ADDIS ABABA UNIVERSITY

SCHOOL OF GRADUATED STUDIES

COLLEGE OF DEVELOPMENT STUDIES

TOURISM DEVELOPMEMNT AND MANAGEMENT PROGRAM

POTENTIAL, OPPORTUNITIES AND CHALLENGES IN ADDIS ABEBA FOR CITY TOURISM DEVELOPMENT

A THESIS SUBMITTED TO ADDIS ABEBA UNIVERSITY, CENTER FOR, TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM IN PARTIAL FULFILLMENT OF MASTERS OF ARTS IN TOURISM DEVELOPMENT AND MANAGEMENT.

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Addis Ababa University

Addis Ababa, Ethiopia

October, 2019

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Declaration

I declare that this thesis which is entitled "Potential, Opportunities and Challenges in Addis Abeba for city Tourism Development" is my own work and submitted to the College of Development Studies, Department of Tourism and Development in Partial Fulfillment of the Requirements for the Master of Arts Degree in Tourism Development and Management. I sincerely assure that it has not been submitted partially or full by any other person for an award of a degree in other university/institution. All sources of materials used as references for the purpose of this thesis have duly been acknowledged.

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Acronyms and Abbreviations

AA:	Addis Abeba
AACTB:	Addis Abeba Culture and Tourism Bureau
AD:	After Decayed
AU:	Africa Union
AUDA:	African Union Development Agency
CSA:	Central Statics' Agency
ECOWAS:	Economic Community of West African States
EPRDF:	Ethiopian People's Revolutionary Democratic Front
ETB:	Ethiopian Birr
ETOA:	European Tour Operator Association
FBI:	Federal Bureau Intelligence
FT:	Feet
GDP:	Gross Domestic Product
IES:	Institute of Ethiopian Studies
NEPAD:	New Partnership for Africa's Development
NYC:	New York City
SPSS:	Statistical Package for the Social Sciences
TAP:	Tourism Action Plan
TFS:	Tax-Free Shopping
UNECA:	United Nations Economic Commission for Africa
UNESCO:	United Nations Educational, Scientific and Cultural Organization
UNWTO:	United Nations World Tourism Organization
USA:	United States of America
USD:	United States Dollar
VAT:	Value Added Tax
VFR:	Visiting Friends Relatives
WTCF:	World Tourism Cities Federation
WTTC:	World Travel and Tourism Council
ZNHM:	Zoological Natural History Museum

Abstract

City tourism is one of the fastest growing segments of the travel and tourism industry. The indicator of the city tourism growth is becoming increasingly apparent in Addis and playing a significant role. This thesis is intended to study the potential, opportunities and challenges in Addis Abeba for city tourism development, To achieve the objectives, the researcher employed both quantitative and qualitative research method. A quantitative research approach is in this study Data (n=157) are collected from purposely selected tour and travel trade sectors (firms), which have applied potential, challenges opportunities and prospect in their city tourism development by using a survey questionnaire and the collected data is analyzed by SPSS version 23; Principle Factor Analyses is employed to validate the items used to measure potential, challenges, opportunities and prospect, followed by a reliability test using Cronbach's Alpha test, t-test and ANOVA test. Both primary and secondary data were used to examine the challenges, prospect, opportunity and potential. To collect the primary data, deep and continuous personal observation on tourist destination and other sources gathered from various literatures. The analysis of the study revealed that Historical buildings, Cuisine and Museum religious site, landscapes, mount Entoto; and monument and night life are also tourism product and resources of city tourism of Addis Abeba. Even though the city of Addis tourism potentials has diversified values, some of they have not yet been developed and utilized due to various impeding factors such as lack of awareness about the tourism potentials, Pollution, sanitation, lack professional trained man power, lack of city tourism facilties and absence of economic maintenance of city tourism. Therefore, it is recommended that there is need to develop and encourage the potentials and collaboration of the city tourism development between Addis Abeba city government and ministry of culture and tourism offices with different stakeholders such as tour operator, travel agent, event organizer, entertainment organizer, local people, private sector and Addis city government offices as all are responsible to develop and exploit tourism potentials of the study area.

Key words: Challenges, Prospects, Potentials, cities tourism indicators, opportunities, city tourism, Development, Addis Abeba

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

According to the World Tourism Cities Federation (WTCF, 2018), 330 million entry tourist arrivals in 2017, accounting for 26.6% of the global entry tourist there are (1.24 billion arrivals). World tourism cities have weighting scheme of city development index; resource attractiveness 25%, industry prosperity 22%, cities support 12%, travel convenience 10%,econmomic contribution 20%,and and travel expectation 11% beyond this indicator the overall ranking 2018 top tourist cities London, pairs and NYC.

Tourism is a dynamic and vital strategy for economic, socio-cultural and political development for third world countries like Ethiopia, which have enormous cultural, historical, natural and spiritual religious tourist destinations resources. The tourism industries of Ethiopian is be set with poor infrastructural development, lack of tourist facilities, security issues, lack promotion, lack of professional man power in hospitality sector particularly, hotel and other service provisions some of factors for the tourism development (Yabibal Mulualem ,2010)

The capital city of Ethiopia, Addis Abeba is top tourist destinations in the horn of Africa next to Kenya (African Safari). It is gifted with rich historical, cultural as well as natural tourist sites; though the modern tourism sector started to boom after the foundation of Addis Ababa as a capital city, The construction of the first Hotel and the history of hospitality sector in Ethiopia, Itegue Taitu Hotel, built in the early 1900s (Ethiopian herald ,2017), the construction of Addis-Djibouti Railway 1902 (CDE, 2007), telephone networking 1894 (Ethio telecom 2019), post office March 9,1894 (Ethio postal ,2011), road and the introduction of other modern technologies have opened the gate way to tourism. Since then, virtually every tourist flocking to the country finds if self-enjoining moments in Addis as well. Its high standard accommodation facilities have attracted many visitors their stay in the country (AACTB, 2019). According to Lonely Planet, the global Travel and Guide Book Company, has now named Addis Ababa as one of the top ten cities in the world to visit in 2013. It was the only African city to make the list and was ranked ninth out of a list of the ten best cities of the world. (Craig, 2014).

Addis Ababa, the headquarters of African union (AU) and many worldwide organizations, has numerous tourism resources. However, the city is not in a position to entertain well all guests who come to visit and for other purposes such as diplomatic and business purposes (Tadesse Bekele, 2012). The Researcher conducted a study with regard to the potential, challenges, opportunities and prospect (role of stakholders) of city tourism in Addis Ababa.

1.2. Statement of the Problem

In 21th century the competition among tourist destination resources is fierce and aggressive due to increasing international tourism. Each destination has an enormous tourism potential and opportunities, some can have a strong than other. In order to attract and develop a reasonable tourist destination, it is important to examine the challenges and prospects and to create or promomte tourism resources or potential for tourists in target city tourism markets as a destination (Marino, 2011).

Addis Ababa engaged beginning of a new era in the history of Ethiopia. The city of Addis Ababa has many worthwhile natural and man-made attractions destination, but most destinations much done to preserve and upgrade both natural and man-made tourist attractions of the city and attractions around the city (which can be excursion destinations for tourists), and the city also with abundance of excellent cuisines serving national and international dishes, international solidarity-oriented and friendly inhabitants, excellent weather conditions that demand neither cooling in summer nor heating in winter (AACTB). This continuing to grow immensely and one example of its successful expansion is the improved bond between transport organizations and urban planners which is light railway system, global status as the diplomatic capital; African Union and the United Nations' Economic Commission for Africa, best airlines contributes significantly to attracting tourists to the city (Newspaper Horn, 2012).

The endowed tourism resources of Addis Abeba had many, which discussed above, economic, environmental and socio cultural problems are affected the city tourism development of Addis Abeba. Different researchers have conducted research and written articles and papers on the potential and challenges of tourism industry; challenges and prospectus of Ethiopian tourism

industry (2016), Challenges and Opportunities of Investment in Tourism (2012). Concept, opportunities and challenges of urban tourism in the Arab world: Case studies of Dubai, Cairo and Amman (2017), the changing nature of city tourism and its possible implications for the future of cities (2015).

Some studies are made to examine about city tourism in different parts of the world. In Ethiopia however, there is a gap in scientific studies about city tourism for tourism development. The researcher considers city tourism of Addis can provide and significant for modern tourism development of Ethiopia. To be more specific, there are no any direct studies and insufficient written document about. There is a need for research on city tourism development in Addis Abeba as not much has been explored. Hence, this study tried to focus on the city tourism development among tour operator concerns in Addis Ababa and seeks to explore its potential, challenges, opportunities and role of stakeholders for boosting the city tourism development of Addis. As a result of this, the researcher interest attempted to conduct research to fill the gap in the area of study.

1.3. Objectives of the Study

1.3.1. General Objective

The general objective of the study is to assess the potential, opportunities and challenges in Addis Abeba for city tourism development.

1.3.2. Specific Objectives

- To identify the major tourism attraction of city tourism of Addis Abeba
- To examine the opportunities of city tourism development
- To investigate the major challenges and shortcomings faced in developing city tourism in Addis.
- To show the prospects (role of stakholders) for tourism development of Addis Abeba.

1.4. Research Questions

Accordingly, the study has attempted to answer the following questions:

1. What are the tourism resources of city in Addis Abeba?
2. What are the opportunities of Addis Abeba tourism development and how the Opportunities can be maximized?
3. What are the major challenges and shortcomings faced in developing city tourism in the study area?
4. What would be the prospects (role of stakholders) of city tourism development for Addis Abeba?

1.5. Research Hypotheses

Based on selected for this study, the following Hypotheses were formulated:

Hypotheses 1: There is a significance difference among city tour providers on the challenges related to city tourism development in Addis Ababa in terms of Gender.

Hypotheses 2: There is a significance difference among city tour providers on the challenges related to city tourism development in Addis Ababa in terms of Age.

Hypotheses 3: There is a significance difference among city tour providers on the challenges related to city tourism development in Addis Ababa in terms of Education level.

Hypotheses 4: There is a significance difference among city tour providers on the opportunities related to city tourism development in Addis Ababa in terms of Gender.

Hypotheses 5: There is a significance difference among city tour providers on the opportunities related to city tourism development in Addis Ababa in terms of Age.

Hypotheses 6: There is a significance difference among city tour providers on the opportunities related to city tourism development in Addis Ababa in terms of Education level.

Hypotheses 7: There is a significance difference among city tour providers on the role of stakeholders related city tourism development in Addis Ababa in terms of Gender.

Hypotheses 8: There is a significance difference among city tour providers on the role of stakeholders related to city tourism development in Addis Ababa in terms of Age.

Hypotheses 9: There is a significance difference among city tour providers on the role of stakeholders related to city tourism development in Addis Ababa in terms of Education level.

1.6. Scope of the Study

This study focuses on the potential, opportunities and challenges to develop city tourism in Addis Abeba. Hence, the scope of this research will be limited to other types of tourism in the development of tourism Addis Abeba.

1.7. Significance of the Study

This study will contribute to the existing body of work use as reference and to further studies in the field related with city tourism development. It wills also identifying challenges, potential, opportunities and prospects of city tourism development as a tourist destination. Moreover, these study highly helpful for experts and policy makers in the tourism and hospitality industry of the country. It will also provide relevant information and link between knowledge and understanding for tourist destination resources in Addis Abeba, Ethiopia its contribution towards economic, socio-cultural and political benefits.

1.8. Delimitations of the Study

During the study different challenges and implications tackled to drawn out of it, are subjected to the following delimitations. Since diverse, miscellaneous and numerous stakeholders working in the study area and purposive sampling method used (non probability purposive sampling) which is based on personal judgment of the researcher and some sort of bias on the data gathering instrument distribution though non participatory observation and document analysis tried to minimize any possible bias and incorrect information. Also faced relevant literature and information produced on the tourism potentials of the area, unavailability of prearranged documentation for subordinate data, lack of enough finance, lack of sufficient time, and other facilities.

1.9. Organization of the Study

The study organized in five chapters. The first chapter deals with background of the study, statement of the problem, basic questions, objectives of the study, scope of the study, significance of the study, Limitation of the study and organization of the study. The second chapter addresses theoretical and empirical literature. Chapter three is about detailed description of the study area and methodology of the study. The fourth chapter deals about data presentation, results and discussions. Finally, the fifth chapter presents the summary, conclusion, and recommendations of the study. References and annexes are also attached at the end.

1.10. Operational Definitions

Incoming Tour Operator is an organization which designs, bundles, promotes and sells travel itineraries and packages to the international and domestic markets including different destinations and services countrywide.

Travel Agent is an intermediary whose primary business is to book on a commission basis transportation services along with guiding and translation services, and package tours**.**

Tour and Travel Service is a business that deals with offering both incoming tour operation and travel agency services combined**.**

Ground Operator is a business based in a particular region that provides handling and transport services and sells tours including destinations in their area directly to independent tourists.

Tourist Transport Services provider is a business that owns vehicles of international standards and offers short-term, non-scheduled transport services with driver country wide complete incoming tour operators or under direct agreements with customer (MOCT,2015).

CHAPTER TWO

2. LITERATURE REVIEW

This chapter contains some related literature to international studies and local works on Concepts of urban tourism, potential, future, indicator of city tourism development, and including empirical literature and conceptual framework.

2.1. Definition and Concepts of Tourism

Tourism can be defined as the science, art and business of attracting visitors, transporting them, accommodating them, and graciously catering of their needs and wants. Tourism is basically a service giving sector which is dynamic and ever-changing discipline. Tourism involves and affect human begins everywhere in spite of color, race and level of development. The UNWTO defines tourism as

"Activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited." (UNWTO, 2003)

2.1.1. Visitor

Visitors comprise same-day visitors, sometimes referred as excursionists and tourists (Goeldner and Riche, 2009). For purposes of tourism statistics, the term 'visitor' describes 'any person travelling to a place other than that of his/her usual residence for less than 12 months and whose main purpose of the trip is other than the exercise of an activity remunerated from within the place visited' (WTO).

For statistical purposes, the term 'international visitor' describes 'any person who travels to a country other than that in which he has his or her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited'. International visitors include: (a) Tourists (overnight visitors): 'visitors who stay at least one night in a collective or private accommodation in the country visited'. (b) Same-day visitors: 'visitors who do not spend the night in a collective or private accommodation in the country visited'. (Leonard J. 1997, p.37, 39)

2.1.2. Tourist

A tourist refers to someone who travels at least 80 km from his or her home to a visitor staying at least 24 hours (Link BC, 2008), and not exceeding twelve months, in the place visited for the purpose of leisure (recreation, holiday, sport, curiosity , business, VFR), education or meeting and conferences (Reisinger and Turner, 2003). The United Nations World Tourism Organization (1995) defines in broad way and tourists can be stating: Domestic (residents of a given country travelling only within that country), Inbound (non-residents travelling in a given country) and Outbound (residents of one country travelling in another country).

2.1.3. Urban Tourism

UNWTO refers to urban tourism as trips taken by travelers to cities or places of high population density. The duration of these trips is usually short (one to three days) therefore it can be said that urban tourism is closely linked to the short – breaks market (Tourism 2020 Vision, UNWTO 2002). Destinations of urban/city offer a broad and varied range of cultural, architectural, technological, social and natural experiences and products for leisure and business.

City tourism is the movement of persons to cities in countries other than their normal place of residence, with the intention to gather information and experiences to satisfy their needs and all movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama to cities outside their normal country of residence UNWTO (2005).

Urban tourism always had been distant approach for both the public and the private sector. The (towns and cities) were the melting pots of national culture, art, music, literature and of course magnificent architecture and urban design (Karski 1990). Urban tourism is inspirable from the social, spatial, economic and technological as well as governess, local response to globalization. Urban tourism is generally encompasses the activities of international and domestic visitor, as well as local residents travel to urban cities, neighborhoods, towns and area motivation for enjoyment of attractions, facilities and services (Law, 1996).

Over 60% of world's population urbanized (Law, C. 2002). Urbanization and urban tourism ranges from mega cities of more than 10 million inhabitants, to small cities and town in both developed and underdeveloped worlds (Stevenson, Deborah) and Addis Abeba the total population 3.5 million above (CSA,2007) census. Urban tourism is made up of primary element, such as visitor attraction with ability of attract tourist and secondary element ,such as transportation used by tourist to travel the destination or as service (Jansen V 1986).Tourist visits for many purpose, but largely economically and physical invisible. (Ashwoth 1988)

2.2. Tourism Destination Potential

For both tourist generating and tourist destinations areas tourism resources potential is a vital and dynamic question that must be replied. It is difficult to define in common understanding, because the industry as a whole is quite subjective and open to individual preferences. A tourism resource is the potential of product and services include all tourism possibilities. The reason why tourists choose a destination is based on the extent of destinations‟ attractiveness (single attractions and the services area to tourists (Swarbrooke, 2002) and interestedness in influencing tourists‟ satisfaction. The tourism destinations potential helps to indicate the importance of existing destination resources in each region or province (Emphadhu & Ruschano 2007).

A tourist destination is a place which is very often visited by many domestic and international tourists. It can be a city, town, historical place, sea, forest, river beach, waterfall, hill or lake, mountain, an amusement park, museum or some kinds of religiously important place. Tourists have different choices and that is why different tourists choose different kinds of tourist destinations. Like a simple place can be the most important and illusive place to someone who love sports if any big sports event is arranged in that place (Yeoman, 2008).

The valuation of tourism destination potential includes the examination of destination value or equity, physical aspects of destinations, readiness of destinations in terms of infrastructure, accessibility, environment, reputation and safety. However, the assessment of destination potential is related to the five major components of destination or 5A including attraction, accessibility, amenities, accommodation and awareness. (Dickman, 1996)

2.2.1. Attractions

Attractions are pull factors (Chetthamrongcha, 2017). The primary purpose or motivation for tourists is attraction. They may be a main destination such as heritages or secondary destinations which are interesting places to visit on the way to primary destination. Attraction defines a site or single unit, people selecting and identified during their leisure time (Swarbrooke, 2002). Scholars often identified three major classifications of attractions on the route, which are (i) natural, (ii) historical and manmade, and (iii) cultural and ethnic.

According to UNESCO, World Heritage Convention (1972), "heritage" in its broader meaning is generally associated with the word "inheritance," that is, something transferred from one generation to another through birth or legal succession or by any other means. Literature reveals that there is no single agreed definition of heritage. Even though there are a wide range and diversity in concepts and definitions, heritage destination an umbrella and comprises both the natural and cultural tourism activity (Huh, 2002).the term heritage can be summarized into two major categories: natural heritage, drawing its qualities from nature and Cultural heritage, which draws its qualities from culture and built elements in association with people, and events.

Heritage tourism is a form of tourism that specifically targets the art, architecture, history, monuments, museums, theatres, religious heritage, social interaction, food habits, and lifestyle of people in a certain geographical region (Burns and Eaddy, 2010). Heritage tourism deals with traveling to experience of people of the past and present (Jamie and Eric 2011), and the major pillar of the tourism industry (Richard, 2002), The capital city of Ethiopia has several main varieties of heritage tourism destination in different areas of the sub city, like monumental heritage related with art and architecture, the religious heritage the natural heritage, traditional arts and crafts, music and dance.

For the purpose of this study, heritage is created by and recognized of the value in what our ancestors left behind and possable current situation of ways which encompasses entities of material and immaterial treasures, the natural environment, cultural built heritages as well as historic place as a tourist destination.

2.2.2. Accommodation

Though traveling overnight visitors spend money for consumable items and have a variety of needs, including accommodation, dining and are also more likely to spend on attractions and activities. A variety in style and quality of accommodation in a tourist destination of cities and town provides an important means to increase the economic impact of visitors (Dickman, 1996).

2.2.3. Amenities

Amenities are facilities very essential for any tourist center. Amenities are elements of comfort and convenience, etiquette and good manners most visitors take for granted until they are not there: visitor information centers, water filling station, emergency services, toilet &shower blockers, telecommunications, roads, rubbish bins, signage, bike wash tool and wash station, park benches, etc. A community that provides attractions but no amenities is unlikely to maximize economic benefit from tourists, while destinations that develop amenities without attractions will be frustrated by the lack of visitors (Dickman, 1996).

2.3. Tourism Potentials Development

In 21th century the concept of tourism potential development is very important feature of all over the world. Potential tourism resource involves the improvement and sustainability of the physical infrastructure, services in the destination in form of support facilities, branding, promotions, and advertising amongst others. This issue will be addressed from the global, regional (Africa), national (Ethiopia) and finally this research focus on the Addis Abeba city.

2.3.1. Global Tourism Potential Overviews

According to the United Nation World Tourism Organization, in 2018 totaled 1.4 billion international tourist arrivals and World Tourism Barometer June 2018, out Europe, Asia and pacific, American, Middle East and Africa countries and territories reported data on international tourist arrivals for four months lead Asia and pacific 8%, Europe 7%, next to African Middle East and America. (WTO 2018) Africa offers a considerable potential for environmental and ecotourism, cultural tourism, sports tourism, and discovery tourism.

However, this potential remains largely untapped (WTO, 2011, African Union set tourism agendas at the top level endorsed the continent's Tourism Action Plan (TAP) developed by the New Partnership for Africa's Development (NEPAD), renamed African Union

Development Agency (AUDA) make priority sector strategies across Africa destination 21st century. Sub-Sharan communities'15 members of the Economic Community of West African States (ECOWAS) also introduced a visa policy that allows free movement of people across member of states which contribute international traveler market and also the local level the public and the private sectors fully tap Africa's potential in the tourism industry. (Signe, 2018).

African countries can improve their economic growth performance, not only by investing on the traditional sources of growth such as investment in physical and human capital, trade, and foreign direct investment, but also by strategically harnessing the contribution of the tourism industry and improving their governance performance. This will foster economic growth and development.

2.3.2. Ethiopian Tourism Potentials Overview

Tourism development has not achieved in a short time and still it is developing. The development of tourism is facing competition all over the world between the tourist destinations and attempt to fascinate more tourists through marketing procedure and policy. The tourism industry in Ethiopia could be legitimately described as one that is still in its infancy. Its current low level of development is often attributed to changes in governance systems and development policies, weak promotion, lack of trained manpower, finance, and knowledge and management capacity (Tadesse K., 2015).

Ethiopia is land locked country in the horn of Africa, sharing a border with six countries: Eritrea and Sudan in the north, Djibouti and Somalia in the east, Kenya in the south and South Sudan in the west, with a population of approximately 100 million (World Bank, 2014). Tourism in Ethiopia's third largest foreign exchange export after coffee and oil seeds (World Bank, 2006).

In 2017, Estimate for the contribution the direct input of Travel & Tourism to GDP was ETB49, 144.2mn (USD2, 053.6mn), 2.7% of total GDP, directly supported 604,000 jobs (2.4% of total employment), Visitor exports generated ETB50, 447.7mn (USD2, 108.0mn), 35.2% of total exports, investment was ETB 18,490.3mn, 2.4% of total investment (USD 772.6mn). (WTTC), 2018.While tourism is increasingly important within the country, compared to other horn of African nations. Ethiopia currently has elven world heritage sites listed UNESCO: Aksum (1980),Fasil Ghebbi, Gondar Region (1979), Harar Jugol, the

Fortified Historic Town (2006), Konso Cultural Landscape (2011), Lower Valley of the Awash (1980),Lower Valley of the Omo (1980),Rock-Hewn Churches, Lalibela (1978),Tiya (1980), Simien National Park (1978), Konso cultural landscape,(2011), Meskel Demera, the commemoration feast of the finding of the true holy cross of Christ,(2013), Fichee-Chambalaalla, the new year festival of the Sidama people,(2015) ,and Oromo Gada system, Indigenous democratic socio-political system of the Oromo people,(2016) these World Heritage sites are the basis for tourism and foundation of the country.(UNESCO).

Literature shows that in terms of tourism development Ethiopia ranks 14 Th among African countries; South Africa, Kenya, Tanzania, Botswana and Namibia rank the first five top tourism developments. Zambia, Zimbabwe, Mozambique, Uganda and Ghana rank the second top tourism development and Senegal, Rwanda, Gambia, Ethiopia and Mali rank third tourism development (Mann, 2007). The foundation of Ethiopia's tourism product remains cultural, historical and natural tourist sites. The long standing vision of the currently ruling government of Federal democratic republic of Ethiopia make one of the top five tourist destinations in Africa by the year 2020, with an emphasis on maximizing the poverty-reducing impacts of tourism, and utilizing tourism to transform the image of the country (World Bank, 2006).

In Ethiopia over 1.6 million people of are employed in tourism. This constitutes 6.9% of the population. The country has some of the highest and most stunning places on the African continent. In fact, 80% of the highlands of the whole of Sub Saharan Africa are found in Ethiopia. The country is old and as Abyssinia, its culture and traditions date back over 3,000 years.

Many people visit Ethiopia because of the remarkable manner in which ancient historical traditions has been preserved (United Nations Economic Commission for Africa (UNECA), 2011:56). The under development of this sector is the result of three things. One, absence of a full-fledged policy framework is keeping the potential and the actual performance of Ethiopian tourism sector rather imbalanced. Second, the expansion of tourism infrastructures such as transport, hotels and accommodations did not meet what the sector needs. Third, several potentials of tourism development of the country remained unstudied. This paper attempts to show some key potentials of city tourism development in Addis Abeba and this contributes its own role in narrowing the gap associated with the challenges and future indication for city tourism mentioned above.

2.4. Challenges of City Tourism

Tourism has been a popular agenda in urban policy for a long time, as a sector that was comparatively easy to promote with little public investment necessary apart from reshaping urban spaces and city marketing action. City tourism development must be sensitive to potentially for wide ranges of local community interests in order to prevent the industry from failing (Colomb, 2011).

Many cities and communities around the world are now facing a number of on-going challenges, some of which include rising traffic volume and congestion, diminishing quality of life, urban sprawl and degradation of the natural environment, growing population, polarization of economic development, increased greenhouse gas emissions, reduced budget et. For the local government (Herget, 2015) and the major challenge is finding the way to maintain the ecological balance in the area. Environmental protection and, thus, climate change mitigation, requires significant financial resources, and can only be successful if sufficient, permanent and stable sources of financing are ensured (Abrham,2015).

Moreover, tourism development in cities, a number of specific issues need to be addresses such as the conflicting natures of various development options, traffic-related problems, especially in city centers, and the excessive pressure placed on certain attractions, which could result in their degradation. Considering the existing spatial distribution of buildings and roads within a city, where only minor interventions are possible in the majority of cases, in planning tourism development many elements of the offer should be considered in accordance with the given variables (smolcic jurdana and susilovic, 2006).

In the city tourism there are different challenges and problems that hinder cities tourism development: issues of safety and security; financial related problems; negative attitude of the local people and tourist to tourism; low level of structural and facility development; lack of trained manpower; poor performance of marketing campaign; and discouraging policy and rules. These challenges can be classified from where they originally come: internal from product producer or destinations themselves and outside the host or producers which is from the guests and the stakeholders.

2.5. Opportunity of City Tourism

In twentieth century, city tourism is one of the world's utmost types of tourism. It creates a social phenomenon that promotes the movement of visitors to a region or destination in the

world with certain natural or artificial features aimed to leisure and rest, world tourism (2008), at the most, drives economic growth, creates jobs; millions of people around the world are dependent on in city tourism, contribute to the creation of sustainable economies; million company of travel and tourism owner, improves social development and promotes peace (sofronov, 2018).

According to World Atlas, the leading world heritage sites registered by United Nation Science and Culture Organization; Italy, Spain, France have cultural and mixed heritages; half of the tourist destination resource located in the capital city as well as regional city of the counties. Thus, opportunities of city tourism in western countries where mutual understanding for the development of urban tourism but in third world countries like Ethiopia challenging for tourism development.(World Atlas, 2018).

2.6. Future of City Tourism Development

Cities around the world are political and economic centers, locations of research and science, services sector industries, cultural and architectural tourist attraction. These assets of cities attract a great variety of guests thus city tourism benefit specially from the mega trend of continuing urbanization. According to united nation department economic and social affairs today world's population will live in urban areas 55 per cent, 2030, 61 per cent, and by 2060, the world is likely to be fully urbanized. That is, more than 80 per cent of the world's population will live in the cities (Guide to City Development Strategies, 2006).

Since, the rise of mass tourism in the 1960s, city tourism has consistently been one of the fastest growing segments of the travel phenomenon in countries with developed economies (Ashworth, 1989; Jansen-Verbeke, 1986; Law, 2002; Maitland and Ritchie, 2009; Selby, 2004). International transit arrivals worldwide are expected to reach 1.4 million by 2020 and 1.8 billion by 2030 (UNWTO, 2016). Over the period 2007-2014, worldwide the number of city trips increased by 82 per cent and reached a market share of 22 per cent of all holidays, according to the latest official statistics (IPK International, 2015/2016).

The development of city tourism is experienced both by developed and emerging economy frugalities. Universal urbanization processes lead to increasing numbers of people living in cities, and feeling more connected with cities and an urban lifestyle, consequently this means more people seek out to visit other cities. The development of city tourism is single-minded by spatial, social, economic and technological forces (ETOA, 2014). The issue of tourism

urban development in Addis Abeba poses important potential, opportunities and challenges to tourism stakeholders, as well as governments and local residents.

2.7. Indicator of City Tourism Development

Cities have become the centers of economic, cultural and political power of the industrialized world, similar unsustainable centers that use the environment and resources and impact climate change. Many cities bound of infrastructural resources and possibilities through increased urbanization prevent and efficient public administration. Hence urban public services become inadequate, inactive and non-functional. Local government plays a key role in representing the public interest, stimulating urban innovation and responsibility for the creation of an urban future. In order to achieve this, it is necessary to implement and follow the proposed city development. Local development policy-makers implement the concept of "smart cities" to more people, both local residents of community and tourists. Local tourism authorities are responsible for the implementation of local development strategies in cooperation with the public and private sectors and other establishments for the future tourism development of a city (Krstinic Nizic and Baresa, 2013).

Today tourism has become of the highest importance in the development of a city; it is a vital indicator of the city's image, not only as a tourist destination, but also as a spatial unit of pleasant living. The city as tourism destination meets the needs of its residents, at the same time creating and /or improving the offer for new visitors and tourists through urban innovation (Smart Cities, 2012). According to world cities tourism federation, city tourism development measures by six tourism development indicators have weighting scheme of city development index; resource attractiveness, industry prosperity, cities support, travel convenience, economic contribution, and travel expectation (WTCF, 2107).

2.7.1. Resource attractiveness

Without the attractiveness, tourism does not exist and there could be little or no need for tourist facilities and services. It is only when people are attracted to a destination that facilities and services follow (Ferrario,1979). Tourism resources are presently experiencing a transformation operation. The attractiveness of a region depends on the number of existing tourism resources, responsible for the development level of tourism in the territory but also how these resources are evaluated and perceived by tourists. Tourism development process is dependent on the identification of attractiveness elements that are responsible for the

development of tourism in that area. Attractiveness cannot be treated globally, because there are different types of attractiveness, some quantifiable, others less measurable, being more subjective in nature (Formica, 2000).

A tourist destination must succeed to guarantee and provide visitors throughout its entire offer, an experience whose degree of satisfaction exceeds other alternative destinations. Tourist movements are not random and represent a response to an attraction. The destination reflects the feelings and opinions of its visitors about the tourist destinations. At the level of tourist attractiveness can be distinguished a number of tangible elements with a very important role in attracting tourists flow: natural and human resources, accommodation and catering facilities, leisure facilities (Sara, 2019).

World tourism cities destination tourism resource measure by novelty/originality of the destination, museum, beautiful history and culture of status and monument, number international conferences and exhibitions, auxiliary support facility systems, infrastructures and environment is tourism development indicator of the attractiveness of a destination.

2.7.2. Industry Prosperity

Tourism is one of the strongest drivers of world trade and prosperity. Tourism brings hope, prosperity and understanding to so many lives and livelihoods all over the world, World Tourism Organization secretary general Taleb Rifai says “Tourism is today the third largest export industry in the world after chemicals and fuels. World Tourism Day, September 27. Urban tourism industry prosperity quality of life refers to happiness, good health and general well-being of individuals and the society (Reid, Robert, 2009).

City prosperity index assessment prosperity implies wellbeing, thriving conditions, safety and security, revenues, and long life achievement for everything. Prosperity in cities, therefore, is about successfully meeting today’s needs without compromising tomorrow and working together for a smart, competitive economy, in a socially inclusive society and a healthy, vibrant environment for individuals, families, and communities. Prosperity in cities is a process and cities can be at different levels of prosperity (UN Habitat, 2018).

In order to measure the level and also track how cities progress on the path to becoming prosperous is a composite index with carefully selected dimensions that captures all important elements of a prosperous city. This index are intended to help city authorities, friendliness of the local people, number of domestic tourists ,revenues from domestic

tourism, number of inbound tourists, inbound tourism revenues ,number of outbound tourists, decision-makers, partners and other stakeholders to use existing evidence and formulate clear policies and interventions for their cities (World Tourism Cities, 2018).

2.7.3. Cities Support

According to Annual Report on Development of World Tourism Cities, the third measures of City tourism development indicator are index of comprehensive support. The dimensions to measure the level of cities support sub indicator are ecological & environmental quality, urban livability, distribution of commercial shopping sites, tax refund policy for travel shopping, number of management bodies and industry organizations and travel security element are the track how cities development on the path to becoming comprehensive support (WTCF, 2018).

Ecological & environmental qualities are range of popular meanings is a biological study of the relationship of plants and animals to each other and to their environment. Tourism cities focus on cultural ecology and concerns human beings and their environment are sub indicators of cities support. The relationship of tourists, communities, administrators, originators, and policymakers to each other, and especially to their environment is the ingredient of ecological tourism and, environment is crucial to the attractiveness of almost all travel tourist destinations (Bryan H. Farrell, 1991).

The second sub indicator of cities support is livability, means the physical setting, encompassing to social interactions (Hankins & Powers, 2009), without urban livability city support indicator cannot measure. Livability is important to various constructed views regarding the quality of life in any human living environment. Urban livability account as a human behavioral denotes the interaction between individuals and the environment (Pacione, 1990). Livable cities provide choice and opportunity to measured cities of tour for people to live their lives, and raise their families to their fullest potential' (Major Cities Unit, 2010).

One of index cities support , Tax refund policy for travel shopping (Tax-free shopping (TFS) is the buying of goods in a foreign country and obtaining a refund of the sales tax which has been collected by the retailer on those goods. Visitors who have bought products at tax free stores can withdraw value added tax (VAT) before leaving. But if you do any extensive shopping, the refund is fairly easy to claim: Bring your passport along on your shopping trip,

get the necessary documents from the retailer, and track down the right folks at the airport, port, or border when you leave (Rick Steve's,2019).

Tourism management bodies and industry organizations and travel security method also the last index of cities support of city tourism development indicators. Unlike the United States, most other countries do not have legal restrictions against technical surveillance. Beware that your conversations may not be private or secure. Most foreign security services have various means of screening incoming visitors including sensing (intelligence) dogging to identify persons of potential intelligence interest. They also have well established contacts with hotels and common hosts that can assist in various forms of monitoring you. Electronic eaves dropping has been reported on airlines, in hotel rooms, taxis, and meeting rooms, business and government travelers have (FBI business travel brochure, 2018).

Traveling internationally can pose significant risks to information stored on or accessible through computers, tablets and smartphones. Some of the risk is associated with increased opportunities for the loss or theft of the device and just merely the distraction of traveling. Especially in tourism, the quality-environment integration is essential. The study reveals the diversity of quality and environmental models currently used worldwide.

2.7.4. Travel Convenience

Travel convenience is acknowledged to be increasingly important to customers especially for travel and trade sectors because travel by itself not easy going. Ease of getting tourist visa, multilingual coverage, number of city routes, average commuting time, number of urban search engines and financial payment are the most common travel convenience city tourism development indicators in the world cities tourism federation.

2.7.5. Economic Contribution

According to world tourism cities federation the economic contribution of city tourism development indicator measure; financial, based on the increasingly tough economic competition between cities within and across metropolitan areas. GDP of urban tourism, contribution of urban tourism to national tourism, proportion of tourism GDP in urban GDP, proportion of employment in tourism service industry, consumption per inbound tourist, level of sharing economic; (has been quantifying the economic and employment impact of travel & tourism at the country and regional level) as well as growing increasingly large and

influential accounting for a greater proportion of global tourism demand valuable dimension of economic contribute of city tourism development (UNWTO,2012).

2.7.6. Travel Expectation

In travel and tourism industry, expectation has been explained as an imaginary setting to which is allotted a level of impression that the setting will take place, a notion that a particular action will be followed by a particular outcome (Edwards et al. 2009). The centrality of emotion in expectations is reflected by (Font,1997) who commented that tourists rely much more on their preconceived image which is not what tourists "know", but what they "think" or "feel" (Font 1997; Edwards et al. 2009). Conferring to world cities federation the collective travel expectation of cities tourism development indicators remain historical reminiscence, cultural entertainment, easiness and fun, escapism, environment satisfaction, personal identification and satisfaction of available products and services.

2.8. Tourist Attraction Sites in Addis Abeba

In Addis Abeba city, it has several various tourist destinations of natural, cultural, man-made and historical, churches, historical houses and places, museums, monuments, private parks, entertainments are existed.

2.8.1. Historical Houses and Places

City of Addis famous in historical houses and Places of tourist destinations which includes La Gare/ Ethio-Djibouti Railway Station; The old railway station house, Empress Menen Girls School; the first Ethiopian girl's school consists of two building Complexes, Menelik II Entoto Palace, Leul Mekonen Palace Genete leul and Sheik Ojele Palace; royal residence are one of the tourism resource of in Addis as well as in Africa. Nowadays, "Ethiopian prim ministry, Dr.Abiye Ahmed" says the National Palace of Ethiopia opened in next two years, huge tourism potential of city. Moreover, Arada Old Post Office /Cinema Ethiopia; first modern post office opened, Meskel Square; celebrating religious festival and other entertainment which are the tourism product of city tourism in Addis Abeba.

2.8.2. Museum

Addis Abeba city becomes the home of museum more than ten in number, at the top of the rising slope of Entoto museum; Menelik II established, This museum contains articles of great quality and historical significance, bed Menelik II and exhibits depicting Entoto's

glorious past, Ethnographic Museum of the Institute of Ethiopian Studies; documents analyze and disseminate knowledge about languages, cultures and history of Ethiopia generally focus on museum of nationalities, Addis Ababa Museum; accommodated warlords of Menelik II and to record the future progress of the capital in the social, political and economic spheres; and to assist researchers in their study about Addis Ababa, Menelik Museum; the royal family remains, National museum; the nation's historical and cultural heritages and presenting selected artifacts of the top tourist destinations attraction sites of Addis Abeba, The Zoological Natural History Museum (ZNHM) and St. George Museum also the tourism product of city tourism in Addis Abeba ,Ethiopia.(Merkeb,2014 and Belayneh,2016).

2.8.3. Monuments

The statue of Abune Petros, the archbishop executed by the Italian invading troops, the liberation monument around Arat Kilo, the martyrs' monument around Sidest kilo, the Andinet statue erected in memory of the fallen troops during the invasion of Somalia, the statue of Emperor Menelik at the heart of the city called Arada and the Lion of Judah erected in front of the Ethio-Djibouti Railway are some of the historical sites in Addis that are worth visiting. The lion is the symbol of heroism and resistance to Ethiopians. Especially, during the period of monarchy, the lion was the icon of imperial dignity. Bearing this fact in mind, don't get surprised if you see the sculpture of lions in many places. In Addis Ababa, there are two lion sculptures located within a close radius of each other (trip advisor, 2018).

2.8.4. Addis Mercato

It’s crowded, it’s chaotic, largest open air market in Africa but the Addis Mercato is so incredibly entertaining and full of life and character tourism product of the city. (http://www.addisababa.gov.et/pl/web/guest/attractions)

2.8.5. Entertainment and Event

At almost all in Addis Abeba; Fendika Azemari bet, Aliance Ethio-france’d Addis Abeba, Ambassador cinema, Hager Fiker theater , yewodale Azemari bet and Destino Dance Company (some of the group are disabilities traditional Ethiopian dancer) (lonely planet) are the most important entertaining tourist destinations city of Addis Abeba**.** Furthermore, city tourism potential of event; religious Festivals, Ethiopian Epiphany, Great Ethiopian run, woman and children races, international 5 Km run are sporting event,(https://ethiopianrun.org/en/); are city tourism product of Addis Ababa

2.9. Empirical Literature

In this part, The local and international studies on related topic is presented in the form of table.

No.	Author	Year	Title	Methodology	Major finding
1	Tekabe Sintayehu	2016, Ethiopia	challenges and prospects of Ethiopian tourism industry	Data Source, the Study Area and Sampling Techniques	lack of promotion, and shortage of human trained manpower are the finding of the researcher
2	Saad Al-Saad/ Abdelkader Ababneh	2017, Jordan;	Concept, opportunities and challenges of urban tourism in the Arab world: Case studies of Dubai, Cairo and Amman	bibliographic documentation and descriptive analytic method,	Gap in the existing literature about urban tourism in the Arab cities the finding of two scholar
3	Gregory Ashworth, Stephen J.	2010, United Kingdom	Urban tourism research: Recent progress and current paradoxes	Documentation and literature review	Social agenda and academic debates are the paradoxes of finding of the researcher
4	Kerstin Bock	2015, Germany	The changing nature of city tourism and its possible implications for the future of cities	By Travel experiences and literature review, analysis	proliferation of ICTs, travel and social acceleration have contributed to the rise in popularity of city tourism

Table 1 Empirical Literature

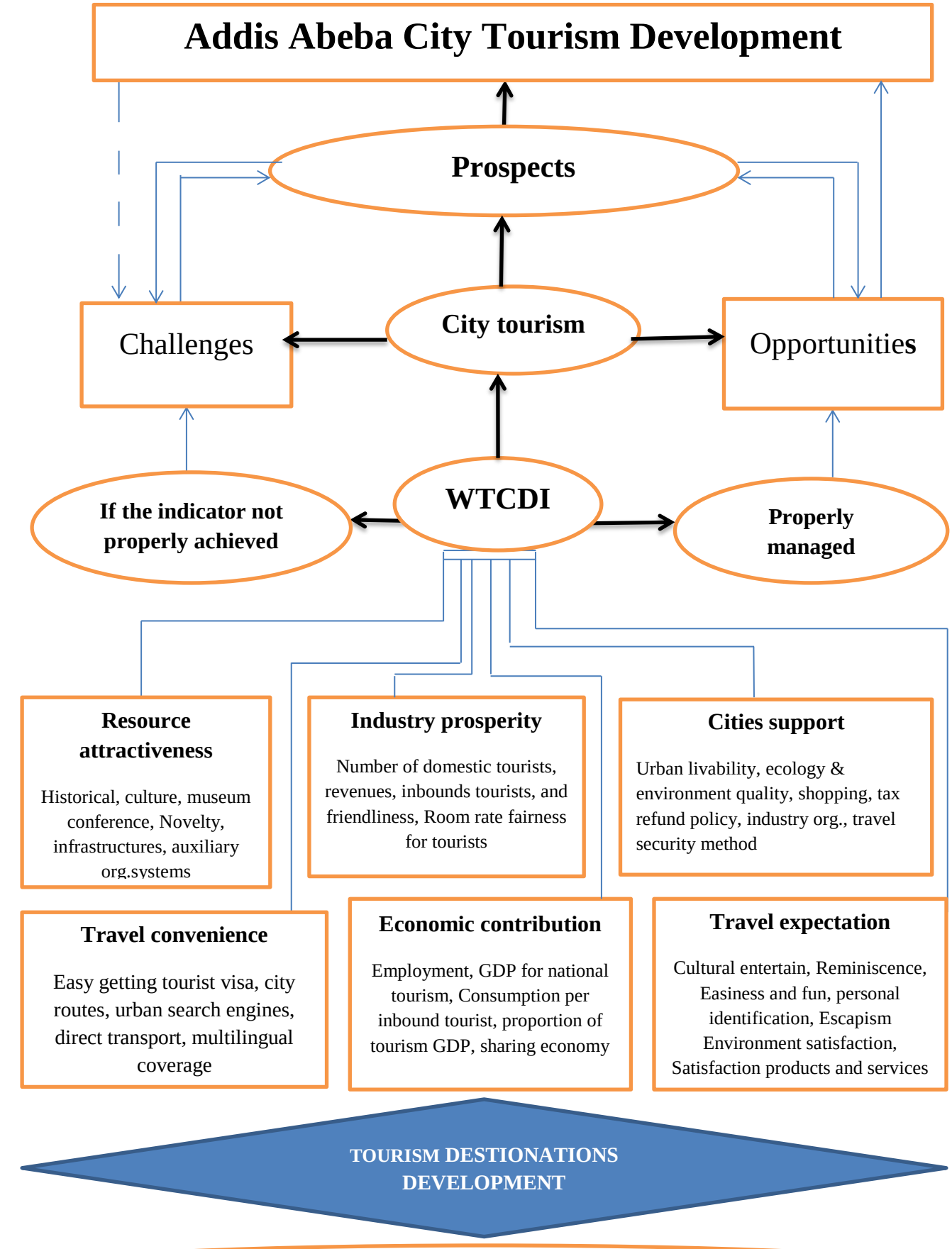
2.10. Conceptual Framework

According to Secretary-General, World Tourism Organization (UNWTO), Taleb Rifai, Cities are constantly changing; they are built, transformed and continuously growing. Cities are also occupied by different types of groups and each uses the city in a different way, generating a spatial organization, some kind of residential differentiation that also creates invisible borders reflecting how that society is structured, Cities tourism development index can measures in resource attractiveness, industry prosperity, cities support, travel convenience, economic contribution, and travel expectation (WTCF,2018).

The research model projected for this study contains the world tourism cities development indicators, which are Cities tourism index (resource attractiveness, industry prosperity, cities support, travel convenience, economic contribution, and travel expectation; if the city tourism development indicators not managed properly, the dimension; direct related and going be challenges, whereas: the opportunities furthermore incorporate with valuable situation of the scopes and the forecasts of the city tourism also attempted before, after and during of the development of indicators.

The Empirical evidence from city tourism development in Addis Abeba presented the following conceptual framework in figure 1 below have served as a reference for the study importantly.From next figure, WTCDI mean world tourism cities development indicators and source own constructed 2018/2019.

Figure 1 Cities Tourism Development Indicator Conceptual Framwork



Source: Researcher Framework 2018/19

CHAPTER THREE

3. RESEARCH PROCESS AND METHODOLOGY

This chapter deals with and presents the research methodologies used in the study. This includes the research design, sources of data, data gathering procedure, data quality assurance, ethical consideration and the statistical treatment of data.

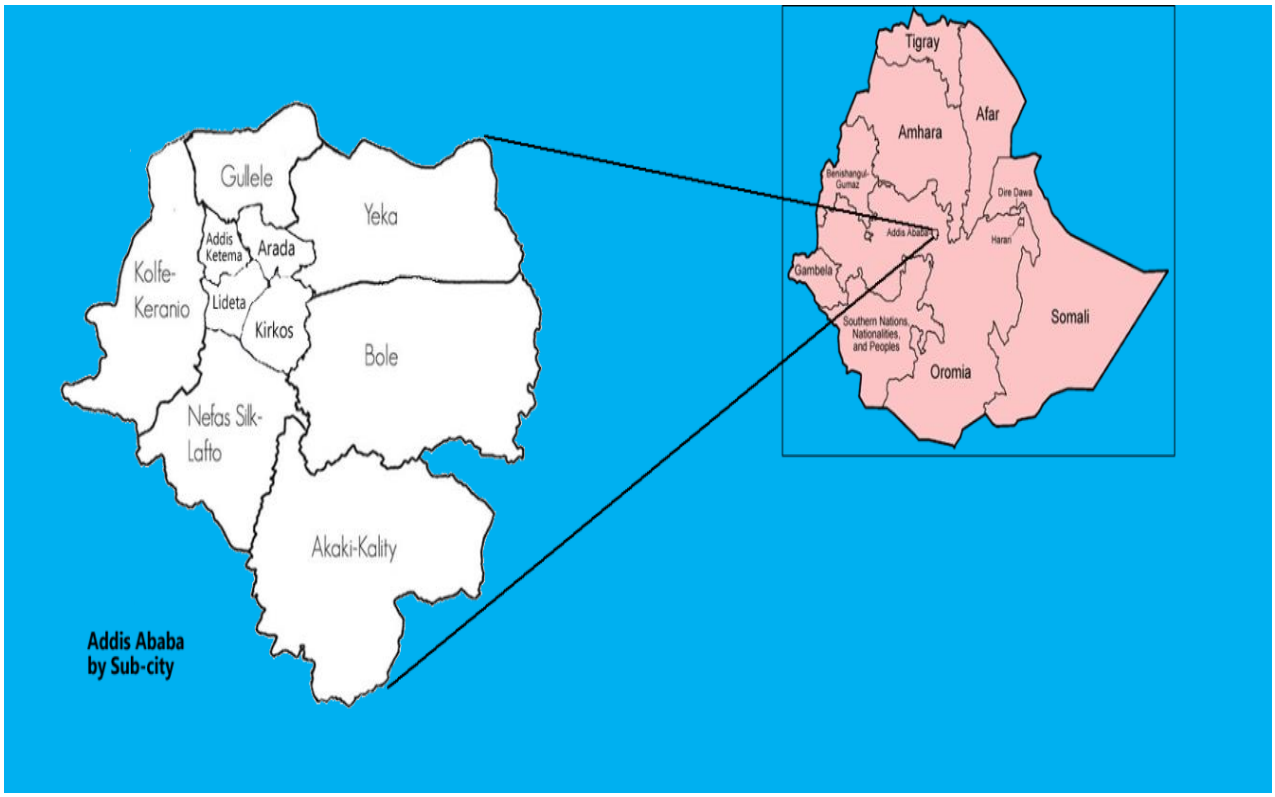
3.1. Research site description

Current city state head of Ethiopia, Addis Ababa was founded in 1887 as the social-cultural, political, judicial and commercial center of the country. Like other African cities, it is a city built entirely by Abyssinians, Ethiopians. Event though it is young compared to the cities of Axum (Axsumite kingdom), Lalibela (Lalibelaian kingdom), Gondar (Tewodros and Fasil empire) and other, the role it has played in transferring and convening technologies to the other parts of the country has been remarkable. In 1889, Emperor Menelik and his influential wife Empress Taytu encamped and settled at Entoto. The place was selected for its strategic and tactical value; its hilly topography facilitated patrolling the surrounding lands. Entoto was considered as an ideal place for military headquarters. It was Empress Taytu who played the greatest role in founding Addis Ababa. Taytu requested the Emperor to build houses around the Filwoha area, and the Empress came down to the Filwoha area and began to live there and oversee construction work.

This research will be conducted the tourist destination of Addis Abeba. Addis Abeba is the capital city of Ethiopia. Addis Ababa lies at an elevation of 2,200 meters (7,200 ft.) and is a grassland biome, located at 9°1′48″N 38°44′24″E. The city lies at the foot of Mount Entoto and forms part of the watershed for the Awash. From its lowest point, around Bole International Airport, at 2,326 meters (7,631 ft.) above sea level in the southern periphery, Addis Ababa rises to over 3,000 meters (9,800 ft.) in the Entoto Mountains to the north; which makes it the third highest capital in the world next to Lapaz and Quito of Latin America. The area exclusively found 10 sub cities, namely Addis Ketema, Kirkos, Arada, Bole, Gullele, Akaky Kaliti, Yeka, Lideta, Nifas Silk-Lafto and Kolfe Keranio. Hence, Addis Ababa has an area of 540 square kilometers with the population of 3.3 million. The city is not only political capital, but al so commercial, and socio-culture of the country; it is nerve center

for the country's nation s and nationalities (Addis Ababa Millennium, 2008), the study area of this research will be exclusively conducted in city; city tourism as whole.

Figure 2 Map of the study area



Source: Addis Abeba City Government, 2017

3.2. Research design

To collect, analyze and interpret the data obtained from story area and to describe the objectives of the study, both qualitative and quantitative research method was used. For the purpose of this study, the researcher was used observations checklist and non-probability purposive sampling method. In the method of observation checklist used world tourism cities development indicators; travel expectation, industry prosperity, cities support, travel convenience, economic contribution and resource attractiveness of the stud area. In the quantitative method the respondents are chosen purposefully who are believed to have the required information. In order to understand the tourism potential, opportunities and challenges and the role of stakholders of city tourism Addis Abeba data was gathered from different travel trade sector (Incoming tour operator, Grounded tour operator, Tour and Travel Service, Travel Agent, Tourist Transport Services including Ethiopian national tour operator),Addis Abeba city government tourism bureau and Ministry of culture and tourism. The reason for employing both quantitative and qualitative approach is that, the research

questions deal with issues that require both deep understanding as well as facts on the study of the area.

3.3. Data collection method

The main sources used for this study comprise primary as well as secondary data. The primary data was collected through extended observations checklist and photographs. Regarding the secondary data, the researcher was employed published and unpublished sources such as, magazines, proceedings, pamphlets and articles.

3.3.1. Primary Data

Non participatory observations during the fieldwork will be used structured observation and unstructured observation mainly to investigate on issues beyond those which were covered in the questionnaire and observation checklist itself. The researcher also visits national and ethnography museum, monuments, Art galleries, historical building and Entoto, traditional restaurant, historical building, parks, religious museum, Ethiopian airlines and attending great run, religious festivals event tourist destination of Addis Ababa.

3.3.2. Secondary Data

Recent data covering 2017 and 2019 was obtained from the Ministry of Culture and Tourism and Addis Abeba city government municipality culture and tourism bureau. It was used for analysis. This was supplemented by data collected and different references related to the subject published in the form of books and journals.

3.3.2.1. ***Questionnaires*:**

The researcher identifies certain respondents as being potentially able to provide significant data on the research subject by purposive sampling both qualitative and quantitative analysis. Consequently, 157 respondents will be selected on purposive sampling technique from the travel trade sector (grounded tour operator, incoming tour operator, tour and travel service, tourist transport services and travel agent) companies. The researcher used questionnaires mainly close ended and open ended approaches. The specific number of those respondents respective to their organization is discussed in the table below.

Table 2 Summary of Total Sample Size in the Study Area

Specific Objectives	Target group (Tour operator)	Sampling technique	Sample selected	Research Tools	Data analysis method
			Quantitative	mixed	Descriptive analysis, Percentage, Frequency, Factorial, analysis t-Test , ANOVA test
1) Identify the major tourism potentials of city tourism of Addis Abeba 2) Examine the opportunities of city tourism development in Addis Abeba 3) Investigate the major challenges faced in developing city tourism 4) Prospects (role of stakholders) for city tourism development in Addis Abeba.	Incoming tour operator	Purposive	95	**Questionaries' and Non participatory observation**	
	Grounded tour operator	Purposive	10		
	Tour and Travel Service	Purposive	22		
	Travel Agent	Purposive	20		
	Tourist Transport Services provide	Purposive	10		
Total sample size =157					

Source: Own constructed 2018/2019

3.4. Data Analysis Method

After data gathering, all responses through observation were analyzed in the form of text systematically and based on the information and Data gathered through questionnaire were entered into Statistical Package for Social Science (SPSS 23) for analysis. First part were involved the personal data of the respondent, including sex, age, educational Status of travel trade sector (Incoming tour operator, Grounded tour operator, Tour and Travel Service, Travel Agent, Tourist Transport Services companies).secondly, involved measuring the potential and challenges of city tourism development, it was composed of item ratings based on its level of impact and opportunities and role of stakeholders of city tourism; This was computed using descriptive statistics and rating scales according the nature of the questions. The results of analysis were interpreted and discussed using descriptive statistics (frequency, mean, and standard deviation) and conclusions by evaluating the implications of the data, In addition, the following tests and analyses were conducted; Cronbach's alpha (Consistency

Reliability test), t-test and ANOVA test. Moreover, Data collected through informal discussions were noted down in field diary and afterward it was analyzed by the help of text explanations was used interpretive and descriptive method of analysis.

3.5. Validity and Reliability of the Instruments

The researcher will gather data from different sources; questionnaire and other written and journal concepts will be verified and interpreted in order to make the gathered data reliable. Reliability and validity is fundamental features in the evaluation measurement instrument. Reliability refers to the quality of a measurement technique to ensure accuracy and repeatability when the research is repeated. Validity is represented the truthfulness of findings (Altheide & Johnson, 1994). Most commonly used tool in order to verify this consistency is Cronbach's alpha. To assure with Cronbach's Alpha relabilty testing of statsical tretaement recommended value of 0.6 (Hair et al., 2010). Validity and reliability assure the integrity and quality of a measurement instrument (Kimberlin, Winterstein, 2008). A construct is said to be reliable or consistent if it brings the same result when we use it multiple times (Bhattcherjee, 2012) and the results representative focus on respondants is carried out with in the study area.

3.6. Ethical Consideration

As the researcher, Ethical considerations play leading roles in assuring the credibility of the reports of the study. Ethics are the norms, values and standards for conducting research that distinguish between right and wrong. Researchers must try to professionals and applied ethics has well established rules and guidelines that define their conduct (Ifedha & Bretta, 2016).

From my share I carry to all the recipients of this proposed research. The participants of the study were purposive and conducted to participate.Besides, my due diligences to extend all my respondents and treat them with politeness, tolerance and acceptance of their views to my questionnaires without having any prejudice.

CHAPTER FOUR

4. RESULTS AND DISCUSSION

As it has been discussed in the objective part, the data collected will be discussed by bringing them into five main parts. These are the respondent's profile, tourism product of city tourism, opportunities city tourism development, challenges of city tourism, and role of stakeholders for city tourism development of Addis Abeba. In thi s chapter, an attempt has been made to offer detailed presentations and discussions of the data collected through questionnaire, observation, and document analysis. Data gathered from those sources were analyzed by frequency, percentage, factorial anylsisis, t-test and ANOVA test. The results were presented in tabular form and graphs and under each table and graph analyzed by word.

4.1. The Background of Respondents

4.1.1. Characteristics of Sampled Respondents

The respondents were the travel trade sectors. Questionnaire was distributed for 157 tour operators. But, from purposive sampling for respondents 100% questionnaires were filled and returned. The quantitative part of this research has one data sets, the respondent profile has been segmented in terms of age, sex, marital Status, educational Status and nationality for their experiences.

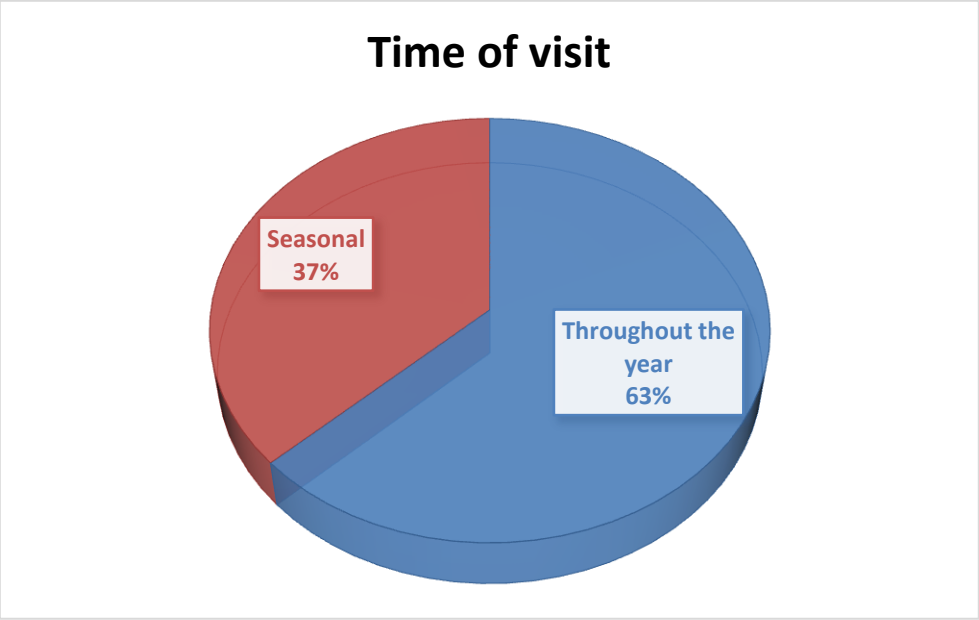
T**able 3 Characteristics of Participant Demographics**

Participant Demographics		Frequency (%)
Sex	Male	101 (64.3)
	Female	56 (35.7)
Age	<30	78 (49.7)
	30 – 40	57 (36.3)
	40 – 50	14 (8.9)
	50 - 60	8 (5.1)
Marital Status	Single	78 (49.7)
	Married	70 (44.6)
	Widowed	8 (5.1)
Educational Status	Certificate	14 (8.9)
	TVET	36 (22.9)
	Bachelor Degree	83 (52.9)
	MA/MSc.	24 (15.3)
Nationality	Ethiopian	157 (100)
	Others	0 (0)

Source: own survey 2018/2019

As can be seen above Table 3.1, from the total of 157 respondents that had been distributed for tour operators (64.3%) were male's population represents and 35.7% were female's population represent. In relation to Educational backgrounds, half of them were TVET, MA/MSC, and certificate. The majority of them (52.9%) have bachelor degrees. In terms of age, most of the respondents (49.7%.1 %) were <30 age, which followed 30-40 age are 36.3% and the rest 40-60 age where 14%. moreover, in terms of marital status half of the respondents where single. Whereas 44.6% and 5.1 of the total population where married and widowed respectively. Furthermore, the nationality of respondents where represent 100 %, Ethiopian nationalities.

Figure 3 Season of City Tourism of Addis Abeba



Source: own survey 2018/2019

The involvement of tour operator (incoming and grounded) agreeing that, 63% of the respondents the city tour of Addis Abeba regularly visiting throughout the year of Ethiopian season; Kiremt or Meher (Summer), Belg (Autumn), Bega (Winter) ,Tseday (Spring), While from the total population of respondents 37% are approving the tourist visit of Addis is seasonal from Belg (Autumn) - September, October and November are the spring season sometime known as the harvest season to Bega (Winter) - December, January and February are the dry season with frost in morning specially in January; without question the most suitable season of tourist to come Addis Abeba, Ethiopia.

Table 4 City Tourism Modes of Marketing Used

Item		Frequency	Percent
Modes of marketing	1. Direct Marketing	91	58
	2. Advertisement through media	54	34.4
	3. Arranged Government Agencies	23	14.6
	4. Trade Fair	85	54
	Total	157	100

Source: own survey 2018/2019

The modes of city tourism market system common but different for travel and tourism stockholders. As the above figure show, city tourism of Addis Abeba tourism service and products sell by directing marketing systems, advertisement through, trade fair and marketing programs arranged by government agencies. Thus, responding the giving data 58% use by direct marketing approach to sell the city tourism product and services. In addition to marketing modes tour operator used advertisement through media; almost 34.4% approved to promote and sell city tourism product and services of the city Addis.

The most mutual benefit of marketing mode also trade fair, likewise to direct marketing mostly used. Furthermore, between advertisement through media and trade fair half percentages tour operator sell to tourism resources by marketing programs arranged by government agencies. Direct marketing and trade fair most effective ways to develop relationships with your customers and potential customers of the sector travel and tourism sector.

As own survey and observation city tourism products of Addis Abeba cover a wide range of historical, religious, natural and cultural attractions and the tourist amenities. Marketing of city tourism important; designing the provided services and defining the particular characteristics of the city tour itself, defining motives for the potential tourists of city tour tourist resources destinations, efficient and professionals' delivery of its tourism products and services.

Table 5 Tourist Generating Area from city Tour of Addis

Item	items of indicators	Frequency	Percent
Location of visitors	1. Local	44	28
	2. Africa	4	2.5
	3. Western Europe	96	61.1
	4. Latin America	3	1.9
	5. North America	37	23.6
	6. Eastern Europe	28	17.8
	7. Asia	33	21

Source: own survey 2018/2019

In travel and tourism business tourist generate area essential without question for the stakeholder of hotel and tourism sectors. As shown the above table, 61% of tourists visit Addis Abeba comes to Western Europe accordingly, from the western mostly Spain, France, UK Italy, Switzerland, Germany and Netherlands are tourist generating area of city tourism Addis Abeba. The local people also visit Addis especially around Oromia region. Furthermore, the North America (USA and Canada), Eastern Europe (mostly; Russia, Bulgaria, Czech Rep and other), Asia (china), Africa and Latin America are the location of tourists that visiting the capital city of Ethiopia.

Based on the tourist generating area or location of visitors the purpose of visiting compared to other regional state; Rest and relaxation, Visiting relatives and friends, Business reasons, Culture, Fun, Health, Sports and recreation, Attending a conference, seminar are reason to visit city of Addis Abeba. From the next table respondent's agreed that, 51.6% for the purpose of culture, next to business and conferences reasons are mainly tourist interest of the city because of capital of Africa. Moreover, from the total sample population respondents accepted that rest and relaxation 22.9%, visiting relatives and friends 17.2%, Fun 8.3%, health 5.7%, and historical 2.5% are tourist visitor's interest compared out of Addis tourist destinations.

Table 6 City Tourism Visitors Interest of Addis Abeba

Item	Items of indicators	Frequency	Percent
Interest of city tourism visitors	Rest and relaxation	36	22.9
	Visiting relatives and friends	27	17.2
	Business reasons	52	33.1
	Culture	81	51.6
	Fun	13	8.3
	Health	9	5.7
	Sports and recreation	-	-
	Attending a conference, seminar	63	40.1
	Others **	4	2.5

**** Others: Historical places** ***Source: Own Survey, 2018/2019***

4.2. Tourism Product of City Tourism in Addis Abeba

In the face of travel trade sector products existence is the central feature of the industry, much misunderstanding washes over the concept. Products like attractions are the core components of a region's Addis city tourism product. The capital city of Ethiopia, Addis Ababa has multitude of tourism potentials which enabled the huge tourist destinations in Ethiopia. One of the tourism resources of a tourist attraction of Addis Abeba city are man-made and natural attractions. Here after, different city tourism potentials of the study area are to be discussed in result analysis.

In chapter I stated that, one of the specific objectives of this study was to identify the major tourism potentials of city tourism were conducted by using Principal Component Analyses (PCA) with SPSS version 23. Since, data on potential of city tourism developpemnt were collected for the travel and trade sector of Addis Abeba city. The results to show identified by using (16 items) in to four parts extracted in the tourism resource of Addis Abeba. The items were extracted using principal component analysis (PCA) based on Eigen values greater than one and Varimax rotation method. The Kaiser-Meyer-Olkin (KMO) results which are above the recommended 0.6 value (Hair et al 2010) and the Bartlett's Test of Sphercity ($p<0.001$ in both cases) proves the factorability of the items.

The validity tests of 16 items were subjected to factor analyses. These items were loaded into four components. However, component was loaded each with a single item. From these 16 items, 3 were strongly loaded from the first and second component, 2 items loaded in the

third and four component, 1 items loaded in four component solution through Principal Component Analysis. The PCA of the remaining 6 items gave as dropped. The KMO value was 0.680 and Bartlett's test of Sphercity reached statistical significance (X^2= 695.568, DF=120, p<0.001), supporting the factorability of the 16 items. The final PCA revealed the presence of four components. This four-component solution explained a total of 56.009%, with each dimension showing a number of strong loadings. Table 7 presented in the table below.

Table 7 Results of Analysis of Tourism resource of City Tourism Development in Addis Abeba

No.	Item	Component			
		1	2	3	4
1.1	Historical Buildings	.125	.133	-.039	.534
1.2	Cuisine	-.009	-.084	.028	.579
1.3	Monuments	- .030	. 241	. 604	.108
1.4	National Museum	.737	.207	.121	.102
1.5	Museums in religion sites	.744	.296	.121	.139
1.6	Landscapes and mountain	-.082	.507	.169	.649
1.7	City park	.021	.466	.036	.615
1.8	City zoo	.227	.293	-.506	.292
1.9	Festivals	.714	.008	.088	.114
1.10	Sport events	.320	.738	-.021	-.110
1.11	Sightseeing	.462	.168	.355	.489
1.12	Biking	.241	.124	.072	.035
1. 13	Swimming and tennis	.165	-.001	-.266	.120
1.14	Night clubs	.466	.242	.627	.198
1.15	Shopping facilities	.218	.649	.070	.112
1.16	Cinemas	.278	.637	-.055	-.264

Source: Extracted by the researcher, 2018/2019

As can be seen from the above Table, the first factor was loaded with three items. These items deal with the attraction of cultural (i.e. Museums in religion sites, National Museum and festivals). Hence, this component is named as "cultural tourism resource". The second factor was loaded with three items. These items deal with pleasurable and straightforward, requiring little effort to appreciate (i.e Cinemas, Shopping facilities, Sport events). Hence,

this component is named as “Entertainment tourism resource”. The third component was loaded with two items. These items deal with issue of nightlife and monuments of city tourism potential resources. Hence, this component is named as “nightlife and monuments”. The fourth component was loaded with two items. These items deal with sites and scenic views of city tourism potential of resources (i.e. Landscapes and mountain, City Park). Hence, this component is named as “natural tourism resources”. In this study, therefore, these four dimensions are used as the potential of city tourism destinations and resources in Addis Abeba.

Prior to computing the mean score of each of the factors, reliability tests were conducted by using Cronbach’s Alpha test. There is internal consistency among the three items under component one and two. Where components three and four loaded two items Table 7 Results of analysis of Tourism resource of City Tourism Development in Addis Abeba respectively. From the total 16 items in to four component 10 single items are strongly loaded and highly Cronbach's Alpha value (α=0.668) from the recommended value of 0.6.

However, the Cronbach’s Alpha value for the reaming items under component one up to four are below the recommended value (α=0.539). Hence, items of 1.1, 1.2, 1.8, 1.11, 1.12, and 1.13. Even with the omission of any of the six items, the Cronbach's Alpha value remained far below the recommended value 0.6, as can be seen from the column of "Cronbach's Alpha if Item Deleted" under Table 8 below. Hence, due to failing to meet a reliability test, the six items under component one up to four were dropped.

Table 8 Reliability test results for items measuring proper tourism product

Items under component one up to four	**Cronbach's Alpha if Item Deleted**
Historical Buildings	534
Cuisine	579
City zoo	-.506
Sightseeing	.489
Biking	241
Swimming and tennis	-.266

Source: Computed by the researcher2018/19

In a nut shell, 10 items, which are valid and reliable, are retained for use in further analysis. Finally, the mean score of the four components was calculated for subsequent statistical analysis. Table 9 presents the descriptive statistics and Cronbach's Alpha values of the four factors used for measuring the potential of tourism resource in Addis Abeba city tourism development.

Table 9 Results of analysis of Potential of City Tourism in Addis Abeba: Descriptive statistics and Cronbach's Alpha values

No.	Factor	No. of items	Factor Loading	Mean	SD	*Cronbach's Alpha* (α)
1	Cultural tourism resource	3	0.731	4.09	0.868	641
2	Entertainment tourism resource	3	0.674	2.77	0.687	633
3	Nightlife and monuments	2	0.615	3.36	1.005	601
4	Natural tourism resources	2	0.632	2.72	0.831	611

Source: Computed by the researcher 2018/2019

As can be seen from Table 9, the factor of Cultural tourism resource was rated highest (M=4.09, SD=0.68), implies that respondents agreed highly attractive to city tour visitors and highly fertile tourism potential for city tourism development. According to Earth life expenditure (2019), the top tourist destinations of Africa are Morocco, Zambia, and Tanzania besides this morocco almost 10 popular museums compared to Ethiopia nearly the same. But from the total incoming tourists in Ethiopia about 34 % tourists visit Addis Abeba for the purpose city tourism (MOCT 2017). Moreover, the cultural tourism resources of Ethiopian festivals held in Addis as well are Meskel (Cross) event took place on19 march, Timkat (Epiphany**);** falling on 19 January**,** Fasika (Eastern) and Gena (Christmas) celebrated.

The factor of Entertainment and Natural tourism resources was rated (m=2.77, SD=0.687, m=2.72, SD=0.83) implies that the repondants somehow attractive for tourists and for city tourism development respectively. Besides, factors of Nightlife and monuments city tourism resources are strongly loaded and respondant rated moderately attractive for the potential tourism resource of city tourism development in Addis Abeba, Ethiopia.

Furthermore, another tourist potential of city tour of Addis Abeba also forwarded from the respondent; attending Ethiopian traditional coffee ceremony and traditional Ethiopian practice, Art galleries, in traditional restaurant have live traditional music enjoying tourists

(dancing), urban photography, Open market (Meracto), Conference tourism, Botanical garden (Gullele) and trekking to mount Entoto, and from AACTB data also in addis heritage tourism potential summarize the following table10.

Table 10 Summary of Heritage Tourism Potential in Addis Abeba City

No.	Name of attraction	Types of attraction	Total no. tourism product	Remark
1	Historical building	Man-made attraction	237	Attached on annexes
2	Monuments	Man-made attraction	16	Attached on annexes
3	Caves	Mixed	17	Attached on annexes
4	Churches	Man-made attraction	43	Attached on annexes
5	Museums	Man-made attraction	11	Attached on annexes
6	Mosques	Man-made attraction	4	Attached on annexes
7	Bridges	Mixed	2	Attached on annexes
8	Historical places	Mixed	3	Attached on annexes

Source: heritage conserivation directorate 2018/19

4.2. Challenges of Tourism Product Development in Addis Abeba

In this study, to investigate and validate the major challenges and shortcomings faced in developing city tourism were conducted by using Principal Component Analyses (PCA). Since, data on challenges of city tourism development were collected for the travel and trade sector of Addis Abeba city. The results to show identified by using (8 items) extracted the challenges of city tourism development in Addis Abeba from varieties of different literatures World Economic Forum 2017, Enhancing Urban Resilence, 2015,Addis Abeba,Challenges of development through Urban Leankage,2016 and among many others same concept or different concepts.

The items were extracted using principal component analysis (PCA) based on Eigen values greater than one and Varimax rotation method. The Kaiser-Meyer-Olkin (KMO) results which are above the recommended 0.6 value (Hair et al 2010) and the Bartlett's Test of Sphercity ($p<0.001$ in both cases) proves the factorability of the items.

The validity tests of 8 items were subjected to factor analyses. These items were loaded into three components. However, component three was loaded with a single item. From these 8 items, 4 were strongly loaded from the first component solution through Principal

Component Analysis. The PCA of the remaining 4 items gave as dropped. The KMO value was 0.652 and Bartlett's test of Sphercity reached statistical significance (X^2= 83.916, df=6, p<0.001), supporting the factorability of the 8 items. The final PCA revealed the presence of 1 component. This four-item solution explained a total of 52.897%, with each dimension showing a number of strong loadings. Table 11 presented in the table below.

Table 11 challenges of City Tourism Development Results of Analysis of in Addis Abeba

No.	Item	Component		
		1	2	3
3.1	The scarcity of goods and services are the economic challenges of city tour of Addis Abeba	.682	-.158	-.556
3.2	ICT Infrastructure factor determining demand and shaping the success of a city tour business of Addis	.677	-.275	-.365
3.3	Lack of adequate professional trained man power facing city tour of Addis	.618	-.317	.154
3.4	The issue of crime and terrorism is the major threat facing of the city tourism	.320	-.432	.513
3.5	Pollution and sanitation are challenges that face the development of city tourism of Addis Abeba	.637	.284	.246
3.6	The absence of a maintenance measurement method is an issue of urban tourism	.480	.484	.472
3.7	Less coordination and participation among the stakeholders in tourism development and the activity done to aware them about city's tourism product is poor	.187	.541	-.258
3.8	There is no enough promotion on the tourism products of Addis Abeba face the development of city tour	.175	.513	.001

Source: Extracted by the researcher, 2018/2019

As the above table show the first factor was loaded with four items. These items deal with the facilities of city tourism (i.e. scarcity of goods and services and ICT Infrastructure, Lack of adequate professional trained man power and Pollution and sanitation). Hence, this component is named as "lack of city tourism facilities". The second and third component there is no loaded factor with (item 4, item 6, item 7, and item 8). In this study, therefore, the dimensions of lack of tourism facilities are used as the challenges of city tourism development in Addis Abeba.

Prior to computing the mean score of each of the factors, reliability tests were conducted by using Cronbach's Alpha test. There is internal consistency among the 4 items under component one due to high Cronbach's Alpha value (α=0.701) from the recommended value of 0.6. Whereas the (item 4, item 6, item 7, and item 8) under component two and three was dropped from component due to low Cronbach's Alpha value (α=0.298) from the

recommended value of 0.6. Hence, due to failing to meet a reliability test, the four items under component two and three were dropped.

In a nut shell, 4 items, which are valid and reliable, are retained for use in further analysis. Finally, the mean score of the first components was calculated for subsequent statistical analysis. Table 12 presents the descriptive statistics and Cronbach's Alpha values of the factor used for challenges of city tourism development in Addis Abeba.

Table 12 Results of analysis of challenges of City Tourism Development in Addis Abeba Descriptive statistics and Cronbach's Alpha values

Factor	No. of items	Factor Loading	Mean	SD	*Cronbach's Alpha* (α)
Lack of city tourism facilities	4	0.705	4.03	0.775	0 .631

Source: Computed by the researcher, 2018/2019

The above table shows ,the factor of lack of city tourism facilities was rated highest (Mean = 4.033, SD = 0.775), implies that majority of the respondents agree and strongly loaded by 0.705 lack of city tourism facilties are the challenges of city tourism development in Addis Abeba. Though most of the respondents surprisingly the issue of crime and terrorism, promotion and lack of, coordination btween stakeholders did not consider as the challenge city tour of Addis. The researcher believes that as major economic sector tourism in general and city tourism in particular could have been given priority in every activity of the city administration.

Besides mentioned above, the respondant identified the following additional challenges of tourism development in Addis. These Political instability, beggars everywhere, high traffic jam, hotel expensive, airport service are very poor, western cultural affect, limited community involvement, lack of clear buffer and core zone delimitation and management, buffer zone constructions and settlements, degradation of religious values, poor treatment of tourists, over charging etc.

Moreover, the following additional challenges of city tourism development are identified in the data gathering process; There is no new destination to attract the tourists and lack of enough entertainment services, Lack of knowhow on city tourism from the community as well as the sub cities of the administration, Lack of communication, understanding and cooperation between city administration, local community and the destinations staffs , Lack

of integrated engagement among tourist related private, public and nongovernmental institutions; most of tour operators did not considered city tour as tourism potential of the city as whole ,children under ages of 18 asks coins and money the disturbance the visitors,lack of government attention to preserve and conserve monuments ,ancient building and the heritage in general ,the city map not organized as the relevant of city tour ,social media can make an influence in city of Addis the government engaging in social media to show real picture of the city as well as the country ,illegal tour guide and tour operator is a big deal that influenced city tourism development and fake news of social media can make and a big deal influenced tourism development of city of Addis.

4.2. Opportunities of City Tourism Development in Addis Abeba

About different opportunities of city tourism development were identified by the research in different cities, which kind of advantage more familiar and significant for the local community, stakeholder and the government of Addis as a capital and place of Africa. Once this has been done table was prepared in order to see which opportunities were more select, agree and vital to the city based on the data who have been analyze and during the study time.

As stated in chapter 1, one of the specific objectives of this study was examine the opportunities of city tourism development were conducted by using Principal Component Analyses (PCA). Since data on opportunities of city tourism development were collected for the travel and trade sector of Addis Abeba city. In order to fulfil this, The findings show that chances or advantages level of tourism development; were identified by using 6 items extracted from ranges of Literatures UNWTO, Global Report on city tourism,2012, WTTC, Global cities Rreadness for Tourism Growth,2016, Leading city of Agenda for Culture United States and Local Government,2018 among many others) different concepts.

The items were extracted using principal component analysis (PCA) based on Eigen values greater than one and Varimax rotation method. The Kaiser-Meyer-Olkin (KMO) results which are above the recommended 0.6 value (Hair et al 2010) and the Bartlett's Test of Sphercity ($p<0.001$ in both cases) proves the factorability of the items.

The validity tests of 6 items were subjected to factor analyses. These items were loaded into two components. However, component two was loaded with a single item. From these 6 items, 3 were strongly loaded from the first component solution through Principal Component Analysis. The PCA of the remaining 3 item gave as dropped. The KMO value

was 0.625 and Bartlett's test of Sphercity reached statistical significance (X^2= 47.228, DF=3, p<0.001), supporting the factorability of the 6 items. The final PCA revealed the presence of 1 component. This three-item solution explained a total of 55.364%, with each dimension showing a number of strong loadings. Table 13 presented in the table below.

Table 13 Results analysis of Opportunities of City Tourism Development in Addis Abeba

No.	Item	Component	
		1	2
4.1	Tourism needs the diverse and flexible products a city can offer and cities need tourism to achieve their social and economic objectives.	.768	-.310
4.2	Tourism brings vitality and dynamism to cities but it also brings new patterns and changes to their urban landscape	.257	.542
4.3	Tourism connects people, creates relationships, it teaches them how to live in close proximity to one another	.420	.336
4.4	Tourism is one of the main pillars and economic drivers of many countries. It plays an important role in terms of employment, income and maintenance of urban infrastructure and public services	.776	-.457
4.5	Tourism has triggered a more competitive approach and destinations are focusing on their product offering and becoming more specialized in order to stay ahead and change together with the city.	.530	.414
4.6	The tourism industry has to implement innovative strategies to provide the city with a consistent image and therefore provide significant revenue and added value to its residents.	.685	-.127

Source: Extracted by the researcher, 2018/2019

As shows in the above table, the first factor was loaded with three items. These items deal with the opportunities of city tourism (i.e. Tourism offer to achieve their social and economic objectives, plays an important role in terms of employment, income and maintenance of urban infrastructure and public services and implement innovative strategies to provide significant revenue and added value to its residents. Hence, this component is named as "Economic objectives and Social relationships". The second component there is no loaded factor (item 2, item 3, item 5). In this study, therefore, the dimensions of economic objectives and social relationship are used as the opportunities of city tourism development in Addis Abeba.

Prior to computing the mean score of each of the factors, reliability tests were conducted by using Cronbach's Alpha test. There is internal consistency among the 3 items under component one due to high Cronbach's Alpha value (α=0.603) from the recommended value of 0.6. Whereas the (items 4.2, item 4.3 and 4.5) under component two was dropped from component due to low Cronbach's Alpha value (α=0.529) from the recommended value of 0.6.

In a nut shell, 3 items, which are valid and reliable, are retained for use in further analysis. Finally, the mean score of the two components was calculated for subsequent statistical analysis. Table 14 presents the descriptive statistics and Cronbach's Alpha values of the factor used for opportunities of city tourism development in Addis Abeba.

Table 14 Results of analysis of Opportunities of City Tourism Development in Addis Abeba: Descriptive statistics and Cronbach's Alpha values

Factor	No. of items	Factor Loading	Mean	SD	*Cronbach's Alpha* (α)
Economic objectives and Social relationships	3	0.743	4.60	0.500	603

Source: Computed by the researcher, 2018/2019

Based on the above table indicates that the factor of Economic objectives and Social relationships was rated highest (mean = 4.60, SD = 0.500), implies that respondant replied to deciding and approving of factor economic objective and social relationships are the opportunties of city tourism development in Addis abeba.

Besides, the first factor Economic objectives and Social relationships strongly loaded with 0.743, the opportunities of city tourism development in Addis Abeba. For understanding the economic opportunities of city tourism, it is very important to consider and ensuing flow of tourist in a particular city, local economic development, type of economy that city persists like public, private or mix economy, income spent on tourist leisure activities and not import of goods are facts opportunities that the pillar of the city tourism development in Addis Ababa. In one way or another way tourism boosts our economy, employs thousands of people, enriches our businesses and pays for important for public services and communities of the city. Tourism's opportunities in one capitals is very diffuse and so not very visible, which is a problem for those campaigning for further support to deciding as well as know the

measures. The objectives of tourism development are also diffused and often interlinked with other objectives, so that it is difficult to isolate the opportunities.'(Law, 1993).

The social–cultural relationships manners of tourism are the ways in which tourism is contributing to changes in value systems, individual behavior, family relationships, collective lifestyles, safety levels, moral conduct, creative expressions, traditional ceremonies and community organizations,(Fox (1977) which they identify as 'people opportunities', due to tourists on host communities and the interaction between these two groups. So, from the above opportunities it is clear that tourism depends on three main factors, namely tourist that demands for the services from the host city, Mass of the city that changes and regulate with the demands of the tourist and tries to leave an impression of their culture and historical, on the tourist and, a mutual understanding and benefit between the two so that both of them are comfortable with each other (Hall, 2003).

Based on the survey conducted open-ended questionnaire tourism opportunities of the city was generally graded as an upright, the under mentioned opportunities are forwarded on the basis of the data gained from respondents; to promote peace and security level of country that will help to build the image country, the capital city of Addis Abeba the home of nation and nationalities; also do the place different foreigners as capital city of Africa which called "museum of living people".Since, own observation also for the next three or four years for the tourism development of Addis Abeba upright significantly the potential, opportunities three new projects;

Firstly, "*The New pilot River side project initiated by Ethiopian Prime Minister Abiy Ahmed (PhD); "convert river banks of the city into public parks and green spaces "is the first outstanding concept for the opportunities of tourism product of Addis Abeba. This chances and opportunities stays and significant for the residence of Addis, stakeholders, even for African people. Hereafter, the project implemented on 50 hectares of land with 2.5 billion birr allocated budget, to be completed within a year. Succeeding suit will be the grand project covering a distance of 56 kilometers. Believe or not the river banks of the city; new chapter and era for tourism development of the city as well as for Ethiopia"* (Embassy of Ethiopia in Brussels and reporter, 2019).

Secondly, 360,000 sqm masterplan provides a unique lifestyle, hospitality, retail, commercial and leisure elements offering within a single integrated community in the center of Addis Ababa,

La Gare; One of the future and opportunities of tourism products of urban tourism. Thus, the government of Ethiopia, in partnership with Eagle Hills (Project consolidates). Since, after completed La Gare serves as a new commercial hub for the city and dynamic downtown of Addis Ababa (Addis Abeba city municipality, 2019).

Thirdly, the brainchild of Prime Minister Abiy Ahmed Unity Park (አንድነት ፓርክ) was constructed on a 40- hectares National Palace compound at the heart of the city, The Unity Park sprawling 20 hectares; comprising of historical buildings where both imperial and Marxist governments passed decisions that affected millions of Ethiopians. The palace was constructed as part of the founding of the city of Addis Ababa in 1887 by Emperor Menelik and his influential wife Empress Taitu, Emperor Haileselassie I, Marxist former President Mengistu Hailemariam, Ethiopian-style ethnic federalist former prime ministers Meles Zenawi, Hailemariam Desalegn and now the reformist and progressive Prime Minister Abiy Ahmed. Ultimately Unity Park also includes a spacious green area including a botanical garden, a zoo where primates and endemic black-mane lions will roam among 300 individual animals of 46 species, to be watched from an artistic tunnel with grass portions for viewing. Finaly, the PM said"Unity Park symbolizes our ability to come together for a common goal and cross the finish line by creating exquisite lasting prints of our collective worth," The resracher said unity park was one and the most powerful opportunities of city tourism development in the nexst revoluation of tourism industry in Addis Abeba as city of Africa (PM office, 2019).

4.3. The Role of Stakeholders for Tourism Development in Addis Abeba

As stated in chapter 1, one of the specific objectives of this study was show prospects (role of stakholders) for tourism city development of Addis Abeba were conducted by using Principal development were collected for the travel and trade sector of Addis Abeba city. In order to fulfil this, The findings show that prospects of tourism development; were identified by using 5 items extracted from ranges of Literatures Domestic Tourism Growth Strategy of South Africa, 2012 – 2020; UN World Economic and social survy,2013, WTO,International Tourism 2011,World Bank Development Report,2016, Ethiopian Tourism Development Policy, 2009 among many others) different concepts.

The items were extracted using principal component analysis (PCA) based on Eigen values greater than one and Varimax rotation method. The Kaiser-Meyer-Olkin (KMO) results which are above the recommended 0.6 value (Hair et al 2010) and the Bartlett's Test of Sphercity ($p<0.001$ in both cases) proves the factorability of the items.

The validity tests of 5 items were subjected to factor analyses. These items were loaded into one component. However, component one was loaded with a single item. From these 5 items, 2 were strongly loaded from the first component solution through Principal Component Analysis. The PCA of the remaining 3 item gave as dropped. The KMO value was 0.500 and Bartlett's test of Sphercity reached statistical significance (X^2= 62.867, df=1, p<0.001), supporting the factorability of the 5 items. The final PCA revealed the presence of 1 component. This two-item solution explained a total of 78.909%, with each dimension showing a number of strong loadings. Table 15 presented in the table below.

Table 15 Results analysis of Opportunities of City Tourism Development in Addis Abeba

No.	Item	Component	
		1	2
4.1	The accommodations sector for the need of tourism development should take control and responsible for service	.446	. 342
4.2	Local community should participate in the formation of programmers or policies of city tour development in Addis Abeba	.207	-.108
4.3	Media center provide information and analyses to all stakeholders for more effective participation in urban tourism decision-making	.888	276
4.4	Travel trade sector initiate visitors to extend length of stay tour and promote tourism product of Addis	.305	-.252
4.5	Government create national platforms for sharing information about the implementation of the new urban tourism agenda	.888	-.328

Source: Extracted by the researcher, 2018/2019

As confirmed in the above table, the first factor was loaded with two items. These items deal with the stakeholder role of city tourism (i.e. Media center provide information and analyses to all stakeholders for more effective participation in urban tourism decision-making and Government create national platforms for sharing information about the implementation of the new urban tourism agenda. Hence, this component is named as "Media center and national platforms".

The second component there is no loaded factor (item 1, item 2, item 4) deals with Travel trade sector initiate visitors to extend length of stay tour and promote tourism product of Addis ,accommodations sector for the need of tourism development should take control and responsible for service and Local community should participate in the formation of

programmers or policies. In this study, therefore, the first dimensions are used as stakeholder role or the prospects of city tourism development in Addis Abeba.

Prior to computing the mean score of each of the factors, reliability tests were conducted by using Cronbach's Alpha test. There is internal consistency among the 2 items under component one due to high Cronbach's Alpha value (α=0.733) from the recommended value of 0.6. Whereas the (items 1, item 2 and 4) under component two was dropped from component due to low Cronbach's Alpha value (α=0.305) from the recommended value of 0.6.

In a nut shell, 2 items, which are valid and reliable, are retained for use in further analysis. Finally, the mean score of the two components was calculated for subsequent statistical analysis. Table 16 presents the descriptive statistics and Cronbach's Alpha values of the factor used for opportunities of city tourism development in Addis Abeba.

Table 16 Results of analysis of Opportunities of City Tourism Development in Addis Abeba: Descriptive statistics and Cronbach's Alpha values

Factor	No. of items	Factor Loading	Mean	SD	*Cronbach's Alpha* (α)
Role of Media center and national platforms	2	0.888	4.65	0.918	.773

Source: Computed by the researcher, 2018/2019

As demonstrated in the above table, the factor of Role of Media center and national platforms was rated highest respondent deciding (mean = 4.65, SD = 0.918. Besides, the factor role media centers provide information and analyses to all stakeholders for more effective participation in urban tourism decision-making and the governments create national platforms for sharing information about the implementation of the new urban tourism agenda for tourism development strongly agree strongly loaded with 0.888, the stakeholder role of city tourism development in Addis Abeba.

UNWTO Secretary-General Francesco Frangialli, "the relationship between tourism and the media is vital and complex," thus, media have a crucial role to play in putting emerging destinations in the tourism product development (WTO, 2007). Media center provide information and analyses to all stakeholders for more effective participation in urban tourism decision-making; the most role as a stakeholders. Sharing and Agreeing to the survey and

own observation the role media center great deal significant tourism development of Addis Abeba.

Government create national platforms for sharing information about the implementation of the new urban tourism agenda; are the most important to identify the issue of city tourism development and to consider, thinking of ways to solve issues. As governments open their data and digitalize their services, they adopt a platform infrastructure; aims at increasing the flow of tourist and the citizens think tourist destinations sense ownership, involving citizens more largely in public action the development of city tourism.

More importantly, national platforms must be developed and formulated together with those concerned in the implementation of new urban tourism agenda. According to New Urban Agenda calls for its collective and integrated implementation by all partners, including national, sub-national and local governments sector a whole. It is therefore necessary to have a national platform for urban discussion and development, where all actors at all levels, from hotel and tourism stakeholders, can work together for the best results. (WUF9, 2018)

The local community and stakeholders encourages generating evidence based and practical guidance for the implementation of the new urban tourism agenda. Government platform have multi-stakeholders opportunity to provide input to city tourism development from formulation police to the implementation process (UN habitat).

The role of government platform important for potential city tourism product; to connect with new urban tourism agenda and opportunities international tourism development, generally ; Connecting the tourist generating and tourist destination opportunities globally to promote city tourism segment, Building awareness of the public and private sector and other tourism stakeholders about the importance of promoting city tourism, Facilitating tourism product knowledge transfer and Developing bilateral and multilateral capacity between tourist generating and tourist destination, government and local community activities (UNWTO).

4.4. Resuslt Analysis of Independent Samples t-test

Hypotheses frame were tested by using statistical techniques, namely independent t-test. According to Pallant (2010), an independent-samples t-test tells us whether there is a statistically significant difference in the mean scores for two different groups (e.g. male versus female) on the measured dependent variable(s). Thus, this study was used an

independent-samples t-test because this technique an appropriate for this types of categorical independent variable that helps to answers the research questions 2-4 (see page 4).

Three independent t-tests were conducted to test the three hypotheses (S-H1, S-H4, and S-H 7) that were posited under section 1. 5(see page4). The selection of independent t-test here is that the predictor (i.e. Gender) is a two categorical variable. Table 17 below presents the results from the computed independent sample t-tests for the three dependent variables, namely challenges, potential and role of stakeholders for city tour development

Table 17 An independent t-test results for the three measured variables

Dependent variables	Male Mean	SD Male	Female Mean	SD Female	Leven's test	t-value	p-value
Challenges	4.069	0.505	3.95	0.587	0.93	1.227	0.22
Opportunities	3.67	0.34	3.45	0.37	0.157	3.712	0.000
Stakeholders' role	2.49	1.46	2.33	1.46	0.971	0.674	0.502

Source: Computed by the researcher, 2018/2019

An independent-samples t-test was conducted to compare the challenges on city tours scores for males and females. There was no significant difference in scores for males (M=4.069, SD=0.505) and females [M=3.95, SD=0.58; t (155) =1.227, p=0.22]. This implies that the males and females perceive the challenges on city tourism development similarly. From the mean score of 4.01, for both sexes, it can be deduced that lack of city tourism facilities are the challenges of city tourism development in Addis Abeba.

An independent-samples t-test was conducted to compare the opportunities on city tours scores for males and females. There was a significant difference in scores for males (M=3.679, SD=0.346) and females [M=3.45, SD=0.379; t (155) =3.712, p=0.00]. This implies that the males and females perceive the opportunities on city tourism development differently. From the mean score of 3.56, for both sexes, it can be deduced that Economic objectives and Social relationships are the impartial opportunities of city tourism development in Addis Abeba.

An independent-samples t-test was conducted to compare the role of stakeholders for city tours development scores for males and females. There was no significant difference in scores for males (M=2.49, SD=1.46) and females [M=2.33, SD=1.46; t (155) =0.674, p=0.502]. This implies that the males and females perceive the role of stakeholder on city tourism development similarly. From the mean score of 2.41, for both sexes, it can be deduced that role of stakeholders (Media center and national platforms) for city tour development is very high.

4.5. Resuslt Analysis of ANOVA Test

To test hypotheses with three categorical predictors (Age and Education level), an ANOVA test was used. Table 18 and 19 presents the results from the ANOVA test with Age (three hypotheses (S-H2, S-H5, and S-H8) and with education level (hypotheses (S-H3, S-H6, and S-H9) that were posited under section 1.5 (see page4-5).

Table 18 ANOVA Test of Age Result Analysis

Dependent variables	Mean	SD	Age	
			T-value	P- value
Challenges	4.03	0.536	.923	.400
Opportunities	3.71	0.372	.859	.218
Stakeholders' role	2.43	1.46	.978	.378

Source: Computed by the researcher, 2018/2019

A one-way between-groups analysis of variance was conducted to explore the perception difference among respondents on the challenges of city tour development due to age variation Respondents were divided into three groups (coded) according to their age (Group 1: 30 or less; Group 2: 31 to 40; Group 3: 41 and above). There was no any statistically significant difference at the $p<0.05$ level in challenges scores for the three age groups [F (2, 154) =0.923, p=0.400]. This implies that the three age groups perceived the challenges on city tour development similarly. That is, with a mean score of 4.03, all respondents regardless of their age rated lack of city tourism facilities are the major the challenges of city tourism development in Addis Abeba.

A one-way between-groups analysis of variance was conducted to explore the perception difference among respondents on the opportunities of city tour development due to age variation. Respondents were divided into three groups (coded) according to their age (Group

1: 30 or less; Group 2: 31 to 40; Group 3: 41 and above). There was no any statistically significant difference at the p<0.05 level in challenges scores for the three age groups [F (2, 154) =859, p=0.218]. This implies that the three age groups perceived the opportunities on city tour development similarly. That is, with a mean score of 3.71, all respondents regardless of their age rated Economic objectives and Social relationships are the opportunities of city tourism development in Addis Abeba.

A one-way between-groups analysis of variance was conducted to explore the perception difference among respondents on the role of stakeholder of city tour development due to age variation. Respondents were divided into three groups according to their age (Group 1: 30 or less; Group 2: 31 to 40; Group 3: 41 and above). There was no any statistically significant difference at the p<0.05 level in challenges scores for the three age groups [F (2, 154) =0.978, p=0.378]. This implies that the three age groups perceived the role of stakeholders on city tour development similarly. That is, with grand mean and standard deviation of (Mean = 2.43, SD = 1.464). All respondents regardless of their age rated the role of media center and national platforms of stakeholder of city tourism development are Very High.

Table 19 Education Level of ANOVA test Result Analysis

Dependent variables	Mean	SD	Education level	
			T- value	P- value
Challenges	3.96	0.776	1.356	.261
Opportunities	3.62	0.265	.212	.809
Stakeholders' role	3.12	1.312	5.214	.006

Source: Computed by the researcher, 2018/2019

A one-way between-groups analysis of variance was conducted to explore the perception difference among respondents on the challenges of city tour development due to variations in their education level. Respondents were divided into three groups according to their education level (Group 1: Below Bachelor; Group 2: having bachelor degree; Group 3: above bachelor degree). There was no any statistically significant difference at the $p<0.05$ level in challenges scores for the three age groups [F (2, 154) =1.356, p=0.261]. This implies that the three education level groups perceived the challenges on city tour development similarly. That is, with a mean score and SD (Mean = 3.96, SD = 0.776), all respondents regardless of their Education level rated lack of city tourism facilities the challenges of city tourism development in Addis Abeba.

A one-way between-groups analysis of variance was conducted to explore the perception difference among respondents on the Opportunities of city tour development due to variations in their education level. Respondents were divided into three groups according to their education level (Group 1: Below Bachelor; Group 2: having Bachelor degree; Group 3: above Bachelor degree). There was no any statistically significant difference at the $p<0.05$ level in challenges scores for the three age groups [F (2, 154) =.212, p=.809]. This implies that the three education level groups perceived the opportunities on city tour development similarly. That is, with a mean score and SD (Mean = 3.62, SD = 0.265), all respondents regardless of their Education level rated Economic objectives and Social relationships are the opportunities of city tourism development in Addis Abebe.

A one-way between-groups analysis of variance was conducted to explore the perception difference among respondents on the role of stakeholders of city tour development due to variations in their education level. Respondents were divided into three groups according to their education level (Group 1: Below Bachelor; Group 2: having bachelor degree; Group 3: above bachelor degree). There was no any statistically significant difference at the $p<0.05$ level in role of stakeholders scores for the three age groups [F (2, 154) =5.214, p=.006]. This implies that the three education level groups perceived the challenges on city tour development similarly. That is, with a mean score and SD (3.12, 1.312 respectively), all respondents regardless of their Education level rated the role of stakeholder; media and national platform are the role of city tourism development in Addis Abeba.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

This chapter deals with summary, conclusions and recommendations. The first part of this section presents a brief summary of the research approach and the major findings of the research work. The second part presents the major conclusions drawn from the findings. In the last part possible recommendations that are considered to be relevant and significant are given based on the major finding.

5.1. Conclusion

The objective of this study is assessing the potential, opportunities and challenges in Addis Abeba for city tourism development. Since, city tourism is now getting more attention by many countries especially western countries. City of Addis Abeba has worthwhile natural and man-made tourism resources which attract most tourists. It is central tourist destinations in Ethiopia as well as in the Africa. However, city tourism of Addis Abeba had also opportunities, challenges and prospects that affected the proper utilization of those tourism resource potentials.

Findings show that city tourism for developments of Addis Abeba is enormous. The area is one of the best tourism destination attraction places that can be visited by domestic and international tourists. City tourism of Addis Abeba has a countless tourism resource potential; many of them are unique features and magnetisms. The landscape and mount Entoto, the religious festival, night life, monuments, movable tangible heritages, Ethiopian traditional food and drinks, religious museum, live culture (dancing) of the local inhabitants are some the resources that can attract tourists and for city tourism developpemnt.

The findings also show that adequate professional trained manpower and coordination between government tourism orgnzations, luck of promotion, political instability, poor government attention, illegal tour guide and tour operator, lack of infrastructure; internet, Ict technology, transportation and Lack of infrastructure which are support and tourism activity in the city (city route, international master card, methods of displays), economic circumstance which is “inflation” , safety and security issue, pollution and sanitation, high

traffic jam, insufficient accommodation quality and quantity and lack of create awareness sense of ownership between societies of Addis are the challenge for city tourism of Addis Abeba.

Besides on the survey conducted via questionnaire and non-participatory observations possible solutions forwarded. Such as, community participation of Addis for city tourism development was not at its satisfactory level; consequently the involvement local community participation must practice and encourage, Creating awareness of the local community on city tourism in particular and tourism in general through continuous training and awareness creating activities, organize, support and supervise the young generation who want to participate in urban tourism, involving the local community in every tourism related decision making processes and make them beneficiary and Appropriate attention are used city tourism development of Addis Abeba .

At the last, the tourism stakeholder trying to update their knowledge through on the job and off site training, The ministry of culture tourism and Addis Abeba city government culture and tourism bureau design action plan in city tour and promote, encourage domestic tourism should be given to develop city tourism; as one of tourist destination attraction tourism resource and product to sector even more than other types of tourism and sectors in the area.

On the other hand, Addis Ababa has many opportunities for city tourism development. These include: The capital city of Addis Abeba the home of national and nationalists and also do the place different foreigners as capital city of Africa; museum of living people ,good geographic location and the significance of the city for international conferences, plenty of resources (natural and manmade), mixed economy and privatization policy are prospects of city tourism development.

Moreover, the current political situation of the country internally and externally stability between Ethiopia and Eritrea “solved by Prime Minister Dr. Abiy Ahmed”; is a foremost panorama of city tourism development in Addis Ababa, Ethiopia.

5.2. Recommendations

Depending on the findings of the study and realities observed, the researcher forwarded the following valuable recommendations. This study has revealed many challenges and constraints that are bottle necks for city tourism development in Addis Ababa. The following are recommendations for government, practitioners, academicians, and stakeholders.

According to the study, there is improvement on service provision of tourist destinations and services for tourists. But still there are some dissatisfactory customer care services faults and leadership problems. Therefore, the hospitality industry; institutional frame work of the sector should be improved and provide good quality service for tourists. Specifically, different local tourism stakeholders have no good awareness about services of others for providing coherent service for tourists. This indicates that the stakeholders need to have regular meetings and discussions to offer good coordination and problem solving among themselves and take measures on any failure in efficiency of service provision.

Both public related and tourist infrastructures and facilities of Addis Ababa are not sufficient to provide competitive service. Tourist related infrastructures such as communication, easy banking sysytem, health facilities, city route, international Master Card, water supply and electricity are not supplied sufficiently indicating that customers' perception for the city erodes. Therefore, as Addis Ababa is ' much pronounced city in the world, Similarly, focus should be given to improve quality and diversification of tourists' facilities such as star designated hotels, tour operators, restaurants, conference centers and other ancillary services of tourists.

Government should encourage private sectors to invest for development of tourist attraction destinations. It should also allocate public finance for preservation and conservation for tourism resource attractions and also by creating awareness of the local community on city tourism; sense of ownership and city tourism in particular through continuous training and capacity building by governmental and non-governmental institutions.Moreover The federal government or city administration of the Addis, or any other concerned body should give urgent emphasis and fulfill all the tourism support infrastructural inquires.

Addis Ababa has also other innovative and potential tourist attractions which have a power for booming to tourism in the city such as conference tourism, health tourism and business tourism. But once again there is no aggressive promotion of these sectors for development. So that government should give special emphasis for these sectors to increase the competitiveness of tourism development. Mainly, Addis Ababa city administration and Oromia regional state governments, Addis Abeba Culture and Tourism Bureau in collaboration with Ministry of Culture and tourism should work together to develop and access tourist attractions around Addis Ababa.

Stake holders of tourism have complaint on the organizational structure of tourism industry in Ethiopia. In the country, there are no strong independent and functional institutions that can play a central role of tourism development. To support this, the government should establish tourism board, which can have independent power and organizations. Even though sometimes it is debating, Provision of incentive (free tax) for stockholders has its own positive impact on tour operators. The study shows that in Ethiopia, in the sector of to tourism amount and types of incentives provided are insufficient. Therefore, government should expand the horizon of incentives to make the sector competitive enough.

Inherently, tourism is vulnerable to any happening of instability in and around destinations. In the case of, Ethiopia the problem of political instability is not a major problem, the country needs to take precaution with regard to actions of terrorists in east Africa; threat of peace globally. Therefore, government should be conscious to turn away these troubles before affecting destination image. It should enhance its effort of working with neighboring countries against actions of terrorists. In fact we do have better experience and contribution in east Africa for fighting again the problem of terrorism.

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ANNEXES

I. Appendix of Questionnaires

ADDIS ABABA UNIVERSITY

SCHOOL OF GRADUATE STUDIES

COLLEGE OF DEVELOPMENT STUDIES

TOURISM DEVELEOPMENT AND MANAGEMENT UNIT

(Survey Questionnaires for Tour operator)

Dear respondent,

This survey questionnaire is prepared by a graduate student at Addis Ababa University College of Development Studies. Currently, I am conducting a research titled "City Tour in Addis Ababa, Challenges and Prospects for Tourism Development" in partial fulfillment of Master of Arts Degree in Tourism Development and Management. This questionnaire is intended to gather information about the Challenges and Prospect of City Tour in Addis Abeba, Ethiopia. Your genuine responses are important for the success of the study. I, therefore, kindly request your assistance to spend some minutes of your precious time by filing the provided questionnaire. I can assure you that any information that you provide in this questionnaire will be kept confidential and the study will solely used for academic purposes. If you have any question, I can be reached by the address below.

Thank you in advance for your cooperation in filling the questionnaire

The researcher, Sofonyas zeleke

Phone: *+251-9-10-28-43-88*

Email : *Zsofonyas@yahoo.com*
sofonyaszeleke@gmail.com

General instruction

- **Please do not write your name**
- **Please make circle or cross for section I to your responses**
- **Please use a tick mark (√) under section II-V to your responses**

Section I Background Information of Respondent

1.1	Gender	1. Male	2. Female	
1.2	Age	1. Below 30 2. 30-40	3. 40-50 4. 50-60	5. Above 60
1.3	Marital status	1. Single	2. Married	3. Widowed
1.4	Educational qualification	1. Certificate 2. TVET	3. Bachelor Degree 4.MA/MSC	5. PHD 6. Other
1.5	What is your nationality?	1. Ethiopian 2. Other, specify_____		

1.6. How often do tourists visit Addis?

1. Throughout the year
2. Seasonal , specify _____

1.7. What is the mode of marketing used for city tour tourism products? (More than one choice is possible if needed)

1. Direct marketing
2. Advertisements through media
3. Marketing programmers arranged by the government agencies.
4. Trade fair and/or international exhibitions

1.8. Where do the city tour visitors often come? (More than one choice is possible if needed)

1. Local
2. Africa
3. Western Europe
4. Latin America
5. North America (USA and Canada)
6. Eastern Europe
7. Asian

1.9. What is the main interest of city tour visitors compared with visits of tourist destination out of Addis (More than one choice is possible if needed)

1. Rest and relaxation
2. Visiting relatives and friends
3. Business reasons
4. Culture
5. Fun
6. Health
7. Sports and recreation
8. Attending a conference, congress, seminar,
9. Other_____

Section II Questions on tourism product in Addis Abeba

This section focuses on tourism product in Addis Abeba .In your opinion, what are the potentials of city tour in Addis Ababa for tourism development. Please rate the extent of attractiveness of the items in the table below by using the scale below by putting a tick sign.

Scale: 1 =Less attractive 3 = Moderately attractive 5 = Very highly attractive
2 =Somehow attractive 4 = Highly attractive

No.	Attraction/tourism resource	1	2	3	4	5
1	Historical buildings					
2	Cuisine					
3	Monuments					
4	National Museum					
5	Museums in religious sites					
6	Landscapes and Mountain (Entoto)					
7	City park					
8	City zoo					
9	Festivals					
10	Sport event					
11	Sightseeing					
12	Biking					
13	Swimming and tennis					
14	Night clubs					
15	Shopping facilities					
16	cinemas					

If there are other potential of tourism resources, please mention

-

_____

_____

_____

Section III. This section focuses on challenges of tourism product in Addis Abeba .In your opinion, what are the challenges of city tour in Addis Ababa for tourism development? Please rate to what extent you agree with the items in the table below by using the scale below in putting a tick sign.

Scale: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

No.	**Indicators**	**1**	**2**	**3**	**4**	**5**
3.1	The scarcity of goods and services are the economic challenges of city tour of Addis Abeba					
3.2	ICT Infrastructure factor determining demand and shaping the success of a city tour business of Addis					
3.3	Lack of adequate professional trained man power facing city tour of Addis					
3.4	The issue of crime and terrorism is the major threat facing of the city tourism					
3.5	Pollution and sanitation are challenges that face the development of city tour in Addis Abeba					
3.6	The absence of a maintenance measurement method is an issue of urban tourism					
3.7	Less coordination and participation among the stakeholders in tourism development and the activity done to aware them about city's tourism product is poor					
3.8	There is no enough promotion on the tourism products of Addis Abeba face the development of city tour					

If there are other challenges, please mention

_____

_____

_____

3.9 As a stakeholder/tour operator, what are you doing to solve the problems stated in the above question? Could you mention it please?

_____

_____

Section IV. Questions on opportunities for city tourism development

This section focuses on opportunities of city tourism development. In your opinion, what are the opportunities of city tour in Addis Ababa for tourism development? Please rate the extent of select of the items in the table below by using the scale below in putting a tick sign.

Scale: 1 = Strongly Disagree 3 = Neutral 5 = Strongly Agree

2 = Disagree 4 = Agree

No.	Statement	1	2	3	4	5
4.1	Tourism needs the diverse and flexible products a city can offer and cities need tourism to achieve their social and economic objectives.					
4.2	Tourism brings vitality and dynamism to cities but it also brings new patterns and changes to their urban landscape					
4.3	Tourism connects people, creates relationships, it teaches them how to live in close proximity to one another					
4.4	Tourism is one of the main pillars and economic drivers of many countries. It plays an important role in terms of employment, income and maintenance of urban infrastructure and public services					
4.5	Tourism has triggered a more competitive approach and destinations are focusing on their product offering and becoming more specialized in order to stay ahead and change together with the city.					
4.6	The tourism industry has to implement innovative strategies to provide the city with a consistent image and therefore provide significant revenue and added value to its residents.					

If there are other opportunities, please mention

_____

_____

Section V. Questions on the role of stakeholders for tourism development, particularly city tour in Addis. What is the prospect of city tourism development in Addis Abeba? Please rate the extent of decides of the items in the table below by using the scale below in putting a tick sign.

Scale: 1 = Very Low 3 = Neutral 5 = Strongly Agree
2 = Very High 4 = Strongly Disagree

No.	Prospect	1	2	3	4	5
5.1	The accommodations sector for the need of tourism development should take control and responsible for service					
5.2	local community should participate in the formation of programmers or policies of city tour development in Addis Abeba					
5.3	Travel trade sector initiate visitors to extend length of stay tour and promote tourism product of Addis					
5.4	Government create national platforms for sharing information about the implementation of the new urban tourism agenda					
5.5	Media center provide information and analyses to all stakeholders for more effective participation in urban tourism decision-making					

5.9 What is your general rational as a tour operator about city tour in Addis Abeba?

_____

_____

_____

Thank you Very Much for your cooperation!!!

II. Appendix of observation checklists

Cities Tourism Development Indicators				
Resource attractiveness		**Yes**	**No**	**Remark**
1	Historical and culture of tourist destination			
2	Beautiful status and monument			
3	Home of museum			
4	Number of international conferences and exhibitions events held			
5	Tourism auxiliary support facility systems are reasonably for tourists			
6	City infrastructures and environment well lighted for tourists			
7	Novelty/originality of destination			
Industry prosperity				
1	Number of domestic tourists traveling than international tourist in AA			
2	City tour of AA sufficiently create revenues from domestic tourism			
3	Number of inbound tourists traveling than domestic tourism in AA			
4	City tour of AA can create revenues from inbound tourism adequately			
5	Room rate fairness for tourists			
6	The local people of AA friendliness to tourists			
Cities support				
1	Ecology & environment systems of AA have a quality and excellence			
2	Urban livability			
3	Distribution of commercial shopping sites in AA reasonably			
4	Government have a tax refund policy for travel			
5	Number of management bodies and industry organizations have in AA			
6	Government have travel security method in city of AA			
Travel convenience				
1	Ease of getting tourist visa			
2	Multilingual coverage			
3	Sufficient number of city routes have in AA			
4	Availability of direct transport for tourist destination has in AA			
5	Sufficient number of urban search engines have in AA			
6	Financial payment free from government instruction			
Economic contribution				

1	City tour of AA contribute to GDP			
2	City tour of AA contribute to national tourism			
3	The proportion of tourism GDP in urban GDP understandably			
4	Proportion of employment in tourism service industry reasonably			
5	Consumption per inbound tourist fair and rationally			
6	The level income of sharing economy equally distributed to community			
Travel expectation				
1	Historical reminiscence			
2	Cultural entertainment			
3	Easiness and fun			
4	personal identification			
5	Escapism			
6	Environment satisfaction			
7	Satisfaction of available products and services			

III. Appendix of Stastics Generated from SPSS

Statistics(n)

		gender of a participant	age group of a participant	marital status	educational status	nationality
N	Valid	157	157	157	157	157
	Missing	0	0	0	0	0

Gender of a participant

		Frequency	Percent
Valid	male	101	64.3
	female	56	35.7
	Total	157	100.0

Age group of a participant

		Frequency	Percent
Valid	<30	78	49.7
	30 - 40	57	36.3
	40 - 50	14	8.9
	50 - 60	8	5.1
	Total	157	100.0

Marital status

		Frequency	Percent
Valid	single	78	49.7
	married	70	44.6
	widowed	9	5.7
	Total	157	100.0

Educational status

		Frequency	Percent
Valid	certificate	14	8.9
	TVET	36	22.9
	Bachelor Degree	83	52.9
	MA/MSc.	24	15.3
	Total	157	100.0

Nationality

		Frequency	Percent
Valid	Ethiopian	157	100.0

Time of visit

		Frequency	Percent
Valid	throughout the year	99	63.1
	seasonal	58	36.9
	Total	157	100.0

Mode of marketing used

		Frequency	Percent
Valid	direct marketing	36	22.9
	advertisement	15	9.6
	through government agencies	6	3.8
	trade fair	24	15.3
	3 and 4	2	1.3
	1 and 4	28	17.8
	1,2,3,4	5	3.2
	1,2	9	5.7
	1,3	4	2.5
	1,2,4	6	3.8
	2,4	16	10.2
	2,3	2	1.3
	2,3,4	1	.6
	13	3	1.9
	Total	157	100.0

Location of visitors

		Frequency	Percent
Valid	Local	9	5.7
	Africa	1	.6
	Western Europe	43	27.4
	North America	12	7.6
	Eastern Europe	5	3.2
	Asia	13	8.3
	1 and 3 and 7	7	4.5
	1 and 3	16	10.2
	3 and 7	2	1.3
	3,5,7	5	3.2
	3,6	8	5.1
	3,5,6,7,	6	3.8
	1,3,5	8	5.1
	3,5	10	6.4
	5,6	2	1.3
	1,3,5,6	4	2.5
	4,5,6	3	1.9
	1,3,6	2	1.3
	1,3	1	.6

	Total	157	100.0

Visitors interest

		Frequency	Percent
Valid	rest and relaxation	8	5.1
	visiting relatives and friends	4	2.5
	business reasons	10	6.4
	culture	24	15.3
	fun	2	1.3
	attending a conference	16	10.2
	others	2	1.3
	3 and 4	8	5.1
	4 and 9	2	1.3
	1 and 8	4	2.5
	4,8	10	6.4
	1,3,4	5	3.2
	2,3,8	14	8.9
	1,4,8	5	3.2
	1,4	10	6.4
	3,8	12	7.6
	4,5	9	5.7
	1,3,6	1	.6
	2,4,6	8	5.1
	1,2	1	.6
	1,3,5,8	2	1.3
	Total	157	100.0

Cronbach's Alpha for Product

Reliability Statistics(potential)

Cronbach's Alpha	N of Items
.641	3

Cronbach's Alpha	N of Items
.633	3

Cronbach's Alpha	N of Items
.631	2

Cronbach's Alpha	N of Items
.631	2

Reliability Statistics(challenges)

Cronbach's Alpha	N of Items
.631	4

Reliability Statistics(opportunities)

Cronbach's Alpha	N of Items
.603	3

Reliability Statistics(role of stakeholders)

Cronbach's Alpha	N of Items
.773	2

Values of KMO and Bartlett's Test on Potential, Challenges, Opportunities And role of stakeholders, of city Tourism Development in Addis Abeba, Ethiopia

KMO and Bartlett's Test (**Potential, of city** Tourism Development)

Kaiser- Meyer- Olkin Measure of Sampling Adequacy		.680
Bartlett's Test of Sphericity	Approx. Chi-Square	696.568
	Df	120
	Sig.	.000

KMO and Bartlett's Test (Challenges of city Tourism Development)

Kaiser- Meyer- Olkin Measure of Sampling Adequacy		.652
Bartlett's Test of Sphericity	Approx. Chi-Square	83.916
	Df	6
	Sig.	.000

KMO and Bartlett's Test (Opportunities of city Tourism Development)

Kaiser- Meyer- Olkin Measure of Sampling Adequacy		.625
Bartlett's Test of Sphericity	Approx. Chi-Square	47.228
	Df	3
	Sig.	.000

KMO and Bartlett's Test (role of stakeholders of city Tourism Development)

Kaiser- Meyer- Olkin Measure of Sampling Adequacy		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	62.867
	Df	1
	Sig.	.000

T –test and ANVOA test

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Challenges,	Equal variances	2.860	.093	1.227	155	.222	.10949	.08926	-.06683	.28580

mean score of 4 items	assumed Equal variances not assumed			1.175	100.103	.243	.10949	.09320	-.07542	.29439

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
opportunities of city tour in AA, mean score	Equal variances assumed	2.026	.157	3.712	155	.000	.22153	.05968	.10365	.33942
	Equal variances not assumed			3.617	105.244	.000	.22153	.06126	.10008	.34299

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Stakeholders role, mean score of 2 items	Equal variances assumed	.001	.971	.674	155	.502	.16469	.24453	-.31834	.64773
	Equal variances not assumed			.674	113.891	.502	.16469	.24437	.16469	.24437

ONEWAY Challenges, opportunities and role of stakeholders of _city tour BY Age_3 category

Challenges, mean score of 4 items

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.532	2	.266	.923	.400
Within Groups	44.387	154	.288		
Total	44.919	156			

Opportunities f city tour in AA, mean score

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.424	2	.212	1.539	.218
Within Groups	21.229	154	.138		
Total	21.653	156			

ANOVA

Stakeholders role, mean score of 2 items

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.200	2	2.100	.978	.378
Within Groups	330.663	154	2.147		
Total	334.863	156			

ONEWAY Challenges, opportunities and role of stakeholders of _city tour BY Education_3 category

ANOVA

Challenges, mean score of 4 items

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.778	2	.389	1.356	.261
Within Groups	44.141	154	.287		
Total	44.919	156			

ANOVA

0pprtunties of city tour in AA, mean score

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.059	2	.030	.212	.809
Within Groups	21.594	154	.140		
Total	21.653	156			

ANOVA

Stakeholders role, mean score of 2 items

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.238	2	10.619	5.214	.006
Within Groups	313.625	154	2.037		
Total	334.863	156			

IV. Appendix of Tour Operator

NO.	NAME OF THE COMPANY	FIELD OF BUSINESS	LOCATION
1	13 SUNS TOURS P. L.C	TOUR & TRAVEL AGENT	A.A
2	A.E ALEMET ETHIOPIA TOUR	TOUR OPERATION	A.A
3	ABA TOUR P.L.C	TOUR OPERATION	AA
4	ABABA TOURS ETHIOPIA P.L.C	TOUR OPERATION	A.A
5	ABACA TOURS PLC	TOUR OPERATION	A.A
6	AB-ASTAMY ORGINS ETHIOPIA TOUR & TRAVEL	TOUR OPERATOR AND TRAVEL AGENCY	A.A
7	ABC P.L.C	TOUR OPERATION	A.A
8	ABDULHAKIM SHEMSU TOUR AND TRAVEL	TOUR OPERATION	A.A
9	ABEM TOUR & TRAVEL P.L.C	TOUR OPERATION & TRAVEL AGENT	A.A
10	ABERUS ETHIOPIA TOURS	TOUR OPERATION	A.A
11	ABINAS ETHIOPIA TOUR OPERATION AND TRAVEL AGENT	TOUR OPERATION AND TRAVEL AGENT	A.A
12	ABSOLUTE ETHIOPIA TOURS	TOUR OPEARTION	A.A
13	ABSSINIA TOUR P.L.C	TOUR OPERATION	A.A
14	ABWOLF TOUR AND TRAVEL	TOUR OPERATION	A.A
15	ABYSS LAND TOUR & TRAVEL	TOUR OPERATION	A.A
16	ABYSSINIA BALLOONING P.L.C	TOUR OPERATION	A.A
17	ACACIA TOURS TRAVEL AGENCY AND TRADING P.L.C	TOUR OPERATION AND TRAVEL AGENTS	A.A
18	ACROSS ABYSSINIA TOUR PLC	TOUR OPERATION	A.A
19	ACTION TOURS	TOUR OPERATION	A.A
20	ADIAMAT ETHIOPIA TOUR AND TRAVEL AGENCY	TOUR OPERATION AND TRAVEL AGENT	A.A
21	ADIMASU TOURS	TOUR OPERATION	A.A
22	ADINAS AGERA	TOUR OPERATION	A.A
23	ADLEN TOUR AND TRAVEL AGENT	TOUR OPERATION	A.A
24	ADMIRE ETHIOPIA TRAVEL	TOUR OPERATION	A.A
25	ADONAY ETHIOPIA TOURS P.L.C	TOUR OPERATION	A.A
26	AFEGET TOUR OPERATION AND TRAVEL P AGENT.L.C	TOUR OPERATION	A.A

27	AFRICA AMAZING TRAVEL TOUR LOGE P.L.C	TOUR OPERATION	A.A
28	AFRICA RIDING ADVENTURES.TOUR	TOUR OPERATION	A.A
29	AFRICAN ADVENTURE TOURS	TOUR OPERATION	A.A
30	AFRICAN PETRA TOUR & TRAVEL	TOUR OPERATION	A.A
31	AFRICAN QUEEN TOUR OPERATION	TOUR OPERATION	A.A
32	AGAR ALEMAYEHU BEHABTU	TOUR OPERATION	A.A
33	AGESHA TOUR	TOUR OPERATION	A.A
34	AGOBO ETHIOPIA TOUR P.L.C	TOUR OPERATION	A.A
35	AGW TOUR AND TRAVEL	TOUR OPERATION AND TRAVEL	A.A
36	AKEMBALO TOUR OPERATION	TOUR OPERATION	A.A
37	AKSUMAWIT MAKDA TOUR AND TRAVEL P.L.C	TOUR OPERATORS AND TRAVEL AGENT	A.A
38	AL EMAAR TOUR AND TRAVEL AGENCY	TOUR OPERATION AND TRAVEL AGENT	A.A
39	ALAYNESH ETHIOPIA TOURS	TOUR OPERATION	A.A
40	ALEP TOUR	TOUR OPERATION	A.A
41	ALLIGAN TRAVEL P.L.C	TOUR OPERATION	A.A
42	ALNATAN TOUR OPERATOR	TOUR OPERATION	A.A
43	ALPHA TOUR AND TRAVEL	TOUR AND TRAVEL OPERATION	A.A
44	AL-SENEDI P.L.C	TOUR OPERATION & TRAVEL AGENT	A.A
45	AMBER TOUR AND TRAVELE	TOUR AND TRAVEL	A.A
46	AMEKO P.L.C	TOUR OPERATION AND TRAVEL AGENTS	A.A
47	AMERAN ETHIOPIA TOUR TRAVEL P.L.C	TOUR & TRAVEL AGENT	A.A
48	AMZING ETHIOPIA TOURS	TOUR OPERATION	A.A
49	ANINI TOUR OPERATION ETHIOPIA(NR/07)	TOUR OPERATION	A.A
50	ANTIQUE TOURS P.L.C	TOUR OPERATION	A.A
51	APCO P.L.C	TOUR OPRERATION	A.A
52	ARAMIS TOUR	TOUR OPERATION	A.A
53	ARAYA MELES	TOUR OPERATION	A.A
54	ARBAMINCH ETHIOPIA TOUR OPERATION	TOUR OPERATION	A.A
55	ARDI TOUR AND TRAVEL AGENT	TOUR AND TRAVEL AGENT	A.A
56	ARK TOUR & SAFARIS	TOUR & TRAVEL AGENT	A.A

57	ASHENGE TOUR & TRAVEL AGENT P.L.C	TOUR OPERATION & TRAVEL AGENT	A.A
58	ASOL ETHIOPIA TOUR	TOUR OPERATION	A.A
54	ASQUAL TOUR AND TRAVEL	TOUR AND TRAVEL AGENT	A.A
59	ASTONISHING ETHIOPIA TOUR OPERATION	TOUR OPRATION	A.A
60	ATEETEE TRAVEL AND TOUR P.L.C	TOUR OPERATION	A.A
61	ATRANOS ETHIOPIA TOURS	TOUR OPERATION	A.A
62	AVA TOURS OPERATOR P.L.C	TOUR OPERATION	A.A
63	AVOLA TOUR AND TRAVEL	TOUR OPERATION AND TRAVE AGENT	A.A
64	AWASH G/HIWOT NEGASH	TOUR OPERATION	A.A
65	AWAZE TOURS	TOUR OPERATION AND TRAVEL AGENCY	A.A
66	AWERA TOUR OPERATION & TRAVEL AGENT	TOUR OPERATION &TRAVEL AGENT	A.A
67	AYGA TOUR TRAVEL AGENT & CAR RENT P.L.C	TOUR OPERATION& TRAVEL AGENT	A.A
68	AYISHA TOUR ETHIOPIA	TOUR OPERATION	A.A
69	AYNAGE TOUR OPERATION	TOUR OPERATION	A.A
70	AYNALEM TOUR OPERATION	TOUR OPERATION	A.A
71	BALEHAGERU TOURS ETHIOPIA	TOUR OPERATION	A.A
72	BASE ETHIOPIA INTERNATIONAL TOUR& TRAVEL P.L.C	TOUR OPERATION	A.A
73	BASHIR MALIK BASHIR	TOUR OPERATION	A.A
74	BATTI TRAVEL & TOUR	TOUR OPERATION & TRAVEL AGE NT	A.A
75	BEGA TOUR OPERATION	TOUR OPERATION	A.A
76	BELA HOTEL AND TOUR	TOUR OPERATION	A.A
77	BELEMA ENTERTMENT P.L.C	TOUR OPERATORS& TRAVEL AGENT	A.A
78	BELLE ABYSSINIA TOURS P.L.C	TOUR OPERATION	A.A
79	BEN TRAVEL AND TOUR P.L.C	TOUR AND TRAVEL AGENTS	A.A
80	BEST TOUR & TRAVEL P.L.C	TOUR AND TRAVEL AGENT	A.A
81	BETSEGA TOUR OPERATION SERVICE	TOUR OPERATION	A.A
82	BETTAS INDUSTRY PLC	TOUR OPERATION	A.A
83	BEYOND BEAUTY TOUR AND TRAVEL	TOUR OPERATIONA AND TRAVEL AGENCY	A.A
84	BILILE TRAVEL AGENT AND TOUR OPERATION P.L.C	TOUR OPERATORS & TRAVEL AGENTS	A.A

85	BIRANA TOURS P.L.C	TOUR OPERATION	A.A
86	BITANIYA TOUR AND TRAVEL P.L.C	TOUR AND TRAVEL AGENT	A.A
87	BLACK ICONS TOUR AND TRAVEL OPERATOR PLC	TOUR OPERATOR	A.A
88	BONE TOUR OPERATION	TOUR OPERATION	A.A
89	BOUNDLESS ETHIOPIA TOURS P.L.C	TOUR OPERATION	A.A
90	BRC BUDGET TOUR AND CAR RENT	TOUR AND CAR RENT	A.A
91	BRUDER TRADING P.L.C	TOUR OPERATION	A.A
92	BUSKA ETHIOPIA TOURS	TOUR AND TRAVEL AGENT	A.A
93	BUZEX INTERNATIONAL TRADE P.L.C	TOUR OPERATOR AND TRAVEL AGENT	A.A
94	CAMPING TOURS	TOUR OPERATION	A.A
95	CARAVAN TRAVEL AND TOUR AGENCY	TOUR AND TRAVEL	A.A
96	CARMELOSS ETHIOPIA TOUR & TRAVEL AGENCY	TOUR OPEARTION	A.A
97	CELEBRITY ETHIOPIA TOUR	TOUR OPERATION AND TRAVEL AGENCY	A.A
98	CHAPTER TOUR OPERATION	TOUR OPERATION	A.A
99	CHILALO TOUR & TRAVEL SERVICE P.L.C	TOUR OPERATORS & TRAVEL AGENTS	A.A
100	CRUISE TOUR AND TRAVEL PLC	TOUR OPERATION& TRAVEL AGENT	A.A
101	DAEZ TRAVEL & TOUR AGENT P.L.C	TOUR AND TRAVEL AGENTS	A.A
102	DASHEN TOURS	TOUR OPERATION	A.A
103	DISCOVER ETHIOPIA TOUR	TOUR OPERATION	A.A
104	DREAMLAND ETHIOPIA TOURS AND CAR RENT	TOUR OPERATION	A.A
105	EASTERN TOUR AND TRAVEL P.L.C	TOUR OPERATION	A.A
106	ECOLOGICAL PRODUCTS OF ETHIOPIA P.L.C	TOUR OPERATION	A.A
107	ELDA TOUR AND TRAVEL AGENCY P.L.C	TOUR OPERATION	A.A
108	EMPIRE TOUR P.L.C	TOUR OPERATION AND TRAVEL AGENCY	A.A
109	EMW TOUR AND TRAVEL PLC	TOUR OPERATION	A.A
110	ENDAY TOUR &TRAVEL P.L.C	TOUR OPERATION	A.A
111	ENDO ETHIOPIA TOUR OPERATION P.L.C	TOUR AND TRAVEL	A.A
112	ENTOTO TOUR & TRAVEL AGENCY	TOUR OPERATION	A.A
113	EQUATOR TOUR AND TRAVEL	TOUR OPERATION	A.A

114	ERMIAS BIRRU BADE	TOUR OPERATION	A.A
115	ESCAPE TOUR ADMASIE	TOUR OPERATION	A.A
115	ET L TOUR AND TRAVEL	TOUR OPERATION	A.A
116	ETAD TOUR OPERATOR	TOUR OPERATOR AND TRAVEL AGENT	A.A
117	ETHIODER P.L.C	TOUR OPERATION & TRAVEL AGENT	A.A
118	ETHIOGUZO TOUR AND TRAVEL P.L.C	TOUR OPERATION	A.A
119	ETHIOLAND TOUR OPERATION	TOUR OPERATION & TRAVEL AGENT	A.A
120	ETHIONATIONAL TOUR AND TRAVELO P.L.C	TOUR OPERATION	A.A
121	ETHIOPIAN IMPRESSIONS TOURS PLC	TOUR AND TRAVEL	A.A
122	ETHIOPIAN QUADRANTS P.L.C	TOUR OPERATION	A.A
123	ETHIOPIAN RIFT VALLEY SAFRIS P.L.C	TOUR OPERATION	A.A
124	EVERGREEN TOUR P.L.C	TOUR OPERATION	A.A
125	EXCITING ETHIOPIA TOURS	TOUR OPERATION	A.A
126	EXPEDITION ETHIOPIA TOURS	TOUR OPERATION	A.A
127	EXPERIANCE ETHIOPIA TRAVEL P.L.C	TOUR OPERATION	A.A
128	EXTOL TOUR	TOUR OPERATION	A.A
129	EYARICO TOUR ANR TRAVEL P.L.C	TOUR OPERATOR AND TRAVEL AGENT	A.A
130	EYAYAW TOURS ETHIOPIA	TOUR OPERATORS AND TRAVEL agent	A.A
131	EYOATAM TRADING PLC	TOUR OPERATION	A.A
132	FARANGI TOUR OPERATION	TOUR OPERATION	A.A
133	FASIL MOLLA TEZERA	TOUR OPERATION	A.A
134	FENAN TOUR AND TRAVEL P.L.C	TOUR OPERATORS	A.A
135	FEST ETHIOPIA TRAVEL & TRAVEL AGENTS	TOUR OPERATION	A.A
136	FIRST TOUR OPERATORS AND TRAVEL AGENTS	AGENCY P.L.C TOUR OPERATION	A.A
137	FISHEAGLE TOURS PLC	TOUR AND TRAVEL AGENT	A.A
138	FLOWER TOUR OPERATION	TOUR OPERATION	A.A
139	FOOT PRINT ETHIOPIA TOURS	TOUR OPERATION AND TRAVELAGENTS	A.A
140	FOUR SEASONS TRAVEL, P.L.C	TOUR OPERATION	A.A
141	FOUR WINDS TRAVEL AND TOUR AGENCY	TOUR OPERATION	A.A

142	FREEWAY TOUR	TOUR AND TRAVEL AGENT	A.A
143	FUBU TADING & SEVICE P.L.C	TOUR OPERATOR AND TRAVEL AGENT	A.A
144	G 2 GEDA TOUR OPERATION	TOUR OPERATOR	A.A
145	G.M TOUR AND TRAVEL SERVICE	TOUR OPERATION & TRAVEL AGENT	A.A
146	GALAXY EXPRESS SERVICES P.L.C	TOUR OPERATION	A.A
147	GEBREAL TOUR P.L.C	TOUR AND TRAVEL AGENT	A.A
148	GEDAMAYTU TOURS	TOUR OPERATION AND TRAVEL AGENTS	A.A
149	GENESIS ETHIOPIA TOUR & CAR RENT	TOUR OPERATION	A.A
150	GERYA TOUR AND TRAVEL P.L.C	TOPUR OPERATION	A.A
151	GETANEH TAMRAT TOUR OPERATION	TOUR OPERATION AND TRAVEL	A.A
152	GHION TRAVEL TOURS P.L.C	TOUR OPERATION	A.A
153	GIZE P.L.C	TOUR OPERATION	A.A
154	GLOBAL NOMAD TRAVEL ETHIOPIA P.L.C	TOUR OPERATOR AND TRAVEL	A.A
155	GMT TOUR OPERATION AND TRAVEL AGENT	TOUR OPERATION AND TRAVEL	A.A
156	GOSH TOUR SERVICE	TOUR OPERATION	A.A
157	GRAND EAST AFRICA ECO TOURS	TOUR OPERATION & TRAVEL AGENT	A.A
158	GRAND HOLIDAYS ETHIOPIA TOURS P.L.C	TOUR OPERATION AND TRVEL AGENT	A.A
159	GREEN LAND P.L.C	TOUR OPERATION	A.A
160	GREEN MARK ETHIOPIA TOUR AND CAR RENT	TOUR AND TRAVEL AGENT	A.A
161	GREENFIELDS P.L.C	TOUR OPERATION	A.A
162	GREENVALLEY ETHIO TOUR	TOUR OPERATION AND TRAVEL AGENT	A.A
163	GULF AZIZ FAMILY TRADING P.L.C	TOUR AND CAR RENT	A.A
164	GWP TRADING PLC	TOUR OPERATORS	A.A
165	GYOSLAND INDUSTRIAL P.L.C	TOUR OPERATORS AND TRAVEL AGENTS	A.A
166	H.K BEEHIVE TRADING TOURS AND TRAVEL	TOUR OPERATION	A.A
177	HABESHA TOUR AND TRAVEL AGENCY	TOUR OPERATION AND TRAVEL AGENT	A.A
168	HABLULE TOURS & TRAVEL P.L.C	TOUR OPERATION AND TRAVEL AGENT	A.A
169	HABTU TOUR AND TRAVEL	TOUR AND TRAVEL OPERATION	A.A
170	HADAR TOURS P.L.C	TOUR & TRAVEL AGENT	A.A
171	HAILEABE SEYOUM TOUR	TOUR OPRATION	A.A

172	HALIAL ETHIOPIA TOUR & TRAVEL AGENT	TOUR OPERATION	A.A
173	HANIEL GENERAL TRADING P.L.C	TOUR OPERATION	A.A
174	HAPPY NATION TOURS	TOUR OPERATION	A.A
175	HASSEN TOUR & TRAVEL AGENCY	TOUR OPERATION& TRAVEL AGENT	A.A
176	HEIMAT TOURS ETHIOPIA	TOUR OPERATION	A.A
177	HIS-CUL TOUR OPERATION & TRAVEL AGENCY	TOUR OPERATION AND TRAVEL AGENT	A.A
178	HOLYLAND TOUR & TRAVEL	TOUR OPERATION	A.A
179	HORA TOUR CAR RENTP.L.C	TOUR OPERATION	A.A
180	HORIZON ETHIOPIA P.L.C	TOUR OPERATION & TRAVEL AGENTS	A.A
181	HUKUN TOUR	TOUR OPERATION	A.A
182	HUNTING AND PHOTO SAFARI	TOUR OPERATION AND TRAVEL AGENTS	A.A
183	INSIGHT ETHIOPIA TOURS	TOUR OPERATION	A.A
184	INSPIRATIONAL TOUR OPERATION	TOUR AND TRAVEL AGENT	A.A
185	INTER AMAN P.L.C	TOUR OPERATION	A.A
186	ISABELA TOURS OPERATION	TOUR OPERATION	A.A
187	J.M TOUR OPERATION	TOUR OPERATION & TRAVEL AGENT	A.A
188	JACARANDA TOUR AND TRAVEL P.L.C	TOUR OPERATION	A.A
189	JANBO TOUR TRAVEL & CAR RENT P.L.C	TOUR OPERATION	A.A
190	JAWI TOUR OPERATION	TOUR OPERATION AND TRAVEL AGENTS	A.A
191	JDAVID BANDELE ADAM	TOUR OPERATION & TRAVEL AGENT	A.A
192	JH SIMEX P.L.C	TOUR OPERATION	A.A
193	JOURNEYS ETHIOPIA TOUR & TRAVEL P.L.C	TOUR OPERATION	A.A
194	JULIAN TOUR & TRAVEL AGENT	TOUR OPERATION AND TRAVEL AGENTS	A.A
195	JUPITER TOURS & TRAVEL P.L.C	TOUR OPERATION	A.A
196	K.K.S TRADING P.L.C	TOUR OPERATION	A.A
197	KADANOOMUU TOUR & TRAVEL	TOUR & TRAVEL AGENT	A.A
198	KAMAK TOUR OPERATION AND CAR RENT P.L.C	TOUR & TRAVEL AGENT	A.A
199	KARAM INTERNATIONAL TOUR OPERATOR	TOUR OPERATION	A.A
200	KARAT TOUR AND TRAVEL AGENT PLC	TOUR OPERATION&TRAVEL AGENT	A.A

201	KARIBU ETHIOPIA TOURS P.L.C	TOUR OPERATION	A.A
202	KATA FAMILY TOUR OPERATION	TOUR OPERATION & TRAVEL AGENCY	A.A
203	KEREYOU TOUR 7 TRAVEL	TOUR OPERATION	A.A
204	KIBRAN TOUR OPERATION	TOUR OPERATION	A.A
205	KIDICHO TOUR & TRAVEL	TOUR OPERATION	A.A
206	KOKET TOUR AND CAR RENT P.L.C	TOUR OPERATION AND TRAVEL AGENCY	A.A
207	KOMPASS ETHIOPIA TOUR PLC	TOUR & TRAVEL	A.A
208	KOREB TOUR & TRAVEL SERVICE P.L.C	SAFARIS AND SIGHTSEEING BUS TOURS	A.A
209	KURAT ETHIOPIA TOUR AND TRAVEL	TOUR OPERATION	A.A
210	LA TERRE DE ETHIOPIE TOUR	TOUR OPERATION	A.A
211	LAKE TANA TOURS P.L.C	TOUR OPERATION	A.A
212	LAL BUSINESS HOUSE P.L.C	TOUR OPERATION	
213	LALBELA TRAVEL AND TOUR P.L.C	TOUR OPERATION	A.A
214	LAMBADINA TOUR AND TRAVEL AGENT P.L.C	TOUR OPERATION	A.A
215	LEMLEMTU ETHIOPIA TOURS	TOUR AND TRAVEL AGENTS	A.A
216	LENDO TOUR TRAVEL & CAR RENT	TOUR AND TRAVEL AGENT	A.A
217	LEOLA ETHIOPIA TOUR AND TRAVEL P.L.C	TOUR OPERATION	A.A
218	LETS IMAGIN ETHIPOIA TOURS	TOUR OPERATION & TRAVEL AGENT	A.A
219	LIBAHI HUNTING & PHOTO SAFARI	TOUR OPERATION AND TRAVEL AGENTS	A.A
220	LOGA TOUR OPERATION & TRAVEL	TOUR OPERATION AND TRAVEL AGENT	A.A
221	LUCKY LAND ETHIOPIA TOUR AND CAR RENT	TOUR OPERATOR AND TRAVEL AGENT	A.A
222	LUEL YITBAREK TOURS	TOUR OPERAYTION & TRAVEL AGENT	A.A
223	LUMALE TOUR OPERATION P.L.C	TOUR OPERATION	A.A
224	M.G.N .D TOUR & TRAVEL	TOUR OPERATION	A.A
225	M.J TOUR OPERATION& TRAVEL AGENT	TOUR OPERATION	A.A
226	MAGELLAN TOUR & TRAVEL AGENT P.L.C	TOUR OPERATION	A.A
227	MAGICLAND TOURS	TOUR OPERATOR & TRAVEL AGENET	A.A
228	MAHELET TOUR	TOUR OPERATION & TRAVEL AGENT PLC	A.A
229	MANER TOUR & CAR RENT PLC	TOUR OPERATION	A.A

230	MARAKE TRAVEL AGENCY	TOUR OPERTION	A.A
231	MARANATA TOUR & TRAVEL AGENT	TOUR OPERATION	A.A
232	MARDA TOUR & TRAVEL P.L.C	TOUR OPERATION	A.A
233	MARKAN ETHIOPIA TOUR	TOUR OPERATION AND TRAVEL	A.A
234	MAZ ETHIOPIA TOURS	TOUR OPERATION & TRAVEL AGENT	AA
235	MD. TOUR OPERATION AND TRAVEL AGENT	TOUR OPERATION	A.A
236	ME ETHIOPIA TOUR TRAVEL AGENT	TOUR OPERATION	A.A
237	MEBRAHATU TOUR TRAVEL AGENT AND CAR RENT	TOUR OPERATION AND TRAVEL AGENT	A.A
238	MEDIR TOUR OPERATION	TOUR OPERATION AND TRAVEL AGENT	A.A
239	MELA TOUR & TRAVEL P.L.C	TOUR TRAVL AND CAR RENT	A.A
240	MELKAM TOURS AND GUST HOUSE SERVICE	TOUR OPERATION	A.A
241	MELODY TOUR AND CAR RENT PLC	TOUR & TRAVEL	A.A
242	MEMORIES TOUR P.L.C	TOUR OPERATION	A.A
243	MENBI TOUR AND TRAVEL AGENCY	TOUR OPERATOR	A.A
244	MERGA GUDETA TOUR & TRAVEL	TOUR OPERATION	A.A
245	MEROB LAND TOUR AND TRAVEL	TOUR OPERATION	A.A
246	MESB ETHIOPIA TOURS	TOUR OPERATION AND TRAVEL AGENT	A.A
247	METTA ROBE TOUR OPERATION	TOUR OPERATION	A.A
248	MIFTAH YERDAW SHEREFA TOUR & TRAVEL P.L.C	TOUR OPERATION	A.A
249	MIKADO ETHIOPIA TOUR	TOUR OPERATION	A.A
250	MIKLIT ETHIOPIA TOURS	TOUR OPERATION	A.A
260	MOLLA ZEGEYE AND HIS FAMILY PLC	TOUR OPERATION & TRAVEL AGENT	A.A
261	MONPAYS TOUR	TOUR OPERATION	A.A
262	MOSES COVENANT TOURS	TOUR OPERATION	A.A
263	MYSERU GENERAL TRADING P.L.C	TOUR OPERATOR	A.A
264	NATIONAL TOUR OPERATION & TRAVEL AGENCY PLC	TOUR OPERATION & TRAVEL AGENT PLC	A.A
265	NATRAN TOUR AND TRAVEL PLC	TOUR AND TRAVEL AGENT	AA
266	NETWORK P.L.C	TOUR & TRAVEL AGENT	AA

267	NEW INTERNATIONAL TOUR OPERATION	TOUR OPERATION	A.A
268	NIGARIT ETHIOPIA TOURS	TOUR & TRAVEL AGENT	A.A
269	NIGHTJAR TOUR P.L.C	TOUR OPERATION	A.A
270	NIGIST MESAFINT TOUR OPERATION	TOUR OPERATION	A.A
271	NILOTIC ETHIOPIA TOUR	TOUR OPERATION	A.A
272	NO PROB TOUR ETHIOPIA P.L.C	TOUR OPERATION	A.A
273	NOAH SAFARI P.L.C	TOUR OPERATION	A.A
274	NOBLE CONFERENCE P.L.C	TOUR OPERATION	A.A
275	NURGI BIRDING ETHIOPIA TOUR	TOUR OPERATION & TRAVEL AGENT	A.A
276	OFF TRACK TOUR & TRAVEL	TOUR OPERATION & TRAVEL AGENT	A.A
277	OFFROAD ETHIOPIA TOUR P.L.C	TOUR OPERATOR AND TRAVEL AGENT	A.A
278	OLAKALA ETHIOPIAN TOUR & TRAVEL	TOUR OPERATION	A.A
279	OLIVE TRAVEL & TOUR	TOUR OPERATION	A.A
280	OMO CAR RENT AND TOUR	TOUR OPERATORS	A.A
281	ONE STOP TOURISM P.L.C	TOUR OPERATION & TRAVEL AGENT	A.A
282	ONE WORLD TOURS P.L.C	TOUR & TRAVEL AGENT	A.A
283	ONLINE TOUR & TRAVEL P.L.C	TOUR OPERATION	A.A
284	OUMER SEID IBRAHIM	TOUR OPERATION & TRAVEL AGENT	A.A
285	OUT OF TOWN TOUR & TRAVEL AGENT	TOUR OPERATORS	A.A
286	OZONE TRAVEL & TOUR P.L.C	TOUR OPERATION	A.A
287	PANAROMIC ETHIOPIA TOUR OPERATION P.L.C	TOUR OPERATION	A.A
288	PANGEANS SAFARI P.L.C	TOUR OPERATION & TRAVEL	A.A
289	PARADISE ETHIOPIA P.L.C	TOUR OPERATION & TRAVEL AGENT	AA
290	PARAGLIDING ETHIOPIA TOURS	TOUR OPERATION	A.A
291	PASSION ETHIOPIA TOURS	TOUR OPERATION	A.A
292	PATHFINDER TOUR OPERATION	TOUR OPERATION	A.A
293	PENIEL TOUR OPERATION	TOUR OPERATION	A.A
294	PHAREZ TRAVEL & TRAVEL AGENCY	TOUR OPERATION	A.A
295	PLEASURE ETHIOPIA TOUR AND TRAVEL	TOUR OPERATORS	A.A
296	POSH TOURS	TOUR OPERATION & TRAVEL AGENT	A.A

297	PRESS ETHIOPIA TOUR & CAR RENT	SUPPORTING TRAVEL AGENT	A.A
298	PRICELESS ETHIOPIA TOURS P.L.C	TOUR OPERATION	A.A
299	PRIDE ETHIOPIA TOURS	TOUR OPERATION	A.A
300	RAINBOW EXCLUSIVE CAR RENTAL & TOUR SERVICES P.L.C	TOUR OPERATION	A.A
301	RAS ROBEEN TOURS	TOUR OPERATION & TRAVEL AGENT	A.A
302	RED JACKAL TOUR OPERATOR P.L.C	TOUR OPERATION	A.A
303	REMHAY TOUR TRAVEL AGENT P.L.C	TOUR OPERATION	A.A
304	RENDEZ-VOUS ETHIOPIA TOURS	TOUR OPERATION	A.A
305	RIA ETHIOPIA TOUR AND TRAVEL PLC	TOUR OPERATION AND TRVEL AGENT	A.A
306	RIMON GENERAL TRADING P.L.C	TOUR OPERATION & TRAVEL AGENCY	A.A
307	ROCK HEWN TOURS	TOUR OPERATION	A.A
308	ROCKY VALLEY SAFARIES	TOUR OPERATION	A.A
309	ROHA TOURS	TOUR OPERATION	A.A
310	ROOTS TRAVEL & TOURS	SAFARIS AND SIGHTSEEING SERVICE	A.A
311	ROUND TOUR AND TRAVE	TOUR OPERATRS	A.A
312	ROYAL ENTERPRISE TOUR & TRAVEL P.L.C	TOUR & TRAVEL AGENT	A.A
313	SACRID TOUR& CAR RENT	TOUR OPERATION	A.A
314	SAFARI ETHIOPIA TOURS	TOUR OPERATION	A.A
315	SAMANTHA TOUR TRAVEL & CAR RENT P.L.C	TOUR OPERATION & TRAVEL AGENT	A.A
316	SANTTI ADVENTURETOUR OPERATION	TOUR OPERATORS AND TRAVEL AGENTS	A.A
317	SASCO INDUSTRIAL TRADE & TRANSPORT	TOUR OPERATION & TRAVEL AGENT	A.A
318	SAYAT NURENA TOUR OPERATION	TOUR OPERATION	A.A
319	SCARMAK BUSINESS PLC	TOUR OPERATION & TRAVEL AGENT	A.A
320	SEE MORE ETHIOPIA TOUOR AND TRAVEL	TOUR OPERATION AND TRAVEL AGENT	AA
321	SELAM INT. TRAVEL & TOURIST AGENCY	TOUR OPERATION	A.A
322	SELOHOME TOUR & TRAVEL P.L.C	TOUR OPERATION	A.A
323	SENAIT ETHIOPIA TOURS	TOUR OPERATION	A.A
324	SENTAYEHU TEKALEGN	TOUR OPERATION	A.A
325	SERENE CAR RENT TOUR AND TRAVEL	TOUR OPERATION	A.A

	AGENT		
326	SHANGRELA ETHIOPIAN TOURS P.L.C	TOUR OPEATION	A.A
327	SHARYEM TOURS	TOUR OPERATION	A.A
328	SHEGAW ENGNERING PLC	TOUR OPERATION	A.A
329	SHIELD & SPEAR INTERNATIONAL SAFARI	TOUR OPERATION	A.A
330	SIMBA TOURS ETHIOPIA	TOUR OPERATION	A.A
331	SINOT TOUR & TRAVEL OPERATION	SAFRIS & SIGHTSEEING BOT TOURS	A.A
332	SKY LIMIT INTERNATIONAL BUSINESS PLC	TOUR OPERATION	A.A
333	SMILING ETHIOPIA TRAVEL & TOURS P.L.C	TOUR & TRAVEL AGENCY	A.A
334	SOF OMAR TOUR & TRAVEL P.L.C	TOUR OPERATION	A.A
335	SOFAS TOUR	TOUR OPERATION	A.A
336	SOLOMON BERHE TOURS	TOUR OPERATORS AND TRAVEL AGENTS	A.A
337	SOSENA KASSHUN TASSEW	TOUR& TRAVEL AGENTS	A.A
338	SOURCE AWASH INTERNATIONAL BUSINESS P.L.C	TOUR OPERATORS	A.A
339	SOURCE ETHIOPIA TOURS P.L.C	TOUR OPERATION	A.A
340	SPHERE TOUR TRAVEL	TOUR OPERATION & TRAVEL AGENT	A.A
341	SPLIENDER ETHIOPIA TOURS P.L.C	TOUR OPERATION AND TRAVEL AGENT	A.A
342	STERLING TRADING P.L.C	TOUR & TRAVEL AGENT	A.A
343	STONE AGE TOUR & TRAVEL AGENCY P.L.C	TOUR OPERATION	A.A
344	STUNNING ETHIOPIA TOURS	TOUR OPERATION	A.A
345	SUBA TOUR AND TRAVEL AGENT	TOUR OPERATION	A.A
346	SUNNY LAND ETHIOPIA TOURS & TRAVEL AGENT	TOUR OPERATION	A.A
347	SUNNY THIRTEEN TOURS&TRAVEL PLC	TOUR OPERATION	A.A
348	SUNRISE TRAVEL & TOUR AGENCY	TOUR OPERATIONA AND TRAVEL AGENT	A.A
349	SUNTREK ETHIOPIA TOURS	TOUR & TRAVEL SERVICE	A.A
350	T D S INTERNATIONAL TRADING P.L.C	TOUR OPERATION	A.A
351	T.S.A TOUR AND TRAVEL P.L.C	TOUR OPERATORS	A.A
352	T.T.C TRAVEL & TOURS	TOUR OPERATORS AND TRAVEL	A.A
353	T.TAM TRAVEL TOURS P.L.C	TOUR AND TRAVEL AGENT	A.A

354	TABOR DENAKIL TOUR P.L.C	TOUR OPERTION & TRAVEL AGENT	A.A
355	TAG TOUR AND TRAVEL AGENT P.L.C	TOUR OPERATION & TRAVEL AGENT	A.A
356	TAITU TOURS& TRAVEL P.L.C	TOUR OPERATION & TRAVEL P.L.C	A.A
357	TAMBEK INTERNATIONAL PLC	TOUR OPERATION	A.A
358	TAMRAT DEMENA TOUR OPERATION	TOUR & TRAVEL AGENT	A.A
359	TATU TOUR AND CAR RENT	TOUR OPERATION AND TRAVEL	A.A
360	TAYE SHEMELESE TOUR & TRAVEL	TOUR OPERATION	A.A
361	TEDY TOUR AND TRAVEL SERVICE P.L.C	TOUR OPRATION	A.A
362	TEHI TRADING PLC	TOUR OPERATION & TRAVEL AGENT	A.A
363	TEK TOURS	TOUR OPERATION	A.A
364	TEMA TOUR ETHIOPIA	TOUR OPERATION	A.A
365	TEREFE GETACHEW TOUR AND TRAVEL	TOUR OPERATION	A.A
366	TERRA INCOGNIT TOUR OPERATION	TOUR OPERATION	A.A
367	TESFA TOURS	TOUR OPERATION AND TRAVEL AGENT	A.A
368	THE EXPRESS TRAVEL GROUP	TOUR OPERATION	A.A
369	THE SHEFFIELD CARTAGE	TOUR OPERATION	A.A
370	TIMELESS ETHIOPIA TOURING P.L.C	TOUR OPERATION	A.A
371	TIYAW TOUR AND TRAVEL AGENT	TOUR OPERATION	A.A
372	TIZEZ HAILE TOUR AND TRAVEL	TOUR OPERATION	A.A
373	TREK IN ETHIOPIA TOUR PLC	TOUR OPERATION	A.A
374	TRINITY ETHIOPIA TOURS PLC	TOUR OPERATION	A.A
375	TROPICAL TOURS	TOUR OPERATION	A.A
376	TUTU FELA TOURS	TOUR OPERATION	A.A
377	VANTAGE TRAVEL &TOUR SERVICE	TOUR OPERATION	A.A
378	VERONICA HOTEL AND TOUR	TOUR OPERATION	A.A
379	VILLAGE ETHIOPIA P.L.C	TOUR OPERATION&TRAVEL AGENT	A.A
380	VISIT ETHIOPIA TRAVEL	TOUR OPERATION & TRAVEL	A.A
381	VIVA ETHIOPIA TOUR OPERATION	TOUR OPERATION	A.A
382	WABI TOUR, TRAVEL AGENT AND CAR RENT	TOUR OPERATION	A.A
383	WALK IN ETHIOPIA TOUR TRAVEL & CAR RENTAL	TOUR OPERATION	A.A

384	WENZDAR TOUR OPERATION	TOUR, TRAVEL AND CAR RENT	A.A
385	WILD EXPEDITIONS TOUR P.L.C	TOUR OPERATION	A.A
386	WISE TOUR OPERATION	TOUR OPERATION	A.A
387	WOLDELUL TRAVEL AND TOUR P.L.C	TOUR OPERATORS	A.A
388	WONDU TOURS ENTERPRISE	TOUR OPERATION	A.A
389	WORLD TRAVEL & TOUR OPERATION	TOUR AND TRAVEL AGENT	A.A
390	WOSEN TOUR OPERATION	TOUR OPERATION	A.A
391	WUDNESH ETHIOPIA TOUR AND TRAVEL AGENT	TRAVEL AND TOUR OPERATION	A.A
392	WUHA COMMERICIAL P.L.C	TOUR OPERATION	A.A
393	YAFE TOUR CAR RENT P.L.C	TOUR AND TRAVEL AGENT	A.A
394	YAHWEH NISSI TOUR OPERATION	TOUR OPERATION	A.A
395	YAMA ETHIOPIA TOURS.P.L.C	TOUR OPERATORS & TRAVEL	A.A
396	YEABAY TOUR & CAR RENT	TOUR OPERATION	A.A
397	YEABZER ESAYAS TRADING	TOUR OPERATION	A.A
398	YEYOUSH TOUR OPERATION	TOUR OPERATION AND TRAVEL	A.A
399	YOD ABISSINIA TOUR & TRAVEL	TOUR AND TRAVEL AGENT	AA
400	YOEL P.L.C	TOUR OPERATION	A.A
401	YOSTINA ETHIOPIA TOUR AND TRAVEL	TOUR & TRAVEL AGENT	A.A
402	YUMO TOURS P.L.C	TOUR OPERATION & TRAVEL AGENT	A.A
403	ZAB TOURS ETHIOPIA	TOUR OPERATION	A.A
404	ZAGWE TOUR & TRAVEL AGENCY	TOUR OPERATION	A.A
405	ZAWRA TOUR & TRAVEL	TOUR OPERATION	A.A
406	ZERSI ETHIOPIA TOUR TRAVE	TOUR OPERATION	A.A
407	ZEST TOUR TRAVEL P.L.C	TOUR OPERATION & TRAVEL AGNET	A.A
408	ZEYLA TOUR OPERATION	TOUR OPERATORS	A.A
409	ZOZ ETHIOPIA TOUR OPERATION	TOUR OPERATION & TRAVEL AGENT	A.A
410	FK EXPLORER ETHIOPIA TRAVEL TOURS	TOUR OPERATORS AND TRAVEL AGENTS	A.A

Source: MOCT

V. Appendix of Heritage Tourism Product

በማስተር ፕላን የተያዙ ቅርሶች ዝርዝር

ተ.ቁ	የቅርሶች መጠርያ	ብዛት	
1.	ታሪካዊ ቤቶች	99	
2.	አብያተ ክርስቲያናት	33	
3.	መስጅዶች	2	
4.	ድልድዮች	1	
5.	ታሪካዊ ቦታዎች	6	
6.	ዋሻዎች	6	
7.	ሃውልቶች	10	
		ጠቅላላ ድምር	157

በማስተር ፕላኑ የተካተቱት ቅርሶች ዝርዝር

ተ.ቁ	የቅርሱ/ታሪካዊ ቤት/ ስም	የቀድሞ ወረዳ	የቀድሞ ቀበሌ	አዲሱ ቀበሌ አስተዳደር
ጉለሌ ክፍለ ከተማ ታሪካዊ ቤት				
1	ብላታ ሀሩይ ወ/ሥላሴ	8	05	03/04/05
2	ሙሴ ፋሲካ	8	05	03/04/05
3	ፀሐፊ ትእዛዝ ኃይሌ ወ/ሩፋኤል	09	20	19/20/21
4	ሙሴ ያዕቆብ	10	05	03/04/05
5	ደጃዝማች አስፋው ከበደ	11	17	07/17/
6	ልዑል መኮንን	11	10	10/11/12
7	አፈንጉስ አጥናፉ	11	14	13/14
8	ደጃዝማች ገ/ማርያም ነሪ	11	15	09/15
9	ቢትወደድ ወ/ፃዲቅ ጎሹ	11	01	01/02
10	ብላታ ሣህሌ □ዳሉ	11	02	01/02
11	ፀሐፈ ትእዛዝ ገ/ሥላሴ	11	09	09/15
12	ከቃ በልሁ*	11	17	07/17
13	ድል በትግል ት/ቤት	11	01	19/20/21
የካ ክፍለ ከተማ ታሪካዊ ቤት				
14	ደጃዝማች ገ/ስላሴ ባርያጋብር	12	18	16/17/18
15	ራስ ካሳ ሀይሉ	12	22	06/07
16	ራስ መንገከ ዮሀንስ	12	12	11/12
17	ፀሀፊ ትእዛዝ ወ/ጊዮርጊስ ወ/ዮሀንስ	12	12	11/12
18	ወ/ሮ አስቴር ስዩም	12	21	20/21
19	አፈንጉስ ጥላሁን ሀብቴ	12	11	11/12
20	ራስ ስዩም መንገሻ	12	12	11/12
21	ደጃዝማች መኩሪያ ባንተይርጉ	13	06	06/07
22	ፊታውራሪ መንገሻ ገነሜ	15	19	19/KAo

23	ራስ አባተ ቧ□ለ□·	16	03	03/04
24	ራስ□□ ቸው አባተ	16	17	03/04
25	ደጃዝማች ወንድይራድ ድፋባቸው	16	11	06/07
26	ሀኪም ወርቅነህ እሻቴ	16	11	11/12
	ኮልፌ ቀራኒዮ ክፍለ ከተማ ታሪካዊ ቤት			
27	ራስ ልወል ሰ□ት	23	10	10/11
28	ደጃዝማች ወ/ገብርኤል በሻህ	24	17	07
29	□ር□ርዮስ ቦጎሲያን	24	17	07
30	□ታ□·ራሪ □□/□□ር□ስ	25	16	15/16
31	ብርሀነ አለም □ዓ ሮስ □□·ሎስ			
	ቦሌ ክፍለ ክ/ከተማ ታሪካዊ ቤት			
32	ራስ ከበደ መንገሻ	18	26	02
	ቂርቆስ ክፍለ ከተማ ታሪካዊ ቤት			
33	ብዙነሽ /ሚካኤል /የካቲት 66 ት/ቤት	15	28	
34	ፊታውራሪ አ∅ናፍ ሰገድ /ልቤ ፋና ት/ቤት	15	27	
35	ደጃዝማች አያሌው ብሩ	18	18	17/19/20
36	አዛዥ አየለ አቦዬ	18	18	16/18/21/22
37	ቢትወደድ መንገሻ አቲኪም	18	27	
38	ደጃዝማች አድማሱ ብሩ	18	26	
39	ልጅ ገብሬ አድነው	18	15	14/15/
40	ግራዝማች ጣሴ አሸብር	15	27	
	በአራዳ ክፍለ ከተማ ውስጥ የሚገኙ ታሪካዊ ቤቶች ዝርዝር			
	ታሪካዊ ቤቶች			
41	ደጃች ብሩ ኃ/ማርያም*	1	04	04/05
42	ደጃች ውቤ አጥናፍሰገድ/አዲስ አበባ ሬስቶራንት/	1	04	04/05
43	መ·ሴ ክርስቶስ ማላሪያስ	1	03	03/09
44	ራስ ናደው አባወሎ	2	17	17
45	መ·ሴ ካርካሲያን	2	12	11/12
46	አልያንስ ኢትዮ ፍራንሴስ	2	11	11/12
47	ብላቴን ጌታ ሎሬንዞ ትዕዛዝ/ ቀይ ባህር ሆቴል/	2	12	11/12
48	መ·ሴ ሚሃስ ካርበጂያን	2	13	13/14
49	አድነው ጨርቆስ	2	13	13/14
50	አዛለች ገ∞ና	2	09	03/09
51	አርቲን አቨኪን	2	12	11/12
52	ኤልያስ ፓፓሲኖስ	2	11	11/12
53	አህመድ ሳላህ	2	11	11/12
54	አክበር አሊ አብደላ ሀሰን	2	11	11/12

55	መሴ ናዝሬትና ሚስተር ባግዲሪሲያን	2	09	03/09
56	ሚስተር ጳውሎስ ካርዳስ	2	10	10
57	ብርሃን ኢትዮጵያ ት/ቤት	13	02	01/02
58	ደጃዝማች እንቁስላሴ (ወ/ሮ ፍቅርተ ቤት)	9	12	11/12
59	ቀኛዝማች መኮንን	13	02	01/02
60	አፈንጉስ ነሲቡ መስቀሌ	13	01	01/02
61	ወ/ሮ ትደነቂያለሽ ወ/ጊዮርጊስ	13	08	07/08
62	መሴ ያዕቆብ	13	1	01/02
63	ደጃች ለጥይበሉ ገብሬ	13	02	01/02
64	ወ/ሮ አስካለ ባልቻ	13	03	03/09
65	ደጃች መኩሪያ ባንትይርጉ	13	02	01/02
66	ዮሐንስ ዋዩ/ቲዮሎጂ ካምፓስ/	14	13	13814
67	ወ/ሮ ይምጡ በዝና ሃብቱ	14	17	17
	አዲስ ከተማ ክፍለ ከተማ ታሪካዊ ቤት			
68	የፊትአውራሪ ሀብተ ጊዮርጊስ ዲነግዲ /አሜሪካን ጊቢ ውስጥ/			01/02/03 አስተዳደር
69	ደ/ኃ/ስላሴ ጉግሳ			
	ልደታ ክፍለ ከተማ ታሪካዊ ቤት			
70	ደጃዝማች ወልደገብርኤል በሻህ	3	33	12 አስተዳደር
71	ራስ ተሰማ	3	45	13 አስተዳደር
72	መሴ ካችክ ቦጐሲያን	3	34	12 አስተዳደር

የአዲስ አበባ ከተማ ሕዝባዊ ተቋም ዝርዝር

ተ.ቁ	የቅርሱ/ታሪካዊ ቤት/ ስም	የቀድሞ ወረዳ	የቀድሞ ቀበሌ	አዲሱ ቀበሌ አስተዳደር
	ጉለሌ ክፍለ ከተማ ሕዝባዊ ተቋማት			
1	እቴጌ መነን ት/ቤት	11	17	01/02
2	ገነት ልኡል ቤተመንግስት/ 6 ኪሎ ዩኒቨርሲቲ ግቢ/	11	17	01/02
3	የተፈሪ መኮንን ት/ቤት	11	17	01/02
4	መድሀኒአለም ት/ቤት	8	10	10/11/12
5	ጤና ምርምር ኢንስቲትዩት	8	10	10/11/12
6	ራስ ደስታ ሆስፒታል			
7	ሼህ ሆጀሌ ቤተ መንግስት	8	10	10/11/12
8	አዛዥ ተረፈ ወ/ገብርኤል	1	04	04/05
9	የእንጦጦ የዳ/ምኒልክ ቤተመንግስት			
	ቂርቆስ ክፍለ ከተማ ህዝባዊ ተቋማት			
10	ጉምሩክ	21	01	01/19
11	ፊንፊኔ የምግብ አዳራሽ	14	15	15/16
12	የኢትዮጵያ ምድር ባቡር	21	12	11/12

13	ራስ ብሩ ወ/ገብርኤል			
	አራዳ ክፍለ ከተማ ህዝባዊ ተቋማት			
14	ኤልያስ ሆቴል	2	12	11/12
15	የአዬ ሚኒሊክ እስር ቤት/ኢትዮጵያ ትቅደም ግቢ ውስጥ የሚገኝ	1	05	04/05
16	ሰይጣን ቤት	2	15	15/16
17	እቴጌ ጣይቱ ሆቴል	2	12	11/12
18	አቢሲኒያ ባንክ	2	15	15/16
19	ሳንፎርድ ት/ቤት	13	09	03/09
20	መርሐ ጥበብ ማተሚያ ቤት	1	04	09/05
21	የአራዳ ፖስታ ቤት	2	11	11/12
22	ነጋድራስ ኃ/ጊዮርጊስ ወ/ሚካኤል /የቀድሞ ማዘጋጃ ቤት/	2	09	03/09
23	አፍሪካ አንድነት ት/ቤት	2	11	11/12
24	ሲኒማ ኢትዮጵያ	2	12	11/12
25	ቤተሳይዳ ሆስፒታል/የካቲት 12/ሆስፒታል	13	09	03/09
26	ሚኒሊክ ት/ቤት	13	09	03/09
27	ፓርላማ ጽ/ቤት	14	13	13/14

	የካ ክፍለ ከተማ ህዝባዊ ተቋማት			
28	ሚኒሊክ ሆስፒታል			

	ጉለሌ ክፍለ ከተማ ህዝባዊ ተቋማት			
29	የንጉስ ሚካኤል ግብር ቤት			

የአዲስ አበባ ከተማ የቅርሶች ዝርዝር

ተ.ቁ	የቅርሱ ስም	የቀድሞ ወረዳ	የቀድሞ ቀበሌ	አዲሱ ቀበሌ አስተዳደር
	ጉለሌ ክፍለ ከተማ ቤተ ክርስቲያን			
1	እንጦጦ ቅድስት ማርያም ቤተ ክርስቲያን			
2	እንጦጦ ቅዱስ ራጉኤል ቤተ ክርስቲያን			
3	ቅድስት ኪዳነምህረት ቤተ ክርስቲያን			
4	ቅዱስ ሩፋኤል ቤተ ክርስቲያን			
5	ቀጨኔ ደብረሰላም መድሐኔአለም			
6	መንበረ ንግስት ቁስቋም			
7	መንበረ ልዑል ቅዱስ ማርቆስ			
8	ገነተ ኢየሱስ			
9	ቅዱስ ሩፋኤል ቤተ ክርስቲያን			
	ንፋስ ስልክ ላፍቶ ቤተክርስቲያን			
10	መካነ ህይወት አቡነ ገ/መ/ቅዱስ			

11	ደብረ ናዝሬት ቅድስ ዮስፍ			
12	ፀረሃ ንግስት ቅ/ሃና			
13	የካ ቅዱስ ሚካኤል ቤተክርስቲያን			
	ኮልፌ ቀራኒዮ ክፍለ ከተማ ቤተክርስቲያን			
14	ቀራኒዮ መድሃኒዓለም	24	17	07
	አቃቂ ቃሊቲ ክፍለ ከተማ ቤተክርስቲያን			
15	□ብረ □ሐ□ ሳሎ ቅዐ ስ □□ር□ስ	27	10	10/11 ሰራቲ
	ቂርቶስ ክፍለ ከተማ ቤተክርስተያን			
16	ቅዱስ እስጢፋኖስ			
17	ቅዱስ ኡራኤል			
18	መካነ ሰማዕታት ጨርቆስ			
	በአራዳ ክፍለ ከተማ ቤተክርስቲያን			
19	ቅዱስ ጊዮርጊስ			
20	ቅድስ ስላሴ ካቴድራል			
21	ቅዱስ ባህታ ማርያም			
22	ቅዱስ ገብርኤል /ማቢ/			
23	ደብረ መንክርት ስዕል ቤተ-ኪዳነምህረት			
24	መንበረ ፓትሪያርክ ቅድስተ ቅዱሳን ማርያም			
25	ቅዱስ ባለወልድ			
26	የግሪክ ኦርቶዶክስ			
27	የአርመኒያን ኦርቶዶክስ			
28	ቀበና ካቶሊክ ኪዳነምህረት			
29	ደብረ ነጎድጓድ ቅዱስ ዮሐንስ			
	አዲስ ከተማ ክፍለ ከተማ ቤተክርስቲያን			
30	ደብረ ገሊላ አማኑኤል			
	ልደታ ክፍለ ከተማ ቤተክርስቲያን			
31	ማህደረ ስብሀት ልደታ ማርያም			
32	የካቶሊክ ካቴድራል			
33	ደብረ አሚን ተክለ ሐይማኖት			

የአዲስ አበባ ከተማ ታሪካዊ ቦታዎች ዝርዝር

ተ.ቁ	የቅርሱ ስም	የቀድሞ ወረዳ	የቀድሞ ቀበሌ	አዲሱ ቀበሌ አስተዳደር
	ጉለሌ ክፍለ ከተማ□ታሪካዊ ቦታች			
1	□□እንጦጦ አካባቢ			
2	ጃንሜዳ			
	ቂርቶስ ክፍለ ከተማታሪካዊ ቦታዎች			
3	መስቀል አደባባይ			
	አራዳ ክፍለ ከተማታሪካዊ ቦታዎች			
4	የአርመኖች መኖሪያ መንደር			

5	አራት ኪሎ ስድስት ኪሎ አካባቢ			
6	አራዳ ገበያ(ፒያሳ)			

የአዲስ አበባ ከተማ ታሪካዊ መስጊድ ዝርዝር

ተ.ቁ	የቅርሱ ስም	የቀድሞ ወረዳ	የቀድሞ ቀበሌ	አዲሱ ቀበሌ አስተዳደር
አራዳ ክፍለ ከተማ መስጊድ				
1	ኑር መስጊድ			
2	ወሌ መሐመድ መስጊድ			

የአዲስ አበባ ከተማ ታሪካዊ ዋሻ ዝርዝር

ተ.ቁ	የቅርሱ ስም	የቀድሞ ወረዳ	የቀድሞ ቀበሌ	አዲሱ ቀበሌ አስተዳደር
የካ ክፍለ ከተማ ዋሻ				
1	ዋሻ ሚካኤል ዋሻ			
አቃቂ ቃሊቲ ክፍለ ከተማ, ዋሻ				
2	ሳሎ □□ር□ስ □ሻ	27	10	10/11 ሰራቲ
ጉለሌ ክፍለ ከተማ ዋሻ				
3	የቀጨኔ ዋሻ			
4	ወረዳ 11 ዋሻ			
5	ደጃች ጣሰው ዋለሉ ዋሻ			
ንፋስ ስልክ ላፍቶ ክፍለ ከተማ ዋሻ				
6	የጌዶ ዋሻ	23	15	15/16 አስተዳደር

የአዲስ አበባ ከተማ ታሪካዊ ድልድይ ዝርዝር

ተ.ቁ	የቅርሱ ስም	የቀድሞ ወረዳ	የቀድሞ ቀበሌ	አዲሱ ቀበሌ አስተዳደር
የካ ክፍለ ከተማ ድልድይ				
1	አድዋ ድልድይ	16	08	08/15

የአዲስ አበባ ከተማ ታሪካዊ ኃውልቶች ዝርዝር

ተ.ቁ	የቅርሱ ስም	የቀድሞ ወረዳ	የቀድሞ ቀበሌ	አዲሱ ቀበሌ አስተዳደር
አራዳ ክፍለ ከተማ (ሃውልት)				
1	አቡነ ጳጥሮስ ሃውልት ሃውልት			
2	ዳግማዊ ሚኒሊክ ሃውልት			
3	የካቲት12 መታሰቢያ ሃውልት			
4	ሚያዚያ 27 መታሰቢያ ሃውልት			
5	ራስ መኮንን መታሰቢያ ሃውልት			
ጉለሌ ክፍለ ከተማ ሃውልት				
6	ካርል ማርክስ ሃውልት			
ቂርቆስ ክፍለ ከተማ ሃውልት				
7	የይሁድ አንበሳ ሃውልት ለገሃር			

8	የአንበሳ ሃውልት ብሄራዊ ቲያትር			
ልደታ ክፍለ ከተማ ሃውልት				
9	ትግላችን ሃውልት			
የካ ክፍለ ከተማ ሃውልት				
10	ዳግማዊ ምኒልክ ሃውልት ምኒልክ ሆስፒታል ውስጥ			

Anexs

በቅርስነት የተመዘገቡና በማስተር ፕላን መያዝ የሚገባቸው ቅርሶች ዝርዝር

ተ.ቁ	የቅርሶች መጠርያ	ብዛት	
1.	ታሪካዊ ቤቶች	81	
2.	አብያተ ክርስቲያናት	10	
3.	መስጅዶች	2	
4.	ድልድዮች	1	
5.	ታሪካዊ ቦታዎች	-	
6.	ዋሻዎች	1	
7.	ሃውልት	1	
		ጠቅላላ ድምር	96

1.በአዲስ አበባ ባህልና ቱሪዝም ቢሮ በታሪካዊ ቅርስነት የተመዘገቡና በማስተር ፕላን ላይ መካተት የሚገባቸው ቤቶች

ተ.ቁ	የቅርሱ መጠሪያ	አድራሻ			የአካባቢው መጠሪያ	እየሰጠ ያለው አገልግሎት	የሚያስተዳድረው አካል
		ክፍለ ከተማ	ወረዳ	የቤት ቁጥር			
1.	ራስ አበበ አረጋዊ መኖርያ	ጉለሌ	1	-	ቁስቋም አካባባ	ሆስፒታል(ቅ/ፕ የቲቢ ስፔሻላይዝድ)	መንግስት
2.	የእቴጌ መነን ህጻናት ማሳደግያ	ጉለሌ	4	814	ቀጨኔ	ህጻናት ማሳደግያ	መንግስት
3.	አስፋ ወሰን መኖርያ	ጉለሌ	2	-	ስድስት ኪሎ	ዩኒቨርሲቲ(FBE)	መንግስት
4.	አምሳለ ገነት	ጉለሌ	02	-	ስድስት ኪሎ	የአ.አ.ዩኒቨርሲቲ የህግ ላይብረሪ	መንግስት
5.	ጴጥሮስ ቢያጂያን	አራዳ	10		ፒያሳ	ንግድ	-
6.	ሃኪም ወርቅነህ	አራዳ	10	-	ዶሮ ማነቂ	ለቢሮ	የግል
7.	ነርሲስ ናልባንዲን	አራዳ	07	209/1	አራት ኪሎ	-	የመንግስት ቤቶች

8	ብሪቲሽ ባይብል ሶሳይቲ	አራዳ	10	-	ፒያሳ	ንግድ	የመንግስት ቤቶች
9.	ብሄራዊ ሙዚየም	አራዳ		-	አምስት ኪሎ	ሙዚየም	የመንግስት
10	ቢያድግልኝ ሆቴል	አራዳ	10	-	ፒያሳ	ሬስቶራንት	የመንግስት ቤቶች
11.	ኩራዝ አሳታሚ ድርጅት	አራዳ	07	-	አራት ኪሎ	ንግድ	የመንግስት ቤቶች
12.	መሃመድ አሊ	አራዳ	01	-	ፒያሳ /አራዳ ፖስታ ቤት	-	ወረዳ
13.	ተሾመ በርሄ	አራዳ	06	053	አራት ኪሎ	አጸደ ህጻናት	ወረዳ
14.	ራስ ሙሉጌታ ይገዙ	አራዳ	06	057	አራት ኪሎ	ለመኖርያና ቢሮ	የየመንግስት ቤቶች
15.	ዴቪድ ጋራቢዲያን	አራዳ	10	-	ፒያሳ	ንግድ	የግል
16.	እንድርያስ ካቫዲያስ	አራዳ	09	-	ሰባ ደርጃ	ንግድ	የመንግስት ቤቶች
17.	ቢትወደድ ወ/ጻዲቅ ጎሹ	ን/ስልክ	01	-	ለቡ	መኖርያ	ወረዳ
18.	ስዩም አካለ ወልድ	ልደታ	07	-	ኤክስትሪም	ትምህርት ቤት	የመንግስት
19.	ተግባረ ዕድ	ልደታ	08	-	መክሲኮ	ኮሌጅ	የመንግስት
20.	ግራዝማች ሳህለ ማርያም	ቂርቆስ	08	417	ካዛንቸስ	-መኖርያና ንግድ ቤት	መንግስትና የግል
21.	ስድስተኛ ፖሊስ ጣቢያ	ቂርቆስ	08	-	ካዛንቸስ	ፖሊስ ጣቢያ	መንግስት
22.	ኢሲኤ/አፍሪካ ኢኮኖሚ ኮሚሽን/	ቂርቆስ	08	-	ሚኒሊክ ጉዳና አካባቢ	አለማቀፍ የስብሰባ አዳራሽ	የተባበሩት መንግስታት
23.	ብሔራዊ ቤተመንግስት /ኢዮቢልዩ/	ቂርቆስ	07	-	ፍልውሃ አካባቢ	ለቤተመንግስት	የመንግስት
24.	ሊጋባ ጣሰው	ቂርቆስ	07	962/963	ሸራተን ሆቴል አጠገብ	አርት ጋለሪ	ግለሰብ
25.	ፊታውራሪ አመዴ አበራ	የካ	01	239	ፈረንሳይ /ኪስሜዳ/	መኖሪያ	የመንግስት ቤቶች
26.	ልዑል አስራተ ካሳ	የካ	01	-	ሚካኤል ቤተክርስቲያን	ደህንነት ቢሮ	የመንግስት
27.	ደ/ብርሐነመስቀል	የካ	01	199	ፈረንሳይ	መኖሪያ	የመንግስት ቤቶች
28.	ባልዳራስ መዝናኛ	የካ	07	-	ባልዳራስ	ለንግድ	ግለሰብ
29.	ራስ መስፍን ስለሺ	አዲስ	05	-	ፖስተር አካባቢ	የመድሃኒት ፈንድ	የመንግስት

		ከተማ				አቅራቢ ኤጀንሲ	
30.	ደጃዝማች ቢትወደድ ወልደገብርኤል በሻ	አዲስ ከተማ	07	-	አቶብስ ተራ መናኸሪያ ጀርባ	ት/ቤት	የመንግስት
31.	መሀል ገቢያ አዳራሽ ቁጥር 1	አዲስ /ከ	8	-	መርካቶ	ለንግድ	የመንግስት ቤቶች
32.	መሀል ገቢያ አዳራሽ ቁጥር 2	አዲስ /ከ	8	-	መርካቶ	ለንግድ	የመንግስት ቤቶች
33.	ጎጀብ ሆቴል	አዲስ/ከ	7	077	ከጎጃም በረንዳ	ሆቴል	የመንግስት ቤቶች
34	ዳንኤል ሆቴል	አዲስ ከ/	7	001	አውቶቢስ ተራ	ሆቴል	የመንግስት ቤቶች
35.	አዲስ ከተማ መሠናዶ ት/ቤት	አዲስ ከ/	7	880	አውቶቢስ ተራ	ት/ቤት	መንግስት
36.	ቃኘው ሻለቃ ሆቴል	አዲስ ከ/	8	571	መርካቶ አራተኛ	ሆቴል	የመንግስት ቤቶች
37.	ጀነራል ዊንጌት ቴ/ሙያ ኮሌጅ	አዲስ ከ/	10	991/1	ዊንጌት	ት/ቤት	መንግስት
38.	አቃቂ ፍርድ ቤት	አቃቂ ቃ		-		ፍርድ ቤት	መንግስት
39.	አቃቂ ፖስታ ቤት	አቃቂቃ.	3	-	አቃቂ	ፖስታ ቤት	መንግስት
40	ኔልሠን ማንዴላ ወታደራዊ የሰለጠነበት ት/ቤት	ኮልፌ	10	-	ፈጥኖ ደራሽ ማሠልጠኛ ግቢ	ካምፕ የፖሊስ	መንግስት
41.	ቢትወደድ እንዳልካቸው መኮንን	ኮልፌ	03	-	ረጲ መድሃኒአለም	አገልግሎት አይሰጥም	የመንግስት ቤቶች
42.	አለርት ሆስፒታል	ኮልፌ	2	-	ዘነበወርቅ	ሆስፒታል	መንግስት
43.	ልዕልት አፀደ አስፋው	ቦሌ	6		መገናኛ አካባቢ	መኖሪያ	ግለሠብ
44.	ደጃዝማች አየለ	ቂርቆስ	1	-		አገልግሎት አይሰጥም	የመንግስት
45.	የሚካኤል ብሩ መኖሪያ ቤት	ጉለሌ	3	-		መኖሪያ	የመንግስት ቤቶች
46.	ራስ አበበ ቁጥር1 ደጃዝማች ግርማቸው ተክለሀዋርያ	የካ	6	388		መኖሪያ	የግል
47.	የመጀመሪያው የግሪክ ቤተ/ክርስቲያን	አራዳ	01	-	ፒያሳ	ካፌያ ሪስቶራንት	የቤቶች ኤጀንሲ
48.	ቀኝ አዝማች ተስፋ ገብረስላሴ	አራዳ	7	-		ማተሚያ ቤት	የግል
49.	አቃቂ የመንግስት ት/ቤት	አቃቂ	1	551		ት/ቤት	የመንግስት
50.	ራስ ሆቴል	ቂርቆስ	07	-	ብሄራዊ	ሆቴል	መንግስት

51.	መከላከያ ሚኒስቴር	ቂርቆስ	07	-	ብሄራዊ	ቢሮ	መንግስት
52.	ንግድ ባንክ(ወርቃማው ህንጻ)	ልደታ	07	-	ብሄራዊ	ቢሮ	መንግስት
53.	አዲስ አበባ ቤ/መጽሃፍት	አራዳ	06	650	6ኪሎ	ቤተ መጽሃፍት	መንግስት
54.	የሃኪም ወርቅነህ መኖርያ	አራዳ	01	-	ቸርችል ጎዳና	ንግድ ቤት	ቤቶች ኤጀንሲ
55.	ብ/ማርቆስ ወ/ማርያም	ቂርቆስ	07	317	ለጋሃር	መኖርና ንግድ	የግል
56.	አዲስ አባባ ማዘጋጃ	አራዳ	01	-	ፒያሳ	ማዘጋጃ ቤት	የመንግስት
57.	ደ/አሉላ በቀለ	ቂርቆስ	08	026	ካዛንቺዝ	መኖርያ	የመንግስት ቤቶች ኤጀንሲ
58.	ልጅ አርአያ አበበ	ቂርቆስ	08	018	ካዛንቺስ	መኖርያ	የመንግስትቤቶች ኤጀንሲ
59.	አበበ ረታ	ቂርቆስ	08	015	ካዛንቺስ	ቢሮ(ግብርና ሚ/ር)	የመንግስትቤቶች ኤጀንሲ

60	ራስ እምሩ ሀ/ስላስ	ቂርቆስ	08	765/ሀ	ካዛንቺስ	መኖርያ	የመንግስትቤቶች ኤጀንሲ
61.	ልኡል አስራተ ካሳ	ቂርቆስ	08	768	ካዛንቺስ	ቢሮ (የመ/ቤ/ኤ)	የመንግስት ቤቶች ኤጀንሲ
62.	አባይ ይደጎ	ቂርቆስ	08	011	ካዛንቺስ	መኖርያ	የመንግስት ቤቶች ኤጀንሲ
63.	ፕ/ር አስራት ወ/የስ	ቂርቆስ	07	454	ለጋር	መኖርያ	የግል
64.	ነጋድራስ ግዛው ጣይቱ ብጡል	አረዳ	01	469	ፒያሳ	ሆቴል	የቤተክህነት
65	አክበር አሊ ከመሩዲን	አራዳ	01	868/872	ፒያሳ	ንግድ እና መኖርያ	መንግስትና የግል
66.	ኢሚግሬሺን	ልደታ	07	-	ኢሚግራሽን	ቢሮ	የመንግስት
67.	ብሄራዊ ትያትር	ልደታ	07	-	ብሄራዊ	ትያትር ቤት	መንግስት
68.	ሀገር ፍቅር	አራዳ	10	-	ፒያሳ	ትያትር ቤት	መንግስት
69.	አጋፋሪ ቀለለ	አራዳ	06	-	5ኪሎ	መኖርያ	የመንግስትና የግል
70.	ልዕልት ተናኘ ወርቅ	ልደታ	09	-	ጤና ጥበቃ ሚ/ር	ቢሮ	የመንግስት
71.	የአርመኖች መኖርያ ቤት	አራዳ	01	168/161/146 /172/	ማህሙድ ሙዚቃ	ንግድ ቤት	የመንግስት
72.	ገነት ሆቴል	ቂርቆስ	-	-	ገነት	ሆቴል	የመንግስት
73.	እጅግየተከበሩ የአለም ሎሬት ሜትር አርቲስት አፈወርቅ ተክሌ መኖርያ	ኮልፌ	09	-	ጦር ሃይሎች	ሙዚየም	የመንግስት
74.	ጥይት ቤት	አራዳ	08	-	ፓርላማ አካባቢ	ካምፕ	የመንግስት
75.	ባላምባራስ ወ/ሰማያት	አራዳ	06	-	5ኪሎ	ንግድ	የመንግስት ቤቶች ኤጀንሲ
76.	ትራንስ ኢትዮጵያ 1	ቂርቆስ	07	453	ላጋር	ንግድ	የመንግስት ቤቶች ኤጀንሲ
77.	ትራንስ ኢትዮጵያ 2	ቂርቆስ	07	455	ላጋር	ንግድ	የመንግስት ቤቶች ኤጀንሲ
78.	ሃበሻ ሬስቶራንት	ቂርቆስ	07	456	ላጋር	ንግድ	የመንግስት ቤቶች ኤጀንሲ
79.	የሮዶልፎ ቫሌሪ መኖርያ	ቂርቆስ	07	457	ላጋር	ንግድ	የመንግስት ቤቶች ኤጀንሲ
80.	ሰንራይዝ ሬስቶራንት	ቂርቆስ	07	458	ላጋር	ንግድ	የመንግስት ቤቶች ኤጀንሲ
81	የባቢሎን ግንብ	ቂርቆስ	08	250-254	ካዛ ኢንችስ	ንግድ	የመንግስት ቤቶች ኤጀንሲ

2.በአዲስ አበባ ባህልና ቱሪዝም ቢሮ በቅርስነት የተመዘገቡና በማስተር ፕላን ላይ መካተት የሚገባቸው ቤተ ዕምንቶች

ቂርቆስ ክ/ከተማ

ተቁ	የቤተ እምነቱ ስም	አድራሻ / ወረዳ	የተሰራበት ዘመን	የተመዘገበበት ኮድ	የተሰራበት ቁስ	ያሰራው/ መሥራች
1.	ደብረ ይባቤ ቅዱስ ያሬድ ቤ/ክርስቲያን	03	1955	Ki/03/Cu/003	ከድንጋይና አፈር	ህዝበ ክርስቲያኑ
2.	ቅድስ ዩሐንስ በስኮ ቤ/ክርስቲያን	03	1998	Kl/03/Cu/004	ድንጋይ፣ፌሮ፣ሲሚንቶ ፣ቆርቆሮና ሴራሚክ	የኢትዩጵያ ካቶሊክ ቤ/ክርስቲያን

የካ ክ/ከተማ

ተ.ቁ	የቤተ እምነቱ ስም	አድራሻ / ወረዳ	የተሰራበት ዘመን	የተመዘገበበት ኮድ	የተሰራበት ቁስ	ያሰራው/ መሥራች
3.	መካነ ህይወት አቡነ ገ/መንፈስ ቅዱስ ቤ/ክ	2	1906	የካ/ወ2/ቤክ/002	ድንጋይ	አፈንጉስ ጥላሁን
4.	ገነተ-ኢየሱስ ቤተክርስቲያን	1	1916	የካ/ወ1/ቤክ/003	ድንጋይ	ራስ ካሳ

አዲስ ከተማ ክ/ከተማ

ተ.ቁ	የቤተ እምነቱ ስም	አድራሻ / ወረዳ	የተሰራበት ዘመን	የተመዘገበበት ኮድ	የተሰራበት ቁስ	ያሰራው/ መሥራች	አስተያየት መግለጫ
5.	አንዋር መስጊድ	8	1930-1933	አክ/cu/018	ከድንጋይ	የኢጣሊያን መንግሥት	በጥሩ ሁኔታ ላይ የሚገኝ መስጊድ ነው
6.	ባዩሽ መስጊድ	1	1928*1935	አ/ክ/cu/019	ከእንጨትና	ወ/ሮ ባዩሼ ጉራራ	በጣም የተጎዳ ሕንፃ ነው

ኮልፌ ቀራኒዮ ክ/ከተማ

ተ.ቁ	የቤተ እምነቱ ስም	አድራሻ / ወረዳ	የተሰራበት ዘመን	የተመዘገበበት ኮድ	የተሰራበት ቁስ	ያሰራው/ መሥራች	አስተያየት መግለጫ
7.	ረፒ ጎለጎታ መድሃኔአለም ቤ/ክ	02	1936	ክ/ቀ/ወ2/ቤክ/002	ከጥርብ ድንጋይ፣	ቢትወደድ መኮንን እንዳልካቸው	

8.	በረከቱ ዋርካ ዛፍ ገብርኤል ቤ/ክ	03	1863	ክ/ቀ/ወ3/ቤክ/004	ከተፈጥሮ ዛፍ	ወ/ሮ ፀሐይ ዘሪሁን	የፀበል ቦታ
9.	ቅዱስ ፍራንችስኮ ገዳም	13	1958	ክ/ቀ/ወ13/ቤክ/005	ከሲሚንቶ፣	አባ ደ.ዜቱዋ	የካቶሊክ ቤተክርስቲያን
10.	አቡነ አረጋዊ ቤ/ክ	01	1942	ክ/ቀ/ወ1/ቤክ/006	ከድንጋይ፣ ከጥድ	ግ/ቀ/ኃ/ሥላሴ	ግ/ቀ/ኃይሥላሴ ያነፁት ሕንፃ

3.በአዲስ አበባ ባህልና ቱሪዝም ቢሮ በቅርስነት የተመዘገቡና በማስተር ፕላን ላይ መካተት የሚገባቸው ሃውልቶች ጉለሌ ክፍለ ከተማ

ተ ቁ	የሃውልቱ ስም	አድራሻ ወረዳ	የተሰራበት ዘመን	የተመዘገበበት ኮድ	የተሰራበት ቁስ	ያሰራው/ መሥራች	አስተያየት መግለጫ
1	የኮሪያ ዘማቾች መታሰቢያ ሃውልት	4	1998	Gu/04/Mou/04	ከእምነበረድ	የአ/አ ከተማ አስተዳደር	
4.በአዲስ አበባ ባህልና ቱሪዝም ቢሮ በቅርስነት የተመዘገቡና በማስተር ፕላን ላይ መካተት የሚገባቸው ድልድይ አራዳ ክፍለ ከተማ							
1	የራስ መኮንን ድልድይ		10		1880ሰ		

Source: AACTB 2018/ 2019

VI. Appendix of different Tourism opportunities, Product in image

Future River Side of Addis

Source: Embassy of Ethiopia in Brussels 2019

La Gare Future Leisure Element for Tourism Development

Source: Addis Abeba city Government municipality 2018

Brainchaild of PM Abiy Ahmed “Unity Park”

Source: ***From PM Office 2019***