Sharon (2010) and Emily (2017). The research reported that young people's recreation/enjoying exprience in historical places, cultural festivals, national parks, physical activities, museums and social seeking were the main motivational driver for participation in domestic tourism.

The issue of gender was important in this study as it shows to view the participation of male and femal in domestic tourism practices. Similarly, the case of gender as part of demographic issues and participation in domestic tourism travel characteristics are also good indicator that has contributed to the significant findings in this study. Findings indicate that male's participation is greater than femal in Gullele Sub City public sector employees. This goes inline with Meron (2018) who stated that the issues of gender as pool or push factor for relaxation in domestic tourism have been adirect relation with the public sectore employees' participation rate in domestic tourism. This result was also consistent with the finding of Sharon (2010); andMa, Chow, Cheung, Lee, & Liu, (2018) who pointed out that participation in domestic tourism related to gender; more visitation and interaction with the domestic tourism attractions were male public employees than females relatively. This is agreed with study conducted by (Meron, 2018) that males were the higher experiential visitors in domestic tourism based practices compared with female experiences. Female employees are less participant in domestic tourism practices, because women's have the responsibility of family management and child care where as in tradition the decision making on whether or not to travel and where to travel tend to the responsibility of men. Due to this, female employees are not active participants in domestic tourism practices compared to the male in Ethiopia.

Although public sector employees have a difference in their interest and participation in domestic tourism practices according to their level of education and work experience issues and their visitation characteristics. Most public employees (64.4%) also those have less than ten (10) work experiences were found in young age group in which the main participants as they have high interest and leisure time in

exploring tourist destinations. However, public employees' level of education and work experience was not more direct relation with their participation in domestic tourism practices. This result contradicts with a study by Ephrem (2012) and Mong'are (2016) that participation in domestic tourism largely depends on levels of education. Tourists suggesting that more educated people tend to be more motivated to participate in domestic tourism practices. The above mentioned mismatch between the expectations of public sector employees' visiting experiences and domestic tourism development with the domestic tourism potentials in Ethiopia is one reason. A higher level of education and work experience was associated with a higher level of awareness and good knowledge about the domestic tourism attractions. The high awareness and knowledge of these public employees in Gullele Sub-city would allow them to notice and understand the shortcomings and unsustainability of domestic tourism practices in Ethiopia. Ma, Chow, Cheung, Lee, & Liu (2018), indicated that people with higher education tended to have higher expectations regarding the quality of participation in domestic tourism. Accordingly, this study indicates that the management of domestic tourism has failed to keep up with the increase in educational level and work experiences expectation of domestic visitors.

To understand public employees' awareness about domestic tourism, the researcher was guided by the research question "do public sector employees know anything about domestic tourism? It is evident that 68.6% of the respondents have forwarded 'yes'. The question was answered as they have an excellent understanding on the concept of domestic tourism. This indicated that, most public employees have understanding about domestic tourism and its importance. This is a good potential for public employees participation in domestic tourism. The study also realise that most of the respondents are very well educated with just more than 80% of them having a university degree and above level of education qualification. Accordingly, public sector employees may have a great potential to participate in domestic tourism practices and for development of domestic tourism (Ephrem, 2012 and Omolo, 2008).

Also the main sources of knowledge for their awareness about domestic tourism; the majority of the respondents have mentioned the multiple source of information more frequently than the single responses. However, out of 181 respondents who have awareness about domestic tourism, the majority respondents mentioned Media (TV, Radio, film, Internet, etc) as the dominant source of information about domestic tourism. The sources of information for public sector employees information about domestic tourism was influenced by several socio-demographic aspects (age, gender, time, income, educational, life styles, cultural background, prior experience, situational factor, e.t.c) (Del & Balboni, 2019). Accordingly the accessibility of media (TV, Radio, film, Internet, etc.) as source information about domestic tourism is increase with the young age public employees, education level and income. The young (18-29) and middle aged (30-49) peoples preference toward media like online internet, radio

TV show, and film is high (Del & Balboni, 2019). On the other hand, existing studies have different sources of information for people about domestic tourism. Furthermore, school, colleagues and universities; participation in domestic tourism through cultural festivals and celebrations are also other sources of information for public employees about domestic tourism.

The purpose of this study was to focus on the issue why public employees' participation in domestic tourism practices is still lagging behind and it is more concerned on the issue that why participation in domestic tourism practices is low unlike other African countries such as Kenya, South Africa, Algeria, Rwanda, and Egypt. In most studies, consumer behavior models focus on existing users but largely ignore the domestic tourism potential market with constraints or lack of motivation and participation, Li, Meng & Zhang, (2016). These authors have stated that classification studies do not include the non-participant or constraints and problems of the participants, which represent a critical problem for domestic tourism development. For this reason, this study also found that the main socio-economic constraints for public employees' participation in domestic tourism practices. The respondents were asked to explain their previous condition of participation in domestic tourism. The researcher has tried to see their domestic tourism participation within the last 5 years. This was also important to describe those who participated in domestic tourism from those who didn't within the specified period of time and their reasons. Accordingly, the period used for this assessment is found whether the respondents have participated in such activities during the stated period or not. However, only below half of the respondents have been participating within the last five years. From this study, we can understand that, more than 50% or 155 of the total survey respondents have not participated in domestic tourism practices of the last five years.

Public employees' respondents have forwarded different issues which deter them from participating in domestic tourism practice during the stated period above. The study found that, the main reason for not participating in domestic tourism practices were economic, demographic, socio-cultural, spatial factors, low awareness and travel habit of the public employees. This goes inline with Emily (2017) that focused on the influence of economic factors, socio-cultural factors, and geographic factors on demand for domestic tourism. Most of the public employees who participated in this survey have stated that, low travel culture or habit and destination related security problems in the domestic tourist attraction areas are also the other reasons for low participation in domestic tourism.

This study found that, most of the respondents (62.1%) cited their low monthly income level as the biggest obstacle to engaging in domestic tourism practices. Those who had not traveled in domestic tourism claimed economic aspects such as employees' low monthly income, high travel cost, the cost of

accommodations, food, tours and entertainment were the key reason. This agree with Li, Meng & Zhang, (2016) compared with the current domestic tourists the total tourism product cost and confort of tourism reception facilities have greater effect on none visitors in domestic tourism. The study has established that participants did not budget for domestic tourism. 82.6% participants did not allocate budget for domestic tourism practices. This obviously influenced negatively public employees' participation in domestic tourism. There is no clear specific strategy and policy about domestic tourism practices. This also goes in line with Sharon, (2010) that domestic tourism participants did not budget for domestic tourism travel. Offcourse in the purpose of "know your country" tourism club at Gullele public Offices level focused saving little money being in club and visit domestic tourist attraction site at ashort to far distance. But, stil there is a limitation to be involved in tourism club and to conduct visit among public employees, the reason is that the public sector habit of employees to engage in "knows your country" (tourism club) and to budget tiny money is very low. Due to this the domestic tourist number, activities and practices was not well known.

Regarding the public employees there is no budget allocation for domestic tourism travel; because of this the employees lacked participation in domestic tourism practices. This further limited the activities through the few tourism clubs established in some sectors only. Further lack of finances and income level as a economic factor influenced participation in domestic tourism. This is similar with the statement ofLi, Meng & Zhang, (2016) that lack of finances gender bias and income level and asocial economic factors influenced participation in domestic tourism practices.

Howevare, in contradict to this the socio-cultural factors included religion (including the religious festivals and celebrities), cultural festivals, dress, handcrafts, attitude toward domestic tourism practices gastronomy, arts, entertainment and music were the driver one for employees participation in domestic tourism practices. Besides to this Emily (2017) also stated that, to helping the tourism industry is self cultivate more and utilize these cultural holidays and celebrations infavour of domestic tourism is important. The domestic tourism potentials in Ethiopia include holiday festivals, religious assets, historical buildings and monuments, museums, arts, galleries, cultural festivals, heritages /culture, battlefields, ethnic diversities as well as cultural are all within cultural based potentials or backgrounds. This study found that 52.7% of respondents were reported that the cultural effect is crucial to employees' participation in domestic tourism practices in positive and negative ways. Practice the cultural and religious activities, festivals and celebrations in Ethiopia inforce peoplesfor travelingin domestic tourism and aggressive development in domestic tourism Ephrem, (2012). According to the author (2012), Ethiopia is also rich in cultural heritage attractions. It has both historic and cultural

attractions such as religious center and historic buildings. This study revealed further that poor attitude of employees toward travel culture for visiting domestic tourism attractions as well as low public employees travelling behavior highly affect public employees' participation in domestic tourism practices due to low level of awareness about leisure importance in domestic tourism and poor leisure visiting habit of the employees.

Furthermore, arts and cultural festivals including the religion, cultural and historical attractions contributed to influence public employees' participation in domestic tourism practices. Ethiopia is also known as the home of the two major religions: Christianity and Islamic. Christian's religious tourism constitutes the biggest share of domestic tourism practices in the country. Among the visits public employees made in the past few years, they have made multiple visits to Gonder, Harar, Lalibela and Axum. But the tours they made thereafter to religious sites of attraction had many influences due to reasons related to religion. This agrees with Daricha & Weldesenbet, (2019) that Ethiopia is the home of cultural and religious potentials, and has not been fully unexploited to using for domestic tourism practices. Through travel for annual saints' festival celebrations and for passing fasting seasons while praying in monasteries are the most common domestic tourism practices of the religion followers. For instance, famous religious sites in Ethiopia such as, Axum and lalibela have been mostly visted for their historic and religious values and importance. Specifically, Addis Ababa is a state with unlimited potentials for participation in domestic tourism activities. Therefore majority of the public employees have influenced by their culture or socio-cultural issues of the indigenous community. This is agreeing with thestatment Jablonska, Jaremko, & Timcak. (2016) that socio-cultural leisure is the effect of social actors through participation in domestic tourism in the level of youth, families, friends, cultural ceremonies and celebrities. In reference to the Sharon (2010), social issues and social tourism are determinant to participating in domestic tourism practices through social intervention. 56.1% of the public employees were reported that social factor influence their participation in domestic tourism practices by their social activities or social activities of others. This is consistent with Skoultosos, (2014) that the influence of family and the employee's social interaction respectively was high next to the involvement in cultural ceremony and celebration.

According the spatial /geographic issue, distance is a crucial factor for domestic tourists when they are choosing their tourism attractions and influence the volume of visitors. This study found out that transport accessibility and distance of the domestic tourism attraccions in Ethiopia significantly influenced public employees' participation in domestic tourism. This is goes with Joseph and George, (2008) stated that the main concern of domestic tourism practice is to look in aspects like the

geographical location of a domestic tourism attractions, the climate, the land scape, the physical environment, and provision of domestic tourism facilities. Furthermore the study also established the contribution of Infrastructures availability (internet, accommodation, information facilities, etc) and climate condition that influence public employees participation indomestic tourism practices.This agree with Gutsul, (2011) that scope of infrastructure in relation to domestic tourism practices is broad and in geographical view is related to all those infrastructure elements in a demostic tourist destination that enable and boost domestic tourism development. In different aspects, infrastructure and recreational facilities can be considered geographically as elements of domestic tourism infrastructure facilities that domestic tourists use when they leave their homes geographically and it has influence domestic tourism activities Ante, zeljiko and Lana, (2018) and Sharon, (2010). In fact few hotels and other tourist facilities where considered and exists in some domestic touristic areas like in Addis Ababa and other some regional cities in Ethiopia with poor tourist standard quality. Wheras in most of the domestic tourist attractions in Ethiopia, the tourist facilities or accommodations including, hotels, lodge, food service, health care services, shopping facilities, electricity and internet accessibilityis inadequate. This lacked domestic tourist participation and travel to these tourism destination areas.

### **5.3. Conclusions**

The study sought to identify issues that affecting employees' participation in domestic tourism practices the case of civil servants in Gullele Cub City. The conculision should be based on the objectives of the study.

All the issues i.e demographic, economic, socio-cultural, infrastructural and spatial had arelationship with public employees participation in domestic tourism practices. Accordingly, the following conculisions can be drawn from the research as a result of the data generated and analyzed. Respondents' demographic characteristics showed that majority of the total respondents fall in the occupation group of experts' whichshowed that they are free from any public leadership/responsibility and they have potential with eager to participate for pleasure purpose. Similarly more than half of the sampled population belongs to the age bracket 26-35 years which showed that they are very adventurous age who travel for leisure purpose in domestic tourism. The number of male and female respondents was near corresponding more. The numbers of married were more than the number singles. Also about 92% of the respondents' level of income was below Birr 10,000 which contributed to public employees' low participation in domestic tourism practices. According to the objectives of this study which assessed from the respondents revealed that, demographic characteristics of the employees such as income level, age, sex, occupation, marital status and family size have adirect relationship with the public employees'

participation in domestic tourism practices. However public employees work experience and level of education was low influence on the employees participation in domestic tourism practices.

The study showed that most of the public employees have information about domestic tourism through media (TV, Radio, video and film) and through school, colleagues and universities. However creating awareness through seminars and conference; involving in domestic tourism visitation; through friends and printing materials are still at low practices. For this reason most of the public employees strongly agreed that that the domestic tourism activities in Ethiopia are difficult to explained and understand to them. From analyzed data evident public employees' participation in domestic tourism is very low. This means only few public employees participated in domestic tourism practices of the last five years for one time or more than. But majority of the public employees were not practiced any related to participation in domestic tourism. The reason for they did not involved in domestic tourism visitation due to gender inequalities, small salary income, family problems, case of age, public office problem, occupational problems and other may had major factors to deter from participation in domestic tourism trip. People may also have more time to participate in tourism activities since they may have retired busy

On economic aspect, low monthly income and high prices of tourism products reduced the employees' participation in domestic tourism practice. As the prices increase, people sought other alternatives of relaxation which do not fall under domestic tourism practice. High inflation rates in the economy raise the cost of living which in turn reduces the demand for domestic tourism practice since public employees spend much of their money on acquiring the basic needs. They may also spend much of their time in other income generating activities to complement their basic income, thus leaving no time for domestic tourism practices. In essence tourism is a luxurious activity and people only participate in it after meeting all their basic needs and all these economic issues that affect employees' participation in domestic tourism negatively.

According to the socio-cultural issues religion and attitude toward tourism visitation of the employees have positively influenced the employees demand for participation in domestic tourism practices. Thus participation in cultural ceremony and celebration and family of the public employee's was helped to enhance employee's participation in domestic tourism practices. Similarly arts and cultural festivals including the religion, cultural and historical attractions contributed and driven public employees' to participating in domestic tourism practices. However, much of the religion indifference caused incursion with the more religious attraction sites and attitudes that were not in favor of participation in domestic tourism practices. The reason that based on the most interview respondents saide that as a case domestic tourism participated and traveled in group was highly influenced for their difference in cultural practices

or scenarios like religion differences, physical styles, food and beverage use indifference and others had exposed for their disagreement in domestic tourism participation and visitation. Similarly, poor attitude of public employees toward travel culture for visiting domestic tourism attractions as well as low public employees travelling behavior negatively affect public employees' participation in domestic tourism practices due to low level of awareness about leisure importance in domestic tourism and poor leisure visiting habit of the public employees.

On geographic or spatial aspect, the transport accessibility of a tourist attraction is vital in determining the number of employees that visit that attraction. Accessible destinations receive more tourists than inaccessible Ones. Such destinations like the mountainous and far may require advanced skill motivations and domestictourist equipment which may limit many would-be tourists from accessing them. Other destinations like historical, religious parks where there are passable roads are visited more frequently and by a large number of people. This also applies to the topography of the land where extremely rugged terrains may not favor for frequent visits by the public employees.

Therefore this study showed that all the issues or independent variables namely demographic, economic, Socio- cultural, geographical/spatial issues significantly influenced the public employees' participation in domestic tourism in Gullele sub city, Addis Ababa. On the respondents' assessment, also the attitudes, perceptions and preferences on domestic tourism was rated average meaning that a lot needed to be done to improve the current position of the tourism sector.

#### **5.4. Recommendations**

The study makes the following recommendations that, if implemented, might positively influence domestic tourism

- The study show that Ethiopians indeed to have a culture of going on vacation, visitation are still seen as a luxury which many can ill afford. The idea of going on leisure trip can be inculcated right from school with the domestic tourism sector partnering with the schooling system. This culture should be focused on attaining local revenue from locals in Ethiopia to build Ethiopia and putting back the gains from domestic tourism to alleviate poverty and improve infrastructure and domestic tourism services.
- The government of Ethiopia should ensure growth and sustainability of domestic tourism through ambitious strategies and policy agenda in all unit of local government administrative (woredas and kebele) to promote participation in domestic tourism.
- There is also need to improve accessibility to tourist's destination areas through development of reliable infrastructure such as roads, airstrips, tourist facilities and communications means to and inside

the tourist destinations. This would ease travelling to the destinations thus encouraging more people to visit the places and would be important in raising the participation in domestic tourism.

### **5.5. Suggestions for Further Research**

The scope of this study was limited to the public employees, yet research has shown that there is low level of domestic tourism in Ethiopia. This means that even the upper economic class employees are not traveling as well as they should, this is another area of possible research. Secondly, this study focused on the issues that affect participation in domestic tourism practices from the perspective public employees. It would have been worth while to study the issues that influence participation in domestic tourism practices and similarly the growth of domestic tourism from the perspective of the tourism sector and community level. However, the scope was found to be too wide for this research in terms of cost and time but this study can form the basis of additional research in domestic tourism practices. Thirdly, the study was limited to lack of information, documents, and awareness the tourism sector as variables affecting the growth of domestic tourism practices in Ethiopia. The respondents have indicated that information is a key factor that could boost domestic tourism growth, making it an area of possible research for future investigators.

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24. What is a major constraint to participate in domestic tourism practices?(Multiple answer is possible)
- 1= No desire to travel                      2= lack of family commitment  
3= I don't have time                      4= I don't have enough information  
5= I am committed at work only   6= Lack of culture to travel for leisure based domestic tourism practice  
7= Other-----
24. I would like to tell me what issues you would consider most important when planning to travel in domestic tourism trip?
- 1= Security                      2= Financial issue                      3= Climate condition  
4= The language and communication ability                      5=The Ethiopian arts and cultural festivals  
6= Time availability                      7=other-----
25. Do you think that the economic issues of a public sector employee can affect their participation in domestic tourism practices
- 1= Yes                      2= No
26. If your answer to question number "26" is "Yes" then which one of the following economic issues mostly affects your participation in domestic tourism?
- 1= your monthly income level                      2= Prices of tourism products  
3= Changes of income level                      4= Budgeting system for domestic tourism trip
27. Are cultural issues of a public sector employee can affect participation in domestic tourism practice?
- 1= Yes                      2= No
28. If your answer to question number "28" is "Yes", then which one cultural issue is mostly affect to participate in domestic tourism travel? ( Multiple answer is possible)
- 1= Attitude of the employees toward domestic tourism  
2= The arts and cultural festivals in the country  
3= Religion of the employees  
4=Traveling interest/behavior of the employees  
5= Historic buildings, monuments, and cultural places in the country  
6= museums and galleries  
7= Other-----
29. Do you think that the social issues of a public sector employee can affect participation in domestic tourism practices?
- 1= Yes                      2= No
30. If your answer to question number "30" is "Yes", then which one of social issues is mostly affect to participate in domestic tourism travel? (Multiple answer is possible)
- 1= your family's                      3= your language and communication skill  
2= your friends                      5= your participation in cultural ceremony and celebrations  
4= your social interaction                      6= other -----
31. In your tourism travelling experience mostly what is an important spatial issues that you affect to participate actively in domestic tourism travel? (Multiple response is possible)
- 1= Distance of the tourism site  
2= weather condition of the area  
3= transport accessibility of the tourism site  
4= Infrastructures availability of the site (internet, accommodation, information facilities, etc  
5= tourist facilities

**Section 2:**

**The following are some of the demographic issues that affect public sector employees' participation in domestic tourism practices in Gullele Sub-City, Addis Ababa. What is your level of agreement? Use a scale where**

**1=strongly agree, 2=agree, 3=neutral, 4=disagree and 5=strongly disagree.**

What is your level of agreement Tick appropriately in the tables below?

	<b>Scale</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Monthly income levels of public employees affect their travel in domestic tourism trip					
2	Employees family size affect participation in domestic tourism trip					
3	Marital status of public employees affect participating and traveling in domestic tourism					
4	Public employees have an influence on family trips to domestic tourism site					
5	Work experience has an influence on employees interest of travel in domestic tourism					
6	Level of education has an influence on the employees participation in domestic tourism trip					
7	gender plays a vital role on the participation on domestic tourism trip in Ethiopia					
8	Age level of an employee's affect participation in domestic tourism					
9	Only high-income earners participate in domestic tourism					
<b>The level of age influence to participation in domestic tourism. What is your level of agreement?</b>						
10	Young employees aged between 18-30 participate in domestic tourism than other age categories					
11	Employees aged between 31-40 participate in domestic tourism than other age categories					
12	Employees aged between 41-50 participate in domestic tourism than other age categories					
13	Employees aged between 51 and above participate in domestic tourism than other age categories					

The following are some of the public sector employees' perception, attitude and preference toward domestic tourism that influencing their participation in domestic tourism practices. Indicate your level of agreement. Use a scale where 1= strongly agree, 2= agree, 3= neutral, 4= disagree and 5=strongly disagree.

What is your level of agreement tick appropriately in the tables below.

<b>D. The public sector employees' perception affecting participation in domestic tourism</b>						
	<b>Scale</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	There is a need to develop participating in domestic tourism					
2	Employees' participating in tourism clubs brings motivation and interest to participate in domestic tourism.					
3	Domestic tourism provides incentive for the conservation of local tradition and cultural resources					
4	It would take a lot of time, money and effort to participate in domestic tourism					
5	I enjoy recreating at domestic tourism more than any other place					
6	Domestic tourism destinations are not safe and secure place for leisure					
7	Domestic tourism causes undesirable effects on local residents					
8	I am interesting to travel in domestic tourism site					
9	Recreation improves quality of life					
10	The quality of services in the tourism destination areas are better due to more domestic tourism practices					
11	Domestic tourism facilities are at high cost standard for employees					
12	Participation in domestic tourism travel benefits not for public sector employees					
13	Domestic tourism is a self discovery and refreshing experience					
<b>E. The public sector employees attitude affect participation in domestic tourism</b>						
14	The public employees attitude towards domestic tourism hinders low interest for participation in domestic tourism					
15	The public employees need to be aware on how they participate in domestic tourism travel and its important					
16	The public employees attitude towards domestic tourism as form of recreation is appreciable					
17	Attitude of public sector employees towards visiting and leisure in Ethiopia is positive.					
18	Attitude of public sector employees towards visiting and leisure in Ethiopia is negative.					

19	Domestic tourism is creating employment opportunity for the local community					
20	Public sector employees are initiated to visit their country by traveling to the domestic tourism sites					
21	The attitudes of public sector employees towards leisure have restrict on employees travel in domestic tourism					
22	Domestic tourism causes security and crime problem					
23	Domestic tourism reduces quality of outdoor recreation opportunities					
24	Domestic tourism increase quality of life					
25	The idea of traveling in domestic tourism is still very foreign to Ethiopians					
<b>F. The public sector employees preference affect participation in domestic tourism practices</b>						
26	I prefer to plan my own trips and visit some major domestic tourism areas					
27	I prefer a domestic tourism destination with infrastructure systems available (e.g., a transport, accommodation, electric power, internet, and cell phone usage/reception)					
28	I prefer a domestic tourism destination with artistic architectural features to visit (e.g., art galleries, museums and statues)					
29	I prefer a domestic tourism destination with local foods and authentic cuisines					
30	I prefer a domestic tourism destination with special events or festivals to attend (e.g., sporting events and cultural festivals)					
31	I prefer a domestic tourism destination based on the nightlife to be (e.g., bars, clubs and concerts)					
32	I prefer a domestic tourism destination with shopping facilities					
33	I prefer to travel in domestic tourism with destination based on my personal income					
34	I am not familiar with local domestic tourism attractions					
35	I prefer to be international tourist than local tourist					

If you have any comment ?-----  
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**Thank you for your time and participation in this study!**

**አዲስ አበባ ዩኒቨርሲቲ**  
**የልማት ጥናቶች ኮሌጅ**  
**የቱሪዝም ልማት እና ማኔጅመንት ፕሮግራም**  
**የድህረ ምረቃ ትምህርት ክፍል**

ይህ መጠይቅ የተዘጋጀው በአዲስ አበባ የሚገኙ የመንግስት መስሪያ ቤቶች ሰራተኞችን አስተያየት በተመለከተ መረጃ ለመሰብሰብ ነው። በተለይም ደግሞ በጉለሌ ክ/ከተማ አካባቢ በሀገር ውስጥ ቱሪዝም ዘርፍ ተሳትፎ ለማድረግ ተጽእኖ የሚያሳድሩ ሁኔታዎችን በተመለከተ መረጃ ለመሰብሰብ ነው። ከእርስዎ የሚሰበሰበው መረጃ ለትምህርት አላማ ብቻ የሚውል ሲሆን በመሆኑም በቅድሚያ ለሚያደርጉት ትብብር ምስጋናዬን አቀርባለሁ።

**ክፍል 1:-**

1. የሚሰሩበት የመንግስት መስሪያ ቤት .....
2. ሙያ (ኤክስፐርት/አፊሰር፣ የቡድን መሪ፣ የቢሮ ስራ አስኪያጅ ወይም ዋና መስሪያ ቤት ሰራተኛ ጸሀፊ ወዘተ) .....
3. ጾታ (በትክክለኛው ሳጥን ላይ ምልክት ያድርጉ) 
  - 1= ወንድ                       2= ሴት
4. እባክዎ እድሜዎን ይግለጹ (በትክክለኛው ሳጥን ላይ ምልክት ያድርጉ)
  - 1= ከ25 አመት በታች     2= 26-35     3= 36-45     4= 46-55     5= ከ56 በላይ
5. በመንግስት ሰራተኝነት ምን ያህል አመታት ሰርተዋል? (በትክክለኛው ሳጥን ላይ ምልክት ያድርጉ)፤
  - 1= ከ5 አመት በታች             2= ከ5-10 አመት             3=11-15 አመት
  - 4= ከ16-20 አመት             5= ከ20 አመት በላይ
6. የደረሱበት ከፍተኛ የትምህርት ደረጃ የትኛው ነው? (ትክክለኛው ሳጥን ላይ ምልክት ያድርጉ)
  - 1= ማንበብ እና መጻፍ አልቻልንም     2= 1ኛ ደረጃ ትምህርት
  - 3= 2ተኛ ደረጃ ትምህርት ቤት             4= ምስክር ወረቀት             5= ዲፕሎማ
  - 6= ዲግሪ             7= ማስተርስ ዲግሪ እና ከዚያ በላይ             8= ሌሎች -----
7. የጋብቻ ሁኔታ (ትክክለኛ ሳጥን ላይ ምልክት ያድርጉ)
  - 1= ያገባ     2= ያላገባ     3= የፈታ     4= ባል/ሚስት የሞተበት     5= የተለያየ
8. የቤተሰብዎ አባላት ቁጥር ስንት ነው?
  - 1= ነጠላ(1)    2= 2    3= 3 እስከ 5    4= ከ6 እስከ 8    5= ከ9 እስከ 10    6= ከ10 በላይ
9. ወርሀዊ ጥቅል ገቢ
  - 1= ከ5000 ብር በታች    2= ከ5000-10,000 ብር    3= ከ10,000 ብር በላይ







**ክፍል 2:-**

ከዚህ ቀጥሎ የቀረቡት በአዲስ አበባ ኢትዮጵያ የሚገኙ የህዝብ መስሪያ ቤቶች ሰራተኞች በሀገር ውስጥ የቱሪዝም ጉዞ ላይ ለመሳተፍ ተጽእኖ የሚያሳድሩ የተወሰኑ ሁኔታዎች ናቸው። የስምምነትዎን ደረጃ እባክዎ ይግለጹ?

- 1-እጅግ እስማማለሁ 2-እስማማለሁ 3.ገለልተኛ 4.አልስማማም 5-እጅግ አልስማማም

የስምምነትዎን ደረጃ በሰንጠረዥ ቁጥሮች ላይ ምልክት በማድረግ ይግለጹ

	ደረጃ	1	2	3	4	5
1	የመንግስት ሰራተኞች የወር ገቢ ደረጃ በሀገር ውስጥ ቱሪዝም ተሳትፏቸው ላይ ተጽእኖ ያሳድራል					
2	የሰራተኞች የቤተሰብ ብዛት በሀገር ውስጥ ቱሪዝም ተሳትፎ ላይ ተጽእኖ አለው					
3	የሰራተኞች የጋብቻ ሁኔታ በሀገር ውስጥ ቱሪዝም ተሳትፎ ላይ ተጽእኖ ያሳድራል።					
4	የመንግስት ሰራተኞች በሀገር ውስጥ ቱሪዝም ጉዞ እንዳያደርጉ ተጽእኖ ያደርባቸዋል።					
5	የመንግስት ሰራተኞች ስራ ልምድ በሀገር ውስጥ ቱሪዝም ተሳትፎ ላይ ተጽእኖ አለው።					
6	የሰራተኞች የትምህርት ደረጃ በሀገር ውስጥ ቱሪዝም ተሳትፎ ላይ ተጽእኖ አለው።					
7	ጾታ በሀገር ውስጥ ቱሪዝም ተሳትፎ ላይ ተጽእኖ አለው					
8	የሰራተኞች እድሜ በሀገር ውስጥ ቱሪዝም የጉብኝት ተሳትፎ ላይ ተጽእኖ አለው					
9	ከፍተኛ ገቢ ያላቸው ብቻ ናቸው በሀገር ውስጥ ቱሪዝም ተሳትፎ ማድረግ የሚችሉት					
<b>በሀገር ውስጥ ቱሪዝም ላይ ለመሳተፍ የእድሜ ደረጃ ያለው ተጽእኖ። የስምምነት ደረጃዎን ይግለጹ።</b>						
10	እድሜያቸው ከ18-30 የሆኑ ወጣቶች ከሌሎች ሰዎች ይልቅ በሀገር ውስጥ ቱሪዝም ጉብኝት ላይ የመሳተፍ ዝንባሌ አላቸው።					
11	እድሜያቸው ከ31-40 የሆኑ ሰዎች ከሌሎች ሰዎች ይልቅ በሀገር ውስጥ ቱሪዝም ጉብኝት ላይ የመሳተፍ ዝንባሌ አላቸው።					
12	እድሜያቸው ከ41-50 የሆኑ ሰዎች ከሌሎች ሰዎች ይልቅ በሀገር ውስጥ ቱሪዝም ጉብኝት ላይ የመሳተፍ ዝንባሌ አላቸው።					
13	እድሜያቸው ከ50 አመት በላይ የሆኑ ሰዎች ከሌሎች ሰዎች ይልቅ በሀገር ውስጥ ቱሪዝም ጉብኝት ላይ የመሳተፍ ዝንባሌ አላቸው።					

ከዚህ ቀጥሎ የቀረቡት የህዝብ መስሪያ ቤቶች ሰራተኞች በሀገር ውስጥ የቱሪዝም ጉዞ ላይ ለመሳተፍ ተጽእኖ የሚያሳድሩ አመለካከት፣ ዝንባሌ እና ምርጫ ዝርዝር ናቸው። የስምምነትዎን ደረጃ እባክዎ ይግለጹ?

1. እጅግ አስማማለሁ 2. አስማማለሁ 3.ገለልተኛ 4.አልስማማም 5. እጅግ አልስማማም

የስምምነትዎን ደረጃ በሰንጠረዥ ቁጥሮች ላይ ምልክት በማድረግ ይግለጹ

	ደረጃ	1	2	3	4	5
1	በሀገር ውስጥ ቱሪዝም ጉዞ ላይ ተሳትፎን የበለጠ ማዳበር ያስፈልጋል።					
2	በቱሪዝም ክበቦች ላይ የሰራተኞች ተሳትፎ በሀገር ውስጥ ቱሪዝም ተሳትፎ ላይ የራሱ የሆነ የተሳትፎ ፍላጎት እንዲጨምር አስተዋጽኦ ይኖረዋል።					
3	በሀገር ውስጥ ቱሪዝም የሀገር ውስጥ ባህል እና ወግን ለመጠበቅ ያግዛል።					
4	በሀገር ውስጥ ቱሪዝም ጉብኝት ላይ ተሳትፎ ለማድረግ በርካታ ጊዜን እና ገንዘብን እንዲሁም ጥረትን ይፈልጋል።					
5	ከሌላ ቦታ ይልቅ በሀገር ውስጥ ቱሪዝም መስህቦች መሄድ እጅግ ያስደስተኛል።					
6	የሀገር ውስጥ ቱሪዝም መዳረሻ ከሌሎች ቦታዎች ይልቅ ደህንነታቸው የተጠበቀ ነው።					
7	የሀገር ውስጥ ቱሪዝም በአካባቢ ነዋሪዎች ላይ ያልተፈለገ ተጽእኖ ያሳድራል።					
8	የሀገር ውስጥ ቱሪዝም ላይ ጉዞ የማድረግ ፍላጎት አለኝ።					
9	ዘና ማለት ህይወቴን ሙሉ ያደርገዋል።					
10	በቱሪዝም መዳረሻዎች ያሉት አገልግሎቶች ጥራት የተሻሉ የሆኑት በሀገር ውስጥ የተሻለ የቱሪዝም አሰራር ያለ በመሆኑ ነው።					
11	የሀገር ውስጥ ቱሪዝም ማእከላት ለሰራተኞች ዋጋቸው የሚቀመስ አይደሉም።					
12	በሀገር ውስጥ ቱሪዝም ላይ መሳተፍ ለመንግስት ሰራተኞች ጥቅም የለውም።					
13	የሀገር ውስጥ ቱሪዝም ልምድ ራስን ለማግኘት እና ዘና ለማለት ሁነኛ መንገድ ነው					
<b>ለ. የሀገር ውስጥ ቱሪዝም ተሳትፎ ላይ ተጽእኖ የሚያሳድር የመንግስት ሰራተኞች አመለካከት</b>						
14	የመንግስት ሰራተኞች የሀገር ውስጥ ቱሪዝም ላይ ያላቸው አመለካከት የሀገር ውስጥ ቱሪዝም ላይ ለመሳተፍ ተጽእኖ ያሳድራል።					
15	የመንግስት ሰራተኞች የሀገር ውስጥ ቱሪዝም ላይ መሳተፍ እና ጥቅሙን መረዳት አለባቸው።					
16	የመንግስት ሰራተኞች የሀገር ውስጥ ቱሪዝም ላይ ያላቸው የመዘናኛ አመለካከት የሚበረታታ ነው።					
17	የመንግስት ሰራተኞች በኢትዮጵያ ጉብኝት ለማድረግ እና ለመዘናኛ ያላቸው ዝንባሌ አዎንታዊ ነው።					

18	የመንግስት ሰራተኞች በኢትዮጵያ ጉብኝት ለማድረግ እና ለመዝናናት ያላቸው ዝንባሌ አሉታዊ ነው።					
19	የሀገር ውስጥ ቱሪዝም ለአካባቢ ማህበረሰብ የስራ እድል ይፈጥራል፤					
20	የመንግስት መስሪያ ቤት ሰራተኞች የሀገር ውስጥ ቱሪዝም አማካኝነት ሀገራቸውን እንዲጎበኙ ይበረታታሉ፤					
21	በመንግስት ሰራተኞች ዘንድ ያለው የመዝናኛ አመለካከት ሰራተኞቹ የሀገር ውስጥ ቱሪዝም ላይ እንዳይሳተፉ ይገድባል።					
22	የሀገር ውስጥ ቱሪዝም የደህንነት እና ወንጀል ችግሮችን ይፈጥራል፤					
23	የሀገር ውስጥ ቱሪዝም ከቤት ውጪ የሚደረግ የመዝናኛ እንቅስቃሴ እድልን ይቀንሳል።					
24	የሀገር ውስጥ ቱሪዝም ሕይወት አስደሳች እንዲሆን ያደርጋል፤					
25	የሀገር ውስጥ ቱሪዝም አሁንም ቢሆን ለኢትዮጵያውያን እንግዳ ሀሳብ ነው፤					
<b>ሐ. የመንግስት ሰራተኞች የሀገር ውስጥ ቱሪዝም ላይ ያላቸው ተሳትፎ ላይ ያላቸው ዝንባሌ</b>						
26	የራሴን ጉዞ ማቀድ እና የተወሰኑ ዋና ዋና የሀገር ውስጥ ቱሪዝም ቦታዎችን መጎብኘት እመርጣለሁ፤					
27	እንደ ትራንስፖርት፣ ማረፊያ፣ ኤሌክትሪክ ሀይል፣ ኢንተርኔት እና ሞባይል ስልክ አገልግሎት ያለባቸውን ቦታዎች መጎብኘት እመርጣለሁ።					
28	እንደ የስነ ጥበብ ሙዚየም ጋለሪ እና ሌሎች አገልግሎቶችን የሚጎበኙ ቦታዎችን መጎብኘት እመርጣለሁ፤					
29	የሀገር ውስጥ ምግብ እና ባህላዊ ምግብ ያለበትን ቦታ መጎብኘት እመርጣለሁ፤					
30	እንደ ስፖርት እና የባህል ፌስቲቫል የመሳሰሉ ዝግጅቶች ያሉበትን የሀገር ውስጥ ቱሪዝም ቦታዎች መጎብኘት እመርጣለሁ።					
31	እንደ ምሽት ክብብ እና ኮንሰርት የመሳሰሉ ዝግጅቶች ያሉበት የሀገር ውስጥ ቱሪዝም ቦታን እመርጣለሁ።					
32	የመገበያያ ቦታ ያለበት የሀገር ውስጥ ቱሪዝም ቦታን እመርጣለሁ።					
33	በራሴ ገቢ ላይ የተመሰረተ የጉብኝት ቦታ የመጎብኘት ፍላጎት አለኝ፤					
34	የአገር ውስጥ የቱሪስት መዳረሻ ቦታዎችን በተመለከተ ብዙ እውቀቱ የለኝም					
35	ከሀገር ውስጥ ቱሪስት ይልቅ የውጭ ሀገር ቱሪስት መሆን እፈልጋለሁ።					

## Appendix2

### Section 2.

#### Questions for interview

1. Public Sector Office \_\_\_\_\_
2. Sex: \_\_\_\_\_
3. Age: \_\_\_\_\_
4. Marital Status: \_\_\_\_\_
5. Educational Status: \_\_\_\_\_
6. Experience as public employee: \_\_\_\_\_
7. Do you know anything about domestic tourism? If you know how and what you know about domestic tourism please explain?
8. How much visiting time are you allowed per year?
9. Do you think that visitors can get enough information and easily understand about domestic tourism?
10. How do you evaluate the public sector employees' participation in domestic tourism travel? Please elaborate?
11. Would you mention the factors that may affect employee's participation in domestic tourism?
12. How the following socio economic and environmental factors affect public sector employees' participation in domestic tourism practices
  - A= Demographic issues or factors
  - B= Economic issues
  - C= Social-cultural issues
  - D= Environmental issues
13. How do you evaluate the public sector employees' perception, attitude and preference on domestic tourism? Explain it?
14. From your experience, who are the dominant people (in terms of gender, age, marital status level of education, income, occupation, family size work experience, etc) actively participating in domestic tourism practices?
15. What do you think are the reasons for the underdevelopment of domestic tourism practices in Ethiopia in general and Addis Ababa in particular?

**Thank you for your time and participation in this study!**

## ክፍል 2

### የቃለመጠይቅ ጥያቄዎች

1. የመንግስት ዘርፍ መስሪያ ቤት: \_\_\_\_\_
2. ጾታ: \_\_\_\_\_
3. ዕድሜ: \_\_\_\_\_
4. የትዳር ሁኔታ: \_\_\_\_\_
5. የትምህርት ሁኔታ: \_\_\_\_\_
6. የመንግስት ሠራተኛ በመሆን ያለዎት ልምድ: \_\_\_\_\_
7. ስለአገር ውስጥ ቱሪዝም የሚያውቁት ነገር ይኖራልን? ስለአገር ውስጥ ቱሪዝም ሁኔታ እና ምንነት የሚያውቁት ነገር ካለ እባክዎን ያብራሩ?
8. በዓመት ለጉብኝት የሚፈቀድልዎት ጊዜ ምን ያህል ነው?
9. ጎብኚዎች በቂ የሆነ መረጃ ሊያገኙ የሚችሉ እና ስለአገር ውስጥ ቱሪዝም በቀላሉ የሚገነዘቡ ይመስልዎታል?
10. በአገር ውስጥ ቱሪዝም ጉዞዎች የመንግስት ዘርፍ ሰራተኞችን ተሳትፎ እንዴት ይመዘኑታል? እባክዎን ያብራሩ?
11. ሠራተኞች በአገር ውስጥ ቱሪዝም ያላቸውን ተሳትፎ ሊያውኩ ይችላሉ የሚሏቸውን ነገሮች ሲዘረዝሩልን ይችላሉ?
12. የመንግስት ሰራተኞች በአገር ውስጥ ቱሪዝም ውስጥ ያላቸውን ተሳትፎ የሚያውኩ [ተፅዕኖ የሚያሳርፉ] የሚከተሉት ማህበራዊ ኢኮኖሚያዊ እና አካባቢያዊ ጉዳዮች ሥራቸው እንዴት ነው:  
ሀ = ዲፕሎማሲያዊ ጉዳዮች  
ለ = ኢኮኖሚያዊ ጉዳዮች  
ሐ = ማህበራዊ-ባህላዊ ጉዳዮች  
መ = አካባቢያዊ ጉዳዮች
13. የመንግስት ዘርፍ ሰራተኛ ስለአገር ውስጥ ቱሪዝም ያላቸውን እሳቤ፣ አመለካከት እና ምርጫ እንዴት ይመዘኑታል?
14. እርስዎ ካለዎት ልምድ በመነሳት በአገር ውስጥ ቱሪዝም ዘርፍ በንቃት የሚሳተፉ ቀዳሚ የሚባሉት ሰዎች (በዕድሜ፣ በትዳር ሁኔታ፣ በትምህርት ደረጃ፣ በገቢ፣ በሥራ፣ በቤተሰብ መጠን፣ በስራ ልምድ፣ ወዘተ) እነማን ናቸው?
15. በኢትዮጵያ ውስጥ በሰፊው እና በተለይ ደግሞ በአዲስ አበባ የአገር ውስጥ ቱሪዝም ለማደግ ያልቻለበት ምክንያት ምን ይመስልዎታል?

በምርምሩ ስለተሳተፉ እና ስለጊዜዎ እና መሳግናለን!