

**A STUDY ON CONFERENCE TOURISM CHALLENGES AND
PROSPECTS IN ADDIS ABABA, ETHIOPIA**

BY
Kalleab Belachew

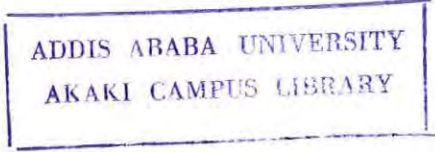


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APPROVAL



This thesis titled A CASE STUDY ON CONFERENCE TOURISM CHALLENGES AND PROSPECTS IN ADDIS ABABA, ETHIOPIA by Kalleab Belachew. It has been read, moderated and approved by my Advisor as meeting the requirements of the Collage of Development Studies, in partial fulfillment for the award of Master in Tourism and Development.

CDr. J. Thirubhuvan [Signature] 26/11/12

Dr. J. THIRUBHUVAN Signature Date
(Advisor)

Internal Examiner [Signature] Date

DR. K. DEVARAJ [Signature] 26/11/12
External Examiner Signature Date



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ACRONYMS

AACA	Addis Ababa City Administration
AACTB	Addis Ababa Culture and Tourism Bureau
ARCCH	Authority for Research and Conservation of Cultural Heritage
AU	African Union
CVB	Convention and Visitor Bureau
EU	European Union
FASC	Federation of African Societies of Chemistry
GTP	Growth and Transformation Plan
HAPI	Horn of Africa Press Institute
ICASA	International Conference on AIDS and Sexually Transmitted Infections in Africa
ICCA	International Congress and Convention Association
IGOs	Inter governmental organizations
MoCT	Ministry of Culture and Tourism
MoE	Ministry of Education
MoFA	Ministry of Foreign
MoFED	Ministry of Finance and Economic Development
MoH	Ministry of Health
MPI	Meeting Professional International
NGO	Nongovernmental originations
PASDEP	A Plan for Accelerated and Sustained Development to End Poverty
TVET	Technical and Vocational Educational Training
UN	United Nations
UNCC	United Nations Conference Center
UNECA	United Nations Economic Commission for Africa
UNEP	United Nations Environment Program
UNESCO	United Nations Educational Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
WB	World Bank
WTTC	World Tourism and Travel Council

ABSTRACT

Ethiopia's capital Addis Ababa has been hosting important conventions concerning Africa since 1960s onwards consequently. In spite of this long history of its existence conference tourism remains under developed. Hence, the major objective of the study is to find out the challenges and opportunities of conference tourism development in Addis Ababa. To achieve this objective quantitative and qualitative case study method, and random and purposive sampling techniques were employed for both questionnaire and interview data gathering instruments. Based on the data collected the major challenges with regard to conference tourism development in Addis Ababa are; absence of appropriate structure and organization for tourism sector; insufficient conference facilities and service providers, lack of professionalism and weak human resource development in the sector and absence of pre and post conference activities.

Key Words: Conference tourism, pre and post conference activities

CHAPTER – I INTRODUCTION

1.1. Background of the Study

Ethiopia is located in the Horn of Africa and has a land mass of about 1,133,380 square kilometer. According to CSA (2007) estimation the country has a population of 77.1 million. The country is endowed with unique natural and cultural heritages such as rich flora and fauna, archaeological and Paleontological resources (MoFA, 2009).

The capital city Addis Ababa was founded in 1886 by Emperor Menelik II. Though the city founded earlier actual settlement had not begun until 1892. Among other reasons was delay in the construction of *gebbi* palace. Thus, with the finalization of the palace soldiers and other servants of the king started to settle in and round the palace (Bahru, 2005). This was how settlement in Addis Ababa began. Addis Ababa foundation also concedes with the modernization attempt of emperor Menilek II and expansion of Ethiopia's foreign relations with the outside world (Nebyou, 2007).

According to Ritchie and Crouch (2003) urban centers have become an important source of tourist attraction. Since cities are endowed with physical infrastructures, cultural and natural attractions which can cater tourist's interests (Haven-Tang and Jones, 2009). Among the tourism potential of Addis Ababa includes conference tourism and the capital has been hosting numerous international meetings concerning Africa. This gives conference tourists the opportunity which they could not get in other places. According to Addis Ababa culture and tourism commission (2007) the city is gifted with natural and manmade attractions. The city is surrounded by six mountains such as Entoto, Wochecha, Yerer, Furi, Ziqualla, and Menagesha. And around 250 birds' species roaming freely, indigenous plants, hot spring water, around 150

historical buildings and monuments, cultural and religious festivals and other attractions. Moreover, Addis Ababa situated 2400 meters of elevation above sea level making the city 3rd elevated city in the world. This gives Addis Ababa to enjoy a mild mean annual temperature around 16 C°. In addition to this, Addis Ababa has a long track record of accommodating conference and other types of tourism and has been appreciated as its dwellers for its peace loving dwellers. Thus, the city is also easily accessible from any part of the world. For instance, Ethiopian airlines (2012), a national flag carrier, alone has connected Addis Ababa with 43 cities in Africa, 17 cities in Gulf, Middle East and Asia and 9 cities in Europe and North America. As a result of this, Addis Ababa is serving as a hub in the Eastern Africa.

Addis Ababa was brought to the international community with the opening of European and Northern American embassies in the 1900s. Furthermore, what had increased Addis Ababa's prominence within the international community was the existence of two organizations. These are; United Nations Economic Commission for Africa (UNECA), established in 1958 and Organization for African Unity (OAU) present African Union (AU) established in 1963. Since then Addis Ababa has been serving as the seat of various regional, continental, international organizations and over 120 diplomatic missions are in existence (**Fikru, 2007**). For this reason Addis Ababa is pronounced as the diplomatic capital city of Africa. Hence, making the city as a place where international community convenes.

Among the prime attractions for business tourists visiting Addis Ababa is for its conference tourism potential. According to MoCT (2012), from 2006-2010 a total of 1,828,149 inbound tourists had visited the country from which 157,264 were conference tourists 8.6%. From this one can infer that business tourism has emerged as one of new economic resources in the country.

1.2. Statement of the Problem

Since 1960s Ethiopia's capital Addis Ababa has been hosting important conventions concerning Africa. In spite of this long history of its existence, sufficient studies were not conducted in the advantages and disadvantage of conference tourism in Addis Ababa. Moreover, globally also conference tourism is novel and among un-researched fields of study. Adding to this there is also limited literature concerning conference tourism in Africa.

Addis Ababa has enormous potential in becoming as one of the leading continent's conference destination concerning Africa. However, according to ICCA (2011), report Addis Ababa was ranked in international conference tourism market as 9th in Africa and 197th globally (**ICCA, 2011**). Therefore, among other reasons for under performance of the sector are related with insufficient conference facilities and related services in the city. Adding to this absence of both skilled professionals and semi skilled personals in this vibrant industry has negatively impacting on the competitiveness of Addis Ababa as one of the important convention centre in Africa.

Among the diverse benefits of conference tourism these are pre tours and post tours in and around urban centers. Hence, there is an agreeable trend among convention planners while deciding to select a prospective meeting place as one of the elements they viewed are, a type of attractions or entertainment at the destination (**Richard, 1999**). Adding to this, in 2003 Addis Ababa tourism commission had conducted market assessment, from conference participants who attended in UNCC (United Nations Conference Center) about 64% have an interest to visit the city's cultural, historical, natural attractions (**Masresha, 2003**). However, conference planners in the city, AU and UNECA failed to make city tour as a part of conference program. As a result,

there is an awareness problem among these pertinent bodies about the importance of making city tour as one part of their program.

Various social sciences disciplines have attempted to find out how individuals make purchasing decisions. This set of knowledge in particular is critical for tourism destinations since it helps them to explain and forecast the purchasing behavior of tourists (**Chon and Yoo, 2008**). For the same reasons understanding meeting participation behaviors of association members plays a vital role in conference tourism development. Because it creates a mutual benefit for those who actually organize the conferences a well attended meeting and bringing multiple benefits for conference destinations (**Back and Lee, 2007**). As a result it will provide vital information for policy makers and those who provide different services to be responsive to the needs of conference tourists.

1.3. Objective of the Study

1.3.1 General Objective of the Study

The general objective of this research is to find out the challenges and opportunities of conference tourism development in Addis Ababa.

1.3.2 Specific Objective of the Study

The specific objective of the research is to;

- assess the opportunities of conference tourism for Addis Ababa.
- identify the bottleneck of conference tourism development in Addis Ababa.
- assess the role of the government, international organizations and private sector in conference tourism development in Addis Ababa.
- examine attributes influencing conference attending decision-making process in Addis Ababa.

1.3. Research Questions

1. What comparative advantages does Addis Ababa have for conference tourism development?
2. What are the threats and challenges of conference tourism development in Addis Ababa?
3. What is the role of the stake holders in conference tourism development in Addis Ababa?
4. Which factors influencing conference attending decision-making process among conference tourists?

could bring direct and indirect benefits to the destinations. Quite often conference attendants in such events would be accompanied by their spouses. As a result it could bring multiple benefits for the conference destination.

1.6. Limitation of the Study

Despite Addis Ababa long history in hosting important international conference concerning Africa still significant research has not been done. As result of this my research would be an exploratory research in giving the general picture on the challenges and opportunities of conference tourism in Addis Ababa. In addition to this the conference tourism is affected by a lack of reliable statistical data due to the fledgling nature of the industry and absence of tourism satellite account. This in turn has affected to conduct market trend analysis and to truly understand the status of the conference tourism in Addis Ababa.

1.7. Organization of the Study

A study on has five chapters, the first chapter deal with introduction, statement of the problem, objective of the study. While in the second chapter important literatures concerning conference tourism industry have been reviewed. The third chapter has dealt with methods and methodologies which had been employed to collect data. Then the forth chapter has dealt with the already collected data analyzing, interpretation. Finally, the fifth chapter, on the basis of the findings conclusions and recommendations are forwarded.

Although they are collected under the same industry, utilize the same resources and even sometimes overlap but they differ among themselves. However, planners and service providers in each field attempt to full fill the needs of their clients by providing them with the necessary facilities and services (**Ladkin, 2006**). According to MICE talk magazine, the economic contribution of MICE tourism worldwide is estimated about 82.8 billion per year and it is responsible for over three million jobs (**Narasimhan, 2010**).

Quite often business tourists conduct their affairs in urban centers. Thus, in many ways it can complement leisure tourists by avoiding seasonality. According to UNWTO by 2020 the number of tourists' globally will reach 1.6 billion. Thus, urban tourism expected to gain a significant growth in the stated period. This is directed by interrelated factors, economic, social and changes in together with tourist behavior (**Page, 2009**).

2.4. Conference Tourism

Though it is a recent phenomenon the *conference industry* is a vibrant industry witnessing rapid growth globally. The origins of conference tourism can be traced to Europe and North America. There are different terminologies referring to conference industry like 'summit', 'meeting', 'conference', 'assembly', 'convention', 'congress', 'briefing', 'training' and others. Despite the fact that they have the same objective but their arrangement and focus area are quite distinct. Scholars have attempted to state their deference on the bases of length of stay; number of participants; issue of concern; and what kind of pre conference and post conference activities included (**Rogers, 2008**). However, there is a popular opinion that the term conference meant to describe all types of association and corporate meeting that constitute this dynamic industry (**Seekings, 1984**).

Conference tourism is one core part of business tourism *and* it refers to “all those activities associated with planning, travel to and participation in conferences and meetings, both domestic and international” (**Ladkin, 2006**). Furthermore, these conference participants use amenities of tourism industry at the destinations which are situated outside of the conference centers (**Horner and Swarbrooke, 2001**)

Conference tourism is among the fastest growing tourism sectors and witness huge investments across the globe which Ethiopia is no exception. According to 2010 ICCA statistics, Africa share of global conference industry is around 3.1%. Currently there are around 32 convention destinations are present in Africa. The most dominant countries being with the number of meeting they host in 2010 were; South Africa (86); Egypt (35), Kenya (27); Morocco (25); Tunisia (20), Ghana (9); Nigeria (9); Senegal (9) and Ethiopia (8) (**Elzinga, 2011**).

2.4.1. Challenges of Conference Tourism

Conference tourism is a delicate business by its nature whose market is characterized by cyclical and highly vulnerable to changes that happen in the business atmosphere, for instance, terrorism, economic recession, environmental concerns and others (**Ladkin and Weber, 2005**). According to Future Watch 2009, due to global economic recession both meeting planners and suppliers expect a decrease in meetings which will be conducted worldwide. For instance, corporate meetings planners made 17% cut from their budget while, association meetings planners and government planners made 12% and 10% budget deductions respectively. Thus, there will be also 3% reduction in attendance per meeting in Middle East, Europe and Africa (**MPI, 2009**). Furthermore, tourism and travel have been seriously distressed by the emergences of pandemic diseases (**UNWTO, 2009**). Since conference tourism requires movement of people it is affected by the same circumstances.

Understanding the demand and supply side of conference tourism industry is quite important for the success of this dynamic sector. On one hand, predicting a demand on the side of government and public sector spending huge investment for conference tourism. On the other hand, the supply side of conference tourism industry is highly dominated by the developed world. Among other reasons; the headquarters of international organizations are situated in the developed world, they have sufficient infrastructure, effective marketing intelligence accompanied by tourism satellite account so as to make a reliable decision making process **(Rogers, 2008)**.

Moreover, there is a fierce competition among developed destinations and emerging ones to develop this sector because it brings low carbon print, high expenditure and socially conscious tourists. This fact is much more exacerbated by intense investment in infrastructure, marketing, and human resources. Consequently, not only construction of various infrastructures that could accommodate this dynamic industry but also maintaining them and assuring return on investment becomes a real challenge **(Ladkin and Weber, 2005)**.

Conference by definition involves and is all about people. Therefore those people who are working in conference tourism circle must demonstrate the following skills such as, interactive ability, sociable with any kind of people, accommodative, team player and others. For this reason trained human resource is critical success for conference tourism **(Rogers, 2008)**. This is because considering the fragile nature of the sector it requires human capacity training from managerial and supervisory to skilled or semi-skilled work forces.

Virtual meeting technologies are developing and evolving at a rapid rate. Hence, they emerge as one of the challenges for future development of conference tourism industry. This is because such technologies have become accessible to everyone and as more people are more acquainted

with such technologies it could eventually reduce the need for face to face meetings (**Ladkin, 2006**).

2.4.2. Opportunity of Conference Tourism

Since 1960s Addis Ababa has been serving as an important convention destination concerning Africa. Thus, Addis Ababa has been a seat of various regional, continental, international organizations and over 120 diplomatic missions are in existence for instance; UNECA, AU, The Federation of African Societies of Chemistry (FASC), Horn of Africa Press Institute (HAPI) and other organizations (**AACA, 2011**). Being headquarters of these organizations Addis Ababa is more likely to host annual meetings concerning these and other organizations.

The government of Ethiopia has acknowledged the role of tourism under the current Five Year Growth and Transformation Plan 2010-2016 (GTP). Under this plan any tourism development has to promote and preserve the different ethnic groups of Ethiopia culture and ways of life and must play as an important tool for reducing poverty in the country. Furthermore, it also insists that tourism development must be sustainable and should benefit the community. This is a clear indication and determination of the government for any type of tourism development including in conference tourism (**MoFED, 2010**).

It was in 2008 Addis Ababa had become a member of ICCA, an organization which was established in 1963 (**AACA, 2007**). Hence, currently this international organization has 900 members and working with 86 countries worldwide (**ICCA, 2010**). To take part in such global network will enable the city to stay connected with conference planners and organizers to consider Addis Ababa as one potential meeting place. Furthermore, to effectively exploit

conference tourism market the government of Ethiopia has planned to establish convention bureau under the MoFA (Markos, 2011).

It is obvious that the major reason why tourists are drawn into Ethiopia is because of its rich cultural and historical heritage. The country has nine internationally recognized world heritage sites these are; Fasil Ghebbi, Gondar Region (1979), Aksum (1980), Rock-Hewn Churches, Lalibela (1978) , Simien National Park (1978), Lower Valley of the Awash (1980), Lower Valley of the Omo (1980), Tiya (1980), Harar Jugol, the Fortified Historic Town (2006), Konso Cultural Landscape (2011). While, Bale Mountains National Park (2008) and Dirre Sheik Hussein Religious, Cultural and Historical Site (2011) were submitted and they are on the tentative list (<http://whc.unesco.org/en/statesparties/et>). In addition to this, Ethiopia is still considered by many tourists as undiscovered destination with its hidden treasures (Abdurrahman, 2007). This in particular creates a comparative advantage for conference tourists while attending their conference an opportunity to visit the cultural and natural heritages of Ethiopia. In 2010 according to Addis Ababa tourism and culture office the total number of foreign tourists who have visited the city was around 154,765 and about 50 % of these tourists stayed 8.1 days. Thus the average spending per a night is 82 dollars by making 51,397,124.4 dollars annually (AACTB, 2011).

Considering accessibility Addis Ababa the nation's capital is well connected by air. According to UNWTO 2004 report Ethiopian air lines was chosen as the best air lines in Africa. Furthermore in December 2011, Ethiopian air line became a third member of Star Alliance in Africa next to Egypt and South Africa. At present the 16 Star Alliance airlines members provide Africa with 750 daily flights to over 110 destinations in 48 countries. Thus, at the global level, 28 Star Alliance airlines members provide more than 21,000 daily flights to 1,290 destinations in 189

countries. This move by Ethiopian air lines not only makes Addis Ababa to be accessed more easily from any part of the world but also reaffirmed Addis Ababa position as hub in the Eastern Africa **(Star Alliance, 2011)**.

In the year 2003-2008, tourist arrivals to Ethiopia grew by a total of 50%. This impressive tourism growth is very much attributed to many factors like the existence of relative peace, democratization, improved international relations and privatization efforts of the government **(EUROMONITOR INTERNATIONAL, 2009)**. Furthermore, according to WTTC, the direct contribution of travel and tourism constitutes 4.6% of Ethiopia's GDP and in 2011 expected to grow around 5.6 % and 3.9% by 2021 **(WTTC, 2011)**. This is a clear indication that tourism has become as one of the important economic power in the country.

In 2011, from December 4-8, Addis Ababa has successfully hosted the 16th ICASA conference and around 10,000 participants have attended this event **(ICASA, 2011)**. This has a clear indication that Addis Ababa has capability to host such magnitude international conferences. In other ways it also confirmed Addis Ababa as diplomatic capital of Africa. At present major Conference facilities and services which can accommodate from small to large events are; UNCC (1435 seats), Sheraton hotel Labella hall (850 seats), Hilton hotel (700 seats), Geion hotel (800 seats), Global hotel (800) and others **(Gellalau, 2002)**. Thus, the millennium hall can host a total capacity 35,000 people **(ICASA, 2011)**. Furthermore, the newly built AU convention center the main conference hall can sit over 2500 people, with 1040 people in the 1st floor balcony, 679 in the 2nd floor balcony and 786 in the 3rd floor balcony. The Center is further equipped with a medium-size conference hall with a capacity of 681 seats **(AU, 2012)**.

2.4.3. Benefits of Conference Tourism

According to Böröcz, tourism considering movement of people it would have an impact on economical, environmental, natural and social effects upon destinations (**Horváth, 2011**). Conference tourism has all rounded benefit to the conference destinations. Since 1980s governments have aggressively promoting event tourism with the hope maximizing generating from the sector (**Aitken, 2002**).

The most obvious benefit of conference tourism is economic one and it has various manifestations. It creates all year round job opportunities by avoiding the seasonality of tourism sector. Hence, this sector has also provides employment opportunities for the skilled work force at the national level (**Meetings and Events Manifesto for Britain, 2010**). Furthermore, conference tourism have high quality, high yield of any leisure tourism. They also complement each other since they utilize the same infrastructure (**Business Tourism Partnership, 2007**). For instance, conference tourist on average per delegate depends on outdoor activities they are engaged spends between \$579 to \$739 or \$222 to \$277 and with an average length of stay between 2.54 nights to 3.55 nights. Furthermore what is more interesting is that this money is spent more on host communities than hotels and other amenities (**Clark, 2005**). As a result it generates more foreign exchange for the destination than any kind of tourism sector. Consequently, it can also bring business for wide range for local business (**Horner and Swarbrooke, 2001**). It also creates renewal opportunities for urban areas and resort areas through developments projects that could benefit both communities at destination and leisure tourists such as conference centers, exhibition centers, air ports and other infrastructures (**Business Tourism Partnership, 2007**). Another outcome of such an event is to build a network, interaction and cooperation among conference attendants whose purpose might be;

strengthening the relationship between local practitioners and researchers, expansion of knowledge and such collaboration would create conducive environment for innovation in areas of science and technology. What's more is that it could also serve as a means to promote local faculty, destination reputation and as a favorable destination for business tourism (**Edwards et al., 2010**). In addition to this it will also create significant condition for foreign direct investment and increased export earnings of conference destinations (**Business Tourism Partnership, 2007**).

Conference tourism has also a social impact on society by contributing its part in "health and wellbeing, education, social diversity, community spirit and civic pride". Furthermore, it can also diversify tourism attractions by either expanding the existing resources or creating new destinations (**Meetings and Events Manifesto for Britain, 2010**). Particularly developing countries considers hosting conferences which have international significance as means to increase their acceptance and prestige within international community (**Rogers, 2008**). Recently, to minimize the environmental hazards of conference tourism there is a shift towards green meetings to assure environmental sustainability. According to MPI (2009) survey 10% of the respondent's argue that there is a move towards green meetings and corporate responsibility to use renewable sources of energy, recycled and environmentally friendly materials and to conduct paperless meetings.

2.4.4. Negative Impacts of Conference Tourism

It is evident that any type of tourism development could bring positive and negative impacts which cannot be avoid at the destination. Such impacts manifest from the fact that intermingling of inbound tourists and local communities who has different social background and values on one hand and spending power on the other (**Archer et al. 2005**).

It is true that events quite often bring considerable economic benefit to the conference destination. Thus, in assessing the impact of events at destination level earlier models Input-output modeling only focuses on the economic aspects by disregarding socio-cultural and environmental impacts for the host communities. As a result such narrow perspective could lead to wrong assumption among policy makers and public funding agencies to effectively implement integrated development. However, Dwyer, Forsyth and Spurr, Blake and Madden have proposed a new model that is, computable general equilibrium modeling. This model gives stress “triple bottom line approach” event impact assessment that encompass environmental, socio-cultural and economical aspects (Forsyth et al. 2007).

According to Davos Declaration Climate Change and Tourism 2007, has acknowledged that climate is main resource for tourism and a sector which is highly affected by changes in the climate. Thus, both UNEP and UNWTO have agreed tourism has an impact on climate change and its contribution towards global warming is estimated around 5% (UNWTO and UNEP, 2008). Among the negative impacts of conference tourism to the climate is pollution, which has various manifestations. The first type of pollution is related with air pollution, which is often released from conference attendant’s vehicles and generators. The second type of pollution is related with the exhaust systems of conference centers and other amenities like air conditioners and dust generated from these areas. The third type of pollution is related with noise pollution which emanates from concentration of conference attendants and their vehicles. The last type of pollution is related with visual pollution which results from “poorly designed centers not compatible with local architectural styles, use of unsuitable building material, use of large and ugly advertising signs and poor maintenance of buildings and landscaping” (www.egyankosh.ac.in/bitstream?123456789/1/Unit-5pdf). Moreover, conference tourism can

cause a short or long-term environmental impact up on the site or location change at the destination (**Musgrave and Raj, 2009**).

Economically, the impact of conference tourism would create a pressure on government funds and subsidy to develop and manage conference facilities and services. As a result it will divert government attention from providing necessary facilities and services to the community into satisfying and meeting business tourist's wants and expectations. Moreover, it would also make pressure on communities to spend many resources to meet the demand of business tourism where it could have created comparative advantage for themselves (**Horváth, 2011**). Furthermore, the problem may arise on the future usage of existing infrastructure is not fully exploited. Hence, this might be worsening by high rise of living standards for local population (**Musgrave and Raj, 2009**).

With regard to social impact of conference tourism has different implication on the host communities. Among the huge concerns and pressure at the destination will be with regard to safety and security. Furthermore, with the expansion of convention centers and other facilities established to cater the needs of the conference tourist will result in the reallocation of local people. Hence, the impact upon the local community would be in the disruption of the livelihoods of the community. What makes it worse is imbalanced distribution wealth (**Musgrave and Raj, 2009**). Another negative impact of conference tourism may result from unnecessary congestion in service delivery and traffic jam for local communities (**Horváth, 2011**). The aggregated result of all this will be hatred about conference tourism and conference tourist.

CHAPTER- III METHODOLOGY OF THE STUDY

3.1. Description of the Study Area

3.1.1. Location and Climate

Addis Ababa the capital of Ethiopia is located at $09^{\circ} 02' N 38^{\circ} 42' E$. The city is geographically situated in the central part of Ethiopia and at an elevation of around 2,440 meter above sea level. Thus, the total area of the city occupies is 220km^2 . Moreover, Addis Ababa is situated among the two important water shades of *Abbay* and *Awash*. The climate of Addis Ababa situated between two of Ethiopia's climatic zones the *Dega* and *Wena dega* (Uhlig, 2003).

There are three important factors that contributed for Addis Ababa being selected as the capital of Ethiopia. These were; the introduction of eucalyptus tree that alleviates fire wood problem for both cooking and energy, the proclamation of legalizing ownership of urban land and the construction of rail way connecting Addis Ababa with the port of Djibouti (Wessling, 2008).

Addis Ababa is the seat of Federal Democratic Republic of Ethiopia and the diplomatic capital of Africa. According to Addis Ababa City Government, Finance and Economic Development Bureau (2002) this metropolitan has three strata of administration; City Government at the top, 10 Sub City Administrations in the Middle, and 116 Woreda's administrations at the bottom.

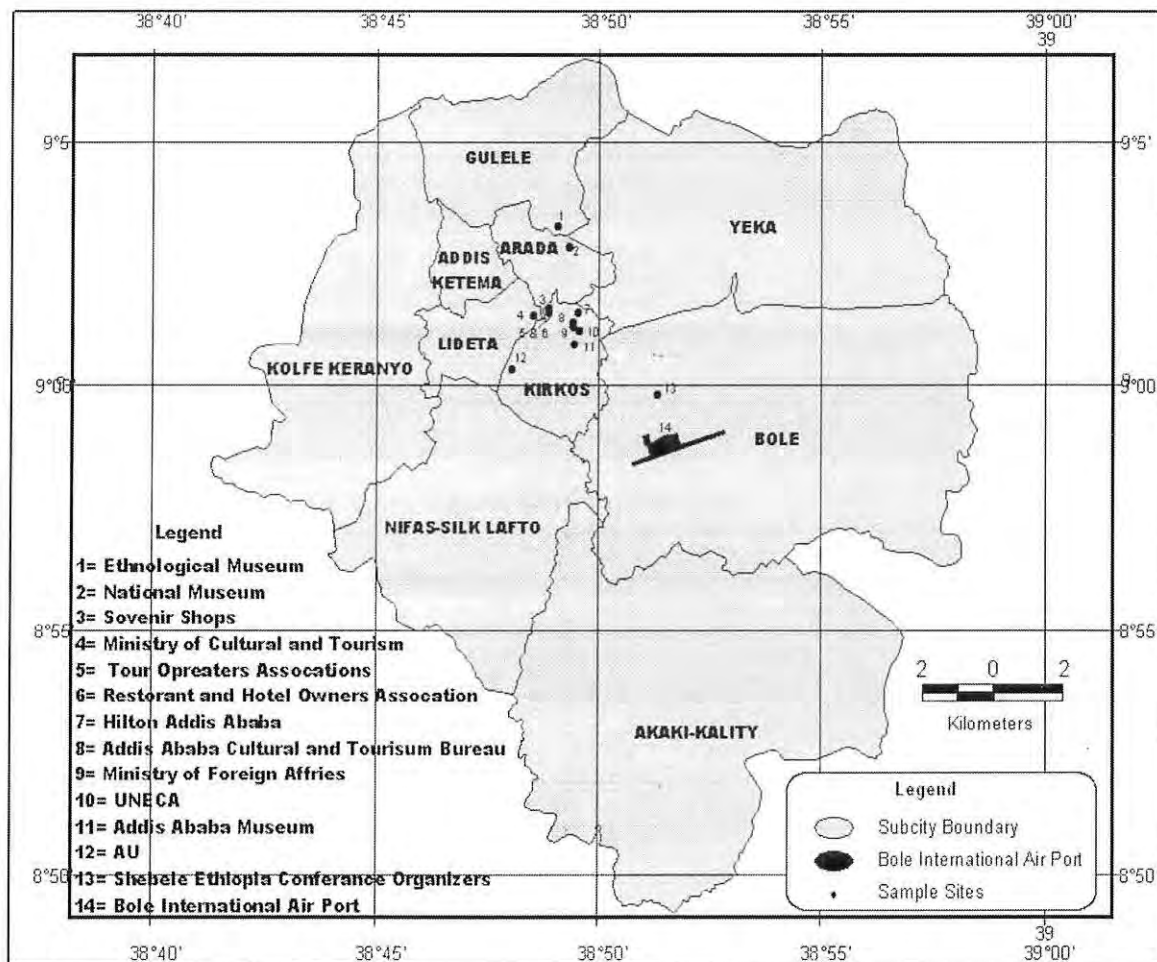
3.1.2. Socioeconomic Background

Addis Ababa just like any other city in the world is basically made up immigrant population. The ethnic composition of the city is made up of around 80 ethnic groups. According to Central Statistical Agency of Ethiopia (2007 estimation) it has a population of 2,738,248. Hence, the dominant ethnic groups in Addis Ababa being; Amhara 47.04 %, Oromo 19.51% %, Gurage 16.34 %, Tigre 6.18 %, Silt'e 2.94%, and Gamo 1.68%. Furthermore, the main languages spoken

in the city includes Amharic 71.0%, Oromiffa 10.7%, Gurage 8.37%, Tigrinya 3.60%, Silt'e 1.82% and Gamo 1.03% (Population Census Commission, 2007).

In 1900s Addis Ababa was basically a consumer city which was dependent on tributes and taxes collected from the country side. At present this cosmopolitan is endowed with diverse economic activities that range from commerce to manufacturing, finance, real-estate and insurance (Wessling, 2008).

Figure No: 2. Map of Addis Ababa with sample sites



Source: Researcher data

3.2. Research Design

A study has employed both qualitative and quantitative descriptive survey. A qualitative method was used in order to gather opinions of different experts who are working in the conference tourism industry circle and get deeper understanding of the research problem. Whereas, quantitative methods are used to assess the overall perceptions and service experiences of conference tourists and those employees who provide different services to conference tourists.

3.3. Research Subjects/Stakeholders

Tourism by its nature is a multidiscipline and has direct and indirect linkage with various economic sectors. Thus, in order to understand this dynamic sector it is important to understand the peculiar characteristics of the tourism industry. These are the tourist, tourism business, the government at the destination and the host community (**Goeldner and Ritchie, 2009**). Therefore it is imperative for any kind of research at least touch these four elements. For this reason the stakeholders for this research are; MoFA; MoCT; ARCCH; AACTB; conference organizers and International conference planners and organizers in AU and UNCC; conference tourists; employees of important convention centers and those who provide direct services to conference tourists have been be assed.

3.4. Sampling Method and Sample Size

Before starting a data collection it is imperative to define a population to make it clearer how a sample for the study is chosen. Consequently, the sampling method for this research is mainly purposive. Hence, the sample population would be consisted of those who occupy highest positions (director and manager) or positions directly related to conference tourism. Furthermore,

these companies and organizations are engaged in international conference tourism in Addis Ababa.

In the beginning of this research the researcher has organized a semi structured interview with tourism professionals. Hence, this method has created conducive environment to obtain general information about business tourism industry in Addis Ababa and discover the expert opinion about the given questions. Furthermore, with the acquired information it has helped the researcher to define the focus of the study, namely the conference tourism, a sector considering its potential which still underutilized in Addis Ababa.

Subsequently, two types of semi structured interviews have been designed. Thus, one of the designed semi structure interviews have been communicated with director and manager of the leading conference organizing companies; hotel convention centers and governmental destination management organizations in Addis Ababa. Moreover these semi structured interviews had been conducted with conference organizer company Shebele Ethiopia conference service ; UNECA; AU; MoFA; MoCT; ARCCH; AACTB; Hilton Hotel. While another semi structured interviews have been be designed to communicate with representatives of hotel and restaurant owners associations, tour operators associations and other business who provides different services to conference tourists. During these interviews more information about the current status of conference tourism have been gathered, which allows the researcher to make initial conclusions and identify certain challenges in the industry. As indicated in Table-1 below indicates that list of interviewed personalities together with their jobs and institutions. Moreover researcher has divided the general interview into three parts which are; Governmental Destination Management Agencies and Professional Association; International Organizations and Tourism Business.

Table No: 1. List of Interviewed Personalities together with their Jobs and Institutions

Institutional Organizations and Professional Association	Interviewee	Interviewee job	Place of employment
	Speaker- A	Head of Tourism Professionals associations	Tourism Professionals Associations
	Speaker- B	Senior officer under Business Diplomacy Directorate	MoFA
	Speaker- C	Tourism professional	AACTB
	Speaker- D	Heritage Inventory, Monitoring and Classification Directorate Director.	ARCCH
	Speaker – E	Coordinator within Tourism Development and Marketing Directorate	MoCT
International Organizations	Speaker – F	Meeting Work Floor Officer	AU
	Speaker- G	Conference Planning Supervisor	UNECA
Tourism Business	Speaker –H	Managing Director	Shebelle Ethiopia Conference organizers
	Speaker- I	Groups, Conferences and Events Sales coordinator	Hilton Hotel Addis Ababa
	Speaker- J	General Secretary	Restaurant and Hotel Owners Associations
	Speaker – K	General Secretary	Tour Operators Associations

Source: Researcher data

Then, two types of structured questioners have been designed in order to asses both conference tourists and employees who are working in conference tourism industry. Thus, the questionnaire will be constructed using 5-point Likert scale which can measure attributes influencing conference decision-making process of conference attendees; frequency of their conference visits; the average length of stay; evaluation of services and facilities and whether they have an interest to visit other parts the country. While the same 5-point Likert scale have been applied for those employees in conference tourism industry in order to assess their perception about conference tourism and challenges they face. For both groups in each of the questions there will be one open ended with one possible answer.

Secondary data supports the information which was obtained during the semi structured interviews; structured questioners; observations have helped to identify patterns or trends

3.5. Data Collection

3.5.1. Data to be collected

Prior to data collection started the objective of the study had been clearly explained. Furthermore, they were told that any information provided by the research subjects will be held confidentially. Hence, the data collection process first started with an interview with governmental destination management institutions, international organizations and service sectors in the city from February 1, 2012 – March 30, 2012. Later questionnaire have been distributed to conference tourists and employees that provide different services to conference tourists from March 1, 2012 – August 30, 2012.

A study on conference tourism challenges and prospects in Addis Ababa has employed both qualitative and quantitative descriptive survey. Hence, the qualitative data has been collected from 11 stake holders that are directly involved in international conference tourism in Addis Ababa about; the trends of business tourism in Addis Ababa in general and conference tourism in particular; comparative destination advantage of Addis Ababa as a conference destination; challenges and opportunities and what channels are they utilizing to exploit conference tourism market. While quantitative data have been collected from inbound conference tourists about; attributes influencing conference decision-making process of conference attendees; frequency of their visit and overall quality of the service provided for them at the destination, whether they have an interest to visit other tourist attractions of the country. While at the same time quantitative data have been collected from employees that provide different services to conference tourists about trends of conference tourism; significance of conference tourism; their perception towards conference tourism. Furthermore, document analyses have been conducted after collecting important sources from MoCT, AACTB and UNCC.

3.5.2. Data Collection Techniques

As instrument of data collection two separate semi structured interviews have been conducted first with tourism professionals and later with tourism destination managers and conference planners; convention centers and hotel convention centers. Then, two separate semi structured questioners have been distributed to conference tourists and leading employees of convention centers and tourist facilities and services. In addition to this, the researcher will also conduct personal observation on how meetings are planned, organized and marketed. Furthermore what roles and responsibilities are expected from destination managers in Addis Ababa, tourism and tourism related business, conference organizing companies and international conference organizations have been assessed. Another task will be document analysis including statistical sources, bulletins, brochures about conference venues, materials, journals, articles, books and other published and unpublished sources.

3.6. Data Analysis

Quite often structured questionnaires and semi-structured interviews are used together in order to substantiate the findings despite their differences in methods of data collection, analysis, and interpretation (**Brown and Harris, 2010**). Basically qualitative researches are conducted in order to acquire detailed information about the research problem. Hence in social sciences qualitative research employs two common ways in order to collect data these are research diaries (or field notes) and interviewing. Thus, according to Woods describes interview as *a conversation with a purpose* (**Woods, 2011**). For this reason the researcher has also employed a semi structured interview as a means of qualitative data collection technique. After carefully recording each sessions had been followed by identifying, coding, and categorizing patterns or

themes that are found in the data. For this reason a semi structured interview have been conducted with 11 prominent institutions in the industry.

The quantitative part of the data had been analyzed with the help of Statistical Package for Social Science (SPSS) Version 16. Hence, from its initial this computerized statistical analysis had been made with simple frequency analysis (Percentage) and descriptive statistics measures (Mean and Standard Deviation). Moreover, the findings from computerized statistical analysis were presented with charts, tables and diagrams. Thus, the structured questioner designed using commonly known 5-point Likert-scale, each having the value of (1) Strongly Disagree, (2) Disagree, (3) Undecided, (4) Agree and (5) Strongly agree. It follows that, the average value was obtained by dividing the sum of each value by the number of rating scale. Therefore the rating or the average value 3 is right in the middle and it indicates neutrality. For this reason if the score is less than 3 it is below the average of agreement, and if the score is greater than 3, the agreement is above average. To be more specific, if the mean falls between 0.5 and 1.49 it is Strong Disagreement, between 1.5 and 2.49 Disagreement, between 2.5 and 3.49 scored Undecided, between 3.5 and 4.49 Agreement and above 4.5 score always Strongly Agree. The level of significant difference is at $\alpha=0.05$, which is the level of 95% confidence interval (2-tailed). Accordingly, the value less than 0.05 ($p < 0.05$) confirms the existence of statistical difference between the responses of the respondents.

CHAPTER – IV FINDINGS AND DISCUSSION

In this chapter the data collected will be discussed by bringing them into six main parts. These are, the current status of business tourism in Ethiopia; the current status of conference tourism in Addis Ababa; respondent's profile; attributes influencing conference decision-making process of conference attendees; assessment of the service sector which has direct linkage with conference tourists; strategies or plans by different stakeholders to attract conference tourism into Addis Ababa as well as the necessary improvements suggested by the interviewees to increase the city competitiveness in international conference tourism.

4.1. Current Status of Business Tourism Industry in Ethiopia

Business tourism is one of the tourism products Ethiopia offers while Addis Ababa plays a magnetic role for the attraction of business tourists. The pivotal rationale for that, among others, is its being a seat of various international, continental and regional organizations. From 2006-2010 a total of 1,828,149 inbound tourists had visited the country from which 457,711 were business tourists that represent 25% inbound tourists (MoCT, 2012). In 2011 in terms of GDP contribution between leisure tourists spending with that of business tourists was 81.2% and 18.8% respectively (WTTC, 2012).

Even though, the center of excellence at present is Addis Ababa recently also other regional cities are also attracting business tourists. To mention but a few, two years ago Hawasa city championed twice for attracting business tourists. Moreover, Addis Ababa and towns of its environs are now increasingly enticing international conferences. Hence, particularly those conferences that are organized together with incentive travels are attracted to *Besftu* and *Adma* cities. The reason behind it might be associated with the existence of resorts and their proximity to Addis Ababa. Recently also even major international conferences are being organized outside

of Addis Ababa. Thus, one example could be an international conference held in Bahar Dar 'Tana high-level forum on security in Africa. It is for the first time such a major international conference being organized outside of Addis Ababa.

From MICE industry the most frequently organized events in Addis Ababa are conferences and conventions. Substantial evidence for that can be in 2011-2012 Addis Ababa has hosted major conferences and conventions such as; 'Innovation Africa on ICT Development', '16th ICASA Conference', '13th World Congress on Public Health', 'World Economic Forum' and 'AU Head of States Summit'. Hence, the nature of these events falls into the categories of conferences and conventions. Next to conferences and conventions, currently exhibitions are also emerging and sometimes as a part of conferences. According to travel and tourism index (2011) the number of international fairs and exhibitions Ethiopia ranked 82 out of 139 countries. Exhibitions are organized mainly by private companies, governmental enterprises and Addis Ababa chamber of commerce. As compared to the fact that the country is being second populous nations in Africa with diversified economic resources exhibitions remains under developed. Exhibitions have a great potential in promoting country image; foreign trade; investment and tourism potentials of the nation. However, despite the importance of MICE industry to accelerate development whether at the city or country level there is no framework set to guiding this sector.

4.2. Current Status of Conference Tourism in Addis Ababa

Despite Addis Ababa's have half a century experience in hosting international conferences but still conference tourism remains a novel industry in Ethiopia. From interviewed personnel there is 100% consensus that the industry has shown a growth for the following reasons.

First, conference tourism development is directly related to the general country's tourism development. According to Travel and Tourism Competitiveness Index 2009 out of 139

countries Ethiopian position in Africa was 31th and 123th globally (Blanke & Chiesa, 2009). While in 2011 Ethiopian rank within Africa has been improved to 18th and globally 122th (Blanke & Chiesa, 2011). Moreover, broadly speaking it is also associated with the socio-politico- economic development of the country. More importantly it is also related with the nature of the government in power and economic policies they follow at different set of time. For instance, during imperial regime the general tourism sector has shown a tremendous development because it had allowed private ownership of property. However, right after the downfall of imperial regime and the country had adopted socialist philosophy which had discouraged the emerging private sector. Then, after 1991 the country has again resorted to free economic principles. As a result the tourism sector, including the conference tourism, has shown a relative growth.

Second, Addis Ababa has served 1960s as a diplomatic seat of UNECA first and later for AU. Undisputedly, these organizations are well known for holding meeting of various kinds at different set of time. Being that the case, the presence of such prestigious organizations has attracted a range of international, continental and regional organizations in the city. According to MoFA (2012) there are 88 embassies and foreign delegations, 8 charge d'affairs and 30 international and regional organizations are present in Addis Ababa. The result of all these things has increased in both potential and actual events being organized in Addis Ababa.

Third, according to IMF (2012) report from 2007-2011 Ethiopian economy has shown an average growth of 11%. This growth has direct and indirect impact on conference tourism industry development in the country. According to Speaker-E;

For instance together with economic growth number of governmental institutions and their functions will be diversified. Consequently, these institutions eventually need trainings and other problem solving platforms.

In the past international conferences the city able to attract is mainly conducted by AU, UNECA and other international organizations. But now local institutions are also attracting international conferences for instance, '16th ICASA Conference' and '13th World Congress on Public Health' was organized by MoH and 'World Economic Forum' by MoFA can be cases in point to validate the assertion. On top of that the economic growth witnessed so far causes the number of professionals in the area to surge. Hence, these professionals will establish their professional associations. Indeed, these also will result the increment of meetings and training programs as they are important to build their capacity.

Forth, after 1991 there is an improvement in both diplomatic relations with the rest of the world and image of the country. As a result the numbers of international organizations and nongovernmental organizations are also growing. For this reason, more and more convention planners are choosing Addis Ababa as a venue for their events. Moreover, the presence of such prestigious regional and international organizations in Addis Ababa has social, economical and political benefits. However, for a long time the country was focusing on socio-political benefits by disregarding the economic benefit. According to Speaker-E;

With the exception of African heads of state summit and some mini meetings other events have been conducted outside of Addis Ababa. However, it does not mean all AU meetings should be held in Addis but if we make an effort we can make 2/3 of it to be held in Addis Ababa

In addition to this currently there is a shift in Ethiopian foreign diplomacy. Previously, Ethiopian embassies missions focused mainly political diplomacy but now business diplomacy has come to the forefront. One of the components of Business Diplomacy is tourism promotion. As a result MoFA and its diplomatic missions abroad are required to promote Ethiopia tourism potentials including conference tourism. Whereas, has argued as conference tourism is blooming globally. Addis Ababa is no exception. Moreover, it is very recently the government has acknowledged conference

In 2007 UNCC had hosted on averages 100,000 delegates per year from which around 75% are from Africa. While the African Union Conference Centre whose occupancy rate was smaller, with an estimated 50,000 arrivals per annum (Coles and Mitchell, 2009). Moreover since AU and UNECA are political partners a new trend is emerging in working together in organizing major events. According to speakers G and H;

For a long time African Finance Ministers used to conduct their meeting twice a year separately each meeting used to be organized by AU and UNECA separately. But now they will meet at once were both AU and UNECA jointly organizing this meeting on rotation basis.

Third, in the past whenever AU conferences are conducted outside of Addis Ababa at the same time its employees used to move with it. However, now due to global economic downturn austerity measures are undertaken by AU to minimize costs. As a result of this majority of AU meetings will be held in its headquarters.

Forth, one of the most crucial elements for successful conference tourism development is safety and security at the destination. Due to relative peace in Ethiopia the country is attracting more and more international conferences. Moreover, compared with other African countries Ethiopia has along track recorded considering safety and security conferences and conference tourists.

Fifth, important conference facilities and services such as international hotels, convention centers and international air port all are concentrated in Addis Ababa. Adding to this the fact that Ethiopian air lines become a member of star alliances has made the city to be easily accessible from any part of the world.

4.3. Respondent's Profile

The quantitative part of this research has two separate data sets. The first group that is inbound conference tourists and has been segmented in terms of sex, age and academic qualifications for both groups and their experiences have been added for employees in the sector. Thus, the characteristics of respondents are indicated in Table-2 and Table-3.

Table No: 2. Characteristics of Sampled Population of Inbound Conference Tourists

Variables	Characteristics of Categories	Respondents	
		Frequency	(%)
Sex	M	160	64
	F	90	36
	Total	250	100
Age	Bellow 30	46	18.4
	30-40	72	28.8
	40-50	94	37.6
	50-60	18	7.2
	Above 60	14	5.6
	Total	244	97.6
Academic qualifications	Certificate	6	2.4
	Diploma	24	9.6
	Degree	94	37.6
	MSC/MA	106	42.4
	PhD	14	5.6
	Other	6	2.4
	Total	250	100

Source: Researcher data

As indicated in the above Table- 2 from the total of 250 questioners' that had been distributed for conference tourists the Male population represents 64% while Female population was 36%. Moreover, in terms of age grouping around 37.6% falls between 40-50 and around 28.8% were between the ages of 30-40. While around 18.4% were bellow the age of 30. Whereas, between the ages of 50-60 and above 60 represent around 7.2% and 5.6% respectively. Furthermore, educational qualifications of sample population were around 42.4 % MSC/MA, 37.6 % Degree, 9.6% Diploma, 5.6%, PhD, 2.4% Certificate and 2.4% had other qualification.

Table No: 3. Characteristics of Sampled population from the Service Sector

Variables	Characteristics of categories	Respondents	
		Frequency	(%)
Sex	M	35	58.3
	F	25	41.7
	Total	60	100
Academic qualifications	Assistance professors	2	3.3
	PhD	5	8.3
	M.A/MBA	4	6.7
	Degree	35	58.3
	Diploma	7	11.7
	Certificate	7	11.7
	Total	60	100
Work Experience	Less than 1	9	15
	1-2	7	11.7
	3-4	9	15
	More than 5	35	58.3
	Total	60	100

Source: Researcher data

As illustrated in the above Table-3 from employees of the service sector that had been surveyed the Male population represents 58.3% while Female's population was 41.7%. Whereas, educational qualifications of employees represent around 58.3% have a degree, 11.7% Diploma, 11.7% Certificate, 8.3 PhD and Assistance professors 3.3%. Moreover, in relation to work experience around 58.3% employees responded that they had been working in the sector for more than five years in the sector. While, those who have worked in between 3-4 years, between 1-2 and less than a year each represent 15%, 11.7% and 15% respectively.

4.4. Analysis of Association Members' Motivations for Conference Participation

One of the objectives of the study is to assess which factors influence conference tourists when they decided to attend meetings abroad. Moreover, using simple descriptive statistics i.e. mean and standard deviations in explaining which factors affect their decisions when they attend. Thus, based on this respondents have identified the following factors as least motivators when

they decide to participate conferences abroad. These are, Desire to get away from routine work (M=3.46, SD= 1.041); Post convention publication (M= 3.38, SD= 1.198); Cultural and historic heritage at the destination (M=3.32, SD= 1.003); Introduction to the next convention (M=3.32, SD=1.003) and finally Spouse and guest program (M=2.16, SD = 1.141). Furthermore, the respondents have also added these three elements as motivators in conference decision making process. These are political decision on location of meetings, Language used and cost of living.

Table No: 4. Attributes Influencing Conference Decision-Making Process

Motivational Factors	Mean	SD
Price level	4.14	0.979
Safety at the destination	4.1	1.167
Availability of direct transport	3.99	0.994
Recommendations	3.92	0.746
Image of a country	3.89	1.062
Proximity to the city center with its recreational infrastructure	3.84	0.845
Extra opportunities available at the destination	3.83	1.096
Weather at Convention Destination	3.8	1.198
Prior knowledge about a country	3.79	0.987
Geographical location	3.78	0.99
Novelty of the convention destination	3.76	0.927
Participation in the social and recreational activities	3.75	1.019
Availability of pre /post conference sightseeing tours and leisure opportunities	3.7	1.156
Opportunity to visit the convention destination	3.68	0.962
Activities provided by convention planners	3.61	1.115
Availability of free time	3.6	0.896
Availability of information about a country	3.52	1.13

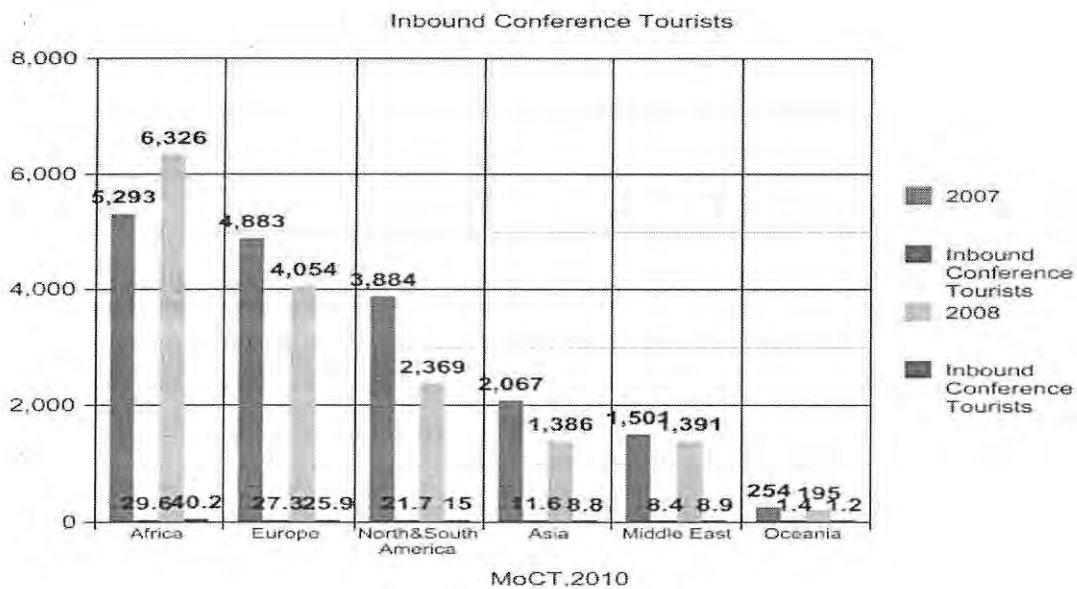
Source: Researcher data

As illustrated in Table-4 below indicates that conference tourists have identified three major elements destination competitiveness and geographical location and accessibility and finally pre and /or post conference activities as a main motivators when they decided to attend meeting abroad.

4.4.1. Conference Tourists Traveling Habits and Traveling Trends

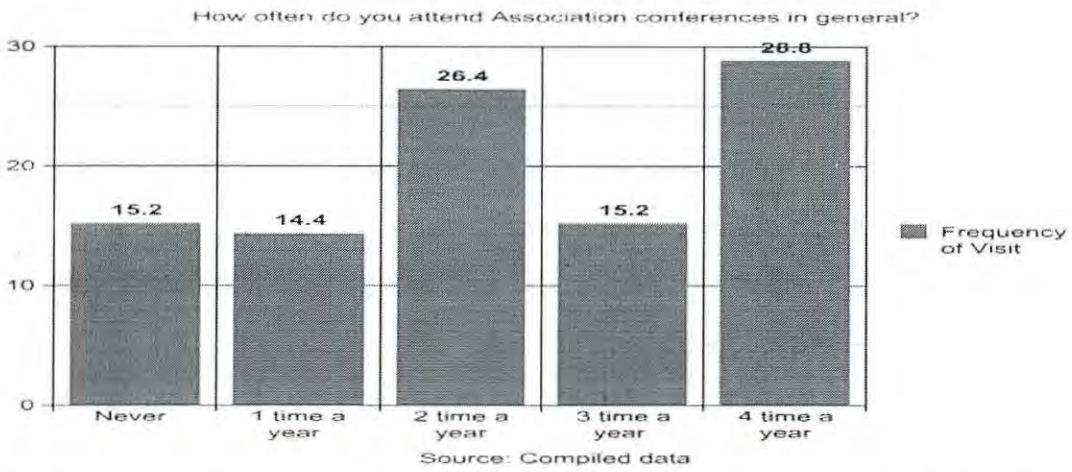
The data which have been collected from conference planners, organizers and convention hotels indicates that majority of international conferences in the city are mainly organized by organizations based in Europe and North America. However, they invite participants mainly from Africa and other parts of the world. In addition to this currently international conferences are also being organized by people from Middle Eastern and East Asian is also emerging.

Figure No: 3. Inbound Tourists by Country of Residence and Purpose of Visit 2007 and 2008



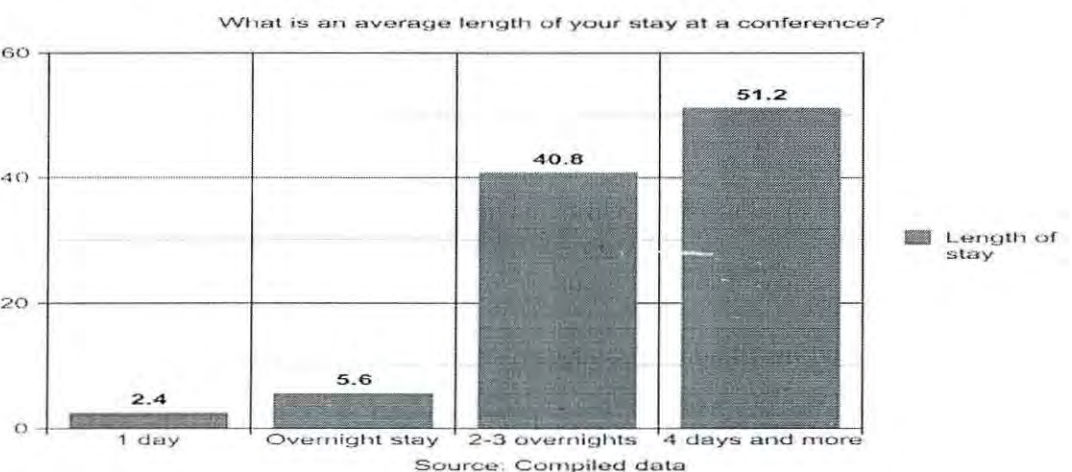
As illustrated in Figure-3 continent wise there are three largest groups with a purpose of attending meetings into Ethiopia being Africans which are followed by Europeans and North and South America. While continents like Asia and Middle East have also substantial market in the sector.

Figure No: 4. Frequencies of Conference Tourists Attending Association Meetings



As illustrated in Figure-4 above around 28.8% of conference tourists respond that on yearly basis they participate international association meetings '4 times and more'. Moreover, around 26% respond that they travel '2 times a year' in order to participate in international association meetings. Whereas, those who say 'never' and '3 time a year' participate in international association meetings each represent 15.2% respectively. Finally around 14.4% state that 'once a year' they travel abroad to attend international association meetings.

Figure No: 5. Average of Length of stay at International Association meetings



As indicated in above Figure-5 around 51.2 % of conference tourists their lengths of stay at the destination were '4 days and more'. Furthermore, around 40.8 % respond that they spend '2-3 days' at the conference destination. While around 5.6% and 2.4 % of conference tourists respond that on average they spend 'over night stay' and '1 day' respectively at the destination.

Table No: 5. Traveling Habits of Conference Tourists

With whom are you traveling into Addis Ababa?	Percentage	Valid percentage	Cumulative percentage
Alone	68.8	68.8	68.8
With spouse	2.4	2.4	71.2
With colleagues	28.8	28.8	100
Total	100	100	

Source: Researcher data

As indicated in the above Table-5 since the travel itself is more business than leisure around 68.8% of conference tourists' travel alone to attend conferences in Addis Ababa. While around 28.8% respond that they were traveling with their colleagues and only 2.4% conference tourists' travel with their spouse.

Table No: 6. Source of information about Ethiopia/Addis Ababa

Source of information about Ethiopia/Addis Ababa	Percentage	Valid Percentage	Cumulative Percentage
Internet	53.6	57.7	57.7
Colleagues	20	21.6	79.3
Friends	4.8	5.2	84.5
Media	14.4	15.5	100
Missing value	7.2	100	
Total	100		

Source: Researcher data

As illustrated in the above Table-6 source of information about the destination was the virtual experience 'internet' that represents 57.7%. Next to internet another source of information about the destination were from their 'colleagues' and 'media' which represent around 21.6% and 15.5% respectively. Finally, around 5.2% of conference tourists sated that they depend on their 'friends' as a source of information.

4.5. Public Private Partnership

Private-public-partnership is an important model for tourism development particularly in developing countries. Furthermore, using this model could help to facilitate for the growing demand to conference tourism facilities and related services in the city. Despite this huge potential so far MoCT had not embarked on any private-public-partnership in developing and expanding of tourism resources in the country (**Asubonteng, 2011**). Moreover, in recent years the private sector is playing an active role particularly in conference tourism development. According to speaker B;

During ICSSA conference sheik Alamoden has spent around 4 million Euros to renovate the millennium hall to accommodate 10000 participants. And also during World Economic Forum the private sectors had paid 3500 Swiss franc (67000 birr) for registration and different organizations had provided assistance for the success of the conference such as horticulture exporters had provided with flower arrangements; coffee exporters had provided with half a kilo for every conference participant about a total of 500 kilogram to the participants and tour operators has also provided their support.

4.6. Green Meetings

Green meetings are those events designed, organized and implemented in a way that minimizes negative environmental impacts and leaves a positive legacy for the host community. This principle includes reducing environmental impacts of meetings; drawing a greening strategy that fits to the regional context; change in how conference venues, accommodations and catering services operates; a change in organizing the meeting; utilization of Local transport and materials which are used for Exhibitions (**UNEP, 2009**).

The country is now on the verge building Climate Resilient Green Economy. For this reason any tourism development including in conference tourism development should be consistent with this policy. Recently there is a positive trend in constricting hotels in and around important conference centers in Addis Ababa. For instance hotels surrounding UNNC and Grand AU hotel

in the premises of AU are some of the examples with this regard. Moreover, there is also a change in the practice of important international conference centers in minimizing the impact on environment. Such practices include making conferences as much as possible paperless meetings by sending soft copies major conference the findings and reports to conference participants. In addition to this in every copier and printer stickers remanding not to waste papers and when necessary to print materials back and front. Thus they are also utilizing conference banners which can be used for multiple times.

4.7. Challenges of Conference Tourism Development in Addis Ababa

All the respondents agree that recently conference tourism has shown a relative progress. However, considering Addis Ababa being the diplomatic capital city of Africa and Ethiopia being the leader in UNESCO heritages in Africa the sector remains underdeveloped. Hence, each respondent have attempted to provide the reason why the sector remains underdeveloped. Moreover, Table-7 below indicates that the performance of conference tourism sector in Ethiopia from the period of 2006-2010.

Table No: 7. Total Numbers of Tourists into Ethiopia and Conference Tourists from 2006-2010

Year	Total number of Tourist Arrivals	Meetings, Conferences and Congresses	%
2006	290,458	40,000	13.8
2007	311,943	17,882	5.7
2008	330,157	15,721	4.8
2009	427,286	47516	11
2010	468,305	36145	7.7
Total	1,828,149	157,264	8.6%

Source: MoCT, 2012

In 2006 from the total of 290,458 inbound tourists who had visited the country the conference tourism market represents around 13.8%. Hence, in the sated period conference tourism had

become the forth motivator for tourists to visit Ethiopia next to vacation, transit and business tourists. Whereas, in the year 2007 conference tourism market shown a sharply declined represents 5.7% from 311,943 inbound tourists who had visited the country. In 2008 the overall international tourism sector was affected by the global economic downturn. The most affected tourism segment in Ethiopia was vacation tourism which had declined by 4.2%. Moreover in 2008 conference tourism continued to decline and it had contributed 4.8% to the overall inbound tourism (MoCT, 2010). Moreover, as indicated in Table-4.6 from 2006-2010 performance of the tourism sector it was in 2009 the largest group of conference tourists visited the country and which constitutes 11%. However, in 2010 despite the growth in the number of inbound tourists' conference tourism had declines in number of conference tourists that represent 7.7%.

Another source of information with regard to the performance of conference tourism globally in general and Addis Ababa in particular is International Congress and Convention Association (ICCA). Despite the limitations ICCA statistics have from the period of 2001-2010 Addis Ababa had hosted a total of 49 international association meetings (See Table-8 below).

Table No: 8. The Association Meetings Market 2001-2010

Addis Ababa's Rank	Year	Total Number Of Meetings Globally	Total Number Of Meetings In Addis Ababa	Percentage
215 th	2001	5262	0	-
	2002	6090	4	0.065
	2003	6294	2	0.031
	2004	7524	0	-
	2005	7825	5	0.063
	2006	8549	7	0.081
	2007	9036	6	0.066
	2008	9610	13	0.135
	2009	9255	4	0.0043
	2010	9120	8	0.887
	Total	78565	49	100

Source: ICCA, 2011

4.7.1. Lack of Commitment and Awareness for Tourism Sector

The general tourism sector is affected by lack of commitment and awareness about the essence of tourism that manifests in both government and Private Sectors. However, the government has a duty to shape the tourism sector through policies and strategies. Even though there are some improvements particularly right after the inclusion of tourism in the PASDEP as a means to poverty alleviation. Hence this plan with regard to tourism development was meant to achieve two important two things. There were for tourism to play as a catalyst to the development of the nation and to make Ethiopia by the year 2020 one of the top ten tourist destinations in Africa (MoFED, 2006). However, if tourism meant to achieve this objective a great deal is expected from the government and its parastatal organizations. For instance, after EPRDF has assumed power the draft tourism policy had to wait for more than 10 years to be ratified in 2009. This in particular has hampered the sector in terms of the attention given for the sector and budget allocated. This in turn has affected the overall development of the sector. In addition to that considering that Addis Ababas potential in conference tourism development still sufficient marketing and promotion have not been done. Currently, there is an interest from the government to develop the conference tourism potential the city has. According to speaker C;

it has been a year since the government announces that it has plan to open a convention office but still it did not happen yet. Hence, the tourism sector requires much attention, concern and appropriate support from the government.

Whereas there is also a problem among the privet sector which failed to understand the market and take advantage of conference tourism development in the city. For instance, there is huge domestic conference tourism market potential in the city but quite often conference tourism is being associated with only international segment. According to Speaker-E,

At one time I remember that when the MoCT recommend hotels to construct conference halls they were only associate it with wedding and other social events.

However, at present those accommodation establishments who have conference halls in the city are generating 30%- 35% of their income from the conference tourism industry. This revenue is not only from sell of conference halls rather from food and beverage, room and other amenities.

Furthermore, those who engaged in tourism business in the city are not visionary. Thus, they only look for quick return by disregarding the country's image or their contribution to the tourism industry or making reasonable profit through time. In addition to this, they don't consult or even hire professionals on the initial phase or even after they start operation. Thus, the outcome of all these things will be service dissatisfaction in any kind of tourism development.

4.7.2. Absence of Structure and Organization for the Tourism Sector

According to Travel and Tourism Competitiveness Index 2011 Ethiopia's travel and tourism regulatory frame work had been ranked the lowest rank 132 out of 139 countries (**Blanke & Chiesa, 2011**). This is a general indication that the tourism sector lacks appropriate structure and organizational arrangements.

Among the principle actors in attracting international conferences into destination are Convention and Visitor Bureau (CVB). CVB is generally a nonprofit organization that represents all travel and tourism suppliers at the destination. CVB work to bring meetings, conferences, conventions, movie shoots, sports and entertainment events to their city (**Tinnish, 2007**). However, from interviewed institutions there is a 100% conscience on international conferences Addis Ababa so far had been attracted only by the virtue of international organizations mainly by AU and UNECA. What made it worse is that absence of national strategic plan concerning MICE in general and conference tourism in particular. This has created confusion in the overall management of the sector. Currently, different international, regional, sub continental organizations are conducting their meetings in Africa. However, countries like South Africa and

Kenya has hosted in 2011 a total of 84 and 30 international conferences compared to 10 conferences Ethiopia hosted (ICCA, 2011). Their strength lies in their CVBs which effectively lobbied those international meetings into their respective countries.

Tourism and tourism related business in the city lacks a framework for coordinated effort to effectively exploit the conference tourism market. For instance, conference organizers fail to involve tour operators. In countries like Kenya they have a tourism board which serves as a platform for those which are involved in the sector. Moreover the trend in other countries prior to conference tourist's arrival through their tourism board they will inform the tourism business. Hence, they collect their contact information from CVB under tourism board prepares tour packages based on their interests and sell these packages. However, absence of pre and or post conference city tour packages or other tour packages meant lost opportunity for the destination. Another challenge concerning conference tourism development in Addis Ababa is a problem of transparency. According to speaker C;

Everything is a big secret when the meeting takes place or informs AACTB to prepare exhibitions or other promotional materials at the convention quite often we beg them to give us a stand at the convention so that the city could be promoted.

4.7.3. Transportation Facilities and Services

Transportation and travel in Addis Ababa is characterized by increasing pressure on public transport, in appropriate location of mass transit terminals and inefficient traffic management (Nyarirangwe, 2008). It is imperative that easy access into and within destination is very important for successful tourism development. According to travel and tourism competitiveness report 2011 the quality of ground transport network in Ethiopia had been ranked 86 out of 139 countries. Moreover, in terms of International air transport network Ethiopia ranked 47 out of 139 countries (Blanke & Chiesa, 2011). Currently, in addition to Ethiopian air lines there are

around 26 air lines that connect the city with the rest of the world. However, with regard to land transportation there is a problem at service delivery and capacity which is expressed in shortage of vehicles, traffic jam and closed roads.

Table No: 9. The availability of information about Transportation within Addis Ababa

Information about transportation	Percentage	Valid percentage	Cumulative percentage
Completely unavailable	7.2	7.2	7.2
Unavailable	23.2	23.2	30.4
Undecided	10.4	10.4	40.8
Available	46.4	46.4	87.2
Easily available	12.8	12.8	100
Total	100	100	

Source: Researcher data

As illustrated in Table-9 above around 46.4% and 12.8% of conference tourists respond that information about transportation was ‘available’ and ‘easily available’ respectively. While around 23.2%, 10.4% and 7.2% respond that the information about transportation was ‘unavailable’, ‘undecided’ and ‘completely unavailable’ respectively.

Table No: 8. Safety and Security of Transportation in Addis Ababa

Safety and security	Percentage	Valid percentage	Cumulative percentage
Very bad	4.8	4.8	4.8
Bad	12.8	12.8	17.6
Undecided	20	20	37.6
Good	34.4	34.4	72
Very good	28	28	100
Total	100	100	

Source: Researcher data

As indicated in the above Table-10 around 34.4% and 28% of conference tourists during their stay had evaluated the safety and security of transportation as ‘good’ and ‘very good’ respectively. While, around 20%, 12.8% and 4.8% of conference tourists had evaluated the safety and security of transportation as ‘undecided’, ‘bad’ and ‘very bad’ respectively.

4.7.4. Hospitality Industry

Hospitality industry is a term most frequently used as a synonym for hotel and catering industry or services (Medlik, 2003). Addis Ababa being a set of various international organizations the service sector has to provide efficient and effective service with competitive price. However, the tourism and hospitality sector in Addis Ababa is not well developed and lack international standards. Consequently, when Addis Ababa compared with Cairo, Nairobi and Johannesburg the overall service delivery in terms quality and quantity is still very poor. According to travel and tourism index (2011) hotel price in Ethiopia has scored the lowest 115 out of 139 countries. Despite growth in the constriction of hotels there is a problem with site selection, parking space, green area and they are concentrated at one place. According to speaker C;

Earlier there were legislations which they restrict such things but now either they are forgotten or not fully be implemented.

Table No: 11. Price levels of Accommodations in Addis Ababa

Price of accommodations	Percentage	Valid percentage	Cumulative percentage
Very inexpensive	12.8	12.8	12.8
Inexpensive	24.8	24.8	37.6
Undecided	18.4	18.4	56
Expensive	34.4	34.4	90.4
Very Expensive	9.6	9.6	100
Total	100	100	

Source: Researcher data

As illustrated in the above Table-11 respond that around 34.4% and 9.6% of conference tourists respond that that the price of accommodation as 'expensive' and 'very expensive' respectively. While around 24.8 % and 12.8% of conference tourists respond that the price of accommodation in Addis Ababa was 'inexpensive' and 'very inexpensive' respectively. Whereas around 18.4% respond 'undecided' about the price they were charged for their accommodations. One reason might be quite often those who organize the conferences cover these coasts.

Table No: 12. Price levels of Food and Beverages in Addis Ababa

Price of Food and Beverage	Percentage	Valid Percentage	Cumulative Percentage
Very inexpensive	12.8	12.8	12.8
Inexpensive	20	20	32.8
Undecided	22.4	22.4	55.2
Expensive	34.4	34.4	89.6
Very expensive	10.4	10.4	100
Total	100	100	

Source: Researcher data

As indicated in the above Table-12 around 34.4% and 10.4% respectively respond that the price of food and beverages were quite 'expensive' and 'very expensive'. While around 20% and 12.8% respectively state that the price of food and beverage were 'inexpensive' and 'very inexpensive'. Finally, around 22.4% respond undecided about prices of food and beverages. Thus sometimes those who organize the conference cover these costs.

According to Speaker-G, argues that there are inadequate industrial canteens that qualify to provide that meets international standard Food and beverage services for conference delegates.

Since majority of conference delegates in UNCC are international conference tourists and some are even in higher positions therefore they expect certain standards. At present UNCC have a contract with Sheraton Addis because it is this institution that can only provide foods with quality and at the same time quantity. For this reason from all revenues allocated for organizing the conference almost 2/3 of the budget goes to this hotel.

Table No: 13. Qualities of Food and Beverage in Hotels/ Restaurants/Cafes

Quality of F&B in Hotels/ Restaurants /Cafes	Percentage	Valid percentage	Cumulative Percentage
Bad	20	20	20
Undecided	32	32	52
Good	29.6	29.6	81.6
Very good	18.4	18.4	100
Total	100	100	

Source: Researcher data

As indicated in the above Table-13 around 29.6% and 18.4% of conference tourists has evaluated the quality of food and beverages as 'good' and 'very good' respectively. While around 32% and 20% of conference tourists respond that the quality of food and beverages that was delivered during their stay as 'undecided' and 'bad' respectively.

According to travel and tourism index (2011) the total number of Hotel rooms in Ethiopia has scored among the lowest 133 out of 139 countries. Among the challenges in conference tourism development in Addis Ababa has been a capacity problem. Thus, hotels, convention centers and other services and facilities important for conference development in Addis Ababa are quite limited. As a result of this conference participants were forced to stay in local hotels and guest houses. Moreover, Speaker-I, also argue that;

Whenever major events are organized in Addis Ababa such as AU head of state summits we are forcing our guests to leave their booked rooms or venues to post pond their meetings.

The hotel industry recently is showing growth in Addis Ababa but still the problem is not absolutely solved. For instance, a number of hotels being constructed in and around UNCC such as Jupiter international, Intercontinental, Radisson blu and others are flourishing. These hotels have an intention of attracting conference tourists. Despite the growth in accommodation establishment's hotel occupancy rate in Addis Ababa is 80% and sometimes 100%. One major factor that attributed for increase in hotel occupancy rate in Addis Ababa is conference tourism.

Hospitality industry is highly affected by capacity building particularly in human resource development. According to travel and tourism index (2011) human resource development out of 139 countries Ethiopia scored among the lowest in primary education enrollment (119), Secondary education enrollment (124) and Extent of staff training (122). There is a huge gap between the demand hospitality industry required with and supply side of training institutions. What made it worse is that training institutions themselves are not well staffed with trained

professionals. Despite the contribution of the private sector in bridging the gap they lack support from the government. In recent years the quality of education provided by training institutions in tourism and hospitality education has shown a decline. According to speaker C;

One of the oldest training institutions in tourism and hospitality education in the country is CTTI. However, this institution has shown decline in the quality of education it provides. For this reason currently it has dropped from the status of institution into a center CTTC.

In TVET's as well they are not staffed with well trained professionals. According to speaker J;

For instance, majority of teaching staffs in TVET are people with home economics background. These people can educate trainers with menu preparation and balanced diet but they don't have appropriate background on how Front office, Kitchen, Food and Beverage service and Housekeeping functions.

For this reason the government has to give appropriate budget and attention for the hospitality sector and education. Consequently, it will ensure the quality of service provided for tourists and sustainability of the sector.

4.7.5. Conference Facilities and Services

Travel and Tourism business environment and infrastructure in Ethiopia have been ranked one of the lowest scoring 132 out of 39 countries (Blanke & Chiesa, 2011). However, there are two different arguments whether sufficient conference facilities and services are in existence are or not. The first group argues that Addis Ababa has a capacity to host complex conferences but not in terms of conference attendants. For the reason related to insufficient number of convention centers and related facilities and services in the city. For instance, if Addis Ababa to host a conference for more than 10, 000 the city conference capacity is largely dependent on a single hall (millennium hall) considering the limitations it have. Moreover, they also doubts whether conference tourism facilities and services in the city corresponds to international standards or not. Hence, they argue that majority of the conference halls in the city can accommodate only pulmonary meetings. However, there is no space for brake out sessions which are as important as

the pulmonary meetings. Furthermore, majority of conference halls in the city lacks the following facilities such as; insufficient exhibition space or for other social events; public addressing systems; interpretation and audio-visual systems. Furthermore, whenever international and governmental delegates together with journalists come for conferences and they require high speed broad band internet connections. Even though this problem is to some extent solved but still the service have to be improved. However, facilities such as video conference are not easily yet available. Moreover, the data collected from conference tourists who had attended their meetings was displeased with communication systems and the coast they were charged in Ethiopia.

Among other reasons the problem lies during constriction majority of hotels in the city were not provided with professional consultation on peculiar facilities hotels are required with or even about the benefits conference tourism. As a result majority of hotels were and still are being construct on the basis of personal interests of the hotel owner. Adding to this majority of hotel owners in the city are not form hospitality sector rather they are business men.

Table No: 14. Correspondence of the Conference Venue to the needs of the Conference

Correspondence of the conference venue to the needs of the conference	Percentage	Valid Percentage	Cumulative Percentage
Low	4.8	4.8	4.8
Undecided	14.4	14.8	19.6
Good	55.2	56.6	76.2
Very good	23.2	23.8	100
Missing	2.4	100	
Total	100		

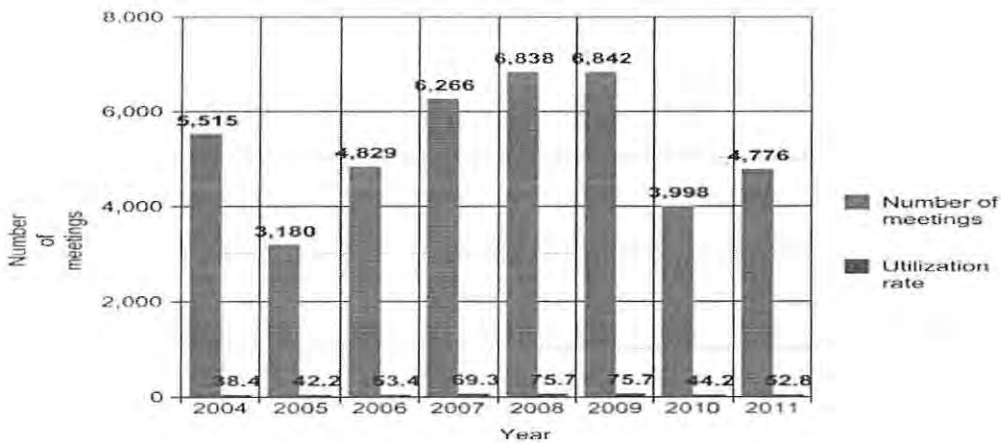
Source: Researcher data

As illustrated in the above Table-14 around 56.6 % and 23.8% respond that the conference venue in which they had conducted their meetings corresponds to the needs of the conference as ‘good’

and 'very good' respectively. Whereas around 14.8 % and 4.8% state as 'undecided' and 'low' respectively on the correspondence of the conference venue compared with its needs.

The second group disagrees with conference capacity as a major problem rather failure of the different stake holders to attract conferences into the city. Hence, on yearly basis there are number conferences organized in Africa alone. However, instead of concentrating to attract 10,000 or more conference attendants at the same time there must be a focus on both medium and small international conferences into the country. Moreover various hotel conference halls in the city and even international conference halls most of the time they are vacant. Therefore, a strategy must be induced to effectively exploiting using already existing conference tourism facilities and services. For instance sufficient marketing and promotion has not been done for both local and international convention centers

Figure No: 7. UNCC-AA Utilization Statistics



Source: UNCC-AA Utilization statistics 2012

As indicated in Figure-7 above in the years 2004, 2005 and 2010 occupancy rate at UNCC has declined below fifty percent. Hence, in 2004 the lowest occupancy rate recorded in UNNC which was 38.4%. While in the years 2007-2009 there was an increase in both occupancy rate and the

number of conference attendants at UNCC. However, again in 2010 has shown a decline in both number of conference attendants and occupancy rate. Whereas, in the year 2011 has witnessed a relative increase in occupancy rate and number of conference attendants.

4.7.5.1. Human Resource Development in Conference Tourism

The conference industry is all about people. Therefore, the success of conference tourism industry development will be dependent on attracting people with the highest-quality interpersonal and organizational skills (**Rogers, 2008**). There are different specializations which includes in Event Operations; Events Marketing; Wedding Management and others.

One of the challenges in conference tourism industry development is insufficient and non professional conference organizers. Moreover, Speaker-E, argues that few conference organizer companies are in Addis Ababa and they don't make an effort to contact international convention planners and to effectively exploit the market. Moreover, Speaker-H argues that;

The concept conference organizer itself is a novel concept for Ethiopia I remember it had been 10 years since I started to organize conferences. At that time it was only my company Shebelle Ethiopia no other company existed. Since then relatively speaking more and more conference organizer companies are joining the sector.

Adding to this not only in conference tourism sector but also the general tourism sector is affected by absence of professionalism. Moreover, one of the challenges face by different service sector in relation to conference tourism industry is that quite often conference organizers fails to provide inadequate information as a result the actual event becomes disorganized. Furthermore majority of international conference tourists are elites of the society. Therefore, it is very likely if they are dissatisfied with the services delivery it will impact the future performance of conference tourism and eventually the tourism sector as well. Moreover, another aspect of this problem is that few suppliers for conference tourism industry including conference organizers.

For this reason we acquire fair share of the market in order to stay in business and there is no competition and promoting ourselves for outside market.

One of the peculiar characteristics of tourism is co-production. For this reason it is important for those who work in the industry fully understands what kind of skill they are required with and right mentality towards it. Hence, form the data collected from employees of various service sector 100 % respond that conference tourism is important for the country. And their responses were focus on the economical and political benefits associated in hosting international conferences. To mention some such as hard currency for tourism and tourism related business, attracting investment and foreign direct investment and image building. Moreover, when they required what makes conference tourists different from vacation or leisure tourists they had provided the following reasons. The main motivation for conference tourists is to attend conferences and the leisure motivation is secondary. In addition to this their stay at the destination is quite short and quite often involved in city based tourism attractions. Since majority of conference tourists are elite of the society they require excellence in service delivery.

Table No: 15. Availability of Professionals in Conference Tourism and Related Services in Addis Ababa

Are there enough skilled professionals in your organization that can cater conference tourist's expectations and needs in your organization?	Percentage	Valid Percentage	Cumulative Percentage
Insufficient at all	13.3	13.8	13.8
Insufficient	21.7	22.4	36.2
Undecided	8.3	8.6	44.8
Sufficient	45	46.6	91.4
Very-sufficient	8.3	8.6	100
Missing value	3.3	100	
Total	100		

Source: Researcher data

As indicated in the above Table-15 around 46.6% and 8.6% of the employees that provide different services for conference tourists respond that they have 'sufficient and 'very sufficient

professionals' respectively in their organizations. While around 22.7%, 13.8% and 8.6% respond as 'insufficient', 'insufficient at all' and 'undecided' respectively.

Table No: 16. Are you provided with adequate information and trainings a head of conferences?

Are you provided with adequate information and trainings a head of conferences	Percentage	Valid percentage	Cumulative percentage
Yes	40	40	40
No	60	60	100
Total	100	100	

Source: Researcher data

As illustrated in the above Table-16 around 45% of the various serves sectors that are involved in conference tourism respond that ahead of conferences information and trainings were delivered. Hence, so far the following trainings have been provided in the areas of new technologies, Event Management, Customer handling, Tour packaging and air ticket booking and car rental services. While around 55% of the respondents state that ahead of conferences neither information nor trainings were provided for them.

Table No: 17. Interpersonal Skills of Employees

Does your interpersonal skill affect the overall conference tourist experience?	Percentage	Valid percentage	Cumulative percentage
Very unlikely	3.3	3.4	3.4
Undecided	10	10.3	13.8
Likely	20	20.7	34.5
Very likely	63.3	65.5	100
Missing value	3.3	100	
Total	100		

Source: Researcher data

As indicated in the above Table-17 around 65.5% and 20.7% of employee's as 'very likely' and 'likely' respectively respond that their interpersonal skills could actually affect the overall conference tourists experience. They provide the following reasons; it will satisfy the conference

tourists experience at the destination and bring repetitive business; the only way to be successful; it can affect positively or negatively of the overall outcome of the conferences and finally it is important in image building. While around 10.3% and 3.4% respond as 'undecided' and 'very unlikely' about their interpersonal skill could actually affect the overall experience of conference tourists.

4.7.5.2. Registration Procedure at the Conferences

One of the key factors for successful conference is to be able to know the list of conference attendants a head of the conferences. However, there is a problem not to be abided by conference registration deadlines. Thus, such problem manifests not only to local participants but also international participates. However, the problem is more sever with local participants particularly those conferences organized by the government. In most cases those who actually organize the conferences are not sure about conference participant list and their size. Moreover, this is remains the main challenge raised by employees who works in convention centers and conference organizing companies in the city.

Table No: 18. Registration Procedures at the Conference

Registration procedure	Percent	Valid Percent	Cumulative Percent
Low	8	8.2	8.2
Undecided	14.4	14.9	23.1
Good	60	62	85.1
Very good	14.4	14.9	100
Missing	3.2	100	
Total	100		

Source: Researcher data

As illustrated in the above Table-18 around 62% and 14.9% respond that registration procedure at the conference they had attended as 'good' and 'very good' respectively. While, around 14.9% and 8.3% respond 'undecided' and 'bad' for the conferences they had attended.

4.7.5. 3. Exhibitions performance at the Conference

Majority of international conferences that are organized in Addis Ababa are organized together with exhibitions. Hence, for this reason those who organize the conferences import exhibition materials from abroad which eventually have to be cleared with Ethiopian Revenue and Customs Authority. However, it takes a very long process and some time the conferences might be conducted without it or damaged or in some occasions they might shipped it back to their countries. For this reason, it affects the outcome of the conference on one hand and the satisfaction of those who organize the conferences on the other. Moreover, from the data collected from the employee of customs and revenue authority at bole international air port has identified two major problems. First, both conference tourists and other travelers utilize the same gate therefore it is difficult to differentiate. Second those which organize the conferences and conference tourists are unfamiliar with the rules and regulations of the authority.

Table: 19. Exhibition Performance at the Conference

Exhibition performance	Percent	Valid Percent	Cumulative Percent
Low	24.8	26.3	26.3
Undecided	27.2	28.8	55.1
Good	32.8	34.7	89.8
Very good	9.6	10.2	100
Missing	5.6	100	
Total	100		

Source: Researcher data

As indicated in the above Table-19 around 34.7% and 10.2% evaluated the exhibition that way displayed at the conference as 'good' and 'very good' respectively. Whereas, around 28.8% and 26.3% had evaluated the performance of exhibitions they have visited as 'undecided' and 'bad' respectively.

4.7.5.4. Safety and Security of Conferences

According to travel and tourism index (2011) out of 139 countries the status of safety and security in Ethiopia had ranked 102. Moreover, there are threats emerging with regard to safety and security conference tourists. For instance, among worth mentioning were assassination attempt on former Egyptian president Hosni Mubarak in 1995 and bomb treaties at the head of African states summit in 2011 are some of the examples. Hence, such events have a power to create bad publicity and might also influence convention planners to look for alternative convention destinations.

Table No: 20. Safety and Security of Conferences

Safety and security of conferences	Percentage	Valid percentage	Cumulative Percentage
Bad	7.2	7.2	7.2
Undecided	16	16	23.2
Good	42.4	42.4	65.6
Very good	34.4	34.4	100
Total	100	100	

Source: Researcher data

As indicated in Table-20 around 42.4% and 34.4% of conference tourists evaluated the safety and security of conferences they had attended as 'good' and 'very good' respectively. While around 16% and 7.2% of conference tourists had evaluated the safety and security of conferences as 'undecided' and 'bad' respectively.

4.8. Pre conference and post conference Activities

4.8.1. Pre Conference and Post Conference Tours programs

City tourism is one of the many benefit conference tourism could bring towards conference destinations. Despite this fact Addis Ababa's tourism attractions and amenities are limited.

Moreover both speakers doubts that the existing tourist attractions in the city can attract and

satisfy all age groups, gender and other needs of tourists. For this reason there is a huge difference in what tourists spending in Addis Ababa and other parts of the country. For this reason currently there is only one tour operator that specializes in urban tourism. Thus, the main reason behind it is not because of lack of interest among tour operators rather the market is quite limited. Considering Addis Ababa being a get way to the country majority of the tourists are transit tourists who on average spend two days before and after their arrival and departure. Therefore there is a need to diversify tourism attractions and amenities in the city. In addition to this existing tourist attractions in the city are not well developed. For instance, there are around 13 museums are in the city and only few of them are purposefully built to serve as a museum. Hence even after being a museum essential facilities and service in terms of quality have not been provided with. Whereas in terms of ownership also different entities run each museum as a result it remains as a challenge to brought significant changes within each institution. Moreover, from the data collected from museums employees was quite often conference tourists travel in group when they visit museums but the carrying capacity of the museum and number of tour guides is quite limited.

Table No: 21. Conference tourist’s awareness about the city’s attractions

Awareness about the city’s attractions	Percentage	Valid percentage	Cumulative Percent
Very Bad	16.8	16.8	16.8
Bad	18.4	18.4	35.2
Undecided	25.6	25.6	60.8
Good	33.6	33.6	94.4
Very Good	5.6	5.6	100
Total	100	100	

Source: Researcher data

As indicated in the above Table-21 around 33.6% and 5.6% of conference tourist respond that they have awareness about the city’s attractions as ‘good’ and ‘very good’ respectively. While

around 25.6% respond as 'undecided' about the attractions in the city. Whereas, around 18.4% and 16.8% respond as 'bad' and 'very bad' respectively about their awareness about the city's attractions.

There is a trend globally that conferences are accompanied with pre tour and post tour programs.

According to Speaker-E;

The problem lies among tour operators dependent on the government on everything and they failed to exploit the sector effectively. Thus, the reason might be their awareness about the conference tourism potentials in the city and absence of professionalism in the sector. For instance with already arrived conference tourist it difficult to turn them into leisure or vacation tourists because they have a very tight programs.

However, prior to the arrival of conference tourist's tour operators should prepare tour packages and contact conference organizers and potential international, nongovernmental originations and governmental organizations. After collecting their contact information they could sell their packages through different channels. However, on contrary to these tour operators associations argue that whether the conference is government sponsored or international they don't often allow or facilitate tour operators to take advantage of the conference tourism market. As a result it hinders tour operators from selling their package. Furthermore, at the time of conferences tour operators are not even allowed to lease their vehicles because tour operator are being told duty-free vehicles can only be used for tourism purpose. According to Speaker-K;

This shows one thing is conference tourism or business tourism one aspect of tourism? Hence, the legislation concerning tour operators should clearly state who is a tourist and who is not. At present there are around 310 tour operators in the country and each tour operator has at least around 4 duty-free vehicles where you can see the capacity our members have. As a matter of fact there are so many illegal things happening around these international convention centers were even hotel cap services are not even allowed while other Private cars are doing this business.

Moreover, in the future tour operators themselves..should also involve themselves with conference planning so that they can sell their packages a head of the conferences. Because

conference management involves and requires the involvement of various sectors such as the public sector, convention centers, tourists, hotels and others.

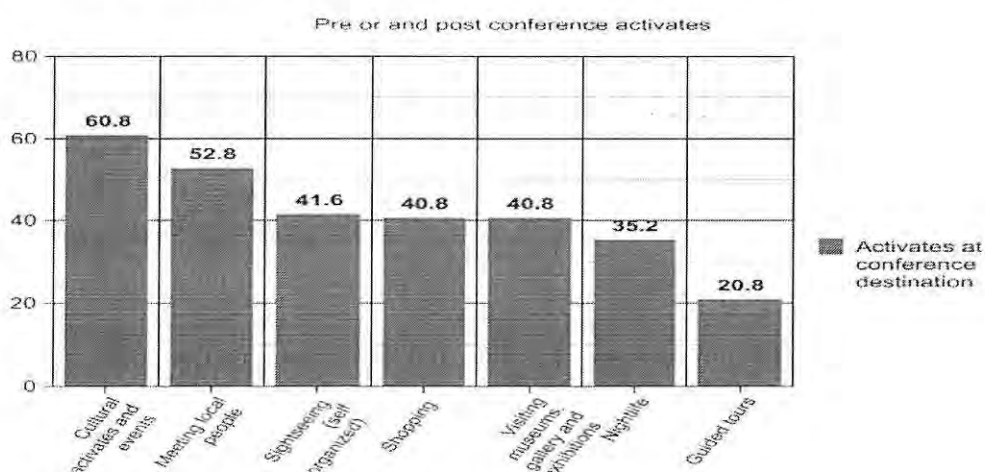
Since the travel itself is more business rather than leisure as a result majority of conference tourists in Addis Ababa are not actively involved in tourism and tourism related activities. Moreover, within international conference centers in AU and UNCC tourist information centers are absent. In addition to this pre tour and post tour programs are not a part of their conference programs. Moreover, conference package the conference organizer offers does not include pre tour and post tour programs. According to Speaker H;

Based on the interests of those who organize the conference either the conference organizer or recommend tour operators organizes the city tours. In addition to this since majority of conference tourists are from Africa with less disposable income and this too also affects the pre or and post conference tour programs in the city.

However in some cases conference tourists reserve from their program half day or so to go out on excursion. According to Speaker-I;

Based on their request the hotel provides information and recommends tourist attractions in the city or makes reservations on their behalf in cultural houses in Addis Ababa or arranges them to display cultural shows in the hotel.

Figure No: 8. Pre conference and post conference activates



Source: Compiled data

As indicated in Figure-8 above the top three activities in which conference tourists would like to involve themselves at the conference destinations are 'cultural activities and events', 'meeting local people' and finally self organized 'sightseeing'.

Table No: 22. Conference tourists interest to Visit Cultural and Natural Attractions of the City.

Interest to visit the cultural and natural heritages of the city	Percentage	Valid Percentage	Cumulative Percent
Yes	62.4	62.4	62.4
No	9.6	9.6	72
Undecided	28	28	100
Total	100	100	

Source: Researcher data

As indicated in the above Table-22 around 62.4 % of conference tourists respond that they have an interest to visit the city's natural and cultural heritages. While around 9.6% have no interest to visit the city's natural and cultural heritages. Moreover, around 28% of conference tourists respond as 'undecided' about the city's attractions.

Table No: 23. Availability of Package Tours during conferences

Package Tour	Percentage	Valid Percentage	Cumulative Percent
Very Bad	16.8	17.2	17.2
Bad	18.4	18.8	36
Undecided	35.2	36.1	72.1
Good	19.2	19.7	91.8
Very Good	8	8.2	100
Missing	2.4	100	
Total	100		

Source: Researcher data

As illustrated in the above Table-23 around 19.7% and 8.2% respond that the availability of tour packages as 'good' and 'very good' respectively. Whereas around 36.1% of conference tourist had evaluated the availability of tour packages responded as 'undecided'. Moreover, around 18.9 % and 17% of conference tourists evaluated the availability of tour packages as 'bad' and 'very bad' respectively.

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Another problem with regard to pre tour and post tour activities are insufficient tourist information centers in the city. For instance, for entire city there are only two tourist's information centers at Bole International Air port terminal and Meskel squire. However, the only functional at present is the one at Meskel squire and if we compare tourist information centers with Nairobi has over 60 centers. In addition to these challenges after 16 years with the collaboration of GTZ recently AACTB is developing a tourism map for Addis Ababa.

Table No: 24. Appointed Tourist Information Centers in Addis Ababa

Appointed tourist information centers	Percentage	Valid percentage	Cumulative Percent
Very Bad	22.4	22.4	22.4
Bad	7.2	7.2	29.6
Undecided	32.8	32.8	62.4
Good	29.6	29.6	92
Very Good	8	8	100
Total	100	100	

Source: Researcher data

As indicated in the above Table-24 around 29.6% and 8% of conference tourists had evaluated the appointed tourist information centers in Addis Ababa as 'good' and 'very good' respectively. While 32.8% respond as 'undecided' about appointed tourist information centers in Addis Ababa. Moreover 22.4% and 7% respond as 'very bad' and 'bad' about tourist information centers in Addis Ababa.

There is a willingness among international convention centers to work with both federal government and Addis Ababa City Administration. However, they need government support to effectively exploit the sector since it has a mutual benefit.

For instance, in 2003 our bureau had conducted a market assessment in UNCC and when we contacted them they were willing to give us a stand to promote the city. Hence they were expecting us to facilitate ways to organize pre or post city tours for conference attendants.

Despite their willingness up to now AACTB does not have permanent tourist information center within UNCC either the tourism resources of the city or the country would be promoted. Moreover, there is also high turnover among the managers who are working in UNCC as a result whatever effort AACTB have done it will be discontinued. Hence, by reaffirming this fact Speaker-H stated that the existing trend up to now from various continents people came to UNCC. But they admire the building and they went back. As a result for some time UNCC had even attempted to invite tour operators to sell Addis Ababa or even the country as tourism destination and some had even started to promote. However, they were not successful mainly because of limited opportunities and lack of resources.

4.8.2. Shopping: Souvenirs

Most of cultural products in the country have all sorts of problems. And souvenir products are of no exceptions. Hence, they have suffered with dearth of quality and design; and, therefore, are not up to the expectations of tourists. Different reasons had attributed to this fact. According to this souvenir producers have been pressurized by souvenir shops and antique hunters. However, not all tourists have an interest to buy antiques.

On various occasions when tourists came to my office and I asked them the reason why they prefer the old ones and they said that they have quality and representative.

Moreover, what made it worse is that even if they produce a souvenir they will try very hard to make it old intentionally in order to get better deal for their products. This in particular has affected the performance of the sector in two ways. First, it will make it very hard for officials at departure points to differentiate the real with replicated souvenir. Hence, the power to clear such items has been delegated to Customs and Revenue Authority. For this reason whenever they are confused between the souvenirs and antique they will seize them. As a result of this tourists are facing problems in air ports and other departure points. Moreover, the evaluation itself is

subjective and it requires professionalism which will take a long time to confirm. As a result those tourists who had passed through this kind of circumstances are discouraging others not to buy souvenirs in Ethiopia. Second, the process of turning a souvenir into an old object by itself is time taking and at the same time degrades its quality. Consequently, these things negatively affect the creativity of souvenir producers. Another problem is a skill gap between antiques which are produced in quality and have ecstastic value than souvenirs. Hence the reason behind for their quality was in addition to the precious materials they were made, their production were time taking and they are made for ritual purposes. While, on the other souvenir producers which are expected to exactly replicate the antiques or even exceed them but they fail to do so. Furthermore, from the data collected from employees in souvenirs shops had also identified the following challenges. There is a shortage of souvenirs from suppliers mainly because they have no place to produce, at the same time increasing prices of souvenirs, insufficient space of souvenir shops to properly display their products. However the biggest challenge remains the tourist's safety and security in their business area.

Table No: 25. Have you bought any souvenir during your stay in Addis Ababa?

Have you bought any souvenir during your stay in Addis Ababa?	Percentage	Valid percentage	Cumulative Percent
Yes	36	37.2	37.2
NO	60.8	62.8	100
Missing value	3.2	100	
Total	100		

Source: Researcher data

As illustrated in the above Table-25 around 62.8% of respondents state that they have not bought souvenirs during their stay. Moreover, they have provided different reasons such as lack of opportunity, tight schedule of the conferences, low quality and price are some of the reasons they

have provided. While only 37.2% of conference tourists were able to buy souvenirs during their stay.

Both souvenir producers and souvenir shops lack proper structure or associations in which they promote their interest, advance their skills, and standardize their product and service to their clients. Moreover, there is also unfair relationship between souvenir producers and souvenir shops. In terms of structure also this sector is under the Ministry of Trade and Industry. As a result the structure itself is problematic because the ministry is not giving appropriate attention for the sector. Since souvenirs are a part of tourism products and the industry have to be brought under MoCT.

Hence, it will give the ministry the authority to evaluate and certify who are souvenir producers and souvenir shops; the quality of products they produce and sell and whether or not tourists are satisfied with the products or not.

4.9. Strategies to Improve Conference Tourism Development in Addis Ababa

AACTB had prepared a strategic plan where the general urban tourism development in the city would be guided. However, having a strategic plan by itself is strength but it lacks implementation mainly because lack of professionals, financial and other resources. As a result of this the strategic plan became “a wish” rather than a target to be achieved. Moreover, in 2012 AACTB together with private tourism sectors has established Addis Ababa Culture and Tourism Council. Thus, the council will serve as a platform between the government and private sectors. Furthermore, to effectively exploit Conference Tourism Industry and to make Addis Ababa as one of important conference destination in Africa AACTB has proposed two things. First, in order to solve conference capacity problem this bureau has proposed for the construction of new convention and exhibition centers in and around Addis Ababa. Thus, this convention and exhibition centers could be constructed by the city administration alone or in collaboration with

Oromia Regional State. Second, due to attractive nature of the sector different convention destinations are emerging in Africa. Therefore, in order to be competitive in this business in addition to ICCA as only international marketing outlet other marketing channels have to be there. For this reason, AACTB has proposed for the city administration to join South Africa Association for Conference Industry and International Convention and Visitor Bureau. Moreover AACTB believes that for conference tourism to be developed it require integrated planning and coordination with important stake holders. For this reason this office is a attempting to connect the disconnected channels with the government and international organizations. In addition to this to assure the sustainability of the sector recently AACTB is also pressuring the tourism industry to hire professionals.

MoFA had restructured itself and established National Economic and Business Diplomacy Council in 2010. Hence, this council has five departments and tourism promotion is one of them. Following this restructuring tourism promotion is relatively done in a coordinated matter with MoCT and other stake holders. For instance, in the past neither the ministry foreign affairs nor our embassies were informed during international tourism trade fairs. Quite often the MoCT only contact us whenever they got problem at the air port. However, now the main organizer will be MoCT in collaboration with our embassies; MoFA; Ethiopian air lines, hoteliers and restaurant owners associations and tour operators associations. Moreover, there are around 65 Ethiopian diplomatic missions worldwide and they are playing their part in attracting foreign direct investment, development aids and tourism into the country. Thus, particularly ambassador at large in charge of multilateral relations within international organizations in Addis Ababa, Geneva and New York are attempting to attract international conferences into the country. Since major international conferences are linked in one way or another with these international

organizations. Moreover, there is also attempt through Ethiopian embassies to recruiting potential conference into Ethiopia. Hence, at present the ministry is also collecting information on conference facilities and services capacity in and around Addis Ababa after finalizing which will be distributed through our embassies worldwide.

According to MOCT for a very long time international conferences were attracted to the city mainly on the interest of the organizing party. Basically there was not that much effort from the government, tourism sectors and international organizations in lobbying international conferences into the city. Earlier whatever conference tourism potential the country had or conference facilities and services that exist were not promoted effectively to the outside market. However, now relatively speaking at all level of government the potential of conference tourism had been realized. For this reason under business diplomacy led by deputy prime minister national committee had been established to promote conference tourism in Ethiopia. Moreover, this committee is expected to prepare a draft on conference tourism capacity and marketing strategy. Following discussions with stake holders and forwarding their inputs it will be ratified soon. Hence, one of the most important recommendations is for the establishment of convention bureau. However, its structure will not be an independent Convention and Visitor Bureau in other countries.

Souvenirs have a multiple benefit for the destinations as promoting the heritages itself; for the tourists as something to remember the place with and for the community as alternative means of livelihood. According to speaker D;

There is no such a strategy formulated to attract conference tourists in particular if I'm not mistaken. But I can boldly tell you that the Ministry is now busy around revising its policy, formulating new strategy, preparing cultural industries package and many other grand activities.

Moreover, to mitigate the existing problems that manifest in culture products a number of activities have been undertaken by MoCT. For instance, enabling crafts to be included in a formal curriculum for vocational students, the ongoing efforts to formulate a cultural industry strategy and cultural industry package can gradually alleviate the deeply rooted challenges in the industry.

Together with the objectives of ARCCH that is to protect country's heritages; conserve; recorded both tangible and intangible heritages other efforts also being implemented. For instance, ARCCH is providing awareness creation programs for both souvenir producers and souvenir shops in the city. So as to improve the quality of souvenirs and other related services provided for tourists. Moreover to facilitate a market linkage ARCCH is also encouraging souvenir shops to be established in and around tourism attractions in the city. For instance starting from 2010 ARCCH have already started to produce casts of archeological and paleontological attractions into mass production.

There are around 32 getaways from and into Ethiopia and around 85% tourists pass through bole international air port. For this reason to facilitate hassle free experience ARCCH has delegated inspection of souvenirs to customs and revenue authority. For the reason related to lack of professionals to be placed at the air port for 24 hours. Moreover prior to 2005 if a tourist buys a souvenir he or she has to come to ARCCH to get clearance and pass through various bureaucratic chains. For this reason ARCCH is providing annual training for all customs authority employees from all over the country. But the problem is there is high turnover among customs authorities' employees. Therefore in the future we are planning to conduct training twice a year. In addition to this ARCCH have also prepared a manual what kind of souvenirs should tourists buy and

items restricted to avoid the hassles of tourist at the air port and other gateways. This draft manual has been given to the MoCT and expected to be approved by the ministry.

Conference tourism by its nature is dynamic so considering the technological changes and the feedback UNNC so far gathered from its clients it will start renovation by 2013. Such renovation includes audiovisual systems, from fixed seat arrangements to more flexible seat arrangement which is less formal and fun informal arrangement. Hence, until its completion UNECA will depend on AU conference halls. Earlier AU neither had promoted its conference centers nor does it become a member of international conference tourism industry. However, due to increase in demand to use its conference halls AU is on the process of drafting a policy on how to utilize and market the existing conference capacity. Consequently, following its approval it will impact the conference tourism industry in the city.

There is a positive growth in the numbers of hotels in Addis Ababa. However the problem lays not all hotels are members in restaurant and hotel owners association. In the first place this association is not composed of all hotels in the country rather only in Addis Ababa. In addition, there are 115 hotels from which only 37 hotels are members in this association. As a result we are not able to meet our missions and visions to improve hotel industry and market compatibility in Addis Ababa.

Tour operators in the country are promoting themselves through websites. Even though their websites are not interactive at all tour operators' information and their packages can be accessed. Currently, tour operators participate in 9 international tourism fairs around the world. However, this is not enough considering the number of tourists currently the country attracting. Therefore, tour operators association is urging the MoCT to widen its scope and to participate in other international tourism fairs also.

In order to advance their skill in service delivery and to achieve excellence in service delivery employees of different service sector had recommend the following things. One of the areas they had focused answering were in areas of human capacity building. Hence they require trainings in the areas of conference tourism and conference management, experience sharing plat forms, language trainings and other training areas. Moreover to facilitate their work facilities such as high speed internet, fax and copier services, providing Incentives for employees and Using CC-TV to avoid thefts, published materials in the museums so as to promote the country's attractions.

To increase competitiveness of Addis Ababa as a conference destination they also forwarded the following things such as; promoting professionalism; Integrative planning among stake holders; providing support for the industry thorough polices and strategies; an increase in human capacity building; expanding existing infrastructure like hotels, roads, convention centers; attracting additional service providers.

CHAPTER- V CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

The purpose of this research is to assess the status of business tourism in general and conference tourism in particular in Addis Ababa. It is also intended to identify prospects and challenges the industry face. Moreover, the study also intended to find out what motivates conference tourists to attend association meetings. And finally to what extent conference tourists were involved in pre conference and post conference activities.

1. Business tourism center of excellence in the country is currently Addis Ababa but other destinations in the country are also emerging. Particularly, cities in and around Addis Ababa and some Regional States capital are starting to attract business tourists.
2. From the general MICE industry the most organized events in Addis Ababa are conferences and conventions. Next to these segments exhibitions are also being organized in the city. Despite the real and potential of MICE industry to the overall economy so far there is no frame work for its development.
3. Currently conference tourism has shown a growth in Addis Ababa. This growth can be attributed to the pulling factor played by international based in Addis Ababa that have attracted other international meetings; improved diplomatic relations and image of the country; growth of tourism and hospitality sectors; shift in foreign diplomacy where business diplomacy acquire priority and some effort made by local institutions to attract international conferences.

4. The biggest comparative advantage Addis Ababa has towards conference tourism development is the city being the political capital of Africa. By that virtue it has attracted various international, continental and regional organizations to make Addis Ababa their seat and at the same time attract other conferences to be hold in Addis Ababa. Moreover, other factors include austerity measures to minimize costs by international organizations; safety and security of the conferences and conference tourists; the growth of tourism and hospitality sectors and easy access into the city and the fact that Ethiopian air lines becomes the member of star alliance are some of the factors.
5. Based on the findings of the research conference tourists value the most when they decided to attend conferences abroad were destination competitiveness; geographical location and accessibility and finally pre and /or post conference activates
6. Addis Ababa's conference tourism market is mainly from Africa which is followed by Europe, North and South America. In addition to this markets from Middle East and Asia are also emerging. Thus the association segment of conference tourism market being the leading market for the city.
7. There is a tendency towards green meetings by focusing on the location of accommodations in and around important conference centers and minimizing the utilization of paper and making the event paperless meetings.
8. There is a weak destination and venue marketing among tourism and tourism related sectors in Addis Ababa. Thus they have utilized the following marketing outlets to promote their services such as ICCA network; printed media; involving in selective festivals; word of mouth are some of them.
9. Despite indorsing the tourism policy in 2009 the government failed to shape the industry in the right direction for tourism to play as a catalyst to development. For this reason

considering the potential the city has towards conference tourism the sector remains under developed. In addition to this there is no integrative planning among the various stakeholders mainly because of appropriate structure and organization within tourism sector is absent.

10. Conference tourism industry in Addis Ababa is affected by absence of professionalism in the sector. In addition to this there are insufficient suppliers in the industry such as conference organizers, tourism and hospitality sectors, convention centers, car rental services and others.
11. On one hand conference planners and conference organizers in the city failed to make pre and post conference activities as a part of their conference program. On the other tour operators failed to exploit the conference tourism sector in Addis Ababa.
12. Majority of conference tourists are not involved in pre or and post conference activities in Addis Ababa. The following reasons have attributed to this fact limited attractions in the city adding to that the existing tourism attractions in the city are not well developed; insufficient tourist information centers and what the city able to attract are people with less disposable income.
13. Souvenir products in the city has poor quality and design; both souvenir producers and souvenir shops lacks proper organization and association to promote their interest and weak market linkage.
14. The sector in general lacks integrative planning among destination management agencies and conference tourism suppliers in planning, managing, marketing and promoting Addis Ababa as a conference destination.

5.2. Recommendations

The conference tourism industry is one of the dynamic industries within tourism sector. This multi service industry can deliver direct and indirect benefits to different suppliers in the industry such as convention center, tourism and hospitality service providers, entertainment, transportation, communications, trading, conference organizers, airline companies and many more. Therefore, by effectively developing this sector it can bring social, economical and political benefits for the destination. However, despite the city being the diplomatic capital of Africa the sector failed to attract more international conferences into the city.

The main challenges conference tourism industry faces in Addis Ababa are related to appropriate structure and organization, infrastructure and professional personnel development. For this reasons Addis Ababa is losing its global competitiveness. Therefore, to mitigate these problems and to assure the sustainability of this sector the researcher has forwards the following points.

1. There should be marketing strategy where conference tourism of Addis Ababa brand leads and yields the highest return on investment and aligns with the efforts of partners such as Federal, regional, continental and international organizations and with other suppliers of the industry. Moreover, there should be also a focus on high-yield travelers and also encouraging conferences to be organized with incentive travels in and around Addis Ababa. In addition to ICCA global network the city have to be placed on important international conference association networks. Furthermore, effective marketing must be done through direct mail, publicity and press relation, advertising, web-site and e-marketing by focusing on social media marketing should be done actively to attract the conference tourists and to develop a positive destination image about Addis Ababa.

2. There should be appropriate organization and structure for tourism sector in general and conference tourism in particular. Hence, the two important institutions that are missing National Tourism Board and under it Convention and Visitor Bureau (CVB). The national tourism board will be in charge of the overall tourism development by bringing all stakeholders under one umbrella. While Convention and Visitor Bureau will serve as linkage between conference planners and service suppliers of the meeting industry. Moreover, CVB could help the conference destination by providing valuable information about the destination to meeting professionals. Since it represents all components of the hospitality and tourism industry at the destination it will serve as an ideal coordinating agency. In addition to this since CVB exist to market their communities and attract visitors to the destination it is most likely that marketing effort can be done more effectively.

3. Addis Ababa city administration should devise a plan on how expansions and renovations of conference facilities and services in Addis Ababa. Moreover, such renovations and expansions must consider both the physical elements of the convention centers and other related services and facilities have to maintain international standards. Moreover, the country being the developing country it can utilize Public- Private - Partnership to upgrade these facilities and services. Hence, the government should also provide different incentives in order to attract different suppliers into the industry.

4. Fostering organizational excellence is among the key component of conference tourism development. Hence, professional's skills like planning and successfully organizing international conference plays at the heart of the industry. Therefore, there should be effective human resource development that is responsive to the needs of the industry. For this reason MoCT together with MoE conference management have to be delivered either in generic form or specialized qualifications at TVET and higher education level. Moreover,

in tourism and hospitality sectors and other suppliers of the industry there should be a scheme on how human resource development could be improved. Hence, it can be done through formal and informal trainings such as in house training, refreshment courses, experience sharing and others platforms.

5. There should be integrative planning among conference planners, attractions of the city and tour operators to be able to involve conference tourists in pre conference and post conference activities at the destination. In addition to this unique tourist selling points have to be established in important convention centers in Addis Ababa.

6. MoCT should adopt a comprehensive plan on how to improve the cultural products of the country which will be an asset in selling unique experience. In addition to this there should be a temporary or permanent souvenir shops should be established in and around major convention centers to create market linkage with conference tourism.

7. Tour operators and tourism attractions in the city should provide tour packages and visiting programs that correspond to the conference program. In addition to this they are expected to be creative and diversify the tourism products in the city.

8. Customs and revenue authority should give trainings and manuals for conference tourism suppliers about its rules and regulations of customs in the country. Moreover, it should also make familiar about its rules and regulations for conference tourists using the virtual experience internet.

9. Immigrations and nationality affairs authority is also expected to ease access in to the country at bole international air port. This can be done in addition to visa on arrival it should also provide a separate gate for business tourists and applying electronic visa processing and other systems to ease the hassle of conference tourists at the air port.

5.3. Recommendations for Further Research

The researcher has identified some areas where future research should be conducted to assure product diversification in the sector and analyzing the performance of the sector.

- Future studies should be done on Domestic segment of conference tourism and corporate segment of international conference tourism.
- Motivations of association members to attend international conferences in Addis Ababa
- Comparative destination analysis of Addis Ababa as conference destination.

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Appendix I- Questionnaire

Before interviews it was told to the interviewees that all the questions are related only to those service sectors, associations and governmental agencies which are involved in conference tourism in Addis Ababa which are visited by inbound tourists.

Questionnaire to Tourism Industry Experts in Addis Ababa

1. Is business tourism well developed in Ethiopia? Why? If not, which factors hinder its development?
2. How important is business tourism in Ethiopian economy? Which events are most often organized? Why?
3. What is your opinion about the current situation of Addis Ababa as a MICE (Meetings, Incentives, Conventions and Exhibitions) destination? Which of them are the most problematic? Which of them have potential for development in the future?
4. According to you, what comparative advantages Addis Ababa have in being selected-city to hold conference events?
5. Is conference tourism developed only in Addis Ababa? Is it worth analyzing conference tourism in other cities of Ethiopia? If yes, in which?
6. At present which strategy has been implemented or planned to improve Addis Ababa international conference tourism industry? What is Addis Ababa's positioning on the international conference tourism market?
7. In your opinion, is public Private partnership important for the conference tourism industry to be developed in Addis Ababa?
8. Which factors do conference tourists evaluate more when searching for a destination country?
9. Does your organization have statistical data related to conference tourism?
10. Have studies or research been done in the area of conference tourism in Addis Ababa?

Questionnaire to Governmental Tourism Destination Management Agencies

1. Is business tourism well developed in Ethiopia? Why? If not, which factors hinder its development?
2. How important is business tourism in Ethiopian economy? Which events are most often organized? Why?
3. What is your opinion about the current situation of Addis Ababa as a MICE (Meetings, Incentives, Conventions and Exhibitions) destination? Which of them are the most problematic? Which of them have potential for development in the future?
4. According to you, what comparative advantages Addis Ababa have in being selected-city to hold MICE events?
5. Is business tourism developed only in Addis Ababa? Is it worth analyzing conference tourism in other cities of Ethiopia? If yes, in which?
6. At present which strategy has been implemented or planned to be done by your organization to improve Addis Ababa international conference tourism industry? What is Addis Ababa's positioning on the international conference tourism market?
7. What is your opinion about the existing infrastructures to hold conference events in Addis Ababa? Are they sufficient for the current demand?
8. In your opinion, is public private partnership is important for the conference tourism industry to be developed in Addis Ababa?
9. Does your organization have statistical data related to business tourism?
10. Have studies or research been done in the area of conference tourism in Addis Ababa?
11. Do you have information regarding the number of conference halls, ownership and their size?
12. What is the status of safety and security for conference tourists in Addis Ababa?
13. Is it possible to distribute questionnaires to business tourists with the help of your organization?
14. Finally, which recommendations and improvement should be made in order to improve the competitiveness and visibility of Addis Ababa offer in conference tourism?

Questionnaire to general managers of Convention planners Related to International Conference Tourism Industry

1. Is conference tourism well developed in Ethiopia? Why? Can it be developed further? How?
2. According to you, what comparative advantages Addis Ababa have with regarded to conference tourism?
3. At present which strategy has been implemented or planned by your organization to improve your market share in international conference tourism industry?
 - a. Is conference tourism all-year-round activity? Have you got a special price policy to diminish the seasonality?
 - b. What is your marketing product? How do you differentiate your products from the competitors?
 - c. Are your clients' mainly corporate bodies or associations? Why? Which segment do you give more priority to?
 - d. Which type of communication do you use for the different segments? How do you promote your organization to the international markets?
4. What is the size of conferences you usually organize? How many conferences per year do you organize?
5. From which countries people are your prime market?
6. To which sectors of the economy conference tourism has a linkage with? While you are organizing the conferences with which companies are you currently working with?
7. Which organizations are directly linked with conference tourism in Ethiopia? In your opinion is these institutions are well integrated and helpful while you organize or and conduct conferences?

8. Do you have your own conference halls? If not, which conference halls do you rent and what are your criteria's for choosing the conference venue?
9. Do you organize conferences also outside Addis Ababa? If yes, then in which places or cities? What is a proportion of conferences organized in Addis Ababa and other places?
10. In which types of accommodation establishments do you make reservations for your conference tourists? What type of rooms do you reserve for them? Do clients choose themselves which hotels and rooms to reserve or done by your organization?
11. What are the themes of conferences your company organize?
12. What are additional services required by conference tourists?
13. Is city tour a part of your conference program? If yes, how often do you organize excursion tours for your clients?
14. Have studies or research been done in the area of the conference tourism in Addis Ababa (or/and feedback from your clients)?
15. Does your organization have statistical data related to conference tourism?
16. When in the nearest future will you organize conference/conferences? Is it possible to distribute questionnaires to conference visitors with the help of your organization?

**Questionnaire to (Director and Manager) or Positions in Hotels and Convention Centers
Directly Related To International Conference Tourism Industry**

1. Is conference tourism well developed in Ethiopia? Why? Can it be developed further? How?
2. According to you, what comparative advantages Addis Ababa have with regard to conference tourism?
3. At present which strategy has been implemented or planned by your organization to improve your market share in international conference tourism industry?
 - a. Is conference tourism all-year-round activity? Have you got a special price policy to diminish the seasonality?
 - b. What is your marketing product? How do you differentiate your products from the competitors?
 - c. Are your clients' mainly corporate bodies or associations? Why? Which segment do you give more priority to?
 - d. Which type of communication do you use for the different segments? How do you promote your organization to the international markets?
4. What proportion of all your clients do conference tourists represent?
5. How many conferences per year are organized in your establishment? What is the size of conferences that are usually organized in the hotel/convention center?
6. Are there enough conference venues in Addis Ababa?
7. From which countries people come to do conferences in your establishment?
8. What activates are done so far or planned to minimize the negative aspects of conference tourism?

9. What types of rooms are usually reserved by conference visitors? Do associations/companies contact you themselves or do they do it through conference organizers or travel operators? What is the proportion?
10. Do conference tourists usually travel alone or with family, friends? How long on average do conference tourists stay in the hotel/ at the convention?
11. How many conference halls do you have, their size and your overall revenue?
12. What are the themes of conferences are organized in your establishments?
13. What additional services are required by conference tourists?
14. Do conference tourists ask for tourist information, for example, entertainment, transportation possibilities, and excursions? Does the hotel/ Convention Center provides such information? How?
15. Do conference venues in the hotel/ convention center correspond to the standards required by foreign conference visitors? How would you evaluate the conference venues and the equipment in the convention center /hotel in comparison to those in other African countries?
16. Do you have statistics about conference visitors?
17. When in the nearest future will conference/conferences be organized in the hotel? Is it possible to distribute questionnaires to conference visitors in the hotel/ convention center?

Questionnaire to hotel and restaurant owners association

1. Is conference tourism well developed in Ethiopia? Why? Can it be developed further? How?
2. How important is conference tourism to Ethiopian economy?
3. In your opinion, does conference tourism has a potential in bringing business for hotels in Addis Ababa? If yes, how?
4. Do you market your organization and its members? If yes, what kind of marketing strategy are you implementing to attract conference tourists? Do you search for new clients? By which methods?
5. What challenges hoteliers face in Addis Ababa with regard to conference tourism development?
6. What are comparative advantages Addis Ababa has towards conference tourism?
7. Are you currently targeting conference tourists? If so, what percentage do conference tourists represent?
8. How do you promote Addis Ababa as a conference tourism destination on the international markets?
9. Why is it important to have a public and private partnership to promote this industry?
10. How do you ensure hotel service quality among your members?
11. Is conference tourism all-year-round activity? Have you members has a special price policy to diminish the seasonality? In what ways conference tourism is helping seasonality of the tourism sector in Addis Ababa?
12. What is the usual size of hotel occupancy rate during conferences?
13. Have studies or research been done in the area of conference tourism in Addis Ababa (or/and feedback from your clients)?

Questionnaire to tour operators associations

1. Is conference tourism well developed in Ethiopia? Why? Can it be developed further? How?
2. According to you, what comparative advantages Addis Ababa have with regarded to conference tourism?
3. Which types of tourists are your prime markets? Is city tourism has a marketing viability in Addis Ababa? If yes, how?
4. According to you, what are the challenges tour operators' faces with regarded to city tourism in Addis Ababa?
5. Do you market your organization and its members? If yes, what kind of marketing strategy are you implementing to attract conference tourists? Do you search for new clients? By which methods?
6. What challenges do tour operators face in Addis Ababa with regard to conference tourism development?
7. At present which strategy has been implemented or planned by your organization to attract conference tourists?
8. In what ways conference tourism is helping seasonality of the tourism sector in Addis Ababa?
9. How do you ensure the quality of service provided by tour operators?
10. Do you work with convention planners? If yes how?
11. Have studies or research been done in the area of urban tourism related with conference tourists in Addis Ababa (or/and feedback from your clients)?

Questionnaire to governmental organization related to souvenir products

1. How important is conference tourism to Ethiopian economy?
2. What comparative advantages Addis Ababa has towards conference tourism?
3. In your opinion, does conference tourism has a potential in bringing business for those people who are engaged in souvenir production? Is conference tourism has a marketing viability? If yes, how?
4. What kinds of marketing strategy are being implemented or planned to attract conference tourists?
5. Do you think the qualities of souvenir products are up to conference tourist expectations? What actions have been done by your organization to improve or to maintain standards in souvenir production?
6. What are the challenges souvenir producers faces not to exploit conference tourism market in Addis Ababa?
7. At present which strategy has been implemented or planned by your organization to attract conference tourists?
8. During conference do souvenir producers work with convention planners? If yes how?
9. Which factors negatively affect souvenir products suppliers and sellers no to effectively exploit conference tourism?
10. Have studies or research been done in the area of souvenir production in Addis Ababa (or/and feedback from your clients)?

Questionnaire for inbound conference tourists

The objective of this questionnaire is to collect data for the research in partial fulfillment of Master of Arts in Tourism and Development entitled "A study on challenges and prospects of conference tourism in Addis Ababa" Your genuine response for each of the questions has an overriding importance for the validity of this research and also contributes its part for the sustainability of the sector. Your individual answers will be strictly confidential and will be presented only in an aggregated form. In addition, it will be solely used for the purpose of this research.

Thanks in advance for your cooperation,

Personal Information

Gender Male Female

Age

Bellow 30 30-40 40-50 50-60 Above 60

Educational Qualification

Certificate Degree PHD

Diploma MA/.MSC Other _____

Country of Residence: _____

Industry you are working in: _____

Purpose of visit: _____

Instruction –Each of the questions is provided with possible answers and a box in front of it. You are requested to put the mark"√" in the boxes. Some questions have an evaluation rated from 1-5, where you have to circle or cross the chosen number.

A. Questions related to general experience of conference tourists.

1. How often do you attend association conferences in general?

- Never 1 time a year 2 times a year
3 times a year 4 times a year and more

2. What is an average length of your stay at a conference?

- 1 day over night stay 2-3 Overnights 4 days and more

3. While attending a conference, with whom are you traveling to Ethiopia?

- Alone With spouse With friends
With children With other relatives Colleagues

4. How do you come to know about Ethiopia before you come here?

- Internet Exhibition Colleagues
Friends Media Did not know anything

5. How did you arrive in Addis Ababa by?

- Airplane Bus Car other _____

6. After your arrival in Addis Ababa what kind of mode of transportation are you using?

- Own vehicle Rented vehicle Public transport
Taxi On foot
Transport provided for the whole group by conference organizer

7. Have you been attending more than one conference in Addis Ababa?

- Yes No

8. Please, indicate the costs that are not covered while you are attending this conference

- | | | | |
|-----------------------------|--------------------------|-----------------------------------|--------------------------|
| Conference registration fee | <input type="checkbox"/> | Transportation into Ethiopia | <input type="checkbox"/> |
| Accommodation | <input type="checkbox"/> | Transportation within Addis Ababa | <input type="checkbox"/> |
| Food | <input type="checkbox"/> | Entertainment | <input type="checkbox"/> |
| Excursion | <input type="checkbox"/> | Other _____ | |

9. Do you consider choosing Addis Ababa as a place for your conference interest?

Yes No

B. Questions related to factors affecting conference decision making.

10. In your opinion, how important are the following criteria's affect your decision making process when choosing a conference to attend abroad?

1 - Does not influence at all

2 - Does not influence

3 - Undecided

4 - Influences

5-Strongly influences

1	Safety at the destination	1	2	3	4	5
2	Price level	1	2	3	4	5
3	Geographical location	1	2	3	4	5
4	Recommendations	1	2	3	4	5
5	Prior knowledge about a country	1	2	3	4	5
6	Availability of direct transport	1	2	3	4	5
7	Opportunity to visit the convention destination	1	2	3	4	5
8	Availability of information about a country	1	2	3	4	5
9	Image of a country	1	2	3	4	5
10	Novelty of the convention destination	1	2	3	4	5
11	Extra opportunities available at the destination	1	2	3	4	5
12	Participation in the social and recreational	1	2	3	4	5
13	Activates provided by convention planners	1	2	3	4	5
14	Availability of pre- /post- conference sightseeing tours and leisure opportunities	1	2	3	4	5
15	Availability of free time	1	2	3	4	5
16	Proximity to the city center with its recreational infrastructure	1	2	3	4	5
17	Spouse and guest program	1	2	3	4	5
18	Weather at the convention destination	1	2	3	4	5
19	Desire to get away from routine of work	1	2	3	4	5
20	Cultural and historic heritage	1	2	3	4	5
21	Introduction to next convention	1	2	3	4	5
22	Post convention publication	1	2	3	4	5
23	Others(specify)	1	2	3	4	5

C. Question related to conference tourists service experience from departure to arrival.

11. Please, rate your experiences in Addis Ababa from 1- 5.

1. Very bad / Very inconvenient/ Very low/ Very difficult/ Very unavailable

2. Bad/ inconvenient/ low/ difficult/ unavailable

3. Undecided

4. Good/convenient/easy/available

5. Very good/ Very convenient/ Very easy/ Very available

Transportation into Ethiopia							
Time table	Very inconvenient	1	2	3	4	5	Convenient
Service during the trip (like passenger in-service)	Very low	1	2	3	4	5	Very high
Coordinators performance	Very bad	1	2	3	4	5	Very good
Safety and security	Very low	1	2	3	4	5	Very good
Transportation within Addis Ababa							
Possibility to find destination place	Very difficult	1	2	3	4	5	Very easy
Information about transport	Completely unavailable	1	2	3	4	5	Easy available
Drivers performance	Very bad	1	2	3	4	5	Very good
Coordinators performance	Very low	1	2	3	4	5	Very high
Safety and security	Very bad	1	2	3	4	5	Very good
Ambulance service	Very bad	1	2	3	4	5	Very good
Accommodation							
Location	Very bad	1	2	3	4	5	Very good
Building and infrastructure	Very bad	1	2	3	4	5	Very good
Interior decoration	Very bad	1	2	3	4	5	Very good
Level of service in restaurants / cafes/ hotels	Very low	1	2	3	4	5	Very high
Qualities of food and beverages in restaurants / cafes/ hotels	Very bad	1	2	3	4	5	Very good
Feeling of stay	Very low	1	2	3	4	5	Very high
Safety and security	Very bad	1	2	3	4	5	Very good
Price of accommodation	Very Inexpensive	1	2	3	4	5	Very expensive
Price of food and beverages	Very Inexpensive	1	2	3	4	5	Very expensive
Tourism information availability							
Awareness about the place	Very low	1	2	3	4	5	Very good
Significance of the place	Very low	1	2	3	4	5	Very good
Package tour	Very bad	1	2	3	4	5	Very good
Appointed information centers at the terminals	Very bad	1	2	3	4	5	Very good
Technical organizations of the conferences							
Foreign language knowledge of service personal	Very bad	1	2	3	4	5	Very good
Registration procedure	Very bad	1	2	3	4	5	Very good
Timing	Very bad	1	2	3	4	5	Very good
Convenience of the conference venue	Very inconvenient	1	2	3	4	5	Very convenient

level of service at the conference	Very bad	1	2	3	4	5	Very good
quality of the conference	Very low	1	2	3	4	5	Very high
advertisement and publicity	Very bad	1	2	3	4	5	Very good
equal opportunity	Very bad	1	2	3	4	5	Very good
Exhibition performance	Very bad	1	2	3	4	5	Very good
Correspondence of the conference venue to the needs of the conference	Very bad	1	2	3	4	5	Very good
Safety and security	Very bad	1	2	3	4	5	Very good

D. Questions related to attitudes of conference tourists about pre and post conference program

12. Which extra – conference opportunities you usually make use while you were attending a conference? Please choose 3 most relevant programs that catch your attention?

Sightseeing (self organized) Guided tours

Visiting museums, gallery, exhibitions Meeting local people

Cultural activates and events (theaters, concerts, festivals)

Nightlife Shopping other _____

13. Do you have an interest to visit the cultural and natural heritages of Addis Ababa?

Yes No

14. How do you evaluate the practical aspects of the conference you have attended?

Worse than expected Bad Undecided

Good Better than expected

15. In your opinion, how do you evaluate the technical organization of the conference?

Very unimportant Unimportant Undecided

Important Very important

16. What is your overall impression about your visit to Addis Ababa?

Very bad Bad Undecided

Good Very good

17. Will you recommend Addis Ababa as a good convention destination to your friends/colleagues?

Not at all More No than Yes Undecided
Yes Absolutely Yes

18. Have you bought any souvenir during your stay in Addis Ababa?

Yes No

19. If your response for question number 18 is "Yes", does the quality of the souvenir correspond to your standards?

Very low Low Undecided
High Very high

20. If your response for question number 18 is "No", please state the reasons why?

21. What image of Ethiopia/Addis Ababa did you have before coming here?

Very negative Negative Undecided
Positive Very positive

22. What image of Ethiopia/Addis Ababa do you have now?

Very negative Negative Undecided
Positive Very positive

23. Would you like to visit Ethiopia once more?

Yes No

Your opinion or / and suggestions concerning conference tourism in Addis Ababa is highly appreciated and require

Thank you for your cooperation!

Questionnaire for employees who are working in conference tourism and related service sectors

The objective of this questionnaire is to collect data for the research in partial fulfillment of Master of Arts in Tourism and Development entitled "A study on challenges and prospects of conference tourism in Addis Ababa" Your genuine response for each of the questions has an overriding importance for the validity of this research and also contributes its part for the sustainability of the sector. Your individual answers will be strictly confidential and will be presented only in an aggregated form. In addition, it will be solely used for the purpose of this research.

Thanks in advance for your cooperation,

Personal Information

Gender Male Female

Age

Bellow 30 30-40 40-50 50-60 Above 60

Educational Qualification

Certificate Degree PhD

Diploma M.A/MSC Other _____

Country of Residence: _____

Industry you are working in: _____

Instruction – Some of the questions are provided with possible answers and a box in front of it with evaluation scale rated from 1- 5 you are requested to put the mark"√" in the boxes. While for other questions please give your short and precise answers in the blank spaces.

A. Questions related to general information on conference tourism industry

1. How long have been working in the convention center/ hotel convention center/ air port/souvenir shop/ conference planning/tour operation and car rental service / museum?

Less than 1 1-2 3-4 More than 5

2. How relevant is your current position, in conference tourism industry, when compared with your certification?

Not related at all Not related Undecided
Related Very related

3. How much is your monthly salary

Less than 1000 1000- 2000 2000- 3000
3000- 4000 More than 5000

4. What is the term of your employment?

Permanent Part-time Contract Other _____

5. In your opinion, what differs conference tourism from other tourism activities?

6. Is conference tourism important for Ethiopia? Yes NO and why?

7. How often conferences take place at your establishment or for how long do you occupy with conference tourists?

Every day Twice a day Once a week
Once a month If other, specify _____

8. For how long conferences usually takes place at your establishment? And why?

Less than a day 1 day 2-3 days
4-5 6 and more days

9. Do you entertain some extra benefits during conferences?

Yes No if Yes, how?

10. Are you provided with uniforms? Yes No if No, why?

11. Do you have conference staff unions? Yes No if yes, how it is helping its members?

12. Are you provided with adequate information and trainings ahead of conferences?

Yes NO If yes, in which areas?

13. What are the challenges you usually face during conferences?

14. What are the unsolved problems that exist during conferences?

15. Do you think your quality service ensure the satisfaction of the customers?

Very unlikely Unlikely Undecided
Likely Very likely

16. In your opinion, does a conference tourist require extra services from the other tourists?

Yes No If yes, in which areas?

17. Do you provide accurate and up-to-date information when required form conference tourists?

Yes No If No, why

18. In your opinion, does your interpersonal skill (interactive ability, sociable with any kind of people, accommodative, team player) affect the overall conference tourist experience in Addis Ababa? And Why?

Very unlikely Unlikely Undecided
Likely Very likely

19. What is your role in ensuring the safety of the conferences?

20. What is the status with regard to safety and security of conference items?

Not secure at all Unsecure Neither unsecure nor secure
Secure Very secure

21. What is the perception of conference tourists about your establishment?

Very bad Bad Neither bad nor good
Good Very good

22. In your opinion what kind of support is essential for you to further advance your profession in conference tourism?

Your opinion and / or suggestions concerning conference tourism in Addis

Thank you for your cooperation!

Appendix II Inbound conference tourists (a)

Level of Service at the Conference	Percentage	Valid Percentage	Cumulative Percentage
low	4.8	4.8	4.8
Undecided	12.8	12.8	17.6
High	54.4	54.4	72
Very High	28	28	100
Total	100	100	

Foreign language knowledge of service personal	Percentage	Valid Percentage	Cumulative Percentage
Very bad	2.4	2.5	2.5
Bad	7.2	7.4	9.8
Undecided	20	20.5	30.3
Good	53.6	54.9	85.2
Very good	14.4	14.8	100
Missing value	2.4	100	
Total	100		

Ambulance service	Percentage	Valid Percentage	Cumulative Percentage
Very bad	14.4	16.1	16.1
Bad	16.8	18.8	34.8
Undecided	30.4	33.9	68.8
Good	19.2	21.4	90.2
Very good	8.8	9.8	100
Missing value	10.4	100	
Total	100		

What is your overall impression about your visit to Addis Ababa?	Percentage	Valid Percentage	Cumulative Percentage
Bad	4.8	4.9	4.9
Undecided	15.2	15.6	20.5
Good	52.8	54.1	74.6
Very good	24.8	25.4	100
Missing value	2.4	100	
Total	100		

What image of Ethiopia/Addis Ababa did you have before coming here?	Percentage	Valid Percentage	Cumulative Percentage
Negative	8	8	8
Undecided	26.4	26.4	34.4
Positive	51.2	51.2	85.6
Very positive	14.4	14.4	100
Total	100	100	

What image of Ethiopia/Addis Ababa do you have now?	Percentage	Valid Percentage	Cumulative Percentage
Very negative	2.4	2.4	2.4
Negative	5.6	5.6	8
Undecided	17.6	17.6	25.6
Positive	52	52	77.6
Very positive	22.4	22.4	100
Total	100	100	

Would you like to visit Ethiopia once more?	Percentage	Valid Percentage	Cumulative Percentage
Yes	59.2	59.2	59.2
No	14.4	14.4	73.6
May be	26.4	26.4	100
Total	100	100	

Do you consider choosing Addis Ababa as a place for your conference interest?	Percentage	Valid Percentage	Cumulative Percentage
Yes	59.2	62.2	62.2
No	36	37.8	100
System	4.8	100	
Total	100		

Appendix II employees of the service sectors (b)

How relevant is your current position, in conference tourism industry, when compared with your certification?	Percentage	Valid Percentage	Cumulative Percentage
Not related at all	18.3	18.3	18.3
Not related	10	10	28.3
Undecided	8.3	8.3	36.7
Related	36.7	36.7	73.3
Very Related	26.7	26.7	100
Total	100	100	

ADD TO GRAB

Which one of this international language do you speak?	Percentage	Valid Percentage	Cumulative Percentage
English	90	96.4	96.4
Other	3.3	3.6	100
Missing value	6.7	100	
Total	100		

What is the status with regard to satisfy and security of conference items?	Percentage	Valid Percentage	Cumulative Percentage
Not secure at all	6.7	6.9	6.9
Unsecure	8.3	8.6	15.5
Undecided	1.7	1.7	17.2
Secure	43.3	44.8	62.1
Very secure	36.7	37.9	100
Missing value	3.3	100	
Total	100		

In your opinion, are there incentives, rewarding and clear entry routes and progression paths for employees in your organizations?	Percentage	Valid Percentage	Cumulative Percentage
Very bad	14.4	16.1	16.1
Bad	16.8	18.8	34.8
Undecided	30.4	33.9	68.8
Good	19.2	21.4	90.2
Very good	8.8	9.8	100
Missing value	10.4	100	
Total	100		