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**ADDIS ABABA UNIVERSITY**

**COLLEGE OF BUSINESS AND ECONOMICS**

**SCHOOL OF COMMERCE MA MARKETING**

**THE EFFECT OF TOURISM MARKETING ON TOURIST FLOW:**

**THE CASE OF SELECTED TOURISM SITE IN ADDIS ABABA**

**BY: HANA SEIFE**

**ADVISOR: TEWODROS MESFIN (PHD)**

**A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES OF ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE IN PARTIAL FULFILLMENT FOR THE MASTERS OF ARTS IN MARKETING MANAGEMENT**

**JUNE, 2021**

**ADDIS ABABA, ETHIOPIA**

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## **STATEMENT OF DECLARATION**

**I, the undersigned, declare that, this research paper is my original work, has never been presented in this or any other university, and that all resources and materials used have been duly acknowledged.**

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**Date of submission: June, 2017**

**Addis Ababa University School of Commerce**

**Postgraduate Program**

**This is to certify that the thesis prepared by Hana Seife, entitled: “the effect of tourism marketing on tourist flow: the case of selected tourism site in Addis Ababa” submitted in partial fulfillment of the requirements for the Degree of Masters of Marketing Management complies with the regulations of the university and meets the accepted standard with respect to originality and quality.**

**Signed by the Examining Committee:**

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## **ACRONYMS**

**ETO:** Ethiopian Tourism Organization

**MOCT:** Ministry of Culture and Tourism

**WTTC:** World Travel and Tourism Council

**WTM:** World Travel Market

**WB:** World Bank

**UNESCO:** United Nations Educational, Scientific and Cultural Organization

**UNWTO:** United Nations World Tourism Organization

**WTCF:** World Tourism Cities Federation

**WTO:** World Tourism Organization

## **ABSTRACT**

*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 Ababa and playing a big role. This thesis is meant to review the factors influencing tourism marketing in Addis Ababa, to realize the objectives; the researcher employed both quantitative and qualitative research method. A quantitative research approach is during this study Data (n=74) are collected from tour and travel trade sectors (firms) that are a part of the Ethiopian tour operator association (ETOA), a survey questionnaire and therefore the collected data is analyzed by SPSS version 23; using four Factors to Analyses wont to measure tourism marketing in Addis Ababa, followed by a descriptive test, reliability test using Cronbach's test ANOVA test and multiple liner regression. Both primary and secondary data were used to examine the factors influencing tourism marketing in attracting tourists to visit selected tourism sites in Addis Ababa. To gather the first data, deep and continuous personal observation on tourist destination and other sources gathered from various literatures. The analysis of the study revealed that tourism product, tourism promotion and distribution highly affect tourism marketing but price doesn't affect tourism marketing as much as the other factor although it grand mean was 2.6 which is on the border of neutral. Even though the town of Addis Ababa tourism potentials has diversified values, most of them haven't yet been developed and marketed as they ought to flow from to varied impeding factors like lack of budget, lack professional trained man power, lack of city tourism facilities and absence of economic maintenance of city tourism. Therefore, it's recommended that there's got to develop and encourage the potentials and collaboration of the town tourism development between Addis Ababa city government and ministry of culture and tourism offices with different stakeholders like tour operator, agent, event organizer, entertainment organizer, local people, private sector and Addis city government offices as all are responsible to develop tourism potentials of the Addis Ababa.*

*Key words: product, price, promotion, distribution, tourism marketing, city tourism, Addis Ababa, tourist flow*

## **CHAPTER ONE**

### **INTRODUCTION**

This chapter includes background of the study, statement of the problem, research question, objectives of the study, research hypotheses, significance of the study, scope of the study, limitation of the study and organization of the study.

### **1.1BACK GROUND OF THE STUDY**

Tourism is travel for pleasure or for business, including the idea and practice of travel, the business of attracting, accommodating and entertaining tourists, and therefore the business of conducting tours. Tourism is one amongst the fastest growing industries within the world and a major foreign exchange and employment generation for several countries. It's one among the foremost remarkable economic and social phenomena. (Craig, 2014)

UNWTO Tourism marketing is defined as an activities, operations, and expenditures designed to extend the amount of tourists at a destination and to maximize the utilized capacity of a tourist business including but not limited to advertising, publicizing, or otherwise distributing information for the needs of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to draw in tourists. (Freeman, R. and Glazer, K., 2021)

As it's one among the world's largest industries, the tourism industry is extremely competitive. This suggests that companies operating within the industry got to find ways to face out from rivals, promote themselves as being the simplest option for tourists, and highlight a number of the items that make them different, or superior. Marketing is important for achieving this and lots of the most effective tourism marketing tips specialize in helping businesses to seek out a singular point and sell. Of course, it's also crucial that marketers continue with the newest trends, in order that they will create a various marketing mix and use the simplest methods for getting their message out. (Craig, 2014)

Tourism marketing has evolved as a business reaction to changes within the Socio-Economic environment, with the foremost successful tourism companies or tourism bodies have demonstrated a keen sense of providing the proper of organizational structure and products offer for the visitors/tourists. Interestingly, the tourism companies have recognized the importance of key Factors like needs, wants, and satisfaction within the planning and designing of the tourism destinations. Within the tourism industry, every tourist wants to be treated as a special client and any organization catering to the present attitude of the tourist will naturally be head of other competitions. (WTCTF, 2018)

World Tourism Organization at Ottawa Seminar, defined tourism marketing as, "a management philosophy which, within the light of tourist demand, makes it possible through research, forecasting and selection of tourism products/services from suppliers, on the road with organization's purpose and tourist satisfaction." (UNESCO, 2017)

Tourism marketing encourages the particular and potential customers to travel a destination through the spreading of data. The objectives of promotion those are in keeping with the overall marketing plan is to spot the target group to which the promotion is conducted, to seek out out the effective advertising, sales support and PR programs to be planned, and to pick the simplest methods to be used to control and assess the promotion operation. (Baldemoro, 2013)

Every destination country should extend its efforts to get the requirements and follows necessary marketing strategies to boost interest among the potential tourists. It's vital for the choice makers to know how customers acquire information especially for tourism related services and products. Research has proven that tourist promotion is a very important element to possess a positive image about the destination and therefore the decision making process of tourists. the knowledge about a specific destination which is usually demanded by tourists is taken into account as a crucial means of promotion for tourism industry. (Reisinger , 2010)

Generally, the potential tourists wish to know beforehand about the products, services and facilities at the destination. Using various sorts of marketing activities can lead the organization to hold out different promotional measures so as to supply the message to the potential tourists and influence them to go to the destination. However, certain diversified, unpredictable and unsteady factors like political, social, cultural, economic which are related with pre-purchase information can interrupt to form the choice. (Blackshaw, 2006)

According to recent research, tourism is now referred to as a business that developed into one of the most important income generators worldwide. Managing tourism as vehicle for monetary advancement in any destination relies on up on maintaining destination competitiveness Tourism has become a crucial industry in Ethiopia and as a result, the govt of Ethiopia features a priority status for future tourism development. According the UN report travel & tourism Economic impact 2017 Ethiopia, the direct contribution of Travel & Tourism to GDP in 2016 was ETB30, 476.2mn (2.2% of GDP). this is often forecast to rise by 8.9% to ETB 33,181.3mn in 2017.This primarily reflects the economic activity generated by industries like hotels, travel agents, airlines and other passenger transportation services (Carmen. A, 2018).

Addis Ababa, as the capital city of Ethiopia for more than a century, there are many tourism attraction sites and structures inside the city. According to ORAAMP (2002), there are many heritage sites and historical buildings within the city. These include, churches, mosques, former public buildings, residence of former dignitaries, monuments, caves and bridges and historical sites.

## **1.2. STATEMENT OF THE PROBLEM**

Ethiopian Culture and Tourism Ministry announced that it intended to triple foreign visitors to over 2.5 million by 2020, with an ultimate goal of making Ethiopia a feature in Africa's Top 5 tourist destinations by 2020.“Key tourism factors like easy and fast growing air access, personal safety and local hospitality, rapid economic growth and, above all, fascinating discoveries to be made bode alright for rapid tourism growth,” said Mike Fabrics of South Africa-based The Journey, a tourism consultancy company. (James,J, 2015).

previous research like (Gezachew and Andarege, 2013 Tekabe (2016); Selemon, and Roman (2018), shows as some of the factor that distressing the Tourism Marketing Addis Ababa, were lack of infra-structure, Industry prosperity, Resource attractiveness, branding, and promotions were the major finding by previous researcher.

According to Mudzanani, (2017) tourism Marketing is a method of generating, distributing, supporting and pricing products, services and thoughts to promote customer-friendly exchange and establish and sustain positive interactions with stakeholders in a vibrant setting. Tourism marketing is the core of the tourism industry. It defines which target markets the organization can best serve, and involves choices on suitable products and services to serve the markets selected (Nicolaidis, 2018;Thwala, & Slabbert, 2018).

It totally, agreement the current situations of Ethiopian tourism market challenges It needs exactly this factors Bing as model and nestling the cache to show up factors that affecting tourism marketing which have not seen by previous local researchers. There is a need for research on tourism marketing in Addis Ababa since not much has been explored.

This study tried to focus on factors influencing tourism marketing in attracting tourists to visit selected tourism sites in Addis Ababa and role of stakeholders for boosting the city tourism development of Addis Ababa. This study has tried to explore how tourism marketing is affecting tourist flow in Addis Ababa from the product, price promotion and distribution side while these factors have been the core of tourism marketing but a research has not been done concerning them.

Addis Ababa is not being exposed and marketed as it should be and out of the other cities In Ethiopia Addis Ababa is the home of African union and Ethiopian airlines which expose it to foreigners and many travellers within the country also come to Addis Ababa and this should have been a very good reason for government or stakeholders to able to market Addis Ababa to both foreign and domestic tourism and gain huge amount of benefit from it weather its economic or social but Addis Ababa has not been able to do that so this research will try to see factors influencing tourism marketing in Addis Ababa.

## **1.3 RESEARCH QUESTIONS**

1. How does tourism product influence tourist flow in Addis Ababa?
2. How does price influence tourist flow in Addis Ababa?
3. How does tourism distribution affect tourist flow in Addis Ababa?
4. How does tourism promotion affect tourist flow in Addis Ababa?

## **1.4. OBJECTIVES OF THE STUDY**

### **1.4.1. GENERAL OBJECTIVE**

The general objective of this research is to study factors influencing tourism marketing in attracting tourists to visit selected tourism sites in Addis Ababa.

### **1.4.2. SPECIFIC OBJECTIVES**

- To examine how tourism product influence the flow of tourists in Addis Ababa.
- To analyze how price influence tourism attraction and tourist flow in Addis Ababa.
- To examine to what extent tourism promotion affect tourism attraction and tourist flow in Addis Ababa.
- To identify in what way tourism distribution affect tourist flow in Addis Ababa.

## **1.5. RESEARCH HYPOTHESES**

**Hypotheses 1:** tourism product affects tourist flow in Addis Ababa.

**Hypotheses 2:** tourism distribution affects tourist flow in Addis Ababa.

**Hypotheses 3:** price is one of the components that affect's tourist flow in Addis Ababa.

**Hypotheses 4:** tourism promotion affects tourist flow in Addis Ababa.

## **1.6 SIGNIFICANCE OF THE STUDY**

This study will contribute to the existing body of work to use as reference and to further studies in the field related with in tourism marketing. It will also identifying study factors influencing tourism marketing in attracting tourists to visit selected tourism sites in Addis Ababa. Moreover, these study highly helpful for experts and policy makers in the tourism industry of the country. It will also provide relevant information and link between knowledge and understanding of tourism marketing in Addis Ababa.

## **1.7 SCOPE AND LIMITATION**

### **1.7.1 SCOPE OF THE STUDY**

In order to make the study being manageable it was necessary to define the delimitation of the study. Thus, the study was delimited conceptually, methodologically and geographically.

Conceptually, however, tourism marketing is viewed from various angles this study focus only on the core of tourism marketing. As a result, the factors that influence tourism marketing in Addis Ababa were limited to the four factors only, which are product, price, promotion and distribution

Methodologically, the study was delimited to the descriptive and explanatory research type and it describes the factors that influence tourism marketing in Addis Ababa. In this context, the study deals with tour and travel organization, tourism Ethiopia and managers at the tourism site.

Geographically, the study was delimited to most visited sites in Addis Ababa. Because of time and resource constraints it doesn't includes the entire tourism site in Addis Ababa.

### **1.7.2 LIMITATION OF THE STUDY**

As any research work cannot be totally free from limitation, there were limitations also in this research. The study is limited to a specific area of Addis Ababa, which are promoted by tour operating firms, government institutions and most visited by tourists. Lack of adequate literature on heritage, tourism marketing policy in Ethiopia and lastly the other limitation in performing this research is going to be lack of fund and financial constraints.

### **1.8. ORGANIZATION OF THE STUDY**

The study is organized in five sections: Chapter one has background of the study, statement of the problems, the research questions intended to be addressed by the study, objectives, significance and scope, and limitations of the study. In other hand, chapter two deals with the review of the related literature, chapter three explained research methodology, Chapter four has presented the outcome of the research findings. Chapter five led to the research summary, discussion, conclusion and recommendations of the findings.

## CHAPTER TWO

### REVIEW OF RELATED LITERATURE

#### 2 THEORETICAL FRAMEWORKS

##### 2.1 Marketing concepts

There are different notions of marketing. Marketing activities should be administered under some well-thought out philosophy of efficient, effective, and responsible marketing. The main 6 concepts marketing management. (Daniel, G. 2015)

Some of the main importances of selling are as follows:

(i) Concern for customers' needs and desires instead of for the product increases the acceptability of the product. When the firm produces the product which meets the necessities of the shoppers, the necessity for promotion is reduced. The probabilities of the firm becoming a sick unit also are reduced thanks to continuous patronage of consumers.

(ii) Marketing requires an integrated and coordinated approach to marketing. Unification of business activities results in economy and efficiency in marketing operations. The firm can make a comparative evaluation of the contributions of various products and sales territories.

(iii) By checking out the interacting activities and institutions and flows in exchange, the systems approach facilitates a rational analysis of all marketing problems along-with their effective solutions. (Platon.N, 2014)

According to Philip Kotler "Marketing Mix is that the set of controllable variables that the firm can use to influence the buyer's response". The controllable variables during this context ask the 4 'P's [product, price, place (distribution) and promotion].

**Product:** Product refers to the products and services offered by the organization. A pair of shoes, a plate of dahi-vada, and lipstick, all is products. of these are purchased because they satisfy one or more of our needs. We are paying not for the tangible product except for the benefit it'll provide. So, in simple words, products are often described as a bundle of advantages which a marketer offers to the buyer for a price.

**Price:** Price is that the amount charged for a product or service. It's the second most vital element within the marketing mix. Fixing the worth of the merchandise may be a tricky job. Many factors like demand

for a product, cost involved, consumer's ability to pay, prices charged by competitors for similar products, government restrictions etc. need to be kept in mind while fixing the worth. ( David ,S. 2015)

Place: They need to be made available to the consumers at an area where they will conveniently make purchase. Woolens are manufactured on an outsized scale in Ludhiana and you buy them at a store from the nearby market in your town. So, it's necessary that the merchandise is out there at shops in your town. This involves a sequence of people and institutions like distributors, wholesalers and retailers who constitute firm's distribution network (also called a channel of distribution).

Promotion: If the merchandise is manufactured keeping the buyer needs in mind, is rightly priced and made available at outlets convenient to them but the buyer isn't made aware of its price, features, availability etc., its marketing effort might not achieve success. Therefore promotion is a crucial ingredient of selling mix because it refers to a process of informing, persuading and influencing a consumer to form choice of the merchandise to be bought. Promotion is completed through means of private selling, advertising, publicity and advertisement. (BURJIGERD, S., 2021)

## **2.2 TOURISM**

There are a many ways tourists are defined, and for this reason, (UNWTO) began a project from 2005 to 2007 to make a standard glossary of terms for tourism. It defines tourism as follows: Tourism is a social, cultural and economic phenomenon which entails the movement of individuals to countries or places outside their usual environment for private or business/professional purposes. These people are called visitors (which could also be either tourists or excursionists; residents or non-residents) and tourism has got to do with their activities, a number of which imply tourism expenditure (UNWTO, 2008).

Building on the definition of tourism, a commonly accepted description of a tourist is "someone who travels a minimum of 80 km from his or her home for a minimum of 24 hours, for business or leisure or other reasons". The United Nations World Tourism Organization (1995)

Helps us break down this definition further by stating tourists can be:

1. Domestic (residents of a given country travelling only within that country)
2. Inbound (non-residents travelling in a very given country)

### 3. Outbound (residents of 1 country travelling in another country)

Criteria are used simultaneously so as to characterize a visit as belonging to tourism. The displacement must be such that;

- It involves a displacement outside the standard environment: this term is of utmost importance
- sort of purpose: the travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to incorporate a huge array of purposes;
- Duration: only a maximal duration is mentioned, not a minimal. Tourism displacement is often with or without an overnight stay. Tourism is useful for not only tourist but also for the country where tourism opportunities are more. For instance, the countries having hill stations and more historical places are very attractive for tourists. When tourists visit, there is economy benefited for the country. (UNWTO, 1995)

#### **2.2.1 TOURIST**

A tourist refers to somebody who travels a minimum of eighty kilometer from his or her home to a visitant staying a minimum of twenty four hours and not exceptional twelve months, within the place visited for the aim of leisure (recreation, holiday, sport, curiosity , business, VFR), education or meeting and conferences. The United Nations World commercial enterprise Organization (1995) defines in broad approach and tourists is stating: Domestic (residents of a given country traveling solely among that country), incoming (nonresidents traveling during a given country) and outward (residents of 1 country traveling in another country). (UNWTO, 1995)

#### **2.4 ROLE OF MARKETING IN TOURISM**

Marketing concept is the base of market oriented business. In competitive economy customers may select from whom and the way to shop for, while services program is persistently evolving in line with their demands. So to achieve success, the tourist enterprise should offer better value, better than competitors, when it involves quality, price and services. Marketing mixture of management activities should find the most effective way to fulfill customer's needs and follow

new organizational changes. New organizational changes indicate new internal and external dimensions of promoting. Internal are connected to teamwork and creation of information basis concerning customers and business allies, and external with developing business relations, not simply with the purchasers, but also with the suppliers and distributors (Ilieska, 2002).

A focus on small site tourism though this is often unable to touch upon the fact of international mass tourism, it's unable to get adequate income and job numbers needed for economic and social development. De-marketing messages just in case when marketing promotion techniques are advocated for focusing on the necessity to preserve sites they have been accustomed to promote drawback and "stay away" messages to tourists however these contradict the broader promotional marketing activity (Quan , 2000).

Therefore tourism marketing both in developed and developing country is very important for the growth of tourism sectors and it contributes to the economic development of a country.

## **2.5 TOURISM MARKETING**

Definition of Tourism Marketing may be a term which is used to suggest that business discipline by which the visitors are drawn to a specific location which may be a state, a city, a selected heritage site or tourist destination spot, a hotel or a convention center anything. The location may be anything which has the potential for attracting a tourist who comes to visit a new place. (Dolnicar and Kemp, 2008)

### **2.5.1 NATURE OF TOURISM MARKETING**

Marketing in the tourism industry is associated to making the potential customers sensitive to the product and service available in the tourism area and persuade them and propose them that they satisfied and benefited if they become real customers. In the Countries that would like to be benefit from the actions of tourism, national tourism organizations are accountable for this work. (Beirman, 2003), Whereas in the society that ought to try to win to attract the coming travelers, in the process of marketing, tourism organizations in their marketing development pay special attention to the particular cultural groups, and they give emphasis to the attractiveness of the

products they offer). Tourism marketing is the systemic and coordinated efforts to optimize the satisfaction of tourism. The things that are closely related to the tourism are the main concern to make available to the tourist organizations. (Lamso, 2013)

## **2.5.2 CONCEPT OF TOURISM MARKETING**

Tourism marketing is related to marketing strategies within the field of tourism. Today there are many countries in the world, where tourism plays a serious role in enhancing their GDP. The places which are more likely to be the key spots for attracting tourists are the places where tourism marketing flourishes the most. Now tourism marketing is all about applying several marketing techniques and methods to boost the tourism industry of that place. For a successful tourism marketing to take place, the thing that's required the foremost is that the brands should represent themselves in such how that their voices are often heard within the targeted markets. This manner they're going to be ready to generate cleanest successfully. Also, they have to be really careful in providing services to clients. (Emilia, 2011)

Marketing concept is that the base of market oriented business. In competitive economy customers may select from whom and the way to shop for, while services program is persistently evolving in line with their demands. So on achieve success, the tourist enterprise should offer better value, better than competitors, when it involves quality, price and services. Marketing mixture of management activities should find the simplest thanks to fulfill customer's needs and follow new organizational changes. New organizational changes indicate new internal and external dimensions of selling. Internal are connected to teamwork and creation of knowledge basis concerning customers and business allies, and external with developing business relations, not simply with the purchasers, but also with the suppliers and distributors (Ilieska, 2002).

Travel and tourism marketing is that the systematic and coordinated execution of business policies by the both private or public and public sector tourism organizations operating at the local, regional, national, or international level to realize the optimal satisfaction of the requirements of identifiable tourist groups, and in doing so to realize an appropriate return. Travel agencies within the pre-deregulation, pre-liberalization, and pre-globalization era were often contended to require whatever business that come along this manner and sold them on a

straight commission basis without bothering about the extensive marketing. Moreover, their scope of the operation was small and wasn't much complex, sophisticated and competitive. But today the travel companies are getting larger, more sophisticated and more automated in management. (Travel Earth, 2018)

Similarly, the clients/tourists also are becoming more trained, experienced, erudite and demanding higher quality services and packages. Therefore, during this volatile travel business environment, marketing knowledge and skill are more necessary ingredients than the merchandise knowledge and enthusiasm, for a travel agency's long-term survival and growth. Thus, this has led to the utilization of tourism marketing which are recent phenomena. (Inayatullah, 2011)

Modern tourism marketing has evolved as a business reaction to changes within the Socio-Economic environment, with the foremost successful tourism companies or tourism bodies have demonstrated a keen sense of providing the proper of organizational structure and products offer for the visitors/tourists. Interestingly, the tourism companies have recognized the importance of key factors like needs, wants, and satisfaction within the planning and designing of the tourism product. Within the tourism industry, every tourist wants to be treated as a special client and any organization catering to the present attitude of the tourist will naturally be head of other competitions. (Longhi, 2009)

The 'marketing concept 'is not very old. I came into the scene within the 2nd half the 20th century. Within the beginning, it had been linked with the amount of closely associated factors for achieving volume sales. the event of the marketing concept, in fact, is that the outcome of political, technological, social, economic and business pressures. However, the importance of selling within travel and tourism industry has been the extent of economic and business growth throughout the 20th century, which has led to the development in living standards, an enlargement of the population and a rise in discretionary income and time. (Zgambaw, 2015)

### **2.5.3 TOURISM PRODUCT**

As defined by UNWTO, a Tourism Product is "a combination of tangible and intangible elements, like natural, cultural and man-made resources, attractions, facilities, services and

activities around a selected center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it's a life-cycle".(UNWTO, 2017)

Depends on which a part of the tourism industry you're looking to book.it also can be a mixture of those items prepared as a package with one price for everything quoted package price tends to be the higher bargain because it is predicated on renegotiated individual products. Commonest of which might be flights and hotel accommodation. Usually you'll economize this way as there are more margins available for the agent to discount.

A tourism product is that the range of experiences people get while travelling. Tourism products consist of a range of components like natural and man-made resources, tourist attractions, services, etc. These products are wont to satisfy tourists' leisure or business needs at places aside from their own usual place of residence. (UNWTO,2002).

#### **Key features of tourism products:**

- Intangibility – tourism products can't be touched (a visit to a museum, flight experience);
- Immovability – tourism products can't be moved (waterfalls, mountains, places of interest);
- Inconsistency – tourism products always differ and are affected by numerous factors such as weather conditions, other travelers' behavior, seasons, etc.
- Perishability – tourism products cannot be warehoused for future sales. For example, it is impossible to sell train tickets, if it has already left the station. (Ilieska, 2002).

#### **2.5.4 TOURISM DISTRIBUTION**

A tourism channel is a network of intermediaries that facilitates the sales and delivery of products and services specifically associated with tourism from suppliers to consumers Tourism distribution channels are often distinguished from those of tangible goods therein goods are conveyed to consumers whereas tourists, in most cases, are conveyed to the products and/or services they purchase and consume (Buhalis and Laws,2001).

The distribution channels link the purchasers with the companies. for several years, the tourism businesses may have distributed their products and services through intermediaries. However, the newest advances in technology have brought significant changes during this regard. More individuals and company customers are increasingly benefiting of ubiquitous technologies, including digital media. the event of mobile devices and their applications, are offering a good range of possibilities to the travel industry. Consumers are using smart phones and tablets to get tourism products. (Longhi,2009)

These issues have inevitably changed the structure of the tourism industry; in terms of control and value for money to consumers. during this light, this chapter describes the normal and contemporary travel distribution channels because it raises awareness of the potential of latest distribution technologies. Afterwards, there's a discussion on the role of digital media within the distribution chain as tourism businesses are increasingly selling on to customers through the web via websites and travel search engines. last, this chapter anticipates what the longer term holds for the distribution of travel and tourism products. (Wang, 2010)

### **2.5.5 PRICE**

"Pricing is one among the foremost important elements within the tourism marketing mix. Tourism customers rate the merchandise at a price and without a price there's no indication useful. ... The "right" price must satisfy both the tourists and meet the profit objectives of the tourism business. (Emilia, 2011)

### **2.5.6 TOURISM PROMOTION**

Tourism promotion means actions and expenditures designed to increase domestic and international tourism and convention business, including, but not limited to, promotion, branding, advertising, publicizing, marketing, and therefore the preparation and distribution of knowledge for the aim of encouraging and welcoming travelers, visitors, and tourists to the Skagit County TPA.

Such activities include, but aren't limited to, strategic planning, marketing research, creative development, media placement, metrics, sales activities, and designing, hosting and communicating about events concerning promotion and management support for such services,

including, but not limited to, overhead costs (including office rent, supplies, equipment and administrative costs incurred by the Legislative Authority arising out of its role because the Legislative Authority for the Skagit County TPA), staff costs, public notice advertising, legal and accounting costs, and auditing costs, including audits of the Parties and Consultant concerning or arising from this Agreement. (Yoon and Uysal, 2005).

Advertising is one among the foremost important factors that help the tourism industry to get tourists from both the local and international marketplace. The tourism sector is liable for promoting the natural resources, culture, heritage etc. that help every visitor in experiencing the destination. Tourism advertising helps the visitor to urge conversant in the place even before visiting it personally. (Emilia, 2011) We sleep in a media-driven world. Every organization today uses media to market their business. For patrons, during this case, tourists attend places and plan their vacations that are more talked about. Just a general example of the importance advertising has in marketing; Adidas within the 1970s deducted its advertising cost on its sports shoes. All of them of a sudden noticed the dip within the business and later the brand had to get over this. (WTO, 2008)

Undoubtedly, promotion is vital for any business. Similarly, within the travel business, it plays a key role to entice the customer (tourist). Technically, tourism isn't a product. It's intangible so unlike products, industries cannot sell it to their customers. Therefore the industries sell the destination on the idea of the customer's imagination skills. An improper promotion can cause a loss within the tourist business. Effective advertising doesn't guarantee success but will surely increase the probabilities for it. (WTO, 2008)

There are three major roles that promotion plays within the tourism industry:

- To inform tourists to go to a destination and everything tourists got to realize the place
- Persuade tourists to go to a destination.
- To remind tourists a few destination and where to try to all the bookings from.

The global travel market is expanding then is that the advertising market. Advertising campaigns are predominant in western countries to market travel destinations abroad. Many promoters only shall increase their revenue by promoting their services, be it flight bookings or

hotel reservations. Where there are a couple of advertisers who feel the necessity to attach to their audience which, consistent with me, is vital. (WTO, 2008)

## **2.6. EMPIRICAL LITERATURE**

### **2.6.1. TOURISM MARKETING IN ETHIOPIA**

Ethiopia is one amongst the gifted countries in the world with tremendous tourism potentials because it stands at the highest position in Africa with nine world heritages sites and three intangible heritages registered in UNESCO as world heritage. Regarding tourism potentials the country is in a position to compete with other countries of the world, while from the purpose of using this potential for the advantage of the community also as the country isn't well development (MoCT, 2018).

Ethiopia's tourism sector is growing along with fast financial growth. It's also basking under stable peace and security as compared with other African countries. which is why Ethiopia enjoyed the limelight as this year's ' Top Destination within the World for Tourists' by the eu Council on Tourism and Trade (ECTT) because Observably in most developed countries, the smokeless industry has the lion's share within the overall economic growth and development of a country.

### **2.6.2. TOURISM IN ADDIS ABABA**

MOCT shows that in 2017 there has been a noticeable increase within the number of tourists in Addis Ababa after PM Abiy Ahmed's rapid reforms following years of unrest throughout the country. But these increments aren't sufficient to fuel Ethiopia's ambition to become a powerhouse tourist destination in Africa.

Ethiopia deserves to be higher on the list of key African markets thanks to its nine UNESCO World Heritage sites. Addis Ababa is that the diplomatic capital of Africa and Bole International Airport recently overtook Dubai because the major transit hub to Africa, because of Ethiopian Airlines – the continent's leading airliner. Unfortunately, Ethiopia remains a comparatively unknown tourist destination to the traveling public and it must create a way of place on travelers' minds.

### **2.6.3. CHALLENGES OF ETHIOPIAN TOURISM INDUSTRY**

For Ethiopia, there are many challenges that require to be addressed. a number of them include the lack of effective marketing, limited access to financing, and therefore the inadequate development and implementation of strategies. Some stakeholders have gone as far as criticizing the failures and limitations of Tourism Ethiopia (formerly ETO) for its inability to make any significant change.

Suffering from operational inefficiencies, lackluster bureaucracy, internal conflicts, and non-existent leadership, the organization has struggled to form progress on its goal of creating Ethiopia a premier destination in Africa, despite having many of the tools within its arsenal. Now a day, Tourism sector is getting attention by developing countries since it's becoming a backup for his or her economy stability with the very fact that their economic background mainly depends on exporting. Teshale Biazen 2010,

also support that the above problems and supported his research political uncertainty or disruption of infrastructure features a major influence of the tourism sector of Ethiopia. Essential wages within the tourism sector tend to be low as compared to others sectors (although agriculture in many cases is an exceptional). T

his mostly happen as this sector income is seasonal and lost confidence of the many professional experts with high salary. Reciprocally such quite insecurity may discourage people to hitch this institution or to remain certain long period of your time (Bull, 1995) or employment problem is one among the bottlenecks of Ethiopian tourism. consistent with (Gezachew Andarege, 2013), on his finding of the study mentioned that lack infrastructure, problems of securities, lack of museum, lack of service and facilities, lack of preservation and protections of heritage, financial constraints are the main challenges of tourism development in Ethiopia. In 2018, ETO released a marketing strategy that was meant to act as a blueprint for the event of the national tourism industry.

One section prioritized the event of the meetings industry (MICE) and observes the potential of transit tourism. so far little has come to fruition, besides the easing of visa restrictions for travelers and introduction of several Etho-holiday packages. In regards to MICE, the world

continues to be led by stakeholders within the private industry. To exacerbate this, the thought of making a much-needed convention bureau for Ethiopia was completely overlooked by ETO during a gathering organized by the stakeholders, such as, Ethiopian Airlines and therefore the Ethiopian Events & Exhibition Organizers Association.

Another noteworthy concern is that the limited access to finance. Ethiopia has the potential to support a growing tourism sector, but if the capital isn't available to take a position in improving both tangible and intangible assets, little progress are going to be made. for instance, a tangible asset would be the event of tourist centers and facilities at popular sites. Intangible assets would be the effective marketing mediums and promotions to attach with travelers (Teshale Biazen, 2010).

Ethiopia's government has long supported the event of hospitality assets going as far as providing tax incentives and duty-free privileges for brand spanking new hotels. However, given the unappealing financing market, it's been difficult for many of those properties to open their doors. A number of the challenges facing developers are expensive borrowing rates and access to cash. Furthermore, there isn't a concrete allow developing and preserving tourist sites throughout the country. The federal and regional states seem to believe international financing rather than using their own budgets for these projects. For instance, the gov't doesn't have the adequate funds for the restoration of the Lalibela churches. This unfortunately applies to the national parks, museums, and heritage sites

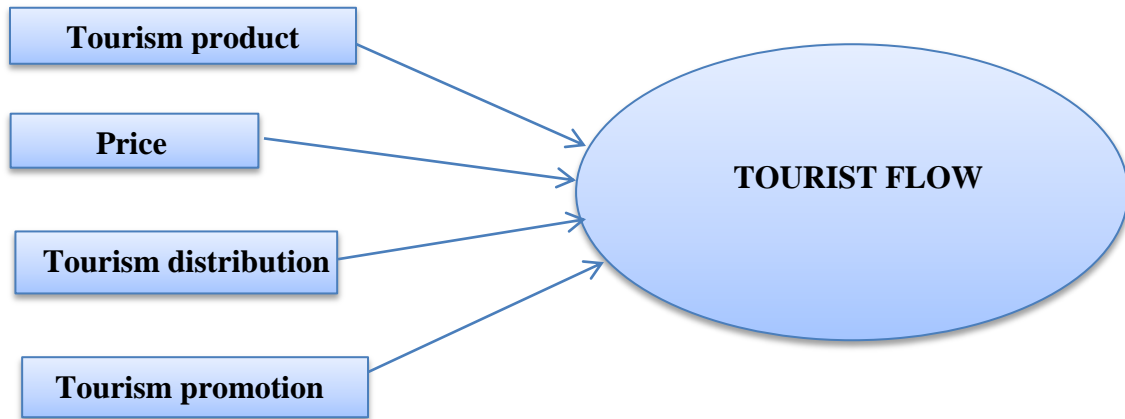
A short-term solution to improving tourism would be to focus on domestic tourists and therefore the diaspora. With targeted marketing efforts and promotions, unique destinations in Bale, Simien, Omo, and Danakil are often experienced by locals. Without properly incentivizing people on what's available, it'll be impossible to point out them what they're missing. Domestic tourism are often developed as a complement to the international one and offer a well-rounded tourism economy. because it is understood, the slogan of directives to be set by the govt is to supervise, consult and regulate the tourism market, thereby boosting up trends within the growth of tourism services and ensuring the belief of the national economic process and development policy set by the prevailing government (Tekabe, 2016). As cited by International Bank for Reconstruction and Development (2006), ups and downs in licensing of tourism service

operators, inconsistent and weak supervision of such organizations by the gov't, little awareness on the advantages of tourism services by the local communities, shortages of reservation software indicating tourism sites to visitors and number of registered local and foreign visitors, who got the services and image of the state by itself are among a number of the key factors that not only determine the expansion and trends of the tourism sector.

One reason why the study about tourism services is vital is that the gov't cannot ensure consistent economic process and development only from the manufacturing sector. One more reason is that currently, the gov't is pursuing free financial system there by allowing local privately owned organizations to require part within the delivery of tourism services within the Ethiopian tourism industry.

The third reason is that provision of tourism services be it directly or indirectly are expected to contribute tons towards the increment within the gross national product, economic process, economic development and other policies, or objectives set by the gov't. The last reason is that, delivery of tourism services has its own contribution in building and sustaining the great image of a nation.

## CONCEPTUAL FRAMEWORK



**FIG 1**

**Source: Adopted from Dr. Jerome, H (2013)**

## **CHAPTER 3**

### **METHODOLOGY**

#### **3. INTRODUCTION**

This chapter includes research area, research approach, research method, research design, population & sampling of the study, data collation instruments, data analysis technique, and ethical consideration.

#### **3.1 RESEARCH AREA**

The study includes 3 place first tour and travel agency second Tourism Ethiopia and lastly selected tourism sites from Addis Ababa.

##### **The study areas**

###### **1. Ethiopian tour and travel agency**

According to the Ethiopian tour operator association (ETOA) in Ethiopia there are 202 eligible tour and travel agency and in this study I will pick 74 and conduct a research on them

###### **2. Tourism Ethiopia**

Tourism Ethiopia is an organization which is under Ethiopian culture and tourism minister and focus on promoting Ethiopia.

###### **3. selected tourism sites from Addis Ababa**

This places are selected as a major tourism site because they are promoted by tour and travel organization and government also according to trip adviser and UNSCO this place are must see place for those who visit Addis Ababa except for unity park and entoto national park but this place according to the Ethiopian government are expected to be the hub for Ethiopian tourism that's why I have personally selected them

National museum	Entoto museum
Red terror museum	Unity park
Holy Trinity Cathedral	St George Cathedral & Museum
Ethnological Museum of Addis Ababa	Addis Ababa museum
Entoto natural park	

### **3.2 RESEARCH APPROACH**

This research Approach was organized using both quantitative and qualitative methods, which was in triangulation research method which is help to clarify concepts, characteristics, descriptions, counts and measures to demonstrate implications of the issue under objectives. The quantitative method involves the use of structured and semi-structured questionnaire while qualitative would include the use of structural questionnaires with the sampled subjects selected for this research. According to Mouton & Marais (2001), identified about Quantitative methods are most often used when the motives for research were evaluated.

The quantitative method refers to the collection of data using numbers, counts and measures of things and qualitative research basically involves the use of words, picture description and narratives. In other hand, Kothari (2004) was asserted that in qualitative research, it aimed to understand how people live, how they talk, how they behave and what captivates or distress them. The most effective evaluation research is one that combines qualitative and quantitative components, making statistical comparisons is useful and so is gaining an in depth understanding of the processes. It was for this sake that, this research design was chosen in order to investigate factors that influencing tourism marketing in attracting tourists to visit selected tourism sites in Addis Ababa.

### **3.3 RESEARCH DESIGN**

The study was used explanatory and descriptive research Design with self-administered questionnaire as primary data collection techniques using both qualitative and quantitative data type. Therefore, explanatory research Design is believed to be appropriate for this study as it consists of mainly how and why questions of the study, behavioral real events which are not

possible to control and contemporary and complex social phenomenon whose boundary is not clear (khaotari, 2004).

For undertaking this research, according to Malhotra and Birks (2006). it stated that on explanatory research Design as an overall approach for its ability to incorporate different methods and techniques in the collection and analysis of data that focuses on the various issues of the study for explanation in a scientific way and phenomena. Moreover, discovering regularities in explanatory research Design events is a prerequisite to investigate factors that influencing tourism marketing in attracting tourists to visit selected tourism sites in Addis Ababa.

### **3.4 TARGET POPULATIONS SAMPLING AND SAMPLING TECHNIQUES**

#### **TARGET POPULATION**

For this study, the target populations are Ethiopian tour and travel agency, the Ethiopian tour operator association (ETOA) in Ethiopia there are 202 eligible tour and travel agency and, in this study. From Tourism Ethiopia: Tourism Ethiopia is an organization which is under Ethiopian culture and tourism minister and focus on promoting Ethiopia.

#### **SAMPLING SIZE**

Ethiopian Tour Operators Association (ETOA) is a registered non-for-profit trade organization representing Tour Operators of Ethiopia. ETOA was established in 2003. Currently, ETOA is comprised of over 202 members. And In this study 74 tour and travel agency and Ethiopian tourism, lastly the managers from the tourism site will be chosen as a respondent. The sample size is determined by applying the formula adopted from krejcie and Morgan's (1970), due to largeness of the target populations to select conveniently after below sample is transcribed:

$$x = Z(c/100)2r(100-r)$$

z -Confidence Level: 95%

$$n = N x / ((N-1) E^2 + x)$$

$\hat{p}$  - Population Proportion: 50%

$$E = \text{Sqrt} [ (N - n) x / n(N-1) ]$$

N -Population Size: 202

$\epsilon$ - Margin of Error: 5%

Sample size equals to 74

### **3.5 DATA COLLECTION**

The survey was administered to Ethiopian tour operator association (ETOA), Tourism Ethiopia and Tourism Ethiopia stockholders in Addis Ababa, Ethiopia in charge of representing tourism marketing information's because their direct To avoid loss and delay, email distributions method was adopted.

This method ensured distribution and collection procedures, which were systematic and controlled by the researcher through optional medium. In addition to collection data through the questionnaire survey, a qualitative data collection technique involving close ended questionnaires' with selected respondents was conducted. Data collection took place from in May, 2021.

### **3.6 DATA ANALYSIS**

It is unquestionable that after the collection of data analysis, interpretation and presentation in order to give recommendation to the problem. For the purpose of this study both qualitative and quantitative data was analyzed accordingly. Qualitative data start during and after data collection, which helped in rearranging and analyzing these data systematically and rigorously. Data was presented in the form of statement.

Mainly for quantitative data, descriptive statistics used to summarize data by using Statistical Package for the Social Sciences, (SPSS) version 23 software. Statistics including mean, frequency and standard deviation also was used to analyze the data among the different groups. The mean and standard deviation was used to describe the data obtained indicted mean difference of variables (tourism marketing factor) variable independent variable and the dependent variable (current status of tourism Marketing).

Inferential statistics is particularly the Pearson's correlation was used to show the relationship dependent and independent variable and the strength/degree as well as direction of associations between variables. In addition, multiple liner regression analysis was used to show up the effect.

Multiple Linear Regression Equation is an extension of simple linear regression to show up the out case and effect, factor and impact analysis.

The variables are using to predict the value of the dependent variable are called the independent variables (or sometimes, the predictor, explanatory or repressor variables). Sometimes also called multivariate linear regression for MLR.

## **3.8 RELIABILITY OF THE RESEARCH INSTRUMENT**

### **3.8.1 RELIABILITY**

Reliability is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated (Malhotra & Birks, 2007). It is clear that when we measure anything there is always a chance for errors. In fact, the goal of error free measurements may not duplicate each other exactly even if we repeated the same study with the same sample.

Typically it was done by using Cronbach-alpha a widely used in educational research when instrument for gathering data have items that are scored on a range of values, i.e. different items have different scoring points or attitude scales in which the item responses are in continuum (Oluwatayo, 2012). This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory level of internal consistency (Malhotra & Birks, 2007). The overall alpha for the current study was 0.85 which is higher than an acceptable level 0.6, showing an internal consistency of the instrument used.

### **3.8.2. VALIDITY OF THE INSTRUMENT**

To ensure the validity of the instruments to take care of all of tourism stakeholder were included. For the clarity of the instrument and to avoid contradiction of the instruments by cross checking response alignment. As a result, some questions found to be similar were removed.

## **3.9 MODEL SPECIFICATION**

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

$$TM = \alpha + \beta_1 TP_1 + \beta_2 PC_2 + \beta_3 PM_3 + \beta_4 DB_4 + \epsilon$$

### **Independent Variable**

**TPROD** ----TOURISM PRODACT

**TPRICE**----TOURISM PRICE

**TPROM**----TOURISM PPROMOTION

**TDIST**-----TOURISM DESTRIUTION

### **Dependent Variable**

**TM** -----TOURISM FLOW

## **3.10 ETHICAL CONSIDERATION**

The participants who will participate in this study will be provided with an informed consent form. In other words, participants have their full consent to engage in participating in the research and leave if any problem happens.

Participants were aware about the research objectives, its significance and its purpose. But also, participants will be informed that there is no direct benefit they can receive from participating in this study.

And lastly respondents were informed that their response is going to be kept strictly confidential. For that reason, they don't have to write their name in the questionnaire.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.1 INTRODUCTION

This chapter deals with the analysis and presentation of the quantitative data collected through questionnaire. The questionnaires composed of close-ended questions, which are summarized and presented quantitatively presented. Questionnaires were distributed to 184 respondents and collected from 154 respondents makes the response rate is 83.44% of the questionnaires were returned and found filled properly. The researcher, as much as possible, made the questionnaire easy to read and answer without difficulties.

#### 4.2. DEMOGRAPHIC CHARACTERISTICS

The study analysed the demographic characteristics of respondents involved in the study. In this section the respondent's profile is presented. It includes gender, age, level of educational, and nationality. Analysing these variables was meant to provide any evidence of association between these variables and the various responses.

**Table 1: Sex Respondents**

	Frequency	%	valid %	Cumulative %
Valid Male	52	70.3	70.3	70.3
Female	22	29.7	29.7	100.0
Total	74	100.0	100.0	

Source: Own Survey, 2021

The above Table 1, regarding to respondent's gender, majority 52 of them are male while 22 of them were female. Out this we can see that 52 respondents are male consisting 70.3% of the workforce while 22 respondents are female consisting 29.7%. From the above table it can be observed that the difference in gender composition in the sector is marginally high which the respondents rating promotes gender balance in its employment practices.

**Table 2: Age Respondent**

		Frequency	%	Valid %	Cumulative %
Valid	20-35	15	20.3	20.3	20.3
	36-45	52	70.3	70.3	90.5
	> 45	7	9.5	9.5	100.0
	Total	74	100.0	100.0	

**Source: Own Survey, 2021**

From the above table 2 Out this we can see that, (70.3%) of the respondents were between the age group of 36-45 years and (20.3%) of the respondents were between the age group of 20-35 years. The rest (9.5%) were between the ages of above 45 years. Therefore, this implies that more than half of the respondents of tourism sector are between the age group of the age group of 36-45 years.

**Table 3: Educational status**

		Frequency	%	Valid %	Cumulative %
Valid	College diploma	8	10.8	10.8	10.8
	Degree	47	63.5	63.5	74.3
	Masters	18	24.3	24.3	98.6
	any other	1	1.4	1.4	100.0
	Total	74	100.0	100.0	

**Source: Own Survey, 2021**

From the above table 3 With regard to the level of education, 74 respondents (63.5%) have Bachelor's Degree while (24.3%) have Master's Degree and other 10.8 of them have college diploma only (1.4%) respondent said to have other education level. This shows that majority of the respondents who are participated in this study found educated to a level of Bachelor's Degree or have first degree.

**Table 4 :Nationality**

		Frequency	%	Valid %	Cumulative %
Valid	Ethiopian	71	95.9	95.9	95.9
	Non-Ethiopian	3	4.1	4.1	100.0
	Total	74	100.0	100.0	

**Source: Own Survey, 2021**

From the above table 4 The study result regarding to respondent's nationality, majority (95.9%) of the respondents were Ethiopian respondent and the rest of (4.1%) of the respondents were none-Ethiopian by citizen.

### **4.3. Reliability Test**

A reliability analyses was conducted to each variable of the instrument. The reliability of the measures was examined through the calculation of Cronbach's alpha coefficients. For scale acceptability, Hair et al. (1998) suggested that Cronbach's alpha coefficient of construct is 0.6. If each domain obtains the value 0.6, it means that, the items in each domain are understood by most of the respondents. On the other hand, if the findings are far from the expected value of 0.6, this might be caused by respondents' different perception toward each item of the domain.

**Table 5: Reliability**

	<b>Cronbach Alpha</b>	<b>Number of Items</b>
<b>Tourism Product</b>	0.724	7
<b>Tourism Price</b>	0.716	5
<b>Tourism Promotion</b>	0.805	5
<b>Tourism Distribution</b>	0.767	4
<b>Tourism flow</b>	0.865	4

**Source: Own Survey, 2021**

From the above table 5 The Cronbach's alpha values are reported as follow. Aspect of tourism product factor yield Cronbach's alpha = 0.724, price factor yields in Cronbach's alpha = 0.716, the Cronbach's alpha for tourism promotional factor was at 0.805, Cronbach's alpha for tourism distribution factor was at 0.767, and Cronbach's alpha current status of tourism flow is 0.865. The Cronbach's alpha values for all the variables considered are greater than 0.6 and this indicates the items in each of the domains are well understood by the respondents.

#### 4.4 DESCRIPTIVE STATISTICS OF STUDY VARIABLES

##### 4.4.1. Availability of Tourisms Product

<b>Item Statistics</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>N</b>
1) The tourism sites in Addis Ababa are conserved properly.	1.88	1.046	74
2) Addis Ababa tourism sites have tourist activity	2.68	1.136	74
3) The service that is provided at Addis Ababa tourism sites is attractive	2.34	1.076	74
4) The tourism sites in Addis Ababa are being well developed	2.07	1.139	74
5) The tourism sites are protected from unjust societal behavior	2.23	1.267	74
6) There is a sufficient interpretive facility in the tourism sites	2.03	.906	74
7) Addis Ababa tourism sites offer varies entertaining and interesting activities	2.32	1.112	74
<b>Grand Mean = 2.2201</b>		<b>.67637</b>	<b>74</b>

**Source: From researcher Owen survey data, 2021**

**Range Description- Mean Difference: by Wimmer & Dominick (2018).**

1.00-2.50 = Low    2.51-3.50 = Medium    3.51-5.00= Higher

From above Table 6 we can learn that the tourism sites that are found in Addis Ababa are not properly conserved which can actually make them venerable and not as long lasting which also bring as to if the tourist sites have a tourist active place and the response show as that exempt for some place there is lack of tourist active places in the site also in the above table we can understand that the tourism site are not as attractive and is not being well developed.

one of the important thing that should be done in a tourism sites to protect it from unjust behaviors of tourist like touching it or even using flash light when taking a picture of ancient sites but this survey show as that the sites are binge well protected Therefore, availability of tourism products for tourist attraction found discourage by 2.2% and distract tourists to travel, specifically in a likely diverse and varied tourist attraction in Addis Ababa.

Tourism product brings people to the destination; facilities service them when they get there. Because they are away from home, the visitor requires certain things-a place to stay, something to eat and drink. The hospitality of an area is the general feeling of welcome that tourists receive while visiting the area. People do not want to go where they do not feel welcome (David, 2015).

#### **4.4.2 Tourism Price**

The rate of costs directly affects the demand for price of touristic products. In conclusion, costs determine decisions of tourism establishments and their status against their rivals and the market share. There are two kinds of costs in tourism establishments; fixed-cost and variable cost. Fixed-costs are independent from the level of output (Adams, 2019).

<b>Table 7: descriptive statistics analyzing the status of Tourism Price in Addis Ababa</b>			
Item Statistics	Mean	Std. Deviation	N
1) The entrance fee at tourism sites in Addis Ababa is fair	4.1507	1.099	74
2) The price paid for touristic activities (photographing, horse riding, trekking....) at Addis Ababa is reasonable	2.2466	1.248	74
3) Addis Ababa tourist sites souvenir shop price is affordable	2.0548	1.011	74
4) Addis Ababa is not an expensive city as compared to other cities in Africa	2.3836	1.101	74
5) The price for accommodations is fair	2.0685	.802	74
Grand Mean =2.4081		.72712	74

**Source: From researcher Owen survey data, 2021**

**Range Description- Mean Difference: by Wimmer & Dominick (2018).**

1.00-2.50 = Low    2.51-3.50 = Medium    3.51-5.00= Higher

From descriptive statistics above table 7 analyzing the status of Tourism Price in Addis Ababa rate of tourism products are generally in intermediate level which shows in average mean different of us is 2.4081 that the consumer demands may change towards other goods and services since tourism products found in higher deviations of .72712 less the tourist able to benefit from tourism products in accordance with their budget. In general we can say the price for entrance may be affordable but the overall view show as that Addis Ababa is an expensive city.

Similarly, study was found by World Tourism Cities Federation (2020) that a single person estimated monthly costs are 816\$ without rent and Addis Ababa is 43.83% less expensive than New York (without rent) which is Rent in Addis Ababa is, on average, 83.15% lower than in New York. In this case, pricing is done considering consumers budget while maximizing profit at the same time. Tourism demand occurs in both national and international level.

### 4.4.3. Tourism Promotions

The present study aimed at identifying the tourism promotion-mix elements – which are represented in advertisement, publicity, public relations, personal selling, and sales promotion - on the tourism marketing;

<b>Table 8: Descriptive statistics analyzing Tourism Promotions in Addis Ababa</b>			
<b>Item Statistics</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>N</b>
1) Addis Ababa tourism sites are well promoted using multiple promotional tools	2.19	1.056	74
2) Concerned Stakeholders are branding, advertising and publicizing the destination in Addis Ababa cooperatively	2.23	.944	74
3) Addis Ababa city administration has a website for purpose of promoting tourism sites in the city	2.38	.961	74
4) ETO/ tourism Ethiopia has a well-designed website to share information and to facilitate communication with tourists	2.66	1.208	74
5) The organization uses social media to promote and market services	2.38	1.143	74
6) ETO/tourism Ethiopia has Effective promotional strategy to promote Addis Ababa city	2.19	1.056	74
Grand Mean = 2.3676		.80002	74

**Source: From researcher Owen survey data, 2021.**

**Range Description- Mean Difference: by Wimmer & Dominick (2018).**

1.00-2.50 = Low    2.51-3.50 = Medium    3.51-5.00= Higher

From descriptive statistics above table 8 analyzing shows as that with a 2.3 grand mean it can be said that the tourism site are not being well prompted as well the concerned stakeholders are not as involved as they should be because both mean are less that 2.5 it's also shows the city administration has developed a proper website that show the tourism site in Addis Ababa even tourism Ethiopia or formally known as Ethiopia which main responsible is to promote tourism site in Addis Ababa are not doing much the promote the sites.

In this time social media has become part of our life where we get to meet people share our life also where business also promote their product to the customer but in the above table we can see that the mean 2.3 for tour operators are using social media to promote where product or services.

Tourism Promotions in Addis Ababa found in lower level which is the promotional strategies that are put into effect with the goal of increasing the number of visitors, destination promotional failures are inevitable in the tourism industry in standard deviations of .80002 tend to encounter difficulties when deciding which promotion tools to employ because they fail to understand tourists' consumer behaviors. Understanding their expectations will give important clues in developing destination attractiveness and improving tourist goods and services (Andra, 2018).

To understand tourists' differences in perceptions, images and motivations toward a destination are essential to understand and predict tourism demand and its impact on the tourism location.

#### 4.4.3.1. The Social Media in Promoting Tourism Business

<b>Table 9: Descriptive statistics analyzing the use of Social Media in Promoting Tourism Business</b>			
Item Statistics	Mean	Std. Deviation	N
Facebook	4.5479	.50114	74
Twitter	3.1644	.37319	74
Linked in	3.7397	.47221	74

Tumblr	3.4795	.50303	74
Google +,	4.0959	.47622	74
Instagram	2.7671	.85830	74
P interest	2.2877	.63420	74
YouTube	2.7671	.42559	74
Trip advisors	3.7671	.42559	74
tictok,	2.2192	.62908	74
Telegram	4.4384	.49962	74
Trivago	2.2603	.55346	74
Others	3.3699	.51389	74
Grand Mean = 3.1575		1.83302	74

**Source: From researcher Owen survey data, 2021.**

**Range Description- Mean Difference: by Wimmer & Dominick (2018).**

1.00-2.50 = Low    2.51-3.50 = Medium    3.51-5.00= Higher

From descriptive statistics above table Descriptive statistics analyzing The Social Media in Promoting Tourism Business; which is majority of respondents was indicating they use Facebook in mean difference of 4.5479, Google in mean difference of 4.0959 and telegram channel in mean difference of 4.4384 than other social media. In other hand, Descriptive statistics analyzing the use of Social Media in Promoting Tourism Business indicating that they are sometime use Twitter Linked in, Tumblr, Instagram, P interest, YouTube, Trip advisors, tictok,, Telegram Trivago, Others indicated in average mean difference of 3.1575 show as in an in-between level.

Similarly, Buhalis and Laws (2001) shows that Social media marketing experts underscore the advantages of using social media for marketing as the ability to reach a wide audience, two-ways

communication, accessibility and viral effect in Addis Ababa tourism marketing. Social media marketing promises to improve promotional efforts significantly. One of the major advantages of social media marketing is the ability to reach a wide audience breaking down geographic boundaries. Today’s social media technologies enable nearly everyone to reach a global audience for interpersonal interaction and exchanging information and encompasses tools and platforms that enable people from different part of the world to be connected and to exchange information with each other.

#### 4.4.4. Tourism Distribution

<b>Table 10: Descriptive statistics analyzing Tourism Distribution in Addis Ababa</b>			
Item Statistics	Mean	Std. Deviation	N
1) Websites and emails are used to provide services to	3.9178	.27656	74
2) Digital reservation and payment method are providing for the tourists	2.0685	.41928	74
3) Tourist guide books are used to better the access the destination for the travels	2.3425	.69160	74
4) Stake holders prepare Exhibition/fairs to provide a better communication with that potential travelers	2.2877	.63420	74
Grand Mean = 2.6541		1.26524	74

**Source: From researcher Owen survey data, 2021.**

**Range Description- Mean Difference: by Wimmer & Dominick (2018).**

00-2.50 = Low    2.51-3.50 = Medium    3.51-5.00= Higher

From descriptive statistics above table 10 analyzing Tourism Distribution in Addis Ababa which is the distribution channels link the customers with the businesses shows significant changes in

this regard mean difference of 2.65411 show variations by 1.2652 customers are progressively benefiting of ubiquitous know-hows, including digital media found in midrate level.

The development of mobile devices, Websites and emails are used to provide services to tourist's Digital reservation and payment method are providing for the tourists, Tourist guide books are used to better the access the destination for the travels and Stake holders prepare Exhibition/fairs to provide a better communication with that potential travelers and their applications, are offering a wide range of possibilities to the travel industry found in an intermediate level supported by Daffara (2011).

#### 4.4.4.1 Most Visited Place In Addis Ababa That Is Included In Tour Package

<b>Table 11: Most Visited Place in Addis Ababa that is Included in Tour Package</b>			
<b>Case Processing Summary</b>		<b>N</b>	<b>Marginal Percentage</b>
Holy Trinity Cathedral	Part of my tour package	40	54.8%
	I know it, but is not part of my tour package	17	23.3%
	Depends on the package type	11	15.1%
National museum	Part of my tour package	54	74.0%
	I know it, but is not part of my tour package	19	26.0%
Ethnological Museum	Part of my tour package	61	83.6%
	I know it, but is not part of my tour package	6	8.2%
	Depends on the package type	5	6.8%
Addis Ababa museum	Part of my tour package	60	82.2%
	I know it, but is not part of my tour package	9	12.3%

	Depends on the package type	4	5.5%
St George Cathedral Museum	Part of my tour package	7	9.6%
	I know it, but is not part of my tour package	6	8.2%
	Depends on the package type	60	82.2%
Red terror museum	Part of my tour package	53	72.6%
	I know it, but is not part of my tour package	20	27.4%
Entoto museum	Part of my tour package	12	16.4%
	I know it, but is not part of my tour package	1	1.4%
	Depends on the package type	60	82.2%
Entoto natural park	Part of my tour package	8	11.0%
	I know it, but is not part of my tour package	5	6.8%
	Depends on the package type	60	82.2%
Unity park	Part of my tour package	17	23.3%
	I know it, but is not part of my tour package	16	21.9%
	Depends on the package type	40	54.8%

**Source: From researcher Owen survey data, 2021.**

From above table 11, result indicating Table 8: Most Visited Place in Addis Ababa that is Included in Tour Package which is Holy Trinity Cathedral is 54.8% is their daily visit, other National museum found 74% Part of tour package, similar, Ethnological Museum daily visit is cored in 83.6%. more over 82% of the respondents were stated that Addis Ababa museum is a Part of their tour package and 72.6 % of the respondents agreed that Red terror museum is Part of their tour package. In other hand, St George Cathedral Museum, Red terror museum, Entoto museum, Entoto national park and Unity national park found based on tourist preference and their package.

## 4.5. Pearson's Correlations between Constructs

According to (shukran, 2003), the relationship is expressed by value within the range -1.00 to +1.00 as Pearson product moment indicates. Pearson correlation is +1 in the case of a perfect increasing (positive) linear relationship (correlation), -1 and 1 in all other case indicating the degree of linear dependency between variables. To determine Relationship between tourisms market factor and Tourism flow. (y), Pearson correlation computed. As to the magnitude of the correlation scores is concerned, the following points can be supposed.

**Table 13: Correlations**

		<b>Correlations</b>				
		Tourism Product	Tourism Price	Tourism Promotion	Tourism Distribution	Tourist flow
Tourism Product	Pearson Correlation	1	.396**	.419**	.341**	.607**
	Sig. (2-tailed)		.000	.000	.003	.000
	N	74	74	74	74	74
Tourism Price	Pearson Correlation	.396**	1	.642**	.370**	.657**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	74	74	74	74	74
Tourism Promotion	Pearson Correlation	.419**	.642**	1	.316**	.690**
	Sig. (2-tailed)	.000	.000		.006	.000
	N	74	74	74	74	74
Tourism Distribution	Pearson Correlation	.341**	.370**	.316**	1	.583**
	Sig. (2-tailed)	.003	.001	.006		.000
	N	74	74	74	74	74
Tourist flow	Pearson Correlation	.607**	.657**	.690**	.583**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	74	74	74	74	74

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Source: questionnaire and SPSS output, 2021**

The Pearson Correlation Analyses were employed among variables. Table 13 shows the correlation analyses among all constructs for tourism marketing influencing and tourism marketing in Addis Ababa. The result reveals that there are significant positive correlations between Tourism product and tourism marketing in Addis Ababa ( $r=.396$ ,  $p<0.01$ ). Similarly, there is a significant positive correlation between tourism price and tourism marketing in Addis Ababa ( $r=.396$ ,  $p<0.01$ ).

Furthermore, the correlations coefficient which demonstrates a positive relationship between Tourism distribution and tourism marketing in Addis Ababa score is ( $r=1.000$ :  $p=0.000$ ) which shows strongly affecting the current tourism marketing in Addis Ababa. According to Hucheson, (2011) and Daniel (2014), When Pearson's  $r$  is close to #1, this means that there is a strong relationship between your two variables. This means that changes in one variable are strongly correlated with changes in the second variable which is not meant that have multi colinearity problem.

In our result, the highest Pearson's ( $r$ ) which is interpreted as; Tourism promotion are strongly correlated with current status of tourism marketing in Addis Ababa was found first highest numerous by ( $r=0.419$ ,  $p<0.01$ ).

This number is very close to 1 this means that there is a strong relationship between your two variables but when negative or inverse relationship. For this reason, we can conclude that there is a strong relationship between to Tourism promotion and tourism flow marketing in Addis Ababa variables. However, we can make any other conclusions about this relationship, based on this number found the positive correlation means that as one of the variables increases, the other tends to increase tourism flow in Addis Ababa, and vice versa.

#### **4.6 Tests for Linear Regression Model Assumption**

Meeting the assumptions of regression analysis is necessary to confirm that the obtained data truly represented the sample and that researcher has obtained the best results (Hair Anderson, William&Tatham, 1998).

## 4.7 Multicollinearity Test

**Table 14 Coefficients<sup>a</sup>**

		Collinearity Statistics	
Model		Tolerance	VIF
1	Tourism Product	.762	1.312
	Tourism Price	.547	1.829
	Tourism Promotion	.554	1.806
	Tourism Distribution	.815	1.227

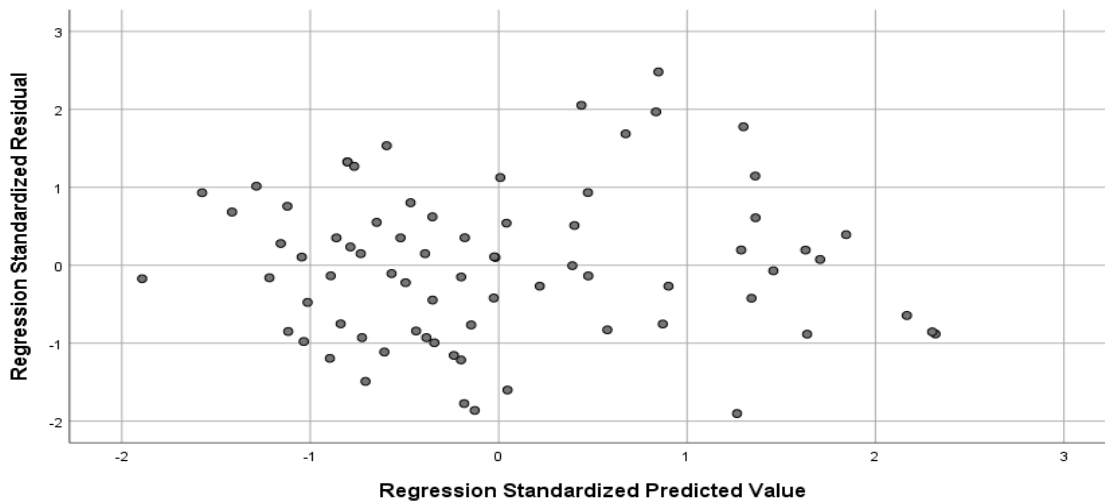
a. Dependent Variable: Tourist flow

Source:-Own survey result, 2021

Multicollinearity is tested in this study using the variance inflation factor (VIF) which quantifies the severity of multicollinearity in regression analysis. The VIF factor should not exceed 10, and should ideally be close to one. The below table shows there is no multicollinearity exist. Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variables in the model. If this value is very small (less than 0.10), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity (Field, 2005). The below table confirms the absence of multicollinearity problem according to Collinearity Statistics.

## 4.8 Homoscedasticity (Equal Variance)

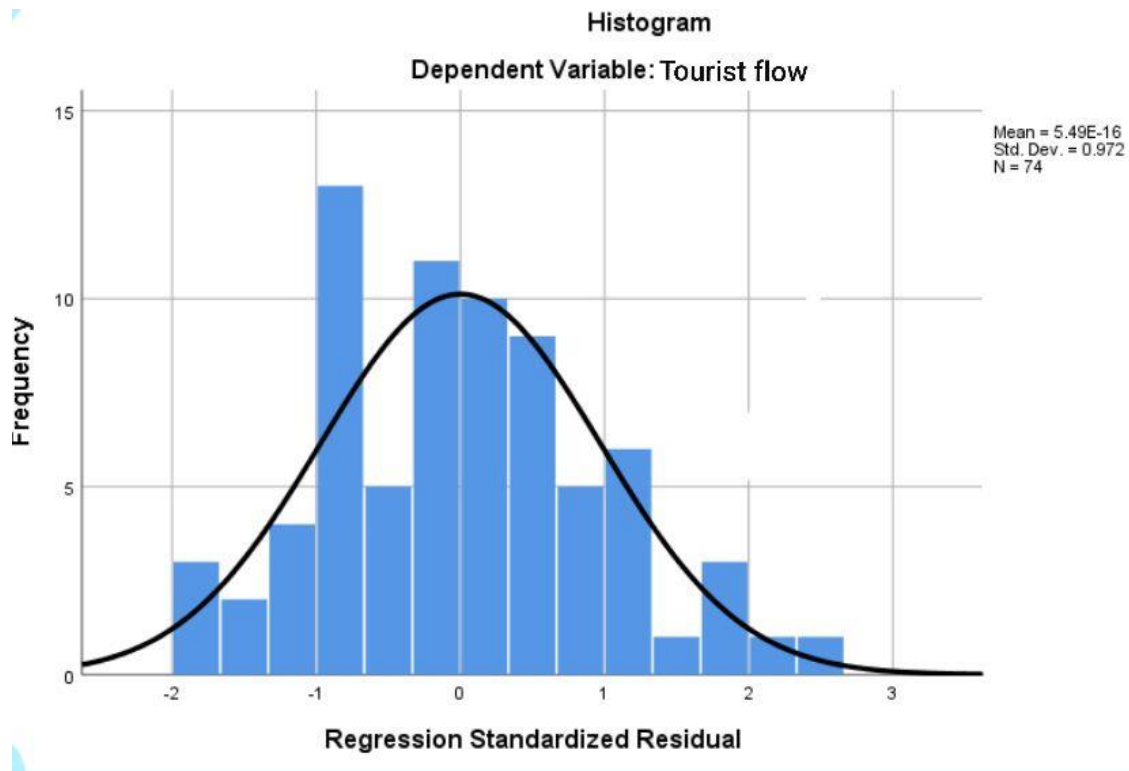
Fig 2



Source:-Own survey result, 2021

The variability in scores for independent variables should be similar at all values of the dependent variable. The scatter plot should show a fairly even rectangular shape along its length. There should be homoscedasticity before running multiple regression analysis, this means that the residuals (the differences between the values of the observed and predicted dependent variable) are normally distributed, and that the residuals have constant variance (Burns & Burns, 2008). The assumption of homoscedasticity result is in both axis which indicates the responses seems concentrated in a specific area with some outliers hence, the errors are constant throughout the observations.

**Fig3**



Source:-Own survey result, 2021

A normal distribution is a distribution of the values of a variable that, when plotted, produces a symmetrical, bell shaped curve that rises smoothly from a small number of cases at each extreme

#### 4.9 Normality Test

**Table 15** Descriptive Statistics

	N	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
Tourism Product	74	.642	.279	-.659	.552
Tourism Price	74	.422	.279	-.734	.552
Tourism Promotion	74	.838	.279	-.322	.552
Tourism Distribution	74	-.230	.279	-.722	.552
Tourist flow	74	.476	.279	-.840	.552
Valid N (listwise)	74				

Skewness and Kurtosis value of 0 means the distribution is perfectly normal. Normal is used to describe the greatest frequency of score in the middle, with smaller frequencies towards the extremes. Positive skewness values indicate a clustered to the left at the low values. Negative skewness values indicate a clustering of scores at the high end (right –hand side of a graph). Positive kurtosis value indicates that the distribution is rather peaked (clustered in the centre), with long thin tails. Kurtosis values below (Pallant, 2002)0 indicate a distribution that is relatively flat.

Accordingly, as indicated on the table above, all the variables academic aspects, non-academic, program issues, reputation and access have positive skewness value. This means their scores are clustered to the left .When we see their kurtosis values all the variables have negative kurtosis value and means that they have flat distribution.

#### 4.10. Multiple liners Regression Analysis

Multiple liner regression analysis was employed on constructive statistical technique that can be used to analyze the association between a single dependent and several independent variables. One of the vital considerations in multiple regression is the sample size of the data.

##### 4.10.1. Regression Analysis (Idependent variables as predictors to tourism marketing in Addis Ababa variables)

Table 16: Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 <sup>a</sup>	.721	.704	.46883
a. Predictors: (Constant), Tourism promotion, Price, Tourism distribution, Tourism product				
b. Dependent Variable: Tourist flow				

**Source: questionnaire and SPSS output, 2021**

In this study, a multiple regression analysis was conducted to test relationship among variables i.e., dependent and independent variables. The analysis was done to establish how the tourism marketing determinate and tourism flow in Addis Ababa.

A regression analysis results are presented in Model Summary table 11, The result as shown in the model summary indicates; - Tourism promotion, Price, Tourism distribution, Tourism product which is explained (84.9 %) of change in showing up the current status of tourism marketing in Addis Ababa. The R square value provides information about “how much of the variance in dependent variable is explained by the model” (Pallant, 2013: 161). The R square value, known as the multiple correlation coefficient or coefficient of determination ranges from 0 to 1. The closer the value of R square to 1 implies the greater portion of dependent variable variances are explained by the model. In the table above shows that the R square value of this research is 0.721 . It means in this research, 72.1% of variances on tourist flow are explained by the independent variable collectively. However, according to Pallant (2013), it’s perceived that our current utility variable varies shows prominently across research areas and time which means no need other independent variable to predict dependent variable.

<b>Table 17: ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.124	4	9.781	44.499	.000 <sup>b</sup>
	Residual	15.167	69	.220		
	Total	54.291	74			
a. Dependent Variable: Tourism flow						
b. Predictors: (Constant), Tourism promotion, Price, Tourism distribution, Tourism product						

**Source: questionnaire and SPSS output, 2021**

From Above table 17, regarding to Coefficient of determination explains the extent to which changes in the dependent variable can be explained by the change in the independent variables or the percentage of variation in the dependent variable (current status of tourism flow in Addis Ababa a=constant) that is explained by all the four independent variables (Tourism promotion, Price, Tourism distribution, Tourism product).

The F-ratio found in the ANOVA table measures the probability of chance departure from a straight line. The significance value is 0.00 which is less than 0.05 thus the model is statistically

significance in predicting how independent variable shows strangely determining the current status of tourism flow in Addis Ababa. The F critical at 5% level of significance was 0.00. Since F calculated is greater than the F critical (value = 44.499), this shows that the overall model was significantly fitted.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
s1	(Constant)	1.045	.293		3.570	.000
	Tourism product	.351	.093	.275	3.776	.000
	Price	.259	.102	.218	2.538	.013
	Tourism promotion	.366	.092	.340	3.973	.000
	Tourism distribution	.351	.082	.301	4.275	.000

a. Dependent Variable: Tourism flow

Source: from field survey data, 2021.

The above table 18 shows that there are two types of coefficients, which are unstandardized coefficients and standardized coefficients. To compare the contribution of each independent variable in the predicting of the dependent variable, the standardized coefficients are used. However, to generate the multiple regression equation, the unstandardized coefficients are used (Pallant, 2013).

regressions coefficients result regarding to identify which predictors are significant contributors to the 99.9% of explained variance in Y (i.e.,  $R^2=.999$ ) and which ones are not – and in what way (s) do the significant ones help us to explain Y. The regression equation above has established that holding all influence indicator variable (Tourism product, Price, Tourism

distribution, Tourism promotion) found significantly determining Tourist flow in Addis Ababa, Ethiopia.

#### 4.11 Hypothesis Testing

Hypothesis	Beta value	Sig. value	relationship	Result
H1: Tourism product affects tourism marketing in Addis Ababa.	.275	.000	positive	H1: Supported
H2: Price is one of the components that affect's tourism marketing in Addis Ababa.	.218	.013	positive	H1: Supported
H3: Tourism promotion affects tourism marketing in Addis Ababa.	.340	.000	positive	H1: Supported
H4: Tourism distribution affects tourism marketing in Addis Ababa	.301	.000	positive	H1: Supported

#### 4.12. DISCUSSION

Study was conducted using multiple liner regression show up factor that influencing Tourist flow in Addis Ababa, Ethiopia which is Tourism product is found 27.5% likely affecting Tourist flow in Addis Ababa at 5% of significance level. This shows that Tourism product influence more likely increasing the current Tourist flow in Addis Ababa, Ethiopia. Therefore, Blackshaw (2006) support that Tourism products also affect the loyalty through the satisfaction of tourists, which means that well-presented tourism products increase customer satisfaction and play role in forming loyal tourists. The Tourism products dose significantly influence the loyalty of tourists due to the lack of understanding of what is needed by tourists when visiting the sights.

In other hand, Multiple liner regression show up factor that influencing Tourist flow by price is found 21.8% likely affecting Tourism flow in Addis Ababa at 5% of significance level that Tourism price has influence more likely increasing the current Tourist flow in Addis Ababa, Ethiopia. Similarly, Solomon and Chiranjib (2018) stated in prices on a long-term basis and in such situations, rivals will have to respond or risk losing their market impact on tourism and its long-term sustainability prospects the tourism industry may usually charge higher prices for their business and first class as these services are considered as prestige products. The tourism industry can differentiate themselves from competitors when they provide superior services; that are perceived as an index of quality and corporate image.

Similarly, regressions result predicted Tourism distribution is found 30.1% the likely positive varied towards the Tourist flow in Addis Ababa at 5% of significance level. A consumer in the tourism industry must travel from their place of origin to the destination, so as to consume the product bought while at their place of origin, en route, or at destination (Richardson, 1996). Tourism products therefore in Addis Abba require the logistics involved in moving manufactured products such as physically transporting the products, warehousing, and managing stock turnover. The transport involved in tourism is mainly to facilitate visitors' access to the destination rather than physically distributing products as in the manufacturing industries.

Moreover, Tourism promotion has found 34.0% affecting positively the current Tourist flow in Addis Ababa at 5% significance level.

Many of the marketing planners in Addis Ababa tend to encounter difficulties when deciding which promotion tools to employ because they fail to understand tourists' consumer behaviors. Planned to present the country's image to international visitors. Similarly, Ejigu , (2014), demonstrates that destination marketing may achieve greater success by focusing on improving destination competitiveness, which implies that the needs of both destinations and stakeholders should make a more strategic tourism planning, development and marketing.

#### **4.13. INTERVIEW RESPONSES AND TRIANGULATION**

I have asked 9 tourism sites if they promote the site if so what means do you use and this question was forwarded to National museum, Entoto museum, Red terror museum, Addis Ababa museum, Holy Trinity Cathedral St George Cathedral & Museum, Ethnological Museum of

Addis Ababa, Unity national park and Entoto national park and that most use brochures and if anyone wants information there is plenty of article that can be found online ,but when asked if they have their own website which can provide information or communicate with tourists exempt for entoto museum none of them have their own website but unity park has a facebook page which is used to communicate and show what they have to offer other like National museum, Addis Ababa museum, St George Cathedral & Museum and Ethnological Museum of Addis Ababa can be found of some information is provided in the Addis Ababa administration website and brochure and the website can be found at <http://www.aaca.gov.et/>.

From this interview it is able to conclude on tourists tend to have both negative and positive impact while tourists visiting the tourism site tend to have economic advantage but it also has much negative impact for example some tourists use flash light while taking pictures of heritages they also will touch and it also exposes this heritage for theft specially in the church as the tourists may not value the norm and respect to do it accordingly for example head covering ,taking shoes off when entering churches and to respect the boundaries that set to be respected.

Out of the 9 tourism sites 8 of them make tourists pay for entrance and all of them have agreed that the price that is played for entrance is more than fair and even suggest increasing the entrance fee to make it more reasonable, and lastly when being asked how they feel about the services being provided for visitors by different service providers including tour guides, tour operators, souvenirs shops, visitors' information centers and any stakeholders in tourism development endeavor they have most of them admitted that the tourism industry is rising and the overall tourist provided with a better service than before and they also have many service providers that can choose from but some have raised a concern that as the tourism flow increases it has brought negative impact on both the providers and the tourists themselves like the service providers are facing many unethical tourists when the tourists are being exposed to theft and fraud.

The main role of tourism in Ethiopia is promoting Ethiopia's tourism attractions sites and to market them using promotional tools and to prepare bazaar and exhibition to promote tourism sites in Ethiopia and also to participate in exhibition in foreign countries and world trade fairs that are international level to promote Ethiopia.

Tourism Ethiopia has been marketing and promoted Addis Ababa and specially along with the Addis Ababa city admiration most of tourism the sites are marketed and promoted for tourism purpose there is an easy access to the sites they are printed in brochures in an airline magazine and Ethiopian culture and tourism minister also print on its own magazine about this place and information about them can be found in websites or blog that is prepared by the tourism Ethiopia have prepared.

Some of the promotional materials for marketing and promotion of tourism sites or any public awareness campaigns on the issue under discussion is tourism Ethiopia plans to prepare international level exhibition in china and other part of the world, also the budget spend in the strategies for marketing and promotion of Addis Ababa as a tourism sites is less compared to others.

Tourism Ethiopia official website may not be user friendly but it tries to provide information easily to tourists and currently the tourism Ethiopia is developing a better website that is more user friendly. One of the main challenges in promoting the Addis Ababa is lack of budget Addis Ababa doesn't have a budget as much as tourism site that can be found in the northern part of Ethiopia. in general tourism Ethiopia needs to implement marketing and promotional tools and improvise the budget and promote Addis Ababa well

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATION**

#### **INTRODUCTION**

This chapter shows the Conclusion and Recommendation of this study.

#### **5.1. CONCLUSION**

The current study aimed at examining factors that influence of tourism marketing within the Addis Ababa. Since, city tourism is now getting more attention by many countries. Addis Ababa City 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 and has many foreign visitors thanks to Ethiopian airlines and African union and also domestic tourism is booming. However, city tourism of Addis Ababa has its own factors that affect it and prospects that affected the proper utilization of those tourism resource potentials.

Tourism product is one of the factors that affect Tourist flow in Addis Ababa and from the interview it can be seen that government official and tourism Ethiopian promote the tourism site but the result show as the it is not enough the government in this case tourism Ethiopia need to establish a more effective promotional tool with sufficient budget and experts and market the city of Addis Ababa in the Descriptive statistics analyzing availability of Tourisms product in Addis Ababa which type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to both cultural and natural found relatively in low level with grand mean of 2.22 indicating that as much as tourism product influence tourism marketing the tourism product are not conserved ,provided and promoted properly to tourists.

Tourism price may not have as much effect on Tourist flow as much as the other 3 factors in the but it still has some effects From descriptive statistics analyzing the status of Tourism Price in Addis Ababa rate of tourism products are generally in intermediate level which shows in close to average mean different of us is 2.4 that the consumer demands may change towards other goods and services since tourism products found in higher deviations of 0.72712. Similarly, from descriptive statistics analyzing Tourism Promotions in Addis Ababa found in lower level found

in standard deviations of 0.67637 put into effect with the goal of increasing the number of visitors, destination promotional failures are unavoidable.

From descriptive statistics analyzing The Social Media in Promoting Tourism Business; which is majority of respondents was indicating they use Facebook in mean difference of 4.5479, Google in mean difference of 4.0959 and telegram channel in mean difference of 4.4384 than other social media. Other, Social Media in Promoting Tourism Business indicating that they are sometime use Twitter Linked in, Tumbler, Instagram, P interest, YouTube, Trip advisors, tictok,, Telegram Trivago, Others indicated in practical level of usage depicted mean difference of 3.1575 increasing competitive pressures for destination managers.

we can also see tourism promotion has a low mean 2.3 showing as that nor the stakeholder or the government are not properly using the right promotional tool to promote these site from the study we see that out of nine most visited place in Addis Ababa only two of them use the own site or platform to promote themselves.

Tourism distribution is found to have a positive impact on Tourist flow with the grand mean of 2.6 showing that the tour operators use website and broacher even attend exhibition and fair to provide a better communication also online reservation are available and they are creating an easier asses for potential vaster but on the other hand the government and the site managers are not doing the same that is something hat to be improved.

## 5.2. RECOMMENDATIONS

Based on the findings of the study and conclusions made the following recommendations were forwarded;

- The Government need to invite tour operators to involve at various stages of destination development on the basis of the fact that, finally they promote the destination and collaboration between government and tour operators is crucial to strengthen the marketing and promotion of historical buildings as cultural tourism sites.
- Secure sufficient fund for conservation and promotion of heritage that are found in Addis Ababa.
- Exhibition, bazar and fair should be organized in order to create a better communication with stake holders and potential visitors, and also to create a website that are user friendly and can provide enough information about the site.
- The government and the stake holder should update themselves with what is trending with the society for example to use trendy social media for promotion and government should have more rule sand regulation concerning tourist or tour operates or guide to not be harmed or be a victim of theft and fraud. Also There should be focus on revitalized facilities to provide quality services and experiences, enhanced attractions and improved communication.
- Tourists should not be prohibited to use flash when photograph and film and again should not be to touch the heritage or do anything that can harm the sites. And the government needs to develop strict rules and regulation that can prevent both the tourist and tour operators and tour guides from harm, fraud and theft.
- Encouraging private investment in the hospitality industry by providing incentives like reduction of tax on import goods, providing loan and insurance services are very important. Also Government officials like tourism Ethiopia and stakeholder's needs to participate in an international fair, exhibition and bazar this will advertise our tourist attractions to the outside world and encourage more tourists to come to the Addis Ababa city.

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## Appendix of Questionnaires

### 1.1 Appendix I: Questioner

Dear Respondents, This questioner is designed to investigate factors influencing tourism marketing in attracting tourists to visit selected tourism sites in Addis Ababa. The researcher hopes that you will provide the necessary information genuinely and in faithful manner, since your information is very important to achieve the objective of the study. This data collection is only for academic purpose and your response will be kept confidential.

Therefore, I would kindly ask you to take a few minutes of your time for filling out this questionnaire and all the information you will provide is considered confidential and data will be used exclusively for the needs of this research. The success of this study is depending on your genuine, frank and timely response.

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Thank you in advance

# QUESTIONNAIRE FOR TOUR AND TRAVEL

## PART 1

### Demographic information

1) Sex:

A. Male            B. Female

2) Age:

A. > 20            B. 20 -35            C. 36-45            D. 45 <

3.) Educational status:

A. Secondary school    B. College diploma    C. Degree    D. Masters    E. Any other

4).Nationality:

A. Ethiopian            B. Non-Ethiopian

## PART 2 Questions about factors affecting tourism marketing in Addis Ababa

Please show the extent to which you agree or disagree with the statements given below. This is to assess the following on the scales of strongly disagree to strongly agree. Strongly disagree is given the least weight of 1; while strongly agree is given the highest weight of 5.

**1= strongly disagree 2= Disagree 3= Neutral 4= Agree 5= strongly agree**

### 1. questions related to tourism product

NO	Question	1 strongly disagree	2 Disagree	3 Neutral	4 Agree	5 strongly agree
1	The tourism site in Addis Ababa is conserved properly.					
2	Addis Ababa tourism site have tourist activity					
3	The service that is provided at Addis Ababa tourism site is attractive.					
4	The tourism site in Addis Ababa is being well developed.					
5	The tourism site are also well protected from unjust travels beavers as well					
6	There is a sufficient interpretive facility in the tourism sites					
7	Addis Ababa tourism site offers varies entertaining and interesting activity's					

## 2. Questions related to tourism price

NO	Question	1 strongly disagree	2 Disagree	3 Neutral	4 Agree	5 strongly agree
1	The entrance fee at tourism site in Addis Ababa is fair					
2	Addis Ababa tourist site tourist activity price is reasonable					
3	Addis Ababa tourist site souvenir shop price is affordable					
4	Addis Ababa is not expensive city compared to other cities in Africa					
5	The price for package tour that is provide is fair					

## 3. Questions related to tourism promotion

NO	Question	1 strongly disagree	2 Disagree	3 Neutral	4 Agree	5 strongly agree
1	Addis Ababa tourism site are well promoted using multiple promotional tool					
2	Concerned Stake holders are branding, advertising and publicizing the destination in Addis Ababa in cooperatively					
3	The organization has a website For purpose of marketing and promotion of Product and Service that is provided					
4	The organization has a website To share information and improve customer relations To facilitate communication					
5	The organization uses social Medea to promote and market our services					

### 3.1 What kind of social Media do use for marketing your organization?

NO	Question	1 strongly disagree	2 Disagree	3 Neutral	4 Agree	5 strongly agree
1	Facebook					
2	Twitter					
3	Linked in					
4	Tumblr					
5	Google +,					
6	Instagram					
7	P interest					
8	YouTube					
9	Trip advisors					
10	tictok,					
11	Telegram					
12	Trivago					
13	Others					

### 4. Questions related to tourism distribution

NO	Question	1 strongly disagree	2 Disagree	3 Neutral	4 Agree	5 strongly agree
1	Websites, and emails are used to provide services to tourists					
2	Digital reservation and payment method are provide for the tourists					
3	Tourist guide books are used to better the access the destination for the travels					
4	The participation in Exhibition/fairs is important to provide a better communication with that potential travelers					

**5. From the following most visited place in Addis Ababa which one is included in tour package.**

no	List of popular attraction site in A.A	Part of my tour package	I know it, but is not part of my tour package	Depends on the package type
1	Holy Trinity Cathedral			
2	National museum			
3	Ethnological Museum			
4	Addis Ababa museum			
5	St George Cathedral Museum			
6	Red terror museum			
7	Entoto museum			
8	Entoto national park			
9	Unity national park			

**THANK YOU AGIAN FOR YOUR KIND COOPERATION**

## **INTERVIEW QUESTION FOR MANAGERS AT THE TOURISM SITE**

1. Do you promote the site if so what means do you use?
2. Do the site has website which can provide information or communicate with tourists?
3. Do tourists pay iterance fee is so do you think the price I fair?
4. What are the detrimental impacts of visitors of the heritages while they are visiting?
5. How do you see the services being provided for visitors by different services providers including tour guides, tour operators, souvenirs shops, visitors' information centers and any stakeholders in tourism development endeavor?

## **INTERVIEW QUESTION FOR TOURISM ETHIOPIA (ETO)**

1. What is your role in this organization?
2. On marketing and promoting Addis Ababa as a tourism sites, what is your role?
3. To what extent is Addis Ababa marketed and promoted for the purpose of tourism activity?
4. What are the activities conducted by your organization /institution/bureau (department) related with preservation, conservation, marketing and promotion of tourism sites in Addis Ababa as?
5. How many of the sites marketed and promoted for tourism purpose?
6. Are there any promotional materials for marketing and promotion of tourism sites or any public awareness campaigns on the issue under discussion? May you please mention some of them?
7. How much do you spend (% of the budget) in the said strategies for marketing and promotion of Addis Ababa as a tourism sites as compared to others?
8. Do you think the ETO's website is user friendly (tourists access the information easily)?
9. What are the challenges of ETO in promoting the Addis Ababa?
10. What should be done to improve (enhance) the marketing and promotion of Addis Ababa as tourism sites?

## **Some of Addis Ababa Tourism Attracting Sites**



**Entoto Museum**

image source ([www.gettyimages.com](http://www.gettyimages.com))



**Red Terror Martyrs Memorial Museum**

image source Wikipedia



**Ethnological Museum of Addis Ababa**

**Image source (Lonely planet, 2020)**



**National Museum of Ethiopia**

**Image source (Felitsata ,2016)**



The statue of Emperor Menelik

**Image source** Addis Ababa mayor office website



Abune Petros Statue

**Image source** Addis Ababa mayor office website



**Holy Trinity Cathedral**

**Image source Wikipedia**



**St George Cathedral & Museum**

**Image source (Lonely planet, 2020)**



**Addis Ababa museum**

**Image source (Lonely planet, 2020)**



**Entoto Natural Park**

**Image source press.et**



**Unity Park**

**Image Source: From PM Office 2019**