



**ADDIS ABABA UNIVERSITY  
COLLEGE OF SOCIAL SCIENCES  
CENTER FOR AFRICAN AND ASIAN STUDIES**

**African Studies Program  
Human and Economic Development**

**The contribution of Tourism Development to African Economic  
Development: Lessons from Ethiopia and Morocco**

**By  
Henok Zeyede**

**July, 2021  
Addis Ababa**

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**A Thesis Submitted to the College of Social Sciences of Addis Ababa  
University in Partial Fulfillment of the Requirements for the  
Masters of Arts in  
African Studies, Human and Economic Development**

**By Henok Zeyede  
Advisor, Yasin Mohammed (Ph.D)**

**July, 2021**

**Addis Ababa**

## DECLARATION

I, Henok Zeyede, declare that the thesis entitled “The contribution of Tourism Development to African Economic Development: lessons from Ethiopia and Morocco “is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Dr Yasin Mohammed. Any other contributors or sources used for the study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other Institution.

Submitted by;

**Henok Zeyede**

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This Thesis has been submitted for examination with my approval

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Signature

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Date

## **APPROVAL SHEET**

The contribution of Tourism Development to African Economic  
Development: lessons from Ethiopia and Morocco

BY: HENOK ZEYEDE

### **APPROVED BY BOARD OF EXAMINERS**

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## **Abbreviations and Acronyms**

1. AU: African Union
2. CGEM: General Confederation of Enterprises of Morocco
3. FDRE: Federal Democratic Republic of Ethiopia
4. GDP: Gross Domestic Product
5. GTP I: The First Growth and Transformation Plan
6. GTP II: The Second Growth and Transformation Plan
7. ICLEI: International Council for Local Environment Initiatives
8. ICT: Information and Communications Technology
9. ITC: International Trade Centre
10. MAD: Moroccan Dirham
11. MoCT: Ministry of Culture and Tourism
12. NEPAD: New Partnership for Africa's Development
13. NTDP: National Tourism Development Policy
14. OECD: Organization for Economic Cooperation and Development
15. PIDA: Program for Infrastructure Development in Africa
16. STMP: Sustainable Tourism Master Plan
17. UNDP: United Nations Development Program
18. UNECA: United Nations Economic Commission for Africa
19. UNESCO: United Nations Educational, Scientific and Cultural Organization

20. UNWTO: World Tourism Organization

21. WTO: World Tourism Organization

22. WTTC: World Travel and Tourism Council

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## **Abstract**

*This study was conducted to assess the contribution of tourism development to African economic development: lessons from Ethiopia and Morocco. The contribution of Tourism development to Ethiopian and Moroccan economic development with focus on GDP and employment creation was discussed. The researcher used purposive sampling method for the study. Primary and secondary data sources were used. Primary data were collected through key informant interviews. Published and unpublished sources such as, magazines, proceedings, pamphlets, and reports of offices were used as a source of secondary data. Qualitative Research design was used for the study and narration was used as a method of data analysis in order to address the objectives of this research. Based on the study finding, it was concluded that, Morocco has been found to be an example for developing and managing its tourism industry. Various things such as the formulation of effective and customized policies, the deployment of huge resources to support the industry, the provision of educated and market oriented tourism personnel's can be inferred from Morocco. In addition Ethiopia has also shown a reliable dedication to advertise its natural and manmade tourist attraction to the world including registering various historical heritages and cultural and religious festivities by the brand of "land of Origin". Despite the academic and policy attention to branding in Tourism, there seems to be no clear path for authorities to follow in establishing their marketing strategic plan for branding, stakeholder's effort to promote the new tourism and Ethiopia as a tourist destination. Therefore it is recommended that there should be common understanding on tourism development guideline for the Government bodies and other stakeholders. In addition all concerned stakeholders from governmental and private sectors should work in cooperation towards the provision of skilled human resource for the sector, and provide quality tourism service.*

**Key Words: Hospitality Industry, Tourism Policy and Reforms.**

# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the study

Although tourism and travel have started since the history of mankind the sector is emerged in a modern way quite recently. As traveling has been a characteristic feature of human society and life style, every human settling has a long tradition of being visited by traders and missionaries. The practice and perception of tourism have passed through a long process have primary been an outcome of civilization and technological advancement (Kamara and Chand, 2006). In simple terms Tourism is the act of travel for the purposes of leisure, pleasure or business, and the provision of services for this act. It is one of the largest and most important industries in the world in terms of employment creation and generation of foreign revenue (UNDP, 2011).

In Ethiopia, tourism and travel has a long history and passed through a number of trajectories since ancient times. Its introduction goes back to the onset of the first and the end of the second millennium B.C since the time of Queen of Sheba's pilgrimage to Jerusalem to visit the wisdom of King Solomon which positioned the country as one of the world's fascinating tourist destinations. During that time, the Aksumite Empire began interaction with Ancient Kingdoms of Egypt, South Arabia, India, China, Greece and other European countries (Tesfaye, 2015), for trade and other relations. Morocco has chosen tourism as the strategic sector to achieve socioeconomic development (Arcila.M et al, 2016) since 1965 when the Ministry of Tourism opted for the development of the sector. Since then, the Moroccan government has regulated and organized the different variants of the sector. Therefore for Morocco, tourism industry has long been a crucial economic sector, alongside the automotive industry, phosphates and agriculture (Ibid).

According to UNWTO (2015), International tourist arrivals (overnight visitors) hit a record 1133 million worldwide in 2014. Likewise, international tourism receipts earned by destinations worldwide have grown to US\$ 1245 billion in 2014 (UNWTO, 2015).

The sector, which is estimated to represent 10% of global GDP and one out of every eleven jobs worldwide, is expected to continue expanding significantly to reach 1.8 billion international tourists in 2030 (ITC,UNWTO, 2015). With US\$ 1.5 trillion in export earnings, international tourism accounts for 30% of the world's exports of services and 6% of overall exports of goods and services. As a worldwide export category, tourism ranked fourth in 2013, after fuels, chemicals, food, and ahead of automotive products (Ibid). In addition, emerging and developing economies currently account for 45% of all international tourist arrivals, and this share is expected to reach 57% by 2030. However, the amount of income generated and the number of tourist arrival of each country was not fairly distributed in tourism industry. Developed regions took a large share of it more than less developed regions. The position of tourism industry in less developed region was backward until recent past including Ethiopian and Morocco as two of developing countries in Africa countries in Africa.

As one of the developing countries in Africa, Ethiopia and its tourism are becoming an important sector contributing a great deal towards the social, cultural, and economic development aspects of the country (MoCT, 2011). According to the MoCT report, Ethiopia has hosted a total of 478,890 foreign tourists during the first two quarters of the 2016 budget year. Similarly, the country has also earned 1,792,964,160 US dollars from international tourists. This income surpasses the income registered at the same time of the year before by 404,842,160 US dollars (MoCT, 2016). The total contribution of travel & tourism to GDP was ETB121, 435.0mn (USD5,074.3mn), 6.8% of GDP in 2017, and is forecast to rise by 6.3% in 2018, and to rise by 5.2% pa to ETB213,357.0mn (USD8,915.4mn), 6.1% of GDP in 2028.

In 2017 travel & tourism directly supported 604,000 jobs (2.4% of total employment). In 2017, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the was 6.1% of total employment (1,538,000 jobs)(MoCT,2017).

Similarly, in 2018, tourism contributed more than eight percent to the Morocco's GDP, a figure that grows to about 15 percent when tourism's indirect contributions to transport, food, handicraft and other related sectors are considered. It is also estimated that tourism employs more than 2.5 million people both directly and indirectly, accounting for almost 25 percent of the total Moroccan workforce (OECD,2020).

Therefore Tourism is considered to be a development accelerator, which contributes to reducing income inequalities between regions and provides alternative employment opportunities. As aforementioned both countries have a great tourist attraction and places to visit for tourists even though their share of development is less. Therefore, this study was aimed assessing the recent contribution of Tourism Development to African Economic Development: lessons from Ethiopia and Morocco.

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

Tourism industry is universal and found in all countries of the world with varied qualities and proportions. The developed world is taking the lions charge of the market with Europe, North America and East Asia are the main one for international tourist's attraction (UNWTO, 2007). Though noted for its tourism potential, African underdeveloped tourism sector is attracting only 4.8% of the total tourists' arrivals in the world, and a considerable proportion of this number is taken by South Africa and Northern African countries (UNWTO 2015). However today African countries like Ethiopia and morocco have realized the economic potentials in tourism and consider it as an easy way of promoting economic development and solving problem of foreign currency(Shibabaw, 2008).Tourism unlike the other sector of the economy, the consumer comes to the product in other way around. Tourism has a complex relationship with the economic; social cultural and environmental of a region and brining both economic and non-economic benefits and costs to host communities. A failure to consider the wide range of benefits and costs of tourism would have a far reaching consequence on the overall development of the host communities (Yeshiwas, 2012).

Ethiopia is one tourist destination in Africa. Its cultural and historical attractions are found in its ancient monuments, cities, Prehistoric sites. The diverse ethnicity and religious are reflected in the works of architects, Musicians, Writers and artisans.

Age old tradition of craft making have contributed to Ethiopia's material culture by producing illuminated parchment manuscripts, leather work, jewelry basketry, woodwork, pottery. Tourism has long been recognized for its dynamic character and economic potential for boosting trade and opening up regions that lag behind in their development. Just like any other economic sector, tourism also faces competitive pressures which are rising substantially in today's globalized

society. The national and regional governments should develop efforts aimed at increasing competitiveness in tourism (Kasahun, 2018).

Countries in Africa work on developing their tourism industry and make policies and strategies. Of those countries Ethiopia and Morocco are developing and working on tourism development strategies. In order to maximize the benefit from tourism development it is important to evaluate the tourism development process and its impact on economic development. Ethiopia is in tourism language “Ethiopia: Land of Origins.” with the presence of abundant tourism resource, reaping substantial benefits from these resource remains unconvincing and continued to be perceived as less consequential. Therefore, the country needs a strong legal framework that helps to regulate the industry. The policies and strategies pertaining to tourism in Ethiopia gives particular focus on the progresses attained since August 2009. The Ethiopian government envisages promoting interactions among actors; enhances their operational capacity and accelerates the mobilization of tourism resources for local development. The tourism development policy constituted among the relevant instruments formulated to realize the transformation of democratic developmentalism into concrete actions. However, as far as my knowledge is concerned, the effectiveness of the tourism development on transforming economy of Ethiopia and Morocco in comparison is not evaluated.

Many of the few studies conducted on this subject have hardly focused on the governance structure in the tourism sector of Ethiopia and same in Morocco. Briefly recalling Marin (1992), tourism receipts can boost the economic growth of a country through their positive influence on the economy as a whole. Ghali (1976) and Lanza and Pigliaru (2000) were the first to investigate from an empirical point of view the relationship between tourism and growth. Then, starting from the first paper published in 2002 by Balaguer and Cantavella-Jorda, the so-called ‘tourism-led growth hypothesis’ (TLGH) and its reciprocal ‘economic-led tourism hypothesis’ (ELTH) have become two most predominant topics in tourism literature, with a proliferation of empirical studies (PerlesRibes et al., 2017). Pablo-Romero and Molina (2013) performed a chronological analysis of the empirical research, classifying papers according to the methodology applied (time series, panel data and cross-sectional data). In other words most of the studies conducted earlier were focused on local level and relative contribution of tourism development to economic development of the two countries is not evaluated. Therefore, this study focuses on assessing the

impact of tourism development on economic development of the two countries. By doing so, this study contributes for a sustainable tourism development in Ethiopia and morocco by contributing to the existing literatures. In a nutshell, the study was focused on assessing impact of tourism development on economic development of Ethiopia and morocco.

### **1.3. Objective of the Study**

#### **1.3.1 General objective**

The General objective of this study was to assess the contribution of tourism development on economic development of Africa and lesson from Ethiopia and Morocco.

#### **1.3.2 Specific Objectives**

- 1.To examine the status of tourism development in Ethiopia and Morocco.
- 2.To assess the tourism development policies in Ethiopia and Morocco.
- 3.To examine the effects of tourism development on economic development of these courtiers.

### **1.4. Research questions**

- What is the status of tourism development in Morocco and Ethiopia?
- Do these countries have working tourism development policy?
- What is the effect of tourism development on economic development of the two countries?

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

First, with this understanding on impact of tourism on economics development, this study should partly help the government to realize its tourism policy by filling the gaps on sector. Thus, the results of this study can be utilized by potential key stakeholders in Ethiopia and morocco to make informed decision in their efforts to improve tourism sector. In the first place, different governmental organization, private sectors and non-governmental organization can use the results of this study to plan their interventions. Secondly, regional as well as national policy makers can also use the results of this study as an input to prioritize development interventions in

relation to tourism development. In general, the study may be used to encourage the initiation of other studies at various places in the two countries on the same and /or related topic.

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

This study was to assess the impact of tourism development on Africa economic development focusing on two countries namely Ethiopia and Morocco. Additionally, regarding the time frame of the study, it stays for one year and respondents were sampled from embassy of morocco and different stakeholders (Ethiopia).

### **1.7. Limitation of the study**

This study has faced some limitation such as difficulty of conducting interview sessions due to the current outbreak of Coved 19. However, the researcher has tried to insure the quality of the study by using telephone interview to collect the primary data.

### **1.8. Organization of the Research**

The research paper is organized according to the following chapters. Chapter one discusses Introduction of the study that gives a brief overview of Tourism development. It also discusses research question, objectives, scope and significance of the study. The second chapter briefly presents literature review, the third chapter contains Research methodology, and the fourth chapter contains data presentation, analysis and finding of the study. And finally the fifth chapter incorporates conclusions and recommendations of the study.

# CHAPTER TWO

## LITERATURE REVIEW

### 2.1 Tourism: concepts and definitions

Tourism, as an economic activity composed of multiple, interdependent services and goods, is difficult to define. According to UNWTO, “tourism is defined as the activities of persons identified as visitors. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose [including] holidays, leisure and recreation, business, health, education or other purposes. This scope is much wider than the traditional perception of tourists, which included only those travelling for leisure” (United Nations and UNWTO, 2010). Visitors can be either same-day visitors or overnight visitors. The latter are called tourists. A more comprehensive definition would be that tourism is a service industry, comprising several tangible and intangible components. The tangible components include transport systems — air, rail, road, water, and hospitality services — accommodation, food and beverages, tours and souvenirs, and related services, such as banking, insurance and safety and security. The intangible components include rest and relaxation, culture, escape, adventure and new and different experiences.

Therefore, Tourism has been given many definitions by various scholars, but no single, satisfactory definition has been universally agreed upon (Bull, 1995). Tourism is difficult to clearly define because of the involvement of many different stakeholders and economic sectors. On the other hand, there are definitions of tourism recommended by the United Nations World Tourism Organization (UNWTO): Visitor: Any person visiting a country (or community) other than that in which the person usually resides, for any reason other than following an occupation remunerated from within the country visited. This definition covers two classes of visitors – tourist and excursionist.

Tourist is a temporary visitor staying at least 24 hours in the country (or community) visited, the purpose of whose journey can be classified under one of a leisure, recreation, holiday, health, study, religion, or sport; or b business, family, mission, or meeting. In addition Excursionist is a temporary visitor staying less than 24 hours in the country (or community) visited (including travelers on cruises).

In terms of balance-of-trade, accounting is defined as travel and transportation and is determined a business service export from the tourism recipient to the tourism generating economy. In simple terms, tourism is the practice of traveling and also the business of providing associated products, services and facilities (Edgell and Swanson, 2013). Indeed, tourism is a service sector. Tourism, in the broad sense, encompasses the travel, tourism and hospitality industry. In order for tourism to happen, an individual has to travel, using any type or means of transportation. But all travel is not tourism (Chaudhary,2009).

It also involves the travelling to and staying in places outside the usual environment for not more than one consecutive year for leisure, business and other purposes (WTO, 2001). Tourism is an activity which cuts across conventional sectors in the economy. It requires inputs of an economic, social, and cultural and environmental nature. In this sense it is often described as being multi-faceted. The problem in describing tourism as an 'industry' is that it does not have the usual formal production function, nor does it have an output which can physically be measured, unlike agriculture (tonnes of wheat) or beverages (litres of whisky) (Leonard J. Lickorish, and Carson L. Jenkins The types of tourism are dynamic in time, they vary a lot. The types of tourism presented in a given period are generated by the needs of its objectives, the level of cultural and social facilities and the existing means of transport. Countries' tourism resources can be broadly classified into natural tourism resources such as flora, fauna, landscape, and lakes and non-natural tourism resources such as historical places, cultural heritages, museums, and handcrafts. However, there are more than twenty tourism types, having great advantage to Africa. The most common tourism types of Africa are listed below. The first one is Ecotourism. This essentially is ecological tourism where ecology has both environmental and social connotations. ,1997).

## 2.2 Types of Tourism

In Addition Heritage tourism involves visiting historical or industrial sites that may include old canals, railways, battlegrounds etc. The concept of heritage is debatable (Mengistu, 2008) and the term “heritage” is used in various literatures. The followings are some of the diversified concept and definition of heritages. According to UNESCO,,s World Heritage Convention (1972), “heritage” in its broader meaning is generally associated with the word “inheritance,” that is, something transferred from one generation to another through birth or legal succession or by any other means. Oxford Dictionary defines heritage as the evidence of the past such as historical sites, buildings, and the undisturbed natural environment considered collectively as the legacy of present-day society. Similarly, for Prentice (1993) the term “heritage” encompasses, natural, history, buildings, artifacts, cultural traditions and the like that are literally or figuratively passed on from one generation to the other. Another scholar also define heritage as everything that people want to save or retain (Howard, 2003).

This author also argued that all heritages are pervasive and that it concerns to everybody. Thus, literature reveals that there is no single agreed definition of heritage. Even though there are a wide range and diversity in concepts and definitions, the term heritage can be summarized into two major categories: natural heritage, drawing its qualities from nature and Cultural heritage, which draws its qualities from culture and built elements in association with people, and events. For the purpose of this study, heritage is created by and recognized of the value in what our ancestors left behind, which encompasses entities of material and immaterial treasures, the natural environment, cultural built heritages as well as historic places. Africa a lot of heritage that is registered by UNESCO. Heritage can be either Cultural Heritage, and or natural heritage.

Cultural Heritage tourism is a form of tourism that specifically targets the art, architecture, history, monuments, museums, theatres, religious heritage, social interaction, food habits, and lifestyle of people in a certain geographical region (Maria, 2002). According to Jamie and Eric (2011), heritage tourism deals with traveling to experience the places and activities that authentically represent the stories, people of the past, and present. It includes irreplaceable historic, cultural and natural resources. Natural attractions include landscape such as mountains,

rocks, and caves; water bodies like lakes and rivers; wildlife or plants and animals, and atmospheric resources among others. Nature tourism is a responsible travel to natural areas, which preserves natural resources and takes actions to improve the livelihoods of the local people in the host nation. It is tourism activity based on the watching, photography, stargazing, camping, hiking, canoeing, hunting, fishing, and visiting parks among others (Mulugeta, 2012).

Cultural tourism is the subset of tourism concerned with a country or regions culture, especially its arts is called cultural tourism. It includes tourism in urban areas, particularly historic or large sites and their cultural facilities such as museums and theater.

The other form of tourism is Agro tourism. This is a style of vacation in which hospitality is offered on farms. This may include the opportunity to assist with farm tasks during the visit. In addition Adventure tourism involving travel to remote areas, where the traveler expects unexpected is adventure tourism. It is growing rapidly in popularity as tourists seek unusual holidays, different from the typical beach vacation. Finally Sex tourism: with the purpose of sexual activity. From those and other types of tourism African countries has exceptional advantage. For instance Ethiopia is internationally known by cultural heritage, pilgrimages and other tourism types (Muluken, 2006). However, it should be noted that some of the tourism types has a negative impact for the country of destination. A good example of this is sex tourism, which has a disastrous impact on the culture, economy and health of the society in the visited country. Undeveloped countries like Africa with inefficient or lack of tourism policies are the main victim of this.

### **2.3 Tourism Destination Development**

The tourism destination development impacted by the availability of five major components or 5A five major components of destination or 5A (Dickman,1996) including attraction, accessibility, amenities, accommodation and awareness. Attractions are the primary motivation for traveling. They may be a primary destination such as heritages or secondary destinations which are interesting places to visit on the way to primary destination. Attraction designates a single unit, site or area identified in tapping people during their leisure time (Swarbrooke, 2002). Scholars often identified three major taxonomies of attractions on the route, which are (i) natural,

(ii) historical and manmade, and (iii) cultural and ethnic. In addition to attraction Access to the Destination is vital in tourism development.

The major requirements for visitor access include: Safe and convenient public transport, well signed and maintained roads, parking facilities at major attractions, links between transport modes and attractions, public transport from parking areas to the site of activities, such as special events or festivals and safe walking and cycling (Dickman, 1996). Sometimes modes of transport can be attractions in their own right. Ferries, steam trains and scenic roads with viewing areas both provide access and can be attractions in themselves (Emphadhuand Ruschano, 2007).

Although day trippers spend money on consumable items, overnight visitors have a variety of needs, including accommodation, dining and are also more likely to spend on attractions and activities. A variety in style and quality of accommodation in a region/ town provides an important means to increase the economic impact of visitors (Dickman, 1996). In addition they are services that most visitors take for granted until they are not there (Amenities) : visitor information centers, telecommunications, roads, drinking water, toilet blocks, rubbish bins, signage, park benches etc. A community that provides attractions but no amenities is unlikely to maximize economic benefit from tourists, while destinations that develop amenities without attractions will be frustrated by the lack of visitors (Dickman, 1996). Finally Having the best attractions, access, accommodation and amenities in the world is totally useless if the awareness factor is missing. Awareness in this sense has three meanings. Firstly, the local population must have a positive attitude toward tourism. Secondly, those in the front line of tourism, that is, those who directly interface with tourists must have strong, positive attitudes towards tourists. This includes the shops, post offices, road houses and the many other businesses that come in contact with tourists, not just the hotels and restaurants. In all a local community must be made aware of the value of tourism. The third plank in the awareness platform is market awareness. The destination or more importantly, the destination's image must be a strong, positive one and firmly implanted in the tourist's mind (Dickman, 1996).

## **2.4 Tourism and its economic Impact**

Currently, the tourism sector is frequently justified on the bases of its potential contribution to economic growth and development. Specifically, it is widely assumed that tourism can help to eliminate the widening economic gap between developed and less developed countries and ensure the steady acceleration of economic and social development, in particular in developing countries (Sharpley and Telfer, 2006).

Tourism is one of the largest and most important industries in the world in terms of employment creation and generation of foreign revenue (UNDP, 2011). According to UNWTO (2015), International tourist arrivals (overnight visitors) hit a record 1133 million worldwide in 2014, up from 1087 million in 2013. Likewise, international tourism receipts earned by destinations worldwide have grown to US\$ 1245 billion in 2014 up from US\$ 1197 billion in 2013 (UNWTO, 2015). The sector, which is estimated to represent 10% of global GDP and one out of every eleven jobs worldwide, is expected to continue expanding significantly to reach 1.8 billion international tourists in 2030 (UNWTO, 2015), International Trade Centre (ITC) and World Tourism Organization (UNWTO) (2015) . With US\$ 1.5 trillion in export earnings, international tourism accounts for 30% of the world's exports of services and 6% of overall exports of goods and services. As a worldwide export category, tourism ranked fourth in 2013, after fuels, chemicals, food, and ahead of automotive products (ITC and UNWTO, 2015). In addition, emerging and developing economies currently account for 45% of all international tourist arrivals, and this share is expected to reach 57% by 2030.

## **2.5 Butler's Tourism Area Life Cycle and Its Expansion to the Creative Economy**

In 1980, R. W. Butler published his tourism area cycle of evolution model graphing a correlation of number of tourists on the y-axis and time on the x-axis. Although a location's capacity for number of tourists and the specific number of sustainable years may vary from location to location, Butler proposed that every tourist location evolves through a common set of stages: exploration, involvement, development, consolidation, stagnation, and then some variation of rejuvenation or decline. Butler's model frames the resources that enable a region to become a tourist destination as finite and ultimately exhaustible.

Rather than imagining a tourist destination always being a tourist destination, Butler recognizes that change is constant and that, ultimately, the initial reasons a location becomes a desirable tourist destination will no longer exist and the location will either need to seek rejuvenation or face decline. Embedded within Butler's model is a call for sustainability and the conservation of resources, thereby increasing the length of time a location can maintain being a viable tourist destination. There is also an implicit call for closer collaboration and integration of the tourism industry and the local community to better shield the local community from potential exploitation or disenfranchisement.

### **The Exploration Stage**

Butler's model begins with a discovery and exploration stage in which a location is discovered by a small, select group of people as a place with desirable assets. Often, this discovery is made independently of members of the native population who may see the perceived assets as just ordinary aspects of their environment or local culture. The early tourists have very little support in the form of amenities, and typically, this is preferred and is part of a location's allure of being undiscovered and unblemished. The early tourists, therefore, rely heavily on and interact frequently with the residents of the region.

The arrival of tourists is a relative novelty to the community, and few accommodations are made specifically for the needs of visitors. Disruptions to the day-to-day life of residents are minimal. This small group of early tourists is largely independent and shares information about a destination by word of mouth or by select affinity groups. Over time, as more people are introduced to the destination, the number of visitors begins to increase.

### **The Involvement Stage**

Eventually, as more and more tourists visit a region with regularity, residents begin to cater resources and amenities to the visitors and the location enters the involvement stage. In this stage, residents provide amenities for the visitors, and a tourism economy starts to develop with new businesses created to cater specifically to the needs of visitors. This can take the form of tour guides, hotels, restaurants, souvenir shops, campgrounds, the expansion of cultural festivals, arts and crafts markets, and so on. Marketing focused on specific times of the year to highlight local assets, whether they are natural features or cultural celebrations, is developed to support the burgeoning tourist economy. As a tourism economy begins to form, the increase in visitors creates additional needs to support the new transient population in the form of greater public services—for example, increased police presence, access to emergency health care, public transportation, and hospitality services.

### **The Development Stage**

Ultimately, the local resources are not sufficient to provide for the increased needs of a sometimes rapidly growing tourism industry. In the development stage, corporations and people from outside the region supplant the local providers of services in the tourist destination. The resources of regional or national franchises can create multistory hotels that can render a local industry of bed-and-breakfast establishments, motels, and inns irrelevant or relegated to a very small niche market. Restaurant chains can draw on familiarity and national marketing plans to attract customers on a scale that local establishments cannot compete with.

The community begins to bifurcate in a way that isolates the tourists from the actual local community. The residents have less and less contact with the visitors to the region and are only peripherally involved through service employment. Tourists have less contact with the residents and experience the location primarily through the managed experience of the tourism destination. Often, the original natural and cultural assets need additional infrastructure added to help further entice visitors to the region with comfort and convenience.

The increasing popularity and accessibility of these assets can draw so many visitors to the region that at times visitors may equal or surpass the local population. At this point, the original exploring tourists have moved on to less well-known destinations and have been replaced by tourists who seek reliably structured experiences. The demands the new tourists bring to the local community can become a source of friction in that a community's resources can be overstretched from the focus on the well-being of the temporary visitors and the tourism economy, so much so that long-term community members may feel neglected or disenfranchised.

### **The Consolidation Stage**

When a region reaches the consolidation stage the limits of growth start to become apparent. Although numbers of visitors continue to rise, the rate of increase slows. Amenities provided by regional and national companies now dominate the local tourism economy, but few new amenities are developed after this point. The few remaining locally owned amenities continue to lose market share and seem out of date as they are unable to compete for clientele with the newer, more modern, or recently updated businesses. The destination may attempt to use marketing to offset the slowing growth by extending the tourism season beyond traditional dates and by focusing on specialized cohorts of tourists.

This can have some positive effects in drawing in new populations, but the growth in visitors cannot match the rates of growth witnessed in the earlier stages of the cycle. Within the community, visitors outnumber residents, and animosity may continue to rise from the disproportionate services provided for and catered to tourists and the inconveniences related to the increased population during the tourism season. The recognition of this animosity can emerge

when confrontations between visitors and residents occur; those confrontations can degrade some of the appeal of the destination.

### **The Stagnation Stage**

Once the number of visitors stops increasing, the region will have reached its peak capacity and begins to enter the stagnation stage. At peak capacity, a location struggles with the ensuing lack of resources, a shortage of social services, and damage to the environment. The lack of resources begins to have the cumulative effect of making a location look out of date, not well maintained, or decrepit. Although the location retains recognition as a traditional destination, it no longer attracts many new visitors. Instead, tourism relies on the return of previous visitors to maintain a tradition.

As time progresses, there are fewer return visitors, despite marketing efforts to keep them engaged. Visitors either age out of the location or move on to other destinations. The tourism economy in the stagnation stage is strained from dwindling income from visitors, thereby causing less impetus to invest in additional amenities or to update existing amenities. The dwindling opportunities for profit help make other locations more desirable for the franchises and chain establishments, which in turn can lead to empty store fronts and shuttered buildings. As more empty storefronts and shuttered buildings appear, the appeal to tourists again decreases, amenities are reduced, and more businesses close or relocate elsewhere.

### **The Decline Stage**

As the potential for increased profits dwindle, many of the closed tourism-focused establishments undergo changes in ownership as the national and regional establishments move to more profitable locations and sell off assets at affordable prices. The affordability of establishments enables residents to reenter the tourism economy as owners. In addition, many of these establishments, under new local ownership, transform into non-tourism focused endeavors centered more on the needs of residents. As fewer and fewer amenities are available to cater specifically to tourists, fewer tourists find the location desirable.

The decline stage sees visitors primarily as short-term tourists arriving for weekends or daytrips while they are en route to another destination. There is little capacity in the local businesses for large-scale marketing to attract or retain visitors, and ultimately, the location may no longer be recognized as a tourist destination. Vestiges of the location's tourism heyday fall into disrepair, and the tourism economy is no longer a substantive sector in the local economy.

### **The Rejuvenation Stage**

Butler suggests that, on rare occasions, if a location can reinvent itself either through human constructed attractions or by using underappreciated natural resources, it can be rejuvenated. Butler gives examples of locations building a casino or reorienting a summer location to a winter sports market as examples of substantial reinvention. Rejuvenation is not a complete return to the exploration stage; rather, it is an adjustment from the stagnation stage by targeting a new specific population—for example, gamblers or skiers. This rejuvenation can create a reemergence of a tourist economy in which investment from the state and businesses spurn new development of amenities.

However, in most cases, competition from other locations attempting similar rejuvenation plans limits the rejuvenation to a finite life span. When one casino stimulates the development of three other casinos, none of the casinos sees the same draw of tourists the first casino did. Ultimately, in Butler's model, except in rare cases in which truly unique attractions continue to draw tourists for generations (e.g., the Grand Canyon, Niagara Falls, the Eiffel Tower, or the Great Wall) or if there are resources to constantly reinvigorate attractions (e.g., the Walt Disney theme parks, and there is the infrastructure to support those visitors), all tourism areas are destined for a finite existence.

### **Conservation and Sustainability**

If one recognizes that tourist areas have finite life spans, then one can incorporate that knowledge into business and community development models where conservation and sustainability can limit the damage done from exceeding the visitor carrying capacity of the community or environment. The primary degrading factor for Butler's model is exceeding the capacity for the number of visitors within a specific time frame. The management of resources in

Butler's stages of exploration, involvement, development, consolidation, and stagnation can alter the dynamics so that a destination can serve fewer visitors over a longer period while reaching the carrying capacity of its resources and enable a managed economic stability for the community.

Butler's life cycle can inform business models and regional planning for the tourism economy to maintain a long-term vision on sustainability rather than goals that emphasize the greatest immediate profit. Doing so, a community can prioritize sustainability in a way that maintains income from tourism for longer periods of time and conserves the human and natural environmental resources that make a location desirable.

### **A Creative Economy Cycle**

One adaptation of Butler's tourism area cycle of evolution is to transfer similar concepts to the creative economy. A tourism economy plays hand in hand with the creative economy, and one can feed the other. Like Butler's tourism areas, artists and artisans, communities, villages, towns, cities, and counties also experience economic life cycles. This creative economy life cycle assumes a circular posture that, although it seems more optimistic than Butler's almost inevitable decline, recognizes that time is a variable scale and can be framed in more geologic than human scales. The creative economy life cycle parallels Butler's involvement, exploration, development, consolidation, stagnation, and decline with stages moving from prosperity to self-preservation to crisis to opportunity.

### **Prosperity**

A prosperous community is one that feels vibrant and rich with experiences and possibility. It is a diverse community that contains a wide range of ages but is particularly focused on young adult community members, the new innovations, and the creative inspirations that influence others. There is a relatively rapid turnover of entrepreneurial experiments, successes, and failures.

## **Self-Preservation**

After a period of prosperity, community members can become more interested in preserving what they have rather than continuing to change, and the excitement and risk taking associated with prosperity begins to slide toward self-preservation. Rather than maintaining diversity, the concern is more about homogeneity, ensuring that the things that people have come to value stay the same. There are official and unofficial gated communities that ensure good public schools (or private school alternatives) for a specific demographic of children. There are business districts that enforce uniformity to downtowns and commercial zones.

## **2.6 African Tourism Developments**

Tourism continues to be one of the fastest-growing and most dynamic sectors of Africa's economy. In spite of recent challenges, including the Ebola outbreak in West Africa during 2014, the sector has tremendous potential to create jobs, boost inclusive economic growth across the continent, and reduce poverty. Tourism, perhaps more than any other sector, has the potential to achieve the vision and objectives of NEPAD and the AU Agenda 2063 as it can dynamize other sectors of the economy. Africa remains one of the fastest-growing bases for the travel and tourism sector globally. It is just behind the leading tourist destination, South-East Asia, according to the United Nations World Tourism Organization (UNWTO) report of 2014 (4% compared to 6%). The same report also suggests that the preferred mode of travel for most tourists (both from outside and within the African continent) is air transport (55.8 % for Africa as a whole and 36.2% for sub-Saharan Africa) Travel and tourism represent 9% of the world's Gross Domestic Product (GDP) and one out of every 11 jobs. Tourism is growing faster than other sectors of the global economy and so has attracted significant support for its future development across the African continent.

To this end, in 2004 Africa adopted the NEPAD Tourism Action Plan (TAP), which is a framework to foster sustainable tourism on the continent. The NEPAD Planning and Coordinating Agency, through the implementation of TAP, supports policies and a regulatory environment for tourism facilitation and the identification of key projects at the national and sub-regional levels. In addition, the Program for Infrastructure Development in Africa (PIDA), and other important continent-wide policies such as the Yamoussoukro Decision, also known as Open Skies for Africa, is bolstering efforts to promote the sector. Looking ahead, UNWTO forecasts that African tourism will continue to expand. International tourist arrivals in Africa will more than double its present numbers by 2030 to reach an estimated 134 million. Such growth presents an immense opportunity to promote socio-economic development but also an increased responsibility to protect the region's precious natural resources, biodiversity, and host communities.

## **2.7 Tourism Policy and Strategy**

Recent works indicate that tourism in Africa can, in the right circumstances, contribute effectively to economic growth and development. Although the sector is blamed for some destructive effects, many authors give poor management of the sector as an excuse. According to them it is not tourism that has a negative effect, it is poor tourism planning and in effective management that does it (Kamra and Chand, 2006). Managed efficiently and effectively, tourism can definitely be far less destructive than the non-tourism industries while being no less earning. This is to say the sector should operate under well-designed and effective tourism policy. Policy development can be seen as a decision making process that helps address identified goals, problems or concerns.

Furthermore, any given policy represents the end result of a decision as to how best to achieve a specific objective (Torjman, 2005). According to Swiss tourism policy as an aspect of economic policy is neither industrial policy nor sartorial policy (OECD, 2000). Globally, academic research in tourism does not become wide spread until the 1990s, and there is still little in-depth analysis of tourism policies in many countries. It is quite recently that tourism public policy has become a high priority of governments in developed and less developed countries (Hall and Jenkins, 2004). According to the authors it is the involvement of governments and the perceived negative

impacts of tourism in developing countries helped bring about an increase of activity in tourism policy analysis especially in the late 1980s and 1990s.

In 1996 the World Tourism Organization and the Earth Council (WTTC) joined together to launch an action plan entitled “Agenda 21 for the Travel and Tourism Industry: Towards Environmentally Sustainable Development” – a sectional sustainable development program based on the results of the Rio Earth Summit in 1992. Since the launch of the document, the three organizations have begun a series of regional seminars to increase awareness of the conclusions, and to adapt the program for local implementation. Furthermore, WTTC has recently introduced a major addition to the program – the “Alliance for Sustainable Tourism”, which invites public and private sector travel and tourism organizations to record their Agenda 21 based activities on a central web site and commit to co-operation with all other partners. In order to develop the program from global principles to community based action, WTTC is also discussing with the International Council for Local Environment Initiatives (ICLEI) on how the principles of “Agenda 21 for Travel and Tourism” can be built into Local Agenda 21 programs (World Travel and Tourism Organization and International Hotel and Restaurant Association, 1999).

Macdonald (2003) argued that the traditional role of government is to formulate policy for the tourism sector. Today the focus has changed because of changing priorities occasioned by development in the international tourism scene (e.g. the emergence of consumer interests). The challenge for national governments is to formulate tourism sector policies that best reflect the new thinking. Some important areas needing policy re-orientation or refocusing are consultation with local communities in the planning process; forming partnership with the private sector; liberal immigration regulations to facilitate free tourist movement; tourism infrastructure development policy to facilitate tourism development, for the benefit not just for tourism but the wider society. The last policy issue needs to be linked to devising feasible and sensible options for financing tourism infrastructure. Other aspects of policy refocusing include entrepreneurial development initiative policies to enhance tourist length of stay. The policy to identify ways in which the benefits from tourism activity can be spread more evenly throughout the society

should also be concerned. Many scholars argue that most African governments hope that tourism will contribute to national economic growth and to local development in marginalized areas. They want to promote the involvement of local people and disadvantaged communities in the tourism industry (so called ‘community tourism.’), but often don’t know how they make mistakes. Governments have a crucial role to play. What communities do in tourism depends on the opportunities and power they have, the incentives and prices they face, and their access to skills, training, capital and markets. And all of these are shaped by government policies, regulation and taxes. Despite their beautiful endowment with unique combination of natural and cultural heritages, suitable climate, rich flora and fauna and recognized archaeological sites many African countries do not have tourism policy. Some African countries like Morocco and Ethiopia has shown some progress on formulating a policy, though the countries application of the policy is questionable or have problems. Both counties developed a long term and short term plan for the tourism development plan which is for Ethiopian sustainable tourism master plan and the national tourism development strategy. The Ethiopian sustainable tourism master plan developed as part of GTP for 2015-2025 by ministry of culture and tourism having a vision of for Ethiopia’s tourism that Ethiopia becomes one of the top five tourist destinations in Africa by 2025.

## **2.8 Ethiopian Sustainable Tourism Master Plan**

As a result of sweeping economic reforms, the Federal Democratic Republic of Ethiopia (FDRE) has been enjoying unprecedented tourism growth in the recent years. International tourist arrivals have been on a growth trajectory since the 90s rising from 64,000 in 1990 to 681,249 in 2013. This has been matched by growth in the contribution of the travel and tourism sector’s direct contribution to the country’s GDP which in 2013 was 4.2%, translating to ETB 35,766.6m and is expected to grow by 4.8% p.a. reaching ETB 59,495.2m (3.6% of GDP) by 2024.

As refer to the tourism sector, the GTP aims at doubling the tourist arrivals from (500,000) to 1 million, and a twelve-fold increase in tourist expenditures from 250 million USD in 2010 to 3 billion in 2015. The Government is also on the second GTP which seeks to propel the country to middle income status by 2025. Accordingly, building on the success of the GTP1, GTP2; further

sets high targets for the tourism sector to be achieved by 2025. Of course, while these targets may seem ambitious, they fully reflect the aspirations of the country becoming „One of the Five Top Destinations in Africa by 2020“. To help ensure that tourism growth delivers broad and equitable social, economic, and environmental benefits, the government of the FDRE adopted the National Tourism Development Policy (NTDP) in 2009 with a vision: “To see Ethiopia’s tourism development led responsibly and sustainably and contributing its share to the development of the country by aligning itself with poverty elimination.”

The NTDP sets the sector’s general objectives that places emphasis on the tourism’s potential in terms of growth, employment generation (particularly for women and youth), foreign exchange earnings, and image building for the country. It also stresses the importance of achieving tourism growth sustainably, in alignment with other national development policies and with broad participation by the different stakeholders.

In this context, the Ministry of Culture and Tourism (MoCT) the agency mandated by FDRE to oversee the systematic development of tourism prepared the Sustainable Tourism Master Plan (STMP) with financial and technical support from the UN Economic Commission for Africa (UNECA) Sub-Regional Office for Eastern Africa. In line with the projections of GTP2; the STMP has set a high growth target of 5 million international visitors in 2025. Based on this high growth scenario, receipts from international arrivals is projected to increase from a baseline of ETB 14.197 billion in 2012 to ETB 180 billion in 2025, with the corresponding number of tourism-related jobs rising from (985,500)- 4.8million.

For this and others entities to be able to discharge their respective responsibilities appropriately, it has become necessary to issue such an enabling policy and strategy. It gives due attention to Policy, Regulation and Institutional Framework, Tourism Product Development, Tourism Marketing, Branding and Promotion, Investment in Tourism Facilities and Services, Human Resource Development, Tourism Research and Development, Tourist Safety and Security Tourism Support Infrastructure and Services, Conservation and Preservation of Natural, and Tourism Development Financing

What's more, with the principle respects to conjugating development policy, a strategic is a vital course that the Cultural and tourist attractions will be utilized to construct an alluring picture of

the nation. The cultural, natural and historical heritages and values of the country would be developed so that they play a significant role in social and economic advancement just as in the democratization process of the country. Cultural goods and services will be elevated to play a more noteworthy and positive role in the nation.

### **2.8.1 The main issues in Ethiopian tourism policy and strategy**

To lead the country's tourism industry in a broad-based developmental direction though the strategy will give emphasis for, creating strong relationships with other development strategies and policies to integrate directions. Here especially interlinking and connecting the tourism policy with agricultural and rural policy and strategy which helps to expand tourism attractions like eco-tourism in rural and agricultural areas. This coordination or chain of the rural to urban tourism used the sector direct beneficiary from on growing rural tourism development and give/provide input and artistic product for the urban tourism development as value chain. Indeed the policy strategies focus on: Development of the tourism environment , Ensuring participation , Increasing visitor volume, Strengthening linkages in a cross-sectorial approach to poverty reduction, and Sequential development to avoid conflicts associated with mass tourism elsewhere.

### **2.8.2 Target of the sustainable master plan**

1. Registered, Preserve, Develop, and promote all designated cultural heritage national attractions, and tourist sites.
2. Ensure that earnings from the natural, Culture and tourism sectors contribute to the overall vision that Ethiopia becomes a middle income country.
3. Ensure that culture contributes to strengthening of integrity and democratization of Ethiopia.
4. Make more accessible tourist attractions and cultural heritage events and sites, for tourism and research.
5. The promotion of cultural and tourism contribute to build a better image of the country.
6. The culture and tourism sector contribute significantly to foreign exchange earnings of the country.

The implementation strategies that will be pursued during the arrangement time frame include the support of all stakeholders in the sector to pursue an incorporated methodology in executing

the culture and tourism program. Execution gaps in the development of culture and tourism will be distinguished and amended, while the full participation of communities in its development will be guaranteed. The capacity of cultural and tourist facilities and service co-ops will be enhanced and accreditation will be conceded when models required are met. Strong linkages to global tourism markets will be facilitated in partnerships and through collaboration. The main aim of this STMP is to establish a national framework for sustainable tourism development with a view to contributing to socio-economic development and poverty alleviation. The STMP therefore, sets out 10 Strategic pillars, priority projects and activities in a long-term implementation framework covering 2015–2025. These are broken down into short term, medium term and long term planning horizons.

## **2.9 Strategies and action of Ethiopia STMP (2015 - 2025)**

The National Tourism Policy, among others, advocates for the integration of tourism development into the key development policies and strategies of the country owing to its cross sectoral nature and its ability to create strong economic linkages with other major economic sectors. The tourism sector is recognized as such in the Growth and Transformation Plan (2010-2015) whose overall agenda is to maintain the high and broad-based economic growth that the country has experienced over the past few years. The Growth and Transformation Plan, as is with the case of the National Tourism Policy, further emphasizes an integrative developmental approach with such sectors as infrastructure playing a key role in the development of the key economic sectors including tourism Building on the key tenets of the National Tourism Policy, the Wildlife Conservation Policy, the Growth and Transformation Plan, and the IGAD STMP, this STMP seeks to enhance the synchronization of ongoing tourism-specific sectorial policies and strategies within the broader national development framework informed by the Growth and Transformation Plan. It is anticipated that through well-coordinated national tourism planning and development, the country will emerge into a competitive and sustainable destination.

## 2.10 Overview of Moroccan tourism

Since the 60s, the international tourism in Morocco is considered by the government of tourism as a major industry. First, because it drains currency and contributes to the balance of payments, creates jobs, improves income and generates multiplied effects on the rest of the economic sectors. Then, because it is perceived as a method of reconciliation between the peoples and of maintaining peaceful relations and, economically, as an excellent insertion vector in the globalization process (Sbai, 2013). Tourism in Morocco has experienced a slow but certainly quite satisfactory growth before it enters a period of stagnation in the late eighties to the mid ninety. In 1995, significant measures have been taken, following a tourism development study that identified the problems and handicaps of Moroccan tourism and proposed a specific and detailed action plan.

The monitoring indicators of the development of tourism activities have shown some good results, as a result of the arrivals and the overnight stays and especially because of the earnings from foreign tourism exchange. The year 2000 saw the arrival of nearly 4 300 000 non-residents to Morocco and 2.275 million foreign tourists, and recorded 22.3 million overnight stays, 50% in classified hotels. Based on those motivating results, Morocco hosted the first conference of tourism in Marrakech in 2001, under the chairmanship of His Majesty the King. During this meeting, the Federation of Tourism, members of the General Confederation of Enterprises of Morocco (CGEM), and the government adopted a tourism development strategy in the form of a program contract 2001-2010, on "Tourism: a vision, a challenge, a will." The Moroccan Ministry of Tourism as the name indicates operates in the travel and tourism industry. The influence of travel and tourism on the economic and social development of a country is very great. It opens new businesses, foreign investments, creating jobs, and most importantly, it protects heritage and cultural values of a country (Personal, Social and Humanities Education Section, 2013).

According to the Travel and Tourism Competitiveness report 2015, Morocco is ranked 62nd worldwide and 4th in the region. Morocco has considered tourism a strategic industry that has developed over the years. Tourism in Morocco has covered almost 8% of the country's employment, making it the highest share in the region. According to the same report, the majority of tourists who come to Morocco are attracted by its cultural and natural resources and

hot spots. Morocco enjoys a relatively safe environment (37th) and an attractive business environment (10th). The infrastructure has also a great role on the development or the decline of this vital sector. Air and ground infrastructure could use some improvement. The same thing could be said about human resources which is ranked on the 107th. Staff needs to be trained and female participating needs to be increased and the market needs to be more flexible in order to attract more foreign workers. Other fields that need also to be improved are health and hygiene. Moroccan hospitals do not have enough beds and drinking water is not accessible for everyone around the country.

Knowing that the political environment in the MENA region has been favorable to Morocco, to what extent that is an opportunity to the Moroccan ministry of tourism. According to a report done by The Independent Traveler Journal in 2015, many countries in the Middle East and North Africa are considered unstable and visitors were advised either to take a high degree of caution or not to visit. Morocco, on the other hand, has been described as relatively stable and fairly steady in recent years since the Arab spring demonstrations that hit the streets in 2011 and the terrorist attack on a restaurant in Marrakech (Faust, 2015)<sup>1</sup>. So, on the one hand, Morocco is considered as an example of political stability in North Africa and the Middle East.

In 2018, tourism contributed more than eight percent to the country's GDP, a figure that grows to about 15 percent when tourism's indirect contributions to transport, food, handicraft and other related sectors are considered. It is also estimated that tourism employs more than 2.5 million people both directly and indirectly, accounting for almost 25 percent of the total Moroccan workforce. Tourism is considered to be a development accelerator, which contributes to reducing income inequalities between regions and provides alternative employment opportunities. SMIT's (Moroccan Agency for Tourism Development) strategic role is to create a business climate that is favorable to tourism investors and operators alike. SMIT assess profitability in advance so it can select the projects that are the most suitable for investment, closely focusing on an investor's profile. It also facilitates access to funding, whether in terms of equity or debt, particularly for government-backed projects.

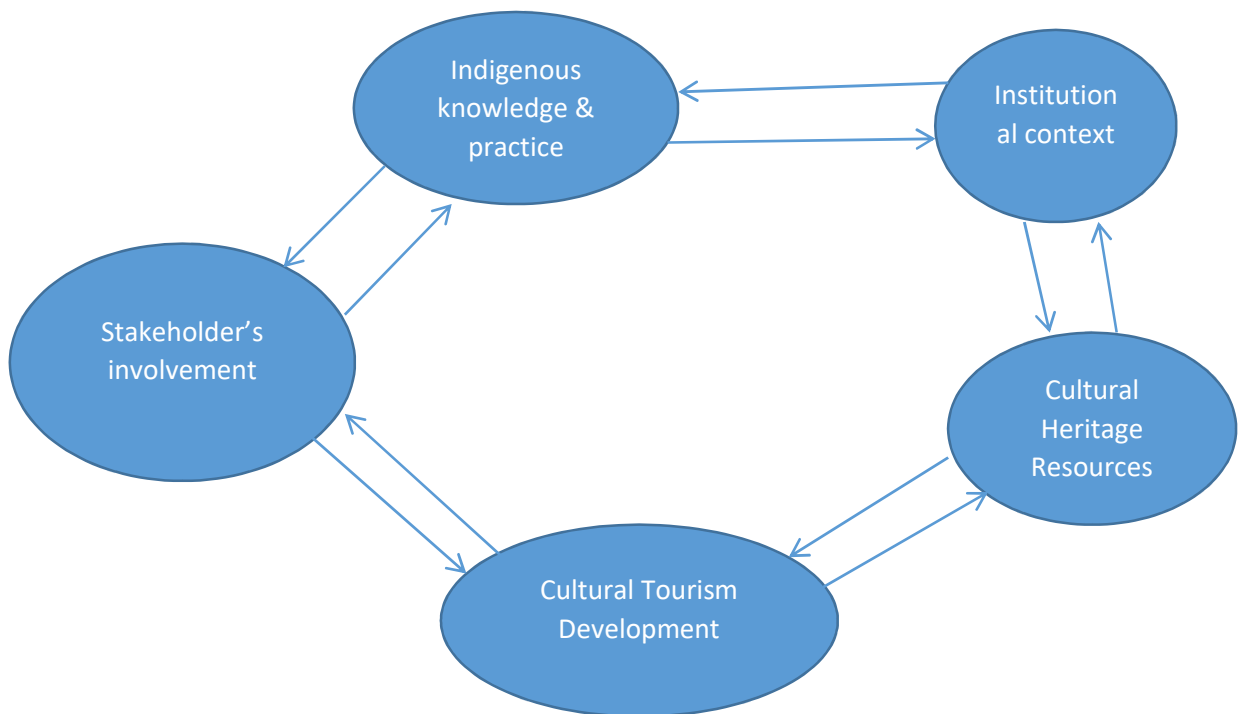
Moreover, we help identify potential strategic partnerships and play a role in the launch of public-private initiatives. SMIT help investor's access government funding, including subsidies for land purchases and offsite infrastructure costs, as well as tax and customs duty exemptions. In addition, SMIT provides advice and assistance to investors and dispenses market intelligence on suitable opportunities.

The national tourism development strategy has launched eight distinct tourism destinations in order to develop a diversified and high-quality tourism offering that corresponds to both tourists' needs and investors' interests. Also, we have begun participating in international events, specializing in tourism and hotel investment. During the past two years, SMIT has focused on diversifying its targets through promotional activities and road shows in new target areas in Asia and the Americas, which have been increasingly active in project financing.

SMIT has set up a land database application called Atlas Land to help identify premium land for tourism projects across all regions of the kingdom. This provides excellent visibility regarding tourism-dedicated land and makes it easier to identify and reserve real estate properties. In terms of accessing credit financing, SMIT has helped set up a guarantee fund that aims to partially guarantee medium and long-term bank loans intended for tourism project financing. Last but not least, many of the funds that have been initiated by SMIT have been instrumental in boosting investment flows, and have helped reshape the skylines of destinations such as Saidia, Rabat, Tangier and Casablanca. Many large-scale projects are currently in progress in Morocco's main tourist destinations, such as Rabat, Taghazout Bay next to Agadir, and Tamuda Bay in North Morocco. SMIT working to forward to a great future in terms of tourism development, with the industry expected to continue showing robust growth rates. Impressive plans are in the pipeline and SMIT is committed to strengthening its relationships with investors and tourism operators so it can consolidate tourism projects in Morocco.

## 2.11 Conceptual Framework

For the sake of conducting this study the following conceptual framework was developed to guide and use as a frame for the study. This study, as already noted focuses on tourism development in Africa and the lessons from Ethiopian and Morocco. Based on the issues that are related to problem statement, objective of the study and research questions, the researcher has develop the following conceptual framework.



**Fig 2.1. Conceptual Framework of the study (Developed by the researcher, 2021)**

## **CHAPTER THREE**

### **DESCRIPTION OF THE STUDY ARE AND RESEARCH METHODOLOGY**

#### **3.1 DESCRIPTION OF THE STUDY AREA**

Ethiopia, country with a total population of 112.1 million in 2019 (world Bank,2020) is on the Horn of Africa. In 2019, the share of agriculture in Ethiopia's gross domestic product was 33.88 percent, industry contributed approximately 24.77 percent and the services sector contributed about 36.87 percent. The country lies completely within the tropical latitudes and is relatively compact, with similar north-south and east-west dimensions. The capital is Addis Ababa (“New Flower”), located almost at the center of the country. Ethiopia is the largest and most populated country in the Horn of Africa. With the 1993 secession of Eritrea, its former province along the Red Sea, Ethiopia became landlocked.

Ethiopia is one of the world’s oldest countries, its territorial extent having varied over the millennia of its existence. In ancient times it remained centered on Aksum, an imperial capital located in the northern part of the modern state, about 100 miles (160 km) from the Red Sea coast. The present territory was consolidated during the 19th and 20th centuries as European powers encroached into Ethiopia’s historical domain. Ethiopia became prominent in modern world affairs first in 1896, when it defeated colonial Italy in the Battle of Adwa, and again in 1935–36, when it was invaded and occupied by fascist Italy. Liberation during World War II by the Allied powers set the stage for Ethiopia to play a more prominent role in world affairs. Ethiopia was among the first independent nations to sign the Charter of the United Nations, and it gave moral and material support to the decolonization of Africa and to the growth of Pan-African cooperation.

These efforts culminated in the establishment of the Organization of African Unity (since 2002, the African Union) and the United Nations Economic Commission for Africa, both of which have their headquarters in Addis Ababa. Ethiopia is bounded by Eritrea to the north, Djibouti to the northeast, Somalia to the east, Kenya to the south, and South Sudan and Sudan to the west.

Although Ethiopia's complex relief defies easy classification, five topographic features are discernible. These are the Western Highlands, the Western Lowlands, the Eastern Highlands, the Eastern Lowlands, and the Rift Valley. The Western Highlands are the most extensive and rugged topographic component of Ethiopia. The most spectacular portion is the North Central massifs; these form the roof of Ethiopia, with elevations ranging from 14,872 feet (4,533 metres) for Mount Ras Dejen (or Dashen), the highest point in Ethiopia, to the Blue Nile and Tekeze river channels 10,000 feet below. Lake Tana—Ethiopia's largest inland lake and the main reservoir for the Blue Nile River—is located in this region, at an elevation of about 6,000 feet (1,800 metres).

The Western Lowlands stretch north-south along the border with Sudan and South Sudan and include the lower valleys of the Blue Nile, Tekeze, and Baro rivers. With elevations of about 3,300 feet (1,000 metres), these lowlands become too hot to attract dense settlement. The Rift Valley is part of the larger East African Rift System. Hemmed in by the escarpments of the Western and Eastern Highlands, it has two distinct sections. The first part is in the northeast, where the valley floor widens into a funnel shape as it approaches the Red Sea and the Gulf of Aden. This is a relatively flat area interrupted only by occasional volcanic cones, some of which are active. The Denakil Plain, in which a depression known as the Kobar Sink drops as low as 380 feet (116 metres) below sea level, is found here. High temperatures and lack of moisture make the northeastern Rift Valley unattractive for settlement. The southwestern section, on the other hand, is a narrow depression of much higher elevation. It contains Ethiopia's Lakes Region, an internal drainage basin of many small rivers that drain into Lakes Abaya, Abiyata, Awasa, Langano, Shala, Chamo, and Ziway. Together these lakes have more than 1,200 square miles (3,108 square km) of water surface. The upper Rift Valley is one of the most productive and most settled parts of Ethiopia.

The Eastern Highlands are much smaller in extent than the Western Highlands, but they offer equally impressive contrast in topography. The highest peaks are Tullu Deemtu (Tulu Dīmtu), at 14,360 feet (4,377 metres), and Mount Batu, at 14,127 feet (4,305 metres). The Eastern Lowlands resemble the long train of a bridal gown suddenly dipping from the narrow band of the Eastern Highlands and gently rolling for hundreds of miles to the Somalian border. Two important regions here are the Ogaden and the Hawd. The Shebele and Genale rivers cross the lowlands, moderating the desert ecology (Assefa Mehretu, Harold G. Marcus and Donald Edward Crummey, <https://www.britannica.com/place/Ethiopia>).

Ethiopia, an ancient civilization with impressive geographical location, has a huge potential of nature tourism that can be developed with well-planned tourism that the industry can contribute to the country's economic performance and improvement of local people while preserving and enhancing the attractions in the country (Mulugeta F. 2012). Ethiopia is amongst the countries that have registered their tangible and intangible heritage under UNESCO's cultural heritage list. According to Ethiopian Ministry of Culture and Tourism, UNESCO has recognized four intangible and nine tangible Ethiopian (a total of 13) heritages. These include:

**Meskel:** Meskel, the commemoration feast of the finding of the True Holy Cross of Christ, was inscribed in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity in 2013. Christian's faithful and tourists converge at the capital of Ethiopia on 27th of September or 28th in a leap year to commemorate the celebration of the Meskel festival. The celebrations begin with the building of the Damera bonfire at Maskel Square in Addis Ababa — a conical pyre of poles surrounded by bundles of branches and torches decorated with green grass.

**Irreechaa:** The Gada System, which is the social, political and cultural reflection of the traditional Oromo people, was registered in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity in October 2016.

The Oromo Thanks Giving Festival — Irreechaa takes place during October all over Oromia, Ethiopia. Irreechaa means a celebration where people get together and perform their prayers and thanks giving to God.

**Fichee-Chambalaalla:** The third UNESCO registered intangible heritage Fichee-Chambalaalla is a New Year festival celebrated among the Sidama people in Ethiopia around in July. It was

registered by UNESCO in 2015. Fiche is an anniversary celebrated by the Sidama people as a New Year event. According to socio-cultural heritages handed down by forefathers through generations to descendants (current generation), Sidama New Year (Fiche Chamballala) anniversary has been celebrated for more than 2000 years.

**TIMKET, Ethiopian Epiphany:** The festival of Timiket or Epiphany to commemorate the baptism of Jesus in the Jordan River is celebrated across Ethiopia on January 19th or 20th in leap year. This festival is best known for its ritual reenactment of baptism. The colorful Ethiopian Epiphany, has become the fourth for Ethiopia in the list of UNESCO intangible cultural heritage lists in December, 2019. The festival has multiple cultural and religious phases.

**Rock Hewn Churches, Lalibela :** Dubbed as the New Jerusalem, this is one of the most breathtaking Ethiopian sites included in this list of World tangible Heritage Sites by UNESCO in 1978. Located in the Amhara Region, this site boasts of 11 monolithic cave churches that were built in the 13th century.

**Fasil Ghebbi, (inscribed in UNESCO 1979):** This property included in the list of UNESCO World tangible Heritage Sites in Ethiopia consists of eight component sites. The main site is the Fasil Ghebbi palace compound. Meanwhile, the other seven sites are located within the city of Gondar. These sites include a monastery, church, thermal area, bath, and a palace.

**Aksum (1980):** The ruins of this ancient city were recognized in 1980 by UNESCO as a World Heritage Site due to its cultural importance. In fact, this city marked as the heart of ancient Ethiopia that also reflects the power of the kingdom at that time. There are several ruins in the ancient city that include royal tombs, ancient castle ruins, monolithic obelisks, and giant stelae.

**The Valley of the River Awash:** This site is a perfect example of human evolution since the conception of humankind history. And it was registered under UNESCO'S tangible heritage list in 1980. The biggest discovery on the site took place in 1974 when 52 skeletal fragments allowed the reconstruction of the famous Lucy. The oldest of the remains on the site date back to more than 4 million years ago.

**The Valley of the River Omo:** This prehistoric site is also under the list of UNESCO's tangible heritages list since 1980. Several fossil remains were discovered on this site near Lake Turkana. The most notable fossil discovered here is the *Homo gracilis*. It was fundamental in the study of human history and evolution.

**Simien National Park:** This national park comprises the Simien Mountains in Ethiopia. It is the only natural site in the list of UNESCO World Heritage Sites in Ethiopia. It was recognized by UNESCO in 1978. It was recognized for being the refuge for many endangered species living including the Walia ibex and Ethiopian wolf.

**Tiya (1980):** The Soddo region in Addis Ababa, Ethiopia is home to over 160 archaeological sites. However, Tiya is considered as the most important of these sites. It has 36 monuments with 32 carved stelae marked with symbols. Many of these symbols were not known and researchers are trying to decipher what these symbols meant.

**Harare Jugol, (inscribed in 2006):** This historic and fortified town is located amidst a plateau with deep gorges. The fortified town is also surrounded by savannah and deserts. It is also believed to be the holiest city for Islam due to the rich collection of important Islam monuments notably including 82 mosques and 102 shrines.

**Konso Cultural Landscape:** This is another Ethiopian cultural site on the list of UNESCO World Heritage Sites which was registered in 2011. It is an arid property of stone-walled terraces and fortified settlements. This cultural tradition has been around for over 21 generations (The Ethiopian Herald May 16/2020).

Morocco, with a total population of 36.47 million in 2019 (World Bank, 2020) is a mountainous country of western North Africa that lies directly across the Strait of Gibraltar from Spain. The major resources of the Moroccan economy are agriculture, phosphate minerals, and tourism. Sales of fish and seafood are important as well. Industry and mining contribute about one-third of the annual GDP. The traditional domain of indigenous peoples now collectively known as Berbers (self-name Imazighen; singular, Amazigh), Morocco has been subject to extensive migration and has long been the location of urban communities that were originally settled by peoples from outside the region. Controlled by Carthage from an early date, the region was later the westernmost province of the Roman Empire. Following the Arab conquest of the late 7th

century CE, the broader area of North Africa came to be known as the Maghrib (Arabic: “the West”), and the majority of its people accepted Islam. Subsequent Moroccan kingdoms enjoyed political influence that extended beyond the coastal regions, and in the 11th century the first native Amazigh dynasty of North Africa, the Almoravids, gained control of an empire stretching from Andalusian (southern) Spain to parts of sub-Saharan Africa. Attempts by Europeans to establish permanent footholds in Morocco beginning in the late 15th century were largely repulsed, but the country later became the subject of Great Power politics in the 19th century. Morocco was made a French protectorate in 1912 but regained independence in 1956. Today it is the only monarchy in North Africa.

Although the country is rapidly modernizing and enjoys a rising standard of living, it retains much of its ancient architecture and even more of its traditional customs. Morocco’s largest city and major Atlantic Ocean port is Casablanca, an industrial and commercial centre. The capital, Rabat, lies a short distance to the north on the Atlantic coast. Other port cities include Tangier, on the Strait of Gibraltar, Agadir, on the Atlantic, and Al-Hoceïma, on the Mediterranean Sea. The city of Fès is said to have some of the finest souks, or open-air markets, in all of North Africa. Scenic and fertile, Morocco well merits the praise of a native son, the medieval traveler Ibn Baṭṭūṭah, who wrote that “it is the best of countries, for in it fruits are plentiful, and running water and nourishing food are never exhausted.”

Morocco borders Algeria to the east and southeast, Western Sahara to the south, the Atlantic Ocean to the west, and the Mediterranean Sea to the north. It is the only African country with coastal exposure to both the Atlantic Ocean and the Mediterranean Sea. Its area—excluding the territory of Western Sahara, which Morocco controls—is slightly larger than the U.S. state of California. Two small Spanish enclaves, Ceuta and Melilla, are situated on the country’s northern coast.

Most of Morocco lies at high elevations, averaging about 2,600 feet (800 metres) above sea level. Two chains of mountains divide eastern from Atlantic Morocco: the Rif Mountains in the north form a buffer along the Mediterranean coastline, whereas the Atlas Mountains create a barrier across the centre. The two parts of the country are connected by the narrow Taza Gap in the northeast as well as by roads that follow older traditional routes. The Atlas and Rif ranges were formed during the Paleogene and Neogene periods (between about 65 to 2.6 million years

ago) by the folding and uplifting of sediment that had accumulated in the Tethys Sea, which, at that time, bordered the northern coast of Africa (<https://www.britannica.com/place/Morocco>). There are nine World Heritage Sites in Morocco among other very interesting tourist destinations and a way of tourist attraction and developments. These include:

**Medina of Fez:** A few of Morocco's World Heritage Sites are made up of medinas – the old walled North African cities with a maze of narrow streets. One of the largest and oldest is in Fez. The medina was founded here in the 9th century and grew in the 12th and 13th centuries to about the size it is today. The other one is **Medina of Marrakech:** The other large medina in Morocco on the World Heritage List is in Marrakech. The third which is **Medina of Tetouan** is one of the smallest remaining old cities in the country but is significant because of its proximity to Europe. **Medina of Essaouira** While most of the Moroccan medinas can feel a bit claustrophobic and overwhelming, the one in Essaouira has a much more relaxed atmosphere. The fifth one is **Historic City of Meknes.** Meknes is the site where the ruthless and ambitious leader, Moulay Ismail, built his capital in the 17th century. The Mausoleum of Moulay Ismail is appropriately grand and the enormous granaries and stables on the edge of town show how wealthy Meknes once was.

Number seven is the capital, **Rabat:** Most of the World Heritage Sites in Morocco are quite old but Rabat stands in stark contrast to that Rabat is on the World Heritage List because of the blend of modern imperial palaces built in the early 1900s by the French and the ancient citadels and Islamic structures from 800 years earlier. In addition **Mazagan** On the coast of Morocco, past south of Casablanca, is a small town called El Jadida. In the town, on an outcrop by the sea, is the old fortress of Mazagan. It was built by the Portuguese in the early 16th century as an outpost in the trading route down the west coast of Africa. **Ksar of Ait-Ben-Haddou** is a fortress built in the 17th century from mud-like substance – wet dirt mixed with straw and rubble packed together tightly. Finally **Archaeological Site of Volubilis** was built by the Romans two thousand years ago as an outpost in North Africa. The fertile lands around it were perfect for agriculture and the city thrived and was expanded several times.

### **3.2 Research Design**

The qualitative design using semi-structured one-to-one interviews was utilized for data collection. In this method respondent who believed to have the required information were chosen from different offices for Ethiopia and from embassy of Morocco. The researcher was conducted 25 Key Informant Interviews from government office, and tourism development stakeholders like tourism Ethiopia, hotels associations, big tour and travel companies and tour operators in Ethiopia, and 5 KII from Morocco Embassy . In order to understand the tourism development, data were gathered by using open-ended and semi-structured face-to-face interview.

### **3.3 Sample Techniques and Sample Size**

A non-probability sampling technique was used for the study. Among the non-probability sampling techniques, the study was used purposive sampling techniques to select respondents. In this method respondent who believed to have the required information were chosen from Ministry of Culture and tourism, Tourism Ethiopia, and from embassy of Morocco. Accordingly for the purpose of this study 30 key informants (25 from Ethiopia and 5 from Morocco) were purposely selected based on their exposure and responsibility on tourism development

### **3.4 Data Collection Methods**

Both primary and secondary data sources were used for this study. The primary data was collected through semi structural interview interviews. In addition secondary data sources such as Governments reports, magazines, proceedings and articles were used. Researcher used documents of the ministry of culture and tourism of Ethiopian, Tourism Ethiopia enterprise reports and plans, the hotel association reports. Reports from morocco Embassy in Addis Ababa and Moroccan tourism authority, websites, photos and videos as an input to this research.

In addition to this the related documents of the tourism development culture and tourism office website was visited by researcher. Moreover, different research papers and books were used to get more data about the study area.

### **3.5 Data Analysis Method**

Data collected through semi-structured interview were transcribed and narrated. Narrative analysis was used to interpret stories that are told within the context of research. In addition both primary and secondary data collected were systematically analyzed by describing, summarizing and discussing the findings under different themes. Finally, the findings were interpreted in order to draw conclusion. In order to analyze the contents of documentary materials such as magazines, newspapers and primary data, the researcher was also used interpretive and descriptive method of analysis.

### **3.6 Research Ethics**

The research was conducted based on certain principles of research ethics. To this end, appropriate research ethics were applied in all the phases of the research process. Gender equality and respect for community's culture, respecting participants' view, transparency, integrity, learning from key informant interview, and holistic understanding of the environment (the moral obligation to maximize potential benefit and minimize potential harm) were some of the principles applied in the research process for ethical reason.

# **CHAPTER FOUR**

## **DATA PRESENTATION**

### **4.1 Introduction**

In this chapter, the findings from the study are presented. The data collected from different stakeholders of tourism development of Ethiopia, and Morocco embassy were analyzed and presented. The data collected through KII from 30 purposively sampled respondents were narrated, described, and presented. This chapter has two main sub-sections comprising demographic data of the respondents, and the tourism development in Africa focusing on lessons from Ethiopia and Morocco. More specifically, this chapter presents the progress of tourism development in Africa, the tourism development policies in Africa specifically in Ethiopia and Morocco, as well as to examine the effects of tourism development in these

### **4.2 The Status of tourism development in Ethiopia and Morocco**

Different literatures indicated that over the past 20 years, the perception of tourism as an effective contributor to socio-economic development in the developing world has propagated, with many viewing tourism as a provider for poverty alleviation and towards other UN Millennium Development Goals. In line with this the KII respondents also confirmed that the tourism industry in Africa is booming and becomes a vital financial segment for numerous nations in Africa. They reported that are numerous nations that advantage the foremost from tourism like Uganda, Algeria, Egypt, South Africa, Kenya, Morocco, Tunisia, Ghana and Tanzania. The touristic particularity of Africa lies within the wide assortment of focuses of intrigued, differing qualities and hordes of scenes as well as the wealthy social legacy. The KII respondents from Morocco responded that Nations like Egypt, South Africa, Morocco, and Tunisia have an effective tourism industry while Nations like Kenya, Zimbabwe, Swaziland and Mauritius can be considered as nations that have consistent and reliable wage from tourism.

The effective nations in tourism are flourishing due to an assortment of variables. One KII respondent indicated that tourism is the way forward to development in several SSA. The other KII respondent from Ethiopia stated that as one of the SSA countries Ethiopia is benefitting from tourism sector. The respondent from Ethiopian Ministry of Culture and Tourism (Ethiopia) put it as follow;

*“Without a doubt, African tourism industry is gaining momentum and it is on the rise. It is gaining increasing attention from various stakeholders such as the investors, government as well as the local communities”*

Most of the interviewees also acknowledge that African tourism industry is yet one of the least developed in the world having various potentials in various regions of the continent. In this way, looking to the long run there's considerable room for development in Africa's travel and tourism showcase, especially in light of current sectorial development designs, as worldwide visitors are progressively fascinated by creating nations as travel goals. World Bank indicated that there's stamped variety inside the sub-Saharan African as well as Eastern and Southern Africa for pulling in the tremendous larger part of guests, from the most part from Europe and the Joined together States. Obviously, at that point, in terms of GDP share, the tourism market of eastern is (4.5 percent) and southern Africa (3.0 percent) is moderately well-developed compared to the western (2.1 percent) and central (1.7 percent) ones. In terms of both the number of entries and the esteem of tourism receipts, Africa's most prevalent goals are as of now Egypt, Kenya, Morocco, South Africa, and Tunisia

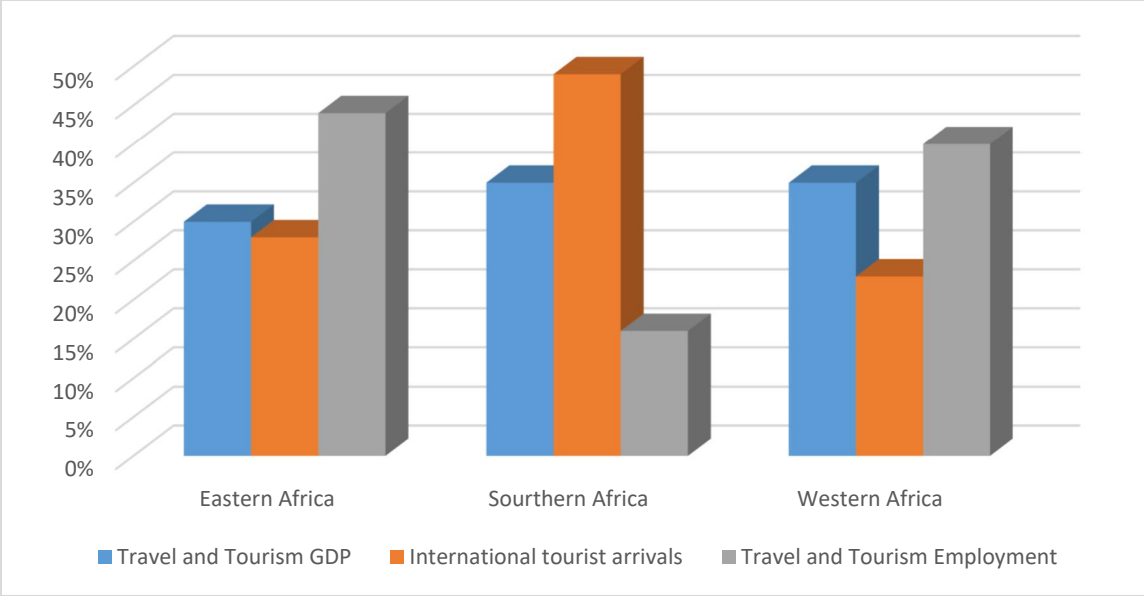


Fig 4.1 Tourism Development in Sub Saharan Africa (source; secondary data)

According to World Economic Forum Sub-Saharan Africa’s travel and tourism showcase is exceptionally little. In 2018, the travel and tourism (T&T) industry’s GDP of African nations secured in this report totaled roughly \$42.1 billion, with 37.4 million traveler entries in 2017, around 1.6% and 3.0% of the worldwide add up to, individually. In common, with the lion's share of the region’s economies classified as moo or lower-middle salary, Sub-Saharan Africa needs the vigorous center course and financial assets required to create intra-regional travel and tourism venture at the same scale as other parts of the world, in spite of the fact that both perspectives are illustrating relentless development. In specific, the current need of venture implies that the locale has the least-developed foundation within the world, clogging up the imperative supply routes of travel and tourism.

The region’s air transport infrastructure defined by a powerless residential aircraft industry and a need of air terminal density greatly undermines nearby economies’ capacity to encourage traveler and trade travel, which are as of now hampered by the tremendous measure and geographic obstructions of Africa. Below-average worldwide openness contributes to this issue. In expansion, there's an articulated need of ICT selection, an imperative prerequisite to pull in guests when voyagers and industry players progressively depend on innovation. Guests might

moreover be put off by wellbeing and cleanliness concerns, which is Sub-Saharan Africa's most significant hole with worldwide midpoints.

According to the secondary source, Southern Africa is the foremost competitive of the three sub regions, but experienced moderate development in competitiveness over the past two a long time. The sub region is additionally the foremost price-competitive in Sub-Saharan Africa, which is additionally its highest-ranking column. In any case, Southern Africa's greatest points of interest over the other two sub regions come from visitor administrations framework and prioritization of travel & tourism, in spite of the fact that the sub region does perform underneath the worldwide normal in both zones. ICT availability and visitor benefit framework too made strides, but this sub region's conventional lead in by and large empowering environment and common and social assets disintegrated.

The report from KII and secondary data source suggested that Southern Africa's development is fundamentally due to the execution of Lesotho, which moved up four places in 2019 to a worldwide rank of 124th. The nation experienced bounced in cost competitiveness (57th to 10th) and worldwide openness (129th to 107th), caused by the least ticket and airplane terminal charges within the world as well as decreased visa prerequisites (110th to 28th).

Botswana experienced the sub region's biggest decrease, dropping seven places to rank 92nd all-inclusive due to a declined empowering environment (83rd to 99th), foundation (89th to 99rd) and normal and social assets (70th to 67th).

The least positioning part of Southern Africa is Angola (134th), positioning closes the foot on most columns. Be that as it may, South Africa (61st) right now accounts for around 70% of Southern Africa's T&T GDP and is the sub region's most elevated scorer on the TICI, with a particularly strong lead over the countries in the rest of the region in areas related to cultural resources and business travel (secondary source).

Regarding the Eastern Africa, it could be a near moment to Southern Africa in terms of competitiveness but did encounter stagnation since the final version of the report. By and large, Eastern Africa tops the broader Sub-Saharan Africa normal on nine columns, ties on three, and is the top-ranked sub region on seven. Compared to the Sub-Saharan Africa normal, it keeps up a

minor drawback with respect to cost competitiveness, which is still its highest-scoring column, and a bigger hole on ICT preparation. Eastern Africa's most critical focal points over Southern and Western Africa comes from superior ground and harbor framework. Be that as it may, it is on normal assets where the sub region beats the worldwide normal. Eastern Africa misplaced competitiveness on seven columns. The greatest decays came from social assets and commerce travel, wellbeing and cleanliness and traveler benefit framework. In any case, these misfortunes were counterbalanced by solid development on cost competitiveness and upgrades to discuss and ground foundation (report from MCT, Ethiopia).

Western Africa delighted in the most prominent increment in competitiveness within the locale. The sub region slacks behind Southern and Eastern Africa in all ranges separated from environmental sustainability, where it incorporates a slight edge, and ICT preparation, where it positions higher than Eastern Africa. Just like the other African sub regions, Western Africa scores most noteworthy on cost competitiveness and least on social and commerce travel.

Its most prominent drawbacks, relative to the rest of Sub-Saharan Africa, come from lower prioritization of T&T, visitor administrations framework and natural assets. Western Africa's competitiveness changes from 2017 to 2019 are concentrated in nine columns, with the foremost significant change coming from expanded universal openness and ICT availability. In addition, Western Africa was the as it were sub region to appear and generally advancement on the Wellbeing and Cleanliness column. Be that as it may, sub regional economies experienced encourage diminished (world economic forum,2019).

### **4.3 The Contribution of Tourism**

Tourism has importance in different aspects like earning of foreign exchange, contribution to government revenues, creation of employment opportunities, generation of income, and stimulus to inward investment. According to the interview and the secondary sources tourism is a powerful vehicle for economic growth and job creation all over the world. The tourism sector is, directly and indirectly, responsible for a significant number of jobs in the world. It creates development opportunities and other socio economic developments for the country.

*“In Africa, tourism plays a good role in supporting both small businesses such as handicraftsman as well as large scale business such as the hotel industry as well as the transportation as well as other sectors by injecting foreign currency (Key Informant Interview ).”*

In common, researchers and policymakers concur that encouraging the advancement of a strong tourism industry encompasses a coordinate, positive affect on economic growth by advancing speculation in diverse, productive divisions over the economy, such as in construction, framework, nearby manufacturing, and shopper markets. The macroeconomic benefits of tourism incorporate an increment in foreign exchange profit, state incomes, and domestic consumption. Various case thinks about have demonstrated the ways in which this mechanism has played out in middle-income nations (world economic forum, 2019). According to the World Travel and Tourism Council (2020), in 2019, Travel & Tourism’s direct, indirect and induced impact accounted for: US\$8.9 trillion contribution to the world’s GDP 10.3% of global GDP, 330 million jobs, 1 in 10 jobs around the world, US\$1.7 trillion visitor exports (6.8% of total exports, 28.3% of global services exports), and US\$948 billion capital investment (4.3% of total investment). Generally, 2019 was another year of strong growth for the global Travel & Tourism sector reinforcing its role as a driver of economic growth and job creation.

*“In our country, tourism plays a vital role for the economy. It generates a lot of job opportunities for our citizens. Additionally, the hospitality industry as a whole is benefited from this industry with impacted our GDP and other economic measures positively. Morocco is aspiring to become a top-20 tourism destination by 2030 (key informant interview (KII) respondent from the Embassy of Morocco, Ethiopia).”*

The report from the Ministry of Tourism of the kingdom of Morocco shows that there are a large variety of cultural heritage sites with archaeological and architectural value. To estimate the value of cultural heritage, and to define their relevance for tourism, it is very important to include and to understand the historic development of a country. Tourism in Morocco is well created,

keeping up a solid traveler industry centered on the country's coast, culture, and history. Morocco has been one of the foremost politically steady nations in North Africa, which has permitted tourism to create. Tourism is considered as one of the most outside trade sources in Morocco and since 2013 it had the most elevated number of entries out of the nation's Africa. In 2018, 12.3 million sightseers were detailed to have gone by Morocco.

*“Morocco encompasses a wealthy and different urban social legacy, counting 35 Medina’s, or old urban centers, regularly dating back to medieval times with a wealthy and multi-layered Middle Easterner Muslim traditions and intangible legacy (Key Informant Interview Result ).”*



Fig 4.2 Number of Tourism Industries in Morocco (source: report of MOT, Morocco,2019)

## **4.4 The Major Lessons of Tourism Development in Morocco and Ethiopia.**

### **4.4.1 Lesson from Morocco**

As presented in the above sections, Morocco is among the top tourism destinations in Africa. For this success, the government of Morocco has implemented various policies to increase tour and travel in the country. The Ministry of Tourism of Morocco developed and implements the tourism policy for the government through the Department of Tourism. It has a General Secretariat, an Inspectorate General and other executive directorates covering strategy and co-operation, regulation development, quality, resources and training. The following central bodies operate under the Department of Tourism: The National Moroccan Tourist Office - promotes, commercializes and develops Morocco as a tourist destination and stimulates air travel; and the Moroccan Agency for Tourism Development, which promotes investment opportunities and offers guidance to investors and operators in the tourism industry (KII Embassy of Morocco).

The KII result also shows that, in 2017, the range of the Ministry of Tourism extended to include the aviation sector and accordingly, two new structures were placed under the jurisdiction of the Ministry: the National Office of Airports, overseeing airport management; and the General Directorate of Civil Aviation, responsible for missions relating to civil aviation. The National Confederation of Tourism acts as a point of contact between the private and public sectors. The Confederation's mission is to promote the private sector and link all tourism professions at the national level through the industry's national federations. The Confederation represents hotels, travel agencies, car rental companies, restaurants, tour and mountain guides, tour operators and investors. Regional tourism councils bring together professionals from the private and public sector, with the mission to support destinations through the improvement and promotion of Morocco's tourism offer nationally and internationally.

The budget for the Ministry of Tourism comes from the central budget and totaled MAD 860 million in 2019 and has been increased by about 41% compared to 2018. It is divided between the entities under the Ministry's responsibility: Central Administration, regional and provincial delegations (39%); Moroccan National Tourist Office (35%); the Moroccan Society for Tourism Engineering (19%); and, training schools (7%). Since 2011, the Department of Tourism has been

implementing Vision 2020. The Vision builds on the achievements of Vision 2010, and is based on a model which recognizes both the importance of economic development and the preservation of tourism resources and environments. Vision 2020 is a strategy focused on regional tourism, quality and sustainable development. It is committed to making tourism a driver of economic, social and cultural development in Morocco.

The tourism industry is facing new macroeconomic and political challenges, which influence both the purchasing power of inbound markets to Morocco and the investment potential of industry players. There are different critical factors for Morocco's tourism one of which is continued acceleration of the digital revolution and new channels of promotion and distribution. The other is increasing individual and independent travel made possible by low-cost offers, and in addition New patterns of customer behavior throughout the value chain contributed for the development of morocco tourism. Finally the emergence of new outbound markets - the tourism sector is doing well due to the sustained growth in the BRIC economies and has boosted its performance in the Chinese market since removing visa requirements for Chinese nationals.

In developing regional tourism, the Department of Tourism works with its partners to adapt and upgrade governance structures, giving decentralized services a greater role in the implementation and development of tourism in their respective territories. Accordingly, enhancing the attractiveness of Morocco as a destination is a key priority. Efforts are being made by the Department of Tourism, through the Moroccan National Tourist Office, to ensure the visibility and accessibility of Morocco's offer from targeted markets. These activities include: like Establishing partnerships with leading online tour operators, Developing communication campaigns through major websites and the major airline web platforms, and Event-based communication, increased communication via social networks; organization of familiarization trips for journalists, tour operators and influencers/bloggers; and, the acquisition of media space along with the dissemination of content on digital media and digital platforms.

In addition, enhancing the competitiveness of air transport to support growth in tourism, especially through strategic partnerships with main outbound countries and new markets with high potential, and Stimulating tourist investment by adopting new measures to incentivize and support investors in both existing and new facilities activities given priority to the tourism sector or morocco. Similarly, Restructuring of the tourism sector and supporting players in order to boost economic competitiveness, in particular by updating and reviewing laws governing tourism professionals and improving industry oversight has done. The other activity is Increasing the quality of training to improve the response to industry needs, by diversifying the training offer, restructuring training establishments and signing international partnership agreements for training in tourism and hospitality, Finally Strengthening quality standards throughout the tourism value chain in order to guarantee an offer that meets market needs and addresses the key challenges.

#### **4.4.2 Lesson from Ethiopia**

According to the interviewees Ethiopia has taken a lot of measures to stimulate the tourism industry in the country. As a result of comprehensive economic reforms, the Federal Democratic Republic of Ethiopia (FDRE) has been enjoying unprecedented tourism growth in the recent years. International tourist arrivals have been on a growth.

*“Our county has given the utmost attention to the tourism industry in terms of providing adequate Policy, Regulation and Institutional Framework, Tourism Product Development, Tourism Marketing, Branding and Promotion, Investment in Tourism Facilities and Services, Human Resource Development, Tourism Research and Development and Tourist Safety and Security (KII).”*

According to the interview results, Simien Mountains National Park is one of the largest tourist destinations in Ethiopia. It is the biggest national park in Ethiopia. Found within the Northern Gondar Zone of the Amhara Locale, its region covers the Semien Mountains and incorporates Ras Dashan, the most noteworthy point in Ethiopia. It is domestic to a number of imperiled species, counting the Ethiopian wolf and the walia ibex, a wild goat found no place else within the world. The gelada primate and the caracal, a cat, moreover happen inside the Simien

Mountains. More than 50 species of winged creatures possess the stop, counting the noteworthy unshaven vulture, or lammergeier. One of the expert respondents from Ministry of Culture and Tourism put it as follow;

*“Recently, Semein Mountains National Park is becoming one of the best attraction of tourism in Ethiopia. Traveler goals incorporate Ethiopia's collection of national parks (counting Semien Mountains National Park), in addition to the commonly known Historical sites such as Axum and Lalibela.”*

Ethiopia focuses on the cultural, natural and historical heritages and values of the country would be developed so that they play a significant role in social and economic advancement just as in the democratization process of the country. Cultural goods and services will be elevated to play a more remarkable and positive role in the nation.

Accordingly, the Ethiopian policy strategies focus on:

- Development of the tourism environment
- Ensuring participation
- Increasing visitor volume
- Strengthening linkages in a cross-sectorial approach to poverty reduction.
- Sequential development to avoid conflicts associated with mass tourism elsewhere.
- Registered, Preserve, Develop, and promote all designated cultural heritage national attractions, and tourist sites.
- Ensure that earnings from the natural, Culture and tourism sectors contribute to the overall vision that Ethiopia becomes a middle income country.
- Ensure that culture contributes to strengthening of integrity and democratization of Ethiopia.
- Make more accessible tourist attractions and cultural heritage events and sites, for tourism and research.
- The promotion of cultural and tourism contribute to build a better image of the country.

- The culture and tourism sector contribute significantly to foreign exchange earnings of the country.

However, according to the interviewees, the Ethiopia tourism sector has been affected greatly due to political unrest as well as in recent days due to the outbreak of corona virus (Covid 19 Virus). An experts from the Ethiopian Ministry Of Culture And Tourism put it as :

*“Various economic and socio cultural activities including the tourism sector has been greatly affected by the outbreak of the pandemic, but, currently our government is reopening various tourism sites and destinations in the country with a precautions”*

Recently the government of Ethiopia has introduced various activities to modernize the capital city of Addis Ababa, as well as to add tourist destinations and comfort in the city such activities include; Beautifying Addis Ababa Project. Beautifying Addis Ababa could be an extend supported by the Ethiopian government that points to clean streams and make open works within the capital city, Addis Ababa. It was propelled on 27 February 2019 beneath Prime Minister. Abiy Ahmed and points to run for three years.

*“One of the most important things happening in our project is Beautifying Sheger. It points to extend tourism and quality of life, decrease the impacts of climate alter and to create employments in Ethiopia's capital city by creating green spaces from Entoto to Akaki squander water treatment plant. The extend points to persuade citizens to help within the cleaning endeavors as well, as in spite of Ethiopia's later financial advancement, there has been no natural activity to decrease productive and urban squander. It will add a great value to the tourism industry in Ethiopia” (KII report from Ethiopia).*

## CHAPTER FIVE

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Conclusions

This study was mainly focused on assessing the impact of tourism development on African economic development specifically on Ethiopia and morocco. Accordingly 25 (twenty five) respondents from different stakeholders of tourism development in Ethiopian and 5(five) respondents from the Embassy of Morocco were interviewed. The report from all respondents indicated that Tourism becomes a vital financial segment for numerous nations in Africa. Based on the analysis of report the research has set different conclusions. The first of all is that tourism can promote livelihood diversification and poverty reduction in Africa in general, and Ethiopia and morocco in particular because tourism has strong linkages with other productive sectors

Second, tourism can play an important role in the Ethiopian fight to reduce poverty and achieve the Sustainable Development Goals. Beyond generating economic benefits and boosting productive capacities, tourism has the potential to foster inclusion by creating employment opportunities among vulnerable groups such as the poor, women and youth. Ethiopian and morocco tourism has opportunities for economic and export diversification if its potential is exploited properly. Ethiopia and morocco like other countries of the world would benefit if they made further progress with the free movement of persons, currency convertibility and security.

Peace is essential for tourism, and the development of tourism can foster peace. African countries with tourism potential should implement policies that strengthen the sector as these policies will contribute to both peace and development.

The analysis and findings of the report also confirm the bidirectional causal relationship between peace and tourism and further show that the effect of peace on tourism is much greater in magnitude than the impact of tourism on peace. The study has also found that tourism is a

powerful vehicle for economic growth and job creation all over the world. The tourism sector is, directly and indirectly, responsible for a significant number of jobs in the world. Morocco has been found to be an example for building and managing its tourism industry. Various things such as the formulation of effective and customized policies, the deployment of huge resources to support the industry, the provision of educated and market oriented tourism personnel's, as well as other lesson can be a good lesson for Ethiopia.

## **5.2 Recommendations**

Based on the results, the following recommendations are forwarded:

Since Tourism especially eco-tourism support local households to diversify their livelihoods, the governments and other stakeholders working on tourism Development in the two countries should link tourism with livelihoods of the householders at the grass root level as a means to poverty reduction. Since security and tourism has strong linkage, African governments in general, and Ethiopia and Morocco specifically should work on strengthening security in their country as a mean of tourist attraction. Good Infrastructure such as road, telecommunication and Electricity are inputs for the development Tourism. Therefore, concerned stakeholders should work on the provision of basic infrastructures.

The provision of trained tourism personnel is vital for any country tourism development. Therefore, all concerned stakeholders such as the existing investors in the hospitality industry, the governmental bodies as well as other concerned bodies should work towards the provision of trained, educated and informed tourism workforce to provide, tour operators, tour guiding, interpretation, and other services.

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## Appendix: Interview Guide

1. About the company, what is it called, why does it established, what is its responsibility and works?
2. Explain about yourself, Name, education back ground and responsibilities in the organization.
3. Who are the stakeholders of tourism development in Ethiopia and who are working with you?
4. What is tourism development for you?
5. What is tourism development in Africa look like and in contrary with Ethiopia?
6. What are the roles of tourism in development in Ethiopia?
7. What are the major tourism product development activities have you carried out in: in the areas of attractions development, hotels and lodge development?
8. What have been done on human resources development?
9. What have been done regarding to conservation and protection of heritages?
10. What have been done in relation to micro- and small-scale tourism business enterprises development?
11. How do you evaluate the tourism income distribution in the country?
12. How do you see the cooperation/partnership of stakeholders in tourism development?
13. Do you have frameworks which will enable you to work in cooperation and partnership with directly and indirectly concerned private and other public sectors?
14. What are the challenges facing in promoting and marketing on visitors attractions?
15. Do you have target markets and marketing strategy and segmentation?
16. How do you evaluate the qualities and standards of tourism products and services in relation to:
  - A. Hotel and its facilities?
  - B. Tour operators and their services?
  - C. Tour guiding services?
  - D. Interpretation services?

E. Transportation and infrastructure?

F. Souvenirs shops and its collection?

G. Visitor information center?

17. Do you have any mechanisms to control the standards of services being offered by different services providers?
18. How do you see the institutional and legal frameworks for the development of tourism?
19. How is the tourism policies of the country help to develop the countries tourism development?
20. What is the development of Ethiopian tourism looks like in recent years on amount of tourist visiting and income generated form it?
21. How does that measured and recorded?
22. Is it possible to say it is growing?
23. Which area is more visited in Ethiopia?
24. What are the challenges to not get more than it was in recent years?
25. How the local tourism development is looks like? Is it growing? Is it getting any seeable development in income of the tourism?
26. What is the reasons of local tourism the grow is less than others?
27. What is the main challenge of Covid-19 brought on tourism development?
28. Recently MoCT announced online tourism promotion, what is the implication of that and on the tourism development?