



**ADDIS ABABA UNIVERSITY
COLLEGE OF DEVELOPMENT STUDIES
CENTER FOR ENVIRONMENT AND DEVELOPMENT
TOURISM DEVELOPMENT AND MANAGEMENT PROGRAMME**

**Tour Operators' Social Responsibility Practices and challenges around
Tourist Destinations in Addis Ababa: The Case of Entoto Tourist Site**

By Tarekegn Alamirie

**June, 2019
Addis Ababa**

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**The Thesis Submitted to Addis Ababa University, College of Development Studies,
Center for Environment and Development for Partial Fulfillment of the
Requirements for the Masters of Arts in Tourism Development and Management**

By Tarekegn Alamirie

Advisor: Tamirat Tefera (Ph.D)

**June, 2019
Addis Ababa**

DECLARATION

I strongly assert that this thesis, which is entitled: *Tour Operators' Social Responsibility Practices and challenges around Tourist Destinations in Addis Ababa: The Case of Entoto Tourist Site*, is my own work and submitted to the College of Development Studies, Department of center for environment, Tourism Development and management program in Partial Fulfillment of the Requirements for the Master of Arts Degree in Tourism Development and management. I sincerely assure that it has not been submitted partially or fully by any other person for an award of a degree in other university/institution. All sources of materials used as references for the purpose of this thesis have accordingly been acknowledged.

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APPROVAL

This is to certify that the thesis research conducted by Tarekegn Alamirie, entitled "Tour Operators' Social Responsibility Practices and challenges around Tourist Destinations in Addis Ababa: The Case of Entoto Tourist Site" in partial fulfillment of the requirements for the award of Master of Arts Degree in Tourism Development and Management.

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ABBREVIATIONS AND ACRONYMS

COM	Commission of the European Communities
CSR	Corporate Social Responsibility
DMC	Destination Management Company
Eds	Editors
GSTC	Global Sustainable Tourism Destinations Criteria
MCT	Ministry of Culture and Tourism
NGOs	Nongovernmental Organizations
TSR	Tour Operators' Social Responsibility
UN	United Nations
UNEP	United Nations Environment Programme
UNWTO	United Nation Tourism Organization
USA	United States of America
USAID	United States Agency for International Development
WBCSD	World Business Council for Sustainable Development
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

ABSTRACT

This thesis intends to assess tour operators' social responsibility practices and challenges at Entoto tourist site in Addis Ababa. To conduct this research, mixed research method, which involved both qualitative and quantitative research approaches, was employed. Both primary and secondary data were used. To collect the primary data, 17 interviews were undertaken with tour operators, local people and selected government officials, and 183 questionnaires were filled out and collected from local people. The result of the study revealed that tour operators' social responsibility practice around Entoto Tourist Site had been limited. They had practiced legal and ethical responsibilities in a better way, except applying legal issue related to environmental law. Regarding their economic responsibility, they were expected to engage in making the tourists buy local products, increase tourist around the tourist site and in some extent generating employment temporarily. But, they didn't engage in contributing for local economy through financing projects related to economic development, except paying entrance fee for museum, buying local products and generating employment. With regard to environmental responsibility, they had been governed by applying the rules and regulations around the tourist site, and preparing and offering environmentally friendly travel programs. But they weren't engage in planting trees, and terracing works, encouraging tourists to participate in environmental protection activities, and reducing pollution and wastes around the tourist site. Only very few of them had engaged in planting trees, terracing, etc. Concerning philanthropic responsibility, they hadn't engaged in helping the poor, aged people and orphans; in conserving heritages (the fine and performing arts); in supporting projects related to schools, roads, water pipes, playgrounds, etc.; and in making tourists and the local people involve in humanitarian and charitable activities around the tourist site. Moreover, the study found out the challenges faced by tour companies while practicing this responsibility. In general, the study indicated that the tour operators' social responsibility practice had been found at lower level. Besides, it showed that if they had practiced social responsibility around the tourist site, it would have benefited the local community as expected and sustained tour operating business and contributed for sustainable tourism development. Therefore, the tour companies should practice social responsibilities and the government must make CSR inculcate in tourism policy and design legal framework for its implementation.

Key words: *Social responsibility, practice, challenges, tourist site, destination, sustainable tourism development, tour operator and tour operating business.*

CHAPTER ONE

1. Introduction

1.1. Background of the Study

Tourism is one of the industries which grow fast and contributes a lot in playing for international business and it has used as the core source of income in different countries at global level. In over 150 countries, tourism is one of five top export earners, and in 60 countries, it is the number one export. One in every 11 jobs of the planet is generated by this sector. The sector employs 300 million people. Among these, women make up 70% of the labor force in the sector; half of tourism workers are aged less than 25 years. It is also an important source of diversification for many countries. It has direct, indirect and induced economic contributions of almost seven (7) trillion USA dollars in 2013. In general, in macro economically concept tourism is the longest supply chain of all sectors; it is a giant and booming economic corridor; it has biggest global value chain and it has biggest foreign direct investment (UNWTO, 2017). In Africa's economies, it contributed 8.5% of the total GDP, created jobs for 19,698,000 citizens and investment in the sector reached 26.73. In Ethiopia, it had 9.3% contribution to GDP and created job for about 979,000 people directly (UNWTO, 2015).

However, it has negative impacts to economy, society and environment. The negative economic impacts of tourism are it creates economic leakage; it creates a sense of dependency on the customer or economic recession; it can also promote parallel economies, the revenue earned from the tourism business seldom is beneficial to the local population if the destination has accommodation provided by international hotels. The negative impacts of tourism on environment are it promotes vandalism and littering; it makes way for destruction of wild life and vegetation; it invites air, and water pollution; it creates a large carbon footprint; and it creates a sense of dependency on the natural resources. And the negative impacts of tourism on society are it impedes the life of local population because of congestion, noise, and pollution; it can bring problems of alcoholism, drug addiction, and prostitution in the local society, to make place for new

accommodations or recreational facilities, the locals may be displaced by acquiring their lands and violating human rights; it may act as a platform for the spread of contagious diseases; it can change local community structure, family relationships, collective traditional life styles, ceremonies and morality (Inkson & Minnaert, 2018).

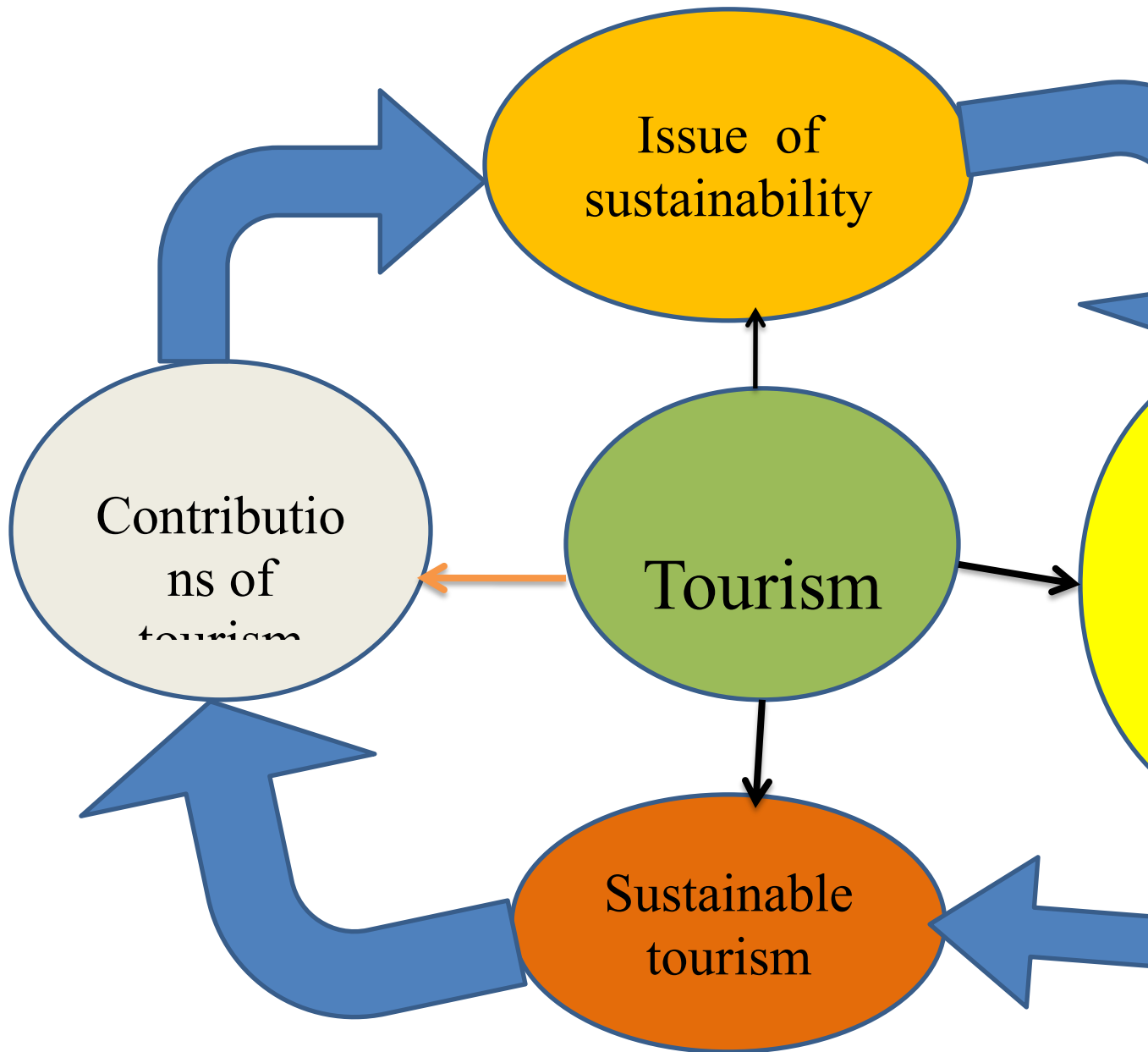
Due to negative impacts of tourism, its sustainability becomes a hot issue throughout the globe. To reduce these negative impacts and sustain the sector, tourism companies accept their economic, social and environmental responsibilities and make changes to their business practices to improve their sustainable performance for the business and tourism. They have realized this in implementing Corporate Social Responsibility, aiming at reducing negative impacts of their business on economy, society and environment, beyond making profit and inculcated it in their business strategies for the purpose of protecting and improving social welfare of stakeholders and the environment (Sharma & Mani, 2013). It has also been seen that corporate social responsibility has become a core part of tourism companies' strategies for their business. This is stated as:

The concept of Corporate Social Responsibility has become a central part of corporate strategies for tourism business. Environmental protection, fair working conditions for employees and contributing to the welfare of local communities are key issues in the strategies of international tourism corporations. Tourism businesses have strong relationships to the local communities in which they are operating; therefore, they also have a strong influence on the socio-economic development of these regions. For customers as well as for employees, the integration of CSR strategies is becoming more and more important. To operate successfully in the future it will be necessary for tourism businesses to continuously implement and successfully establish CSR strategies in the long term (European Cities Marketing, 2011).

The above paragraph shows that the core areas in which tourism companies practice CSR can be environmental protection, fair working conditions for employees and contributing to the wellbeing of local communities. This shows that if tourism companies practice corporate social responsibility, it contributes a lot for sustainable tourism development.

This relation of corporate social responsibility practice and sustainable tourism development is indicated in figure 1.

Figure 1: CSR Practice for Sustainable Tourism Development



Source: Own construction (2019)

As to CSR around destinations, fair working conditions for employees cannot be applicable since this has been practice in and around offices of tourism companies. For this reason, this study intended to assess tour toperators' social responsibility practices in the case of environmental protection and contributing to the benefits for local people, raising the responsibilities related to economic, environmental, legal, ethical and philanthropic (Carroll, 1991; & Su, Swanson & Chen, 2015); and making corporate social responsibility stand for tour operators' social responsibility and the word 'corporate' represents tour operators as tourism companies.

1.2. Statement of the Problem

Tourism industry is growing fast and corporate social responsibility contributes its sustainable development. This is stated as "Tourism is a fast growing industry; Corporate Social Responsibility (CSR) can make a significant contribution towards sustainable tourism development. This can allow the destination and companies to minimize the negative impacts of tourism on the environment and on cultural heritage while maximizing its economic and social benefits" (UNWTO, 2010).

Although CSR emerged in 1950's in other industries, its implementation in tourism had been started in 1990's. Since then the practice of CSR in the sector has become increasingly significant and tourism companies, including tour operators, have been practicing it to minimize negative impacts produced by their actions, considering it as the means of sustainable strategy for their business (Moscardo & Benckendorff, 2015). However, their practices in developed Western and developing countries have been different.

In Western developed countries, such as the United States of America (USA) and European countries, like United Kingdom, it has been adopted in their strategies and has

been implemented in the way it can contribute to community and sustain their business (Chambers & et al., 2003).

In African context, CSR has been in the infancy stage up to now, even if it has been tried to adopt in continent's context and employed to its economic, social and sustainable developmental challenges (Visser, 2010). This implies that the practice of CSR in the continent is still at its early stage, although it has initiative and lagging factors in related to administration, policy and management issues.

In Ethiopian tourism sector, there has been a lack of research work (Hailu & Nigatu, 2015). The only study exists in this area is in hotel and hospitality industry in Gonder city by Halu and Nigaty in 2015 with the issue of "Practices and Challenges of Corporate Social Responsibility (CSR) in the Hospitality Industry: The Case of First Level Hotels and Lodges in Gondar City, Ethiopia." With regard to tour operators in Ethiopia, no studies had been conducted. Therefore, it needs to conduct a research to check whether tour operators are practicing their social responsibility or not around tourist destinations; and to recommend them to do it if they are not on this track; and to recommend the government to design tourism policy that make the tourism companies inculcate CSR in tourism and the local people to ask tour companies to engage in social responsibility activities around the tourist site. Considering this gap, the researcher conducted this thesis research on assessing tour operators' social responsibility practices and challenges around tourist destinations in Addis Ababa, particularly around Entoto Tourist Site, based on tour operators' engagement in social responsibility activities and the views of local people and selected government officials on this engagement.

1.3. Research Questions

Based on the above statement of problem, the research questions were designed as the following:

- i. What are the social responsibility activities tour companies have engaged in around Entoto tourist site?

- ii. What are the views of local people and selected government officials on tour operators' social responsibility practices?
- iii. What are the challenges that faced tour operators in practicing social responsibility activities?

1.4.Objectives of the Study

1.4.1. General Objective of the Study

The general objective of the study was to describe Tour Operators' Social Responsibility (CSR) practices and challenges around tourist destinations in Addis Ababa, particularly around Entoto Tourist Site.

1.4.2. Specific Objectives of the Study

To achieve the above general objective of the study, the specific objectives were designed as:

- i. To describe tour operators' engagement in social responsibility activities.
- ii. To explain the view of local people about tour operators' engagement in social responsibility activities
- iii. To explain the view of selected government officials on tour operators' engagement in social responsibility activities
- iv. To find out the challenges that faced tour operators in practicing social responsibility.

1.5.Significance of the Study

This thesis research grasped evidences from other studies and its findings present evidences for tour operators, local people, policy makers, government, and other researchers as the following:

- i. **For tour operators:** This study helps the tour operators understand the concepts of CSR, the ways of implementing it and its benefits.

- ii. **For the society/communities:** This study provides information for the communities about the presence of and working tourism companies in their surrounding; and about how they can be beneficial due to the presence of the companies and the companies' implementing CSR.
- iii. **For the government:** This study indicates the government the gap of CSR practice in tour operation business and based on this makes the policy makers design tourism policy inculcating it and the lawyers develops legal issues for CSR implementation.
- iv. **For researchers:** This study indicates the gap of the issue for researchers who want to conduct further research in the future. It gives them information about CSR in the tourism sector, particularly in the case of tour operators.

1.6.Delimitation of the Study

The study was conducted in 2018/19 in Addis Ababa, particularly at Gullelle sub-city Woreda 01 Administration, at Entoto tourist site, where Entoto Mariam church, Entoto Museum and Minilk palace are found. It mainly focused on Tour Operators' Social Responsibility Practices on the basis of economic, environment, legal, ethical, and philanthropic responsibilities; the view of local people and selected government officials on tour operators' engagement in social responsibility activities and challenges around tourist. The target groups of the study were tour operators, local people around Entoto Tourist Site and selected government officials in Ministry of Culture and Tourism, and Culture and Tourism Office, Environmental Protection Office and Woreda 01 Administration at Gullelle subcity.

1.7.Limitation of the Study

Since study focused on Entoto Tourist site, the results of the study may not represent other destinations or sites. Besides, although using questionnaire should have been preferable rather than using interview during data gathering to get more data from tour operators, due to time and financial limitation, the data from these companies had been collected from 11 informants using the latter data gathering tool. Therefore, the result of

the data obtained from these respondents may not represent all the tour companies found in Addis Ababa.

1.8. Structure of the Thesis

This thesis has been organized with five chapters. The first chapter is introduction part which consists of background, statement of the problem, objectives, significances, scope, limitations and the structure of the thesis itself. The second one is literature review that comprises the concepts and issues about tourism, tour operators and CSR in general. Chapter three contains study area description and research methodology. Chapter four states methods of data presentation and discussion and the last one, chapter five deal with conclusion and recommendation.

CHAPTER TWO

2. Literature Review

In chapter one, introduction of the study and its components parts were described. In this part, the conceptual and operational definition of terms, theoretical review and empirical literature of CSR practice and challenges will have been explained.

2.1. Conceptual and Operational Definitions of Terms

The conceptual and operational definitions of terms have been presented in line with the focus area of this study in the following manner.

Tourism: it is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors” (McIntosh and Goeldner ,1986). This definition had been used to imply the result of the study, especially to explain sustainable tourism development.

Tour operator: It can be defined as an enterprise organizing tours for local and foreign tourists with the help of appropriate professionals of the sector and carry out the

transportation and the tour event (Addis Ababa Culture and Tourism Bureau, Act No 54, 2013). The reason for presenting this definition has been the topic focuses about the tour companies.

Corporate social responsibility: It is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis” (Commission of The European Communities, 2002). It is also defined as a business’s commitment to contribute to sustainable economic development, working with employees, their families, the local community, and society at large to improve their quality of life” (WBSCD,2000 cited in Kotler & Lee, 2005). This concept has been the nucleus of the study that made it appear here.

Stakeholder: A stakeholder of a business is someone who has any stake whatsoever in the goings-on of a business. This means that anyone affected by the actions of that business has a stake (an interest) in what that business does. So, this includes not only shareholders, but also employees, customers, suppliers, and often even the entire community (Freeman,2010). This definition has come here since it had been used in determining the population of the study and the practice of CSR was assessed.

Tour package: It is a package that tour operators prepare and sell to travel agents or directly to customers. This is applicable in the study in the part of environmental protection while offering tour services (Swain, n.d).

Sustainable tourism development: Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support System”(WTO, 2013). This is used to imply the result of the study.

Sustainable development: It is development that meets the needs of present and host regions while protecting and enhancing opportunities for the future (Dodds & Joppe, 2005). This is also used in the overall implication part of the study

2.2. Theoretical Review

2.2.1. Components of Tourism

The components of tourism differ from one's point of view to another. For example, on one hand, Mason (2008) categorized tourism components as accommodation, attraction, transport, travel and destination organization sectors. On the other hand, Westcott & Bird (2016) classified them as Travel agents, Tour operators, Tourist information, online travel services, accommodation and catering, and transportation. However, Mason's classification is preferable and more or less includes the Westcott's classification. From these tourism components, the researcher focused only on tour operators.

2.2.2. Tour Operators

i. Classification of Tour Operators

As Mbiyu (2014) cited in USAID report (2007), tour operators can be classified based on the type of tours they package for tourists or clients as inbound, outbound and ground tour operators. The inbound tour operators are tour operators that prepare tour packages and sell them for international clients that visit the destination in tour operators' living country. These tour operators sell their package to outbound tour operators and travel agents promoting tourism resource as a tourist destination and the tourists are inbound tourists who come from other countries. On the other hand, outbound tour operators are those operators prepare tour packages for outbound tourists. In this case, the clients are in the same country, but the destination is out of the country where both the operators and clients live in. And the last one, ground tour operators are those operators that prepare the tour packages for local purpose. Here, tour operators, the clients and the destination are in the same country. What are the main focuses in the case of this classification of tour operators are the origins of the clients and the destinations.

Among those three types of operators, this study focuses on inbound and ground tour operators, since the clients, who want to visit the study Tourist Site, can be inbound or domestic tourists.

ii. The Roles and Activities of Tour Operators

According to WTTC (2002), the role of tour operators in the tourism sector is to deliver quality services under some form of supervision, work with the people in the destination closely, become familiar with local communities' expectations, co-finance developments on a short-term basis, act as a bridge between suppliers, customers and the destination visited, provide information about the destination, keep safety and cultural sensitivity (dress codes, etc) of the community. In addition to this, Meyer (2003) stated that "Tour operators are the crucial link in the distribution chain, representing the central connection between customers and providers of services and therefore, having the power to influence sides, the demand and the supply, according to their interests".

Concerning the role of tour operators, as WTTC (2002) and Meyer (2003) stated, their main role is to provide service for tourist connecting with the destination through tour package. They provide or sell the package to clients directly or through agents indirectly. The other roles are not their main focus but supplementary, in which they contribute for local community welfare and then for tourism development keeping their business sustainability.

As tour operators link the buyers and sellers, they are intermediaries and make the two bodies exchange the goods and services. Concerning this, Cooper, Fletcher, Gilbert, and Wanhill (1998) explained that "The principal role of intermediaries is to bring buyers and sellers together, either to create markets where they previously did not exist, or to make existing markets work more efficiently and thereby to expand market size. In all industries, the task of intermediaries is to transform goods and services which consumers do not want, to a product that they do want." This implies that intermediaries, like tour operators develop desires to attract customers.

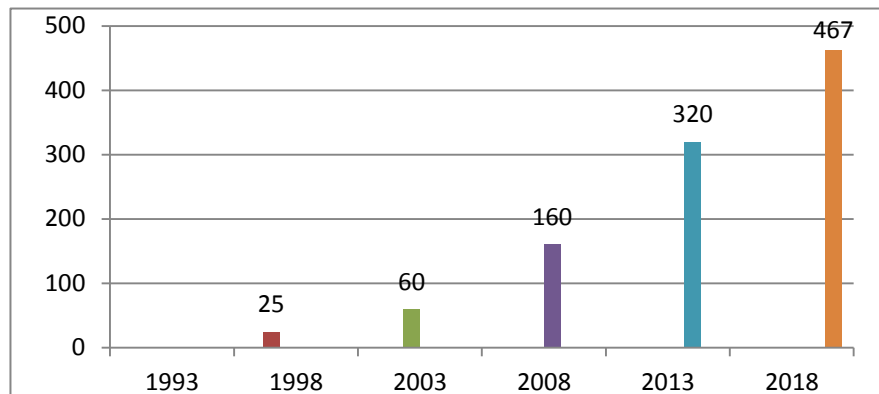
2.2.3. Tour Operators and their Trends in Ethiopia

i. Development of Tour Operating Industry in Ethiopia

The tour operating industry is the recent phenomenon in Ethiopian. There was only one government-run tour operator in the country until 1993. A number of tour operators in

five years gap have been increasing and they become 25 in 1998; 60 in 2003; 160 in 2008; 320 in 2013 and about 467 in 2018 (MCT, 2018). These figures show that only a number of tour operators that are working with being legal in the country. The number of tour operators and the year of establishment in five years gap are presented in figure 2.

Figure 2: The development of Tour operators over five years



Source: Ministry of culture and Tourism (2018)

ii. The Scope of Tour Operating Business in Ethiopia

Mitchell, Coles & et al (2009) explained that Tour Operators' tour operation is related to the location of natural, cultural and historical attractions in Ethiopia. They stated that tour operators move in the direction of tourist routes. As they stated, "In the north are rock churches and monuments that are visited by the great majority of leisure tourists. Around half of these visitors also proceed south to the tribal areas." Furthermore, they stated that "The tour products available in Ethiopia fall broadly" into five categories, such as Addis Ababa city tours; Short (one or two day) excursions from Addis Ababa (we estimate that

there is a latent market of around 20% of business tourists, approximately 38,693 per annum, who wish to undertake excursions from the capital); historical (Northern Historical Circuit) tours of 5 to 14 days; Cultural (Southern Circuit) tours of 5 to 14 days; and Specialty tours (ecotourism, trekking, Eastern and Western minority destinations). They added, “Tours outside the Northern Historical and Southern circuits tend to be additions to the itineraries of visitors who undertake one of the longer circuit tours. Leisure tourists tend to stay in Ethiopia from 7 to 20 days (averaging 14.8 days) but stays of 21 days or more are becoming more common.”

2.2.4. Contributions of Tour Operators for Ethiopian Tourism Development

According to Mitchell, Coles, et al (2009), tour operators contribute a lot for sustainable tourism development in Ethiopia. They explained that tour operators had been a critical partner in developing leisure tourism in Ethiopia and should be engaged with productively. They also stated that tour operators have prepared tour packages and sold them to suppliers, and even they have sold the packages directly to customers. Moreover, tour operators have contributions in tourism development of Ethiopia in the way of promoting destinations, branding the capital city and the country as the whole, and creating the market chain in the country. This implies that they have roles those play in sustainable tourism development in the country (MCT, 2018).

2.3. Corporate Social Responsibility(CSR)

2.3.1. Development of Corporate Social Responsibility

Visser (2010) states the development of corporate social responsibility based on different scholars view. As Visser stated, the first definition of CSR was given by Bowen in 1953, and the main player in the prominent development of this concept is Carroll (1991).

The development of this responsibility has intended to express different ideas in different period of time, but more or less focus on the same issue of aiding the stakeholders of companies. Bowen (1953) stated social responsibility in relation to the obligation of businessmen to pursue the policies, to make the decisions or to follow the lines of action which are desirable in terms of objectives and values of the society. McGuire (1963)

stated this responsibility based on the idea of beyond economic and legal obligations. Steiner (1971) stated it as the business that has been and must have remained fundamentally economic institution. However, the business does have responsibilities to support the society achieve its basic goals with the idea of this responsibility is more of an attitude to approach, than a great shift in the economics of decision making process. Sethi (1975) expressed CSR as bringing corporate behavior up to a level with prevailing social norms, values, and expectations of performance. Carroll (1979) stated this responsibility as it encompasses economic, legal, ethical and discretionary expectations of the society that the organization has a given point in time. Jones (1980) stated that corporate social responsibility has been the notion that corporations have an obligation to constituent groups in society other than stockholders and beyond that prescribed by law and union contract. Jones focused on two aspects: voluntary obligation and supporting other groups other than shareholders. Lastly, Carroll (1991) framed the corporate citizenship as the entire corporate responsibility with four dimensions: economic, legal, ethical and philanthropic.

The development of CSR shows that the first corporate social responsibility appeared in 1953 by the idea of Bowen and has shown modification through time and at the end, Carroll developed well-known model of corporate social responsibility that contains four aspects, such as economic, legal, ethical and philanthropic responsibilities. Carroll's corporate social responsibility is the most acceptable model to scholars. What some scholars criticize this model is the overlapping of activities in each dimension.

2.3.2. Argument for and Against to CSR

Concerning the debate of corporate social responsibility, scholars forward their own view in favor of and against to it. In the supporters' point of view, it helps to prevent corporate conflict; it fulfils long term interest; it builds better image, it develops reputation and goodwill; it is the way of prevention of costly regulation and control; it prevents misuse of national resources and economic power and it supports the role of government to the society. On the other side, the opponents of CSR present their view opposing the company's implementation of CSR in their business strategies and activities. The main

reasons for those scholars are: practicing CSR is triple Taxation; it kills Competitive Spirit; CSR has multiplier effect; company is considered as legal citizen; it shifts government's responsibilities to companies since corporations are not charities and donations (Japhet, Tawiah, & Benjamin, 2015).

In this case, the supporters of adopting and implementing social responsibility in a companies' business mission statement have focused on its own advantages which include improved company reputation, better customer service, increased attraction and retention of employees, regulatory authorities become less hostile, attracts more capital inflow from various sources, generation of clean and renewable energy and positive publicity. On other hand, the opponents of this issue have stressed on disadvantages which include costs, shareholder resistance, shift from the profit-making objective to charity work, company reputation takes a hit or creates inconvenience and customer conviction. From the two arguers' point of view, it is understood that the advantages of practicing CSR are greater than the disadvantages for companies' sustainable business, and the latter can be minimized with the effort of the companies. From this points of view, for company's sustainability, incorporating CSR in their strategies and activities is very important since the integration of CSR principles in companies' strategies and activities is to make the stakeholders, including the society, involve in companies' decision making process and activities to develop the sense of community ownership that prolong their sustainability rather than considering the opponents point of view.

In general practicing CSR makes the implementers beneficial in the way it improves reputation/brand image, increases sales, makes the implementers get an award from concerned bodies, prolongs their relationship with stakeholders and consumers, helps to get repeated customer; improves customer satisfaction, develops trust and loyalty from customers, retains good staffs, develops the feeling of delightedness, promotes community/society and to save environment (Oo, 2016). These at the end lead to sustain the companies' business and then the sector.

2.3.3. Dimensions of Corporate Social Responsibility

In most literatures, the pivotal points of classifying CSR approaches or dimensions are three concepts. The first one is Carroll's concept of a firm's long-term relationship with its stakeholders, applying with four CSR responsibilities, such as economic, legal, ethical and philanthropic (Carroll, 1991). The second approach is main characteristics of CSR in which a large consensus have been arrived among scholars. This includes economic, which aims at making profit; social, which intends to address sensitiveness and respect towards different and changing social and cultural norms and values; and environmental, focuses on respecting the environment and caring for the constant improvement of its condition (COM 2002). The last one is stakeholders' satisfaction concept, in which companies should satisfy their workers, customers, suppliers and community organizations (Freeman, 2010) to be profitable and sustainable. From these concepts, Carroll's approach of CSR has been accepted by most scholars and more or less it includes other concepts. However, this approach doesn't indicate clearly environment responsibility on which the study mainly focuses. Therefore, including this responsibility should be included as one aspect and the CSR dimensions become five, as economic, environmental, legal, ethical and philanthropic responsibilities.

2.4. CSR in Tourism

CSR has been launched in tourism industry in the mid of 1990s and implemented by large tour operators and hotels chains (Pechlaner & Smeral (Eds), 2014). As Dodds and Joppe (2005) stated, implementing CSR in tourism companies means adopting a long-term vision; protecting and conserving sustainable resources; being environmentally responsible; being equitable, by maintaining the well-being and involvement of local people in tourism activities and providing meaningful and fairly remunerated employment for the host population; obtaining optimum guest satisfaction and educating tourists about environmental and social concerns.

For its importance, all firms implement it for two principal reasons. The first one is the firms' accountability and the second is their business sustainability (Aldosari, 2017 cited in Gray & et al. 2014). Besides, Aldosari states ten main benefits of implementing CSR for firms, including tourism business, as it wins new business; increases customer

retention; develops and enhances relationship with customers, suppliers and networks; attracts, retain and maintains a happy workforces and be an employee of choice; saves money on energy, operating costs and managing risks; helps for differentiating the firms from competitors; generates innovation and learning, and enhances influence; improves business reputation and stand; provides access to investment and funding opportunities; and the last, not the least is it generates positive publicity and media opportunities and in turn adverts the firms. These lines show the applicability of CSR in tourism sector with how it can be implemented and they benefits tourism enterprises get.

2.5. Stakeholders' Views on CSR Practices

As it has been explained in the introduction part, the stakeholders of companies vary in the context of different countries in the globe. In Western countries, the stakeholders' CSR awareness level has been better than those of developing countries. In Africa, including Ethiopian, the awareness of stakeholders with regard to companies' CSR practice in general is very low (Kesto & Ravi, 2017), although it has not been studied in tour operating business. Besides, it has been stated that the view of stakeholders on CSR practice in different countries varies. In Europe, America and some Asian countries like China, stakeholders have positive view i.e. companies practice CSR in a better way (Egri & Ralston, 2008). On contrary, in African countries, including Ethiopia, the view of stakeholders on companies' CSR practice is almost negative, i.e. the companies' CSR implementation in other sector is very low, (Visser, 2010; Mathias, 2017; and Tewelde, 2013), but in tourism sector studies have been limited (Hailu & Negat, 2015), and there is no study in the case of tour operators' social responsibility practices.

2.6. Tour Operators' Social Responsibility Practices

Tour operators can practice their social responsibilities on their stakeholders and the environment. Their stakeholders include the individuals, groups or organizations that have interaction with tour operators' activities and decisions in accomplishing their objectives. Based on this assumption, the stakeholders of tour operators can be determined by considering with whom they work closely, who are their workers and with

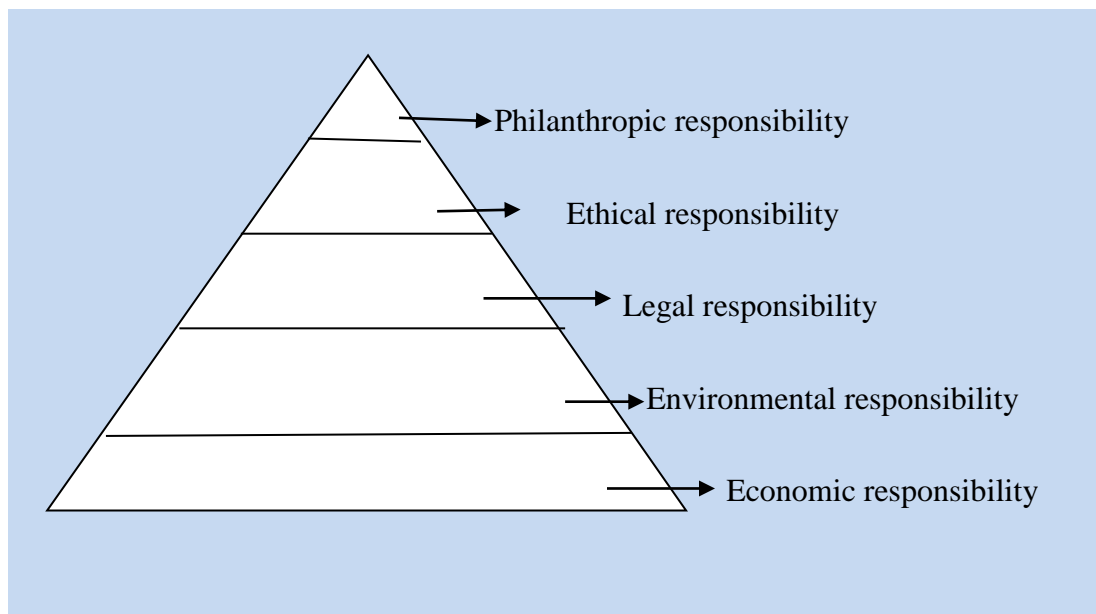
which attractions they have a linkage. As Westcott, M., & Bird, G. (2016) stated, tour operators work closely with hotels, transportation providers (travel agencies), and attractions. In short, the stakeholders of tour operators are their employees, travel agencies, hotels, local community, destination workers, and government officials.

The stakeholders of tour operator in this research context are managers, employees, owners and shareholders of tour operators, tour operators' association, ministry of Culture and Tourism, Culture and Tourism Bureau and Sub-city and Woreda Culture and Tourism Officers, Travel agents, hotels, destination management companies, tourists (customers), people of local community, workers of St. Mary Church and Minlik Museum, Banks, Communication affairs, Ministry of Trade and industry, environmental protection authority officials and NGOs. Of course, due to time and financial limitation, this study focused only on tour operators' managers, local people and 4 selected government officials.

2.6.1. Focus Areas of Tour Operators' Social Responsibility Practices

Tour operators can practice CSR in the same way as other tourism enterprises. However, their CSR practice has been determined by destination social responsibility dimensions, which include economic, environmental, legal, ethical and philanthropic (Carroll, 1991 ; Tran , Hwang, Yu & Yoo, 2018 cited in Su, L., Swanson, S. R., & Chen, X. (2015). The first responsibility is economic responsibility. Without keeping economic responsibility, tour operators cannot exist and practice social responsibility. The second destination responsibility is environmental responsibility. Environment in this case refers to the tourist destination where environmental responsibility can be practiced. The third responsibility is legal responsibility in which they become responsible for the law of the region, state or country where they run their business. The fourth responsibility is ethical responsibility in which they keep the norms and customs of local people. And the last, fifth responsibility is philanthropic responsibility in which they engage in applying charity works in the local community. The companies' responsibilities decrease as move from economic responsibility to philanthropic responsibility, as shown in figure 3.

Figure 3: Tour operators' social responsibility dimensions at destinations



Source: Adapted from Carroll's 1991 Model and Tran, H.A.T., Hwang, Y.S. and Yoo (2018)

i. Economic Responsibility

The main aim of organization's establishment is for the purpose of economic entities, i.e. getting profit through producing and providing goods and services for the members of society (Carroll, 1991). In this case, as Carroll stated, the enterprises provide goods and services with fare prices. But Udi, Hassan and Tarique (2008) stated that the economic

aspects of CSR are mainly considered based on “the direct and indirect economic impacts that the organization’s operations have on the surrounding community and on the company’s stakeholders. That is what makes up corporate economic responsibility.” It should be examined based on its multiplier effect, its contribution through taxes, and avoiding actions that damage trust. The multiplier effect is expressed by company’s economic performance that impacts the stakeholders like the employees, local government, non-profit organizations, customers, suppliers, and the communities in which the company carries out its business. Implementing the economic aspect of CSR helps the company sustain its business operation for a long time, “invest in development and the well-being of employees”. It helps the “employees of the company get good salaries” and “purchase goods and services as well as pay taxes”. “These activities fuel the local service industry, government programs and the community activities”. This multiplier effect becomes all the more important if the company is one of the largest employers in the communities.

Nevertheless, the study focused mainly on economic responsibility activities that can be observed around tourist destinations. These include Contribute to local economy through financing projects related to economic development, generate local employment, attract more tourists towards the tourist site, buy products and services from locals, and encourage tourists to buy local products and services

ii. Environmental Responsibility

As Tran, Hwang, Yu and Yoo (2018) cited in Su and Swanson (2015), environmental responsibility is concerned with protecting the environment using energy efficiently, recycling waste, using environmentally friendly products, offering environment-friendly products and travel programs, encouraging tourists to be environmentally friendly in nature, and communicating with tourists about their environmental practices. Here the main focus of this responsibility is environmental protection. They described that Environmental CSR activities refer to actions companies take towards minimizing their negative impact on the natural environment.

Generally, the environmental responsibility activities included in this thesis have been prepare and offer environmentally friendly travel packages, protect the environment with planting trees, terracing and so on, respect dos and don'ts around the tourist site, reduce waste and pollution, and make tourists and local people involve in environmental protection activities.

iii. Legal Responsibility

Legal responsibility is a responsibility of a company in which it carries out its activities based on being governed by laws and regulations formulated by the state or country in which it runs its business (Carroll, 1991; Mihaljevic and Tokic, 2015.). Jucan, C. N., & Jucan, M. S. (2010) also explained legal responsibility in relation to obedience with laws and regulations established by the authorities, which set standards for responsible behavior. This implies that the company has been governed with the rules and regulations designed by the government that includes the norm of the society in which it runs its business. This is to mean that the company applies the rules and regulations concerning “competition, consumer protection laws, environmental laws and laws that promote safety and fairness.” This responsibility includes “rules may be in environment protection and on product which government required companies to produce”(Konadu and Japhet, 2015).

In spite of these legal responsibilities, the study intended to address tour operators' application of safety and fairness related laws, environment protection laws, and laws related to prohibiting misbehaving.

iv. Ethical Responsibility

Ethical responsibility is a responsibility that a company keeps while running its business in the society. This responsibility includes moral and ethical principles of society and community which are permitted or prohibited (carroll, 1991; Mihaljevic and Tokic,2015). In other words, they affirmed that “standards, norms, or expectations that reflect a concern for what consumers, employees, shareholders, and the community regard as fair, just, or in keeping with the respect or protection of stakeholders moral rights” are the

ethical responsibilities that the company obliged to keep. Moreover, Jucan, C. N., & Jucan, M. S. (2010) expressed that ethical responsibility is implemented by acting the “behaviors and activities that are permitted or prohibited by organization members, community, society, even if they are not codified by law.” These responsibilities include standards, norms or expectations that “the consumers, employees, shareholders and the community consider to be correct, fair and in compliance with the respect or protection of the moral rights of stakeholders”(Grigore , 2010). As Grigore explained, these responsibilities have characteristics as components of corporate responsibility. These are acting “consistently according to the expectations of the members of the society and of ethical norms”; admitting and respecting “the new moral or ethical norms adopted by the society”; avoiding compromising ethical norms “to achieve the corporate goals”; establishing a good corporate behavior in line with moral or ethical behavior of stakeholders; and considering “to admit that corporate integrity and ethical behavior are even beyond laws”.

In this study, tour operators’ being governed by norms, standards and customs of local people, treat locals and customers keeping their personal dignity, treat impaired and minority groups equally and make the tourists keep norms, standards and customs of local people

v. Philanthropic Responsibility

This is a responsibility that contributes for the well-fare of the community in which the company has been established. This can be expressed though company’s investing on arts, education, health and other related concerns to improve the quality of life for the local people (Carroll, 1991). This is a voluntary act for the society, even though this act helps to sustain the business’s life. Besides, Grigore (2010) stated that “The philanthropic responsibilities are the voluntary responsibilities of the enterprise.” Grigore added that these responsibilities are manifested in “donations of goods and services, volunteering activity, the involvement of the enterprise or of its employees in the community or stakeholders and responsibilities that the communities expect from enterprises with regard to money, facilities and time of their employees to humanitarian activities.” These

are expressed in participating in the philanthropic and charitable activities; involving in fine arts; making managers and employees participate in volunteer and charitable activities in the local community; participating in the activities of public or private education institutions; and participating in projects that improve the quality of community life.

In this study, engage in helping the poor, orphans, and aged people; participating in conserving heritages; support projects that improve quality life of local people; and make tourists and local people engage in charity and humanitarian works have been assessed.

2.6.2. The Status of Tour Operators to Practice CSR in Addis Ababa

i. Number of Tour Operators in Addis Ababa

In Addis Ababa, there are about 455 registered and licensed enterprises working on tour operating business (Ministry of Trade and Industry, 2019), in which the study has been conducted. Of course, there are other tour operators that have been working without being legal and excluded in this study. With regard to these tour operators, there is no exact figure. But their number is not less than the number of licensed ones (Expert at Ministry of Culture and Tourism, 2019). Besides, the Marketing and Operational manager of Puagumen Tour (2019) stated that there have been about 1000 tour operators that he has known in Addis Ababa. The two informants' expressions indicate that there are about 900 to 1000 tour operators in Addis Ababa. This leads to infer that only about 50% or below that of them worked with being legal, but others were illegal. This in turn shows that almost more than half of tour operators have not fulfilled minimum legal requirement, i.e. being licensed (Ministry of Trade and Industry, 2019 and Ministry of Culture and Tourism, 2019).

ii. Service Year of Tour Operators

Although tour operating business in Ethiopia has been a recent phenomenon, not more than three decades, the service year of tour operators has been determinant

to be engaged in social responsibility activities due to their need of being mature in running their business and accumulate enough money through profit. Out of 455 tour operators, about 283 (62.2%) started their tour business before five years and 172 (37.8%) of them have started their business within five years (Ministry of Trade and Industry, 2019). This shows that more than half of them have above five years of service experience. As their service year is longer, it is assumed that they become profitable and their capital increases. This leads them to involve in works of community improvement around tourist destinations. From this we can understand that the service year of more than half of legally registered tour operators on which the study focused was enough to be strong in economy to be engaged in social responsibility activities. Of course, it focused on only licensed ones.

iii. Capital of Legal Tour Operators and Their Manpower

Like any other business, tour operating business needs capital and manpower. The tour operators in Addis Ababa run 2,752,629,241 Birr and hired above 2921 workers in their companies (Ministry of Trade and Industry & Ministry of Culture and Tourism, 2019).

The level of enterprises in Ethiopia in service sector classified as micro and small enterprises, in which micro enterprises can be defined as micro enterprises and small enterprises. The first types are determined with their capital which is equal or greater than 50,000 birr and the second group of enterprises is determined by their capital which is equal to or greater than 500,000 birr (Ministry of Trade and Industry, 2011). Although this criteria is not as such clear, with this consideration, the number of tour operators that had been grouped in micro enterprises were 47(10.3%) and those belonged to under the second category were (408 89.7%). This shows that most of tour operators belong to small enterprises (Ministry of Trade and Industry, 2011).

iv. Manpower of Tour Operators

In case of manpower, among 455 tour operators, about 420 (92.3%) tour enterprises had data related man power, and the rest about 35 (7.7%) enterprises didn't have any data about their workers at Ministry of Culture and Tourism. In 420 tour operators, 2921 workers have been employed (Ministry of Culture and Tourism, 2019).

Among 420 tour operators, 230 of them have 1 up to 5 workers; 182 of them have 6 up to 30 workers and 8 of them have more than 30 workers. With regard to training, 573 (19.6%) employees have been trained in the way the training help them to be effective in tour operation work and the other 2348 (80.4%) have been untrained workers. What has been observed here is that there is at least one trained man power in every tour operator and most tour operators have enough manpower that enable them practice social responsibilities (Ministry of Culture and Tourism, 2019).

All in all, tour operators' service year, capital and manpower of many tour operators are enough for them to be engaged in social responsibility activities around tourist destinations in Addis Ababa as well as other destinations at which they have prepared tour packages. Besides, the existing tourism resources around this tourist site make them able to prepare tour packages and then practice their social responsibility around this site.

2.7. Tourist Sites and Tourist Flow in Addis Ababa

Ethiopia has immense tourism potential owing to its natural, historical and cultural endowments. Among these, there are many tourist sites/ destinations that attract tourists. Among those the most known and inscribed in World Heritage list are Aksum (1980), Fasil Ghebbi, Gondar Region (1979), Hara Jugol, the Fortified Historic Town (2006), Konso Cultural Landscape (2011), Lower Valley of the Awash (1980), Lower Valley of the Omo (1980), Rock Hewn Churches, Lalibela (1978), Simien National Park (1978) and Tiya (1980). Besides these heritage sites, there are others tha can attract tourists (MCT,2019).

In and around Addis Ababa, there are many tourist attractions which include museums, churches, Mosques, and other related attractions. Around Entoto tourist site, the tour packages that the tour operators have prepared are panoramic view, historical, and Museum or Church visiting tours. With these tours and at individual level, many tourists visit the tourist site yearly (Museum Vice Director, 2019).

The tourist flow in Ethiopia has not been in a sustainable way. It has increased in one period of time and decrease in another one. Concerning this, Yabibal (2010) stated that the tourist flow had been rising trend from 19, 215 in 1963 to 73,662 in 1973. This shows that the tourist flow in ten years time became approximately four folds. However, as he stated, this growth was not sustained. The reason for this was political unrest and the ensuing government change and the contemporary famine (of 1973/74), the number of tourists went down to 50, 220 in 1974 and 30,640 in 1975. Even though the data is crude and do not discriminate between different types of tourists, one can imagine a big fall in the number of business travellers due to the massive nationalization of private industries (including foreign companies); an enormous decline in the number of conference tourists for the political unrest and a complete drop in vacation tourism as it was practically unsafe for a foreigner to move out of Addis. The number of tourist flow had increased up to 1981 above 45,000 and 60,000 in the coming years. It was about 81,581 tourists in 1991 and became 139, 000 in 1997, mainly due to the political stability and the market liberalization that attracted a large number of business, conference and vacation tourists. It was 112,000 in 1998 and 115,000 in 1999. From 2000 onwards the country is witnessing a massive inflow of tourists that doubled in six years time from 2000 to 2005 (Yabibal, 2010).

From 2005 onwards, the tourist flow has been in increasing rate, although its rate vibrates. Recently, the number of tourists visited the country has been increasing. It increases from 872,093 in 2015 to 934,000 in 2018. It has the same trend at Addis Ababa City Administration. It has increased from 750,000 in 2015 to 803,240 in 2018 (Addis Ababa Culture and Tourism Bureau, 2019).

To sum up, the tourist flow increases from time to time, although it increased at sometime and decreased at another one due to different factors, mainly war and famine. This leads to say that the tourist flow has been influenced with different factors, mainly with aforementioned problems.

2.8. Challenges in Practicing CSR

In practicing CSR, there are challenges that the business enterprises face while implementing it. These challenges can be classified as lack of information, management skills, resources, or time to get engaged in CSR activities (Vives, 2006). In another way, the challenges can be grouped as lack of stakeholders' collaboration, lack of knowledge and skills, financial problems, lack of proper time management and reporting system limitations (Bohdanowicz, 2015 & Oo, 2016). Besides, Lund-Durlacher (2015) states the barriers of implementing CSR in tourism businesses that include lack of time and effort, lack of awareness and knowledge, and scarce government support. These barriers can be challenges for tour operators in implementing social responsibility in their business operation around tourist destination around Addis Ababa.

2.9. CSR, Policies, Standardization and Guidelines in Tourism

A legal and regulatory framework for the sustainable development and management of tourism, protection and conservation of natural and cultural resources; and, facilitation of the involvement of private sector and local communities in tourism development activities is a must (UNWTO, 2013). This framework reflects the roles and responsibilities of all stakeholders; ensures the rights of international/local tourists; and, ensures the rights and obligations of participating businesses, inbound-outbound tour operators and all other concerned players in the tourism field. As UNWTO stated,

providing “realistic and practical guidelines for the sustainable development of high quality tourism infrastructure and superstructure with a view to ensuring improved governance and management in the entire planning and development process” is another feature. Putting this in to consideration, Ethiopia has developed tourism development policy in 2015. The policy mainly focuses on six issues which include guiding the country’s tourism industry in a broad-based development direction, developing the existing and new tourist attractions in variety, scale and quality, expanding infrastructure and tourist facilities that are essential for tourism development, understanding promotion work through the creation of strong market ties in order to be competitive, strengthening the collaborative relationship among actors participating in tourism development and overcoming the serious of capacity limitations observed in the industry(MCT,2009). In this policy, the concerns of CSR issues have been limited.

2.10. CSR, Sustainable Tourism and Sustainable Development Goals

CSR, sustainable tourism and sustainable development goals have their own principles in the way they are implemented. The main principle of CSR is that an organization should take responsibility for the results of its activities upon employees, customers, the community and the environment. This emphasizes on the thought of companies’ effects in terms of economic, legal, ethical and philanthropic aspects (Carroll, 1991), including environmental aspects (GSTC, 2012). So, CSR is the process that guides company decision making and implementation activities in the areas of human rights, environmental standards, and compliance with legal requirements within its operations. On the other hand, sustainable tourism is intended to manage all resources in the fulfillment of economic, social and aesthetic needs with “maintaining cultural integrity, essentials of ecological processes, biological diversity and life support systems (UNWTO, 2013).” Here the principles of CSR and sustainable tourism show that CSR concerns with economic, legal, ethical, philanthropic and environmental aspects and sustainable tourism involves economic, social and aesthetic needs. The main idea is the principle of CSR focuses on compensating the damages the organization do while their

business operation; whereas, the principle of sustainable tourism focuses on wise use of tourism resources.

The principle of sustainable development goals is keeping the planet from economic, social and environmental challenges' point of view. It intends to an opportunity to put the world on a sustainable path. To make this, 17 development goals have been designed with targets. The Goals cover the three dimensions of sustainable development: economic growth, social inclusion and environmental protection. They aim to address inequalities, economic growth, decent jobs, cities and human settlements, industrialization, oceans, ecosystems, energy, climate change, sustainable consumption and production, peace and justice (UN, 2015). This shows that the principle of sustainable development goals is inclusive. It includes the principles of sustainable tourism and CSR principles. What has been observed is that CSR implementation has contribution for sustainable tourism development and sustainable tourism practice can add values for the practice of sustainable development goals.

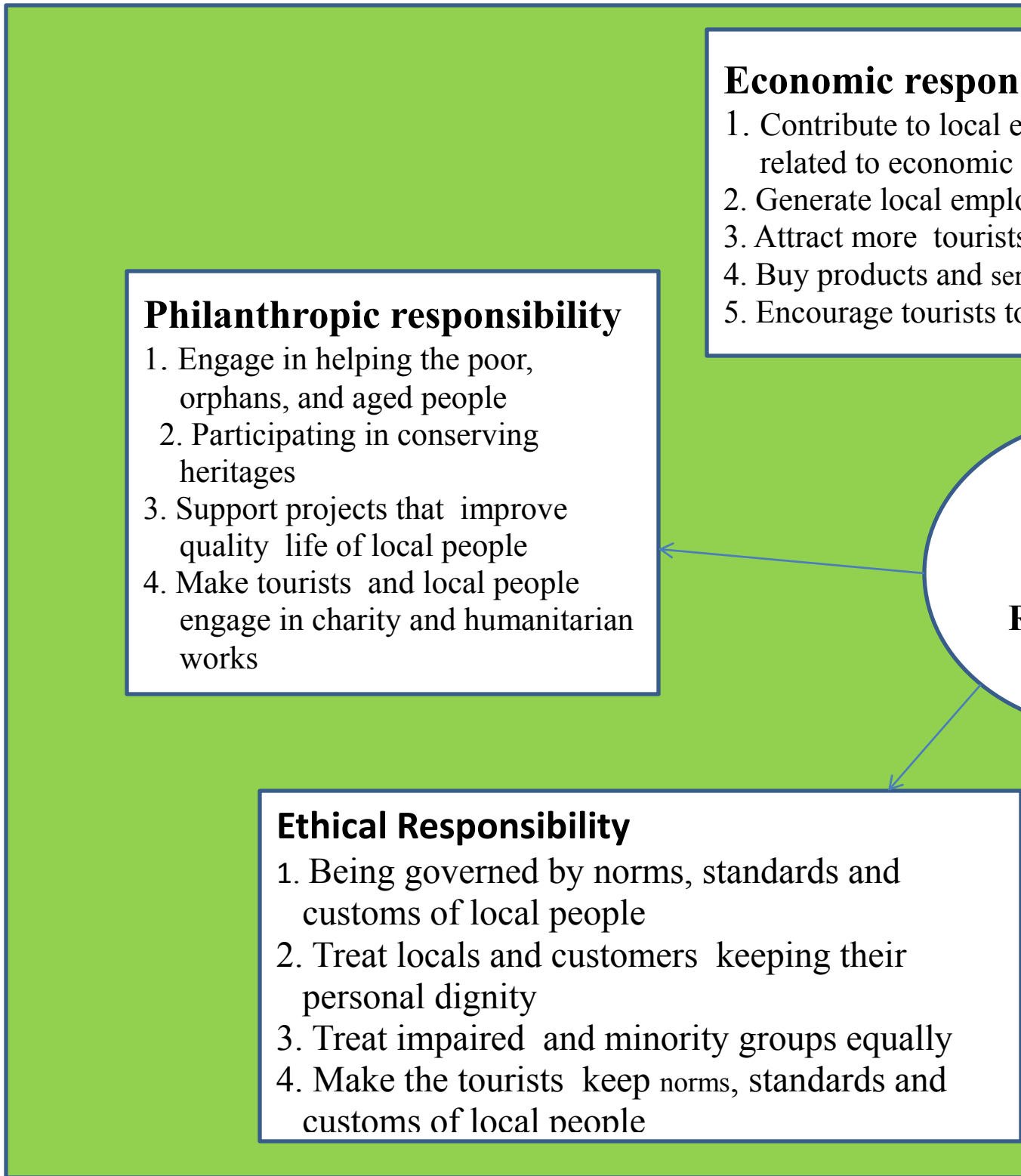
2.11. Theoretical Framework of the Study

The theories used for this study have been designed mainly based on Carroll's concept of a firm's long- term relationship with its stakeholders, applying with four CSR responsibilities, such as economic, legal, ethical and philanthropic(Carroll, 1991); key features of CSR, which includes economic, social and environment (COM, 2002) and destination social responsibility point of view (Tran, Hwang, Yu and Yoo, 2018 cited in Su and Swanson, 2015), which aims at tourist-destination identification and includes the environment as one aspect of responsibility; stakeholders' satisfaction concept, in which companies should satisfy their workers, customers, suppliers and community organizations (Freeman,2010) to be profitable and sustainable. Carroll's four CSR dimensions, key features of CSR and destination social responsibilities were used to determine tour operators' social responsibilities, such as economic, environmental, legal, ethical and philanthropic activities.

As to tour operators' social responsibility practices and challenges, they were measured by social responsibility activities that can be performed around tourist destinations and

the challenges faced them while engaging in doing those activities. With this consideration, social responsibility activities used to measure their practices have been set in figure 4, and the challenges like time management problem, shortage of finance, lack of stakeholders' collaboration, and lack of knowledge and skills were identified (Vives, 2006 & Lund-Durlacher, 2015).

Figure 4: Theoretical Framework of the Study



Source: adapted from Carroll's CSR model(1991), and Su & Swanson's destination Social Responsibility concept (2015)

2.12. Empirical literature review of CSR practices in the tourism

Previously, theoretical review was discussed. In this part, CSR practices in the globe, Africa, and Ethiopia will have been presented.

The integration of CSR in a business strategy in the globe is growing through time and has upheld a right position in the policies and practices. For example, USA, Australia, Canada and United Arab Emirates are some of the countries that are implementing CSR in the globe (Egri & Ralston, 2008). Furthermore, Bill (2012) in Ghana, Tolevska (2015) in Macedonia and Oo (2016) in Myanmar conducted researches which have approved this.

Bill's research was focused on exploring the adoption and implementation of corporate social responsibility in the hotel industry and the findings show that Ghana has no workable corporate sustainability policies. It has been observed that the levels of CSR adoption and implementation had been low in the hotel industry.

Tolevska's research aimed at the issue of stakeholder's attitude towards CSR in Macedonia and the findings show that tourism companies have positive attitude towards CSR and those companies have practiced it on economic aspect, neglecting the other dimensions, namely legal, ethical and philanthropic or environmental aspects; most of tourism companies have not involved into practice in detail; only a few companies have tried to implement it on workforce activities and community activities; there is also the inclination that the CSR concerns are the issues of the government. In general, CSR in Macedonia's tourism industry has a blurred picture. The positive attitude of the companies towards CSR is not necessarily gone with affirmative and progressive practices in the tourism industry in Macedonia.

Besides, Oo's research (2016) intended to "Examine the factors that motivate owners/managers of the hotels and tour companies in tourism sector to participate and adopt the Corporate Social Responsibility (CSR)" and the findings show that hotels and tour operators have "the big influence on their CSR engagement including perceptions of CSR, motivations, barriers and benefits from engaging in CSR and types of CSR

practices”; there is a vast different interpretations of the term CSR exist in these companies’ managers or owners understanding. The companies have some constraints such as lack of time, money, collaboration and support from government to practice CSR. The main finding in this research shows that CSR practice has been influenced by the culture and tradition of Myanmar in relation to philanthropic aspects of CSR due to its interconnectedness with the Buddhism religion.

Concerning CSR in Africa, it has been in the infancy stage in almost 53 countries up to now, even if it has been inculcated in the African context and employed to “address the continent’s economic, social and sustainable developmental challenges” (Visser, 2010). This implies that the practice of CSR in Africa is still at its early stage, although it has initiative and lagging factors in related to administration, policy and management issues.

Regarding CSR in Ethiopia, studies have been conducted and their findings show that CSR practice has limitations; it has been known in the academics; there have been drawbacks on stakeholders’ understanding about the concept of CSR and its practice. The main issues raised about CSR in Ethiopia are limitedness of studies, lack of awareness of the stakeholders, its low practice in companies, and the blame of the people about its bad practice (Bimir, 2017 and Ghirmay 2013).

As to Ethiopian tourism sector, the studies about CSR practice are very limited; almost non-existent. The only written document exists in the country in this sector is a journal written by Hailu & Nigatu (2015), entitled “Practices and Challenges of Corporate Social Responsibility (CSR) in the Hospitality Industry: The Case of First Level Hotels and Lodges in Gondar City, Ethiopia”. This journal has focused only on the hospitality industries’ CSR practice; it has not included other tourism enterprises’ CSR practice. Besides, it has not included all stakeholders; it has mainly aimed at CSR practice on employees. It has also stressed only on ethical aspect of corporate social responsibility; it neglects the economic, legal, philanthropic and environment responsibilities. The other point is the findings of the study on social responsibility practice in hospitality industry

cannot represent other tourism enterprises' social responsibility practice, including the tour operators.

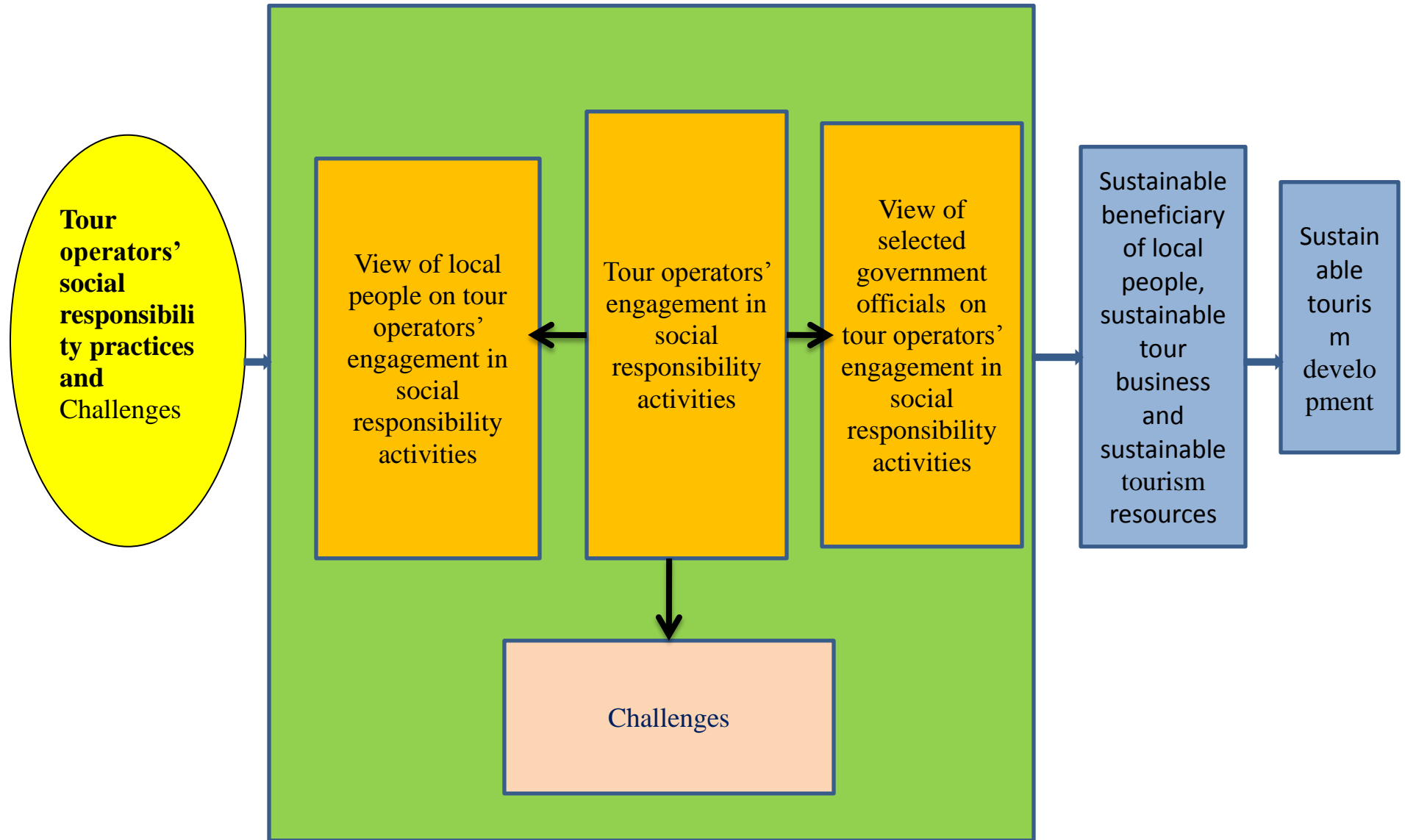
Around Addis Ababa, Elfinesh (2014) and Bimir (2015) studied the practice and learning aspects of CSR in Addis Ababa University and Ethiopian leather factory institute respectively; and their findings indicate that the CSR practice and learning aspects of CSR are the same as the country's experience i.e. it is very low. In the case of tourism sector, no study was conducted.

2.13. Conceptual Framework of the Study

Before this, empirical literature review had been presented. In the next subsection, conceptual framework will have been discussed.

The conceptual framework of the study was developed based on the research issue which begins with the title of the research and then connected with specific objectives using a directional arrow. After that, the implication of the findings of the study that imply the beneficiary of local people, sustainable tour business and sustainable tourism resources were set in this framework with sustainable tourism development taken as ultimate implication. This has been depicted in figure 5.

Figure 5 :Conceptual Framework of the Study



Source: Own construction, 2019.

CHAPTER THREE

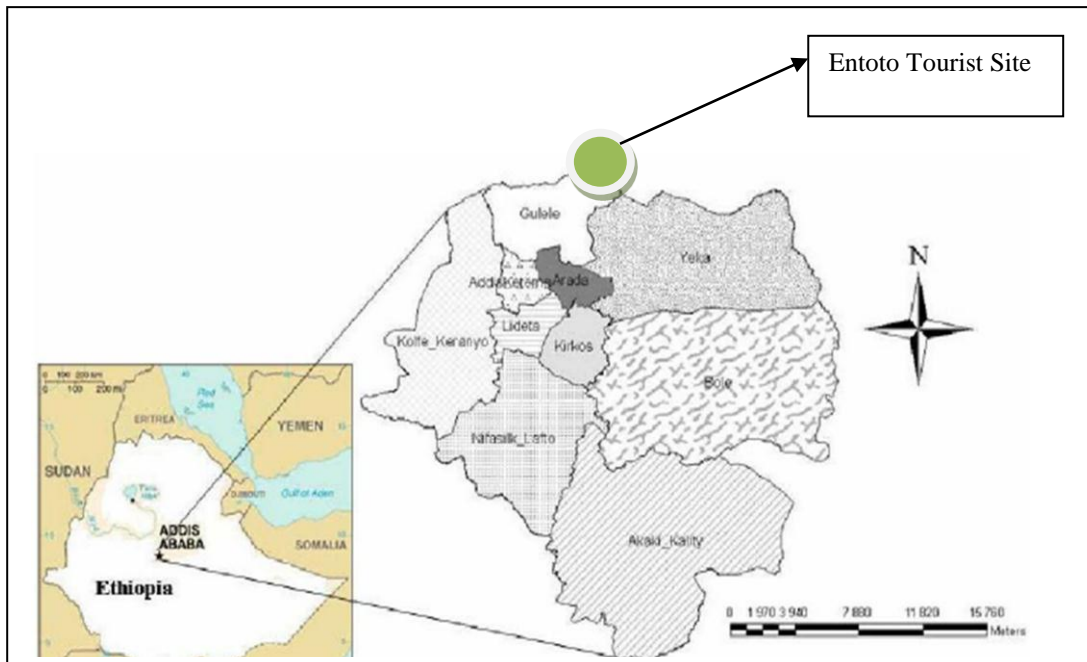
3. Study Area Description and Research Methodology

In chapter two, in literature part, concepts, theories and other related facts used for this study had been explained based on evidence. In this part, study area description, philosophical approach of the study, and research design will have been presented.

3.1. The Study Area Description

The study area of this research is Addis Ababa City, particularly at Entoto Tourist site, which is found at Northern Part of Gullelle subcity, at woreda 01. This site is bounded with Oromia region in the north, Yeka Sub-City in the North East and Gullelle Sub-City Woreda 01 itself in the South and West. It is exactly found at 9°08'95" N and 38°76'57" E, at 3,200 meters high above sea level (Gullelle Sub-city, Woreda 01 People's Representative Council Office, 2018) and its exact location in Addis Ababa is shown in figure 6.

Figure 6: Location of Entoto Tourist Site



Source: Destaab, Fikirte & Tulubc, 2015

As the tourist site, the tourist resources that are found at Entoto Tourist Site are Entoto St. Mariam church, with its Mueseum, which was opened in 1987, and Minilik Palace, which were built 125 years ago; and in the Museum, aged clothes and utensils that the Emperor Minilk and Empress Taitu had used at the time of their regime have been found (St. Mariam Church museum manager, 2018).

With regard to the population around study area, it was about 1335 people lives around the area. Most of the people who live around this area are the Oromo ethnic group; in fact, there are from other ethnic groups who come from different regions of the country. The people lead their lives with agricultural livelihood and few of them with trade and being employed. With regard to facilities, electricity, asphalted road and water supply with are available although there is scarcity of water and transportation (Gullelle Sub-city, Woreda 01 Peoplse's Representative Council Office, 2018).

3.2. Philosophical Approach of the Study

This study followed the philosophical approach of ontology which focuses on “the theory of social entities and is concerned with what there exists to be investigated” (Walliman, 2006 cited in Bryman, 2004). As Walliman states, this philosophical approach is intended to state the ideas of objectivism which states “the belief that social phenomena and their meanings have an existence that is not dependent on social actors.” And constructionism which states “ the belief that social phenomena are in a constant state of change because they are totally reliant on social interactions as they take place” (Walliman, 2006). Therefore, constructionism point of view has been used to study tour operators' social responsibility practices, which can exist, but have not been studied in Addis Ababa, particularly at Entoto Tourist Site.

3.3. Research Methods and Design

In order to conduct this research, cross-sectional survey was employed since the aim of this study was to describe the practice of tour operators' social responsibility and challenges around Entoto Tourist Site within a year. To increase its quality, both qualitative and quantitative research approaches were used to collect data from tour operators, local people and government officials.

The reason of using the two approaches was it “permits a more complete and synergistic utilization of data than do separate quantitative and qualitative data collection and analysis” (Wisdom, J., & Creswell, J. W., 2013). It also helps in ‘a better understanding of research issue than either research approach alone’ (Creswell and Clark, 2007). The qualitative method was used to make analysis of data that cannot be counted in the form of numbers, where its sources were documents in text form and expressed with the mouth of words, and quantitative method was applied to analyze data that can be counted, or expressed numerically (Walliman, 2006).

3.4. Population, Sampling Procedure and Sample Size

3.4.1. Population

The population of this study includes tour operators’ workers and managers/owners, tourists, people of local community around Entoto Tourist Site, partners, government organizations and nongovernment organizations. However, due to time and financial limitation, the study focused mainly only on tour operators’ managers, owners, or representatives, the people of local community, and selected government office managers, directors or experts.

The number of tour operators which had both trade and professional license in Addis Ababa was 455 (Ministry of Trade and Industry & Ministry of culture and Tourism, 2019). Of course, the number of tour operators including those worked without license had been more than this. However, in this study, only tour operators which had trade and professional license were considered as the population, since it is difficult to get the address of those tour operators which work without license.

Concerning the people of local community, there were 1335 dwellers or households around Entoto Tourist Site. Among these, 383 had house numbers; 141 have lived with new houses; 746 were renters and the rest 65 dwellers had no address in the list (Gullele Subcity Woreda 1 Administration, 2019). Nevertheless, the population of the local people in this study assumed to be those who had house number, i.e. 383 people. This is because first, those who lived in new houses might be new comers and due to this they might have

less probability to be aware about tour operators' engagement in social responsibility activities; second, those who lived in rent houses may be new and might not be easily available during data gathering and might not be aware about this engagement, or they may move to another place; and third, 65 people could be difficult to get them because of their address had not been stated. All these conditions might have made the researcher get inappropriate information if those people had been selected as respondents and leads to wrong conclusion. Due to these cases, these parts of people excluded from the population.

With regard to selected government organization officials, Ministry of Culture and Tourism (1), Environmental Protection Authority(1), Gullelle Sub-city Woreda 1 administration peoples' representative(1), Gullelle sub-city Culture and Tourism Office (1), totally 4 organizations were considered as the population and aimed to make them key informants since the issue of this study directly touched them.

To sum up, based on the above three population determination criteria, the total number of population in this study was 842 (455 tour operators, 383 local people and 4 government institutions).

3.4.2. Sampling Procedure and Sample Size

In order to gather data, respondents were selected from three population groups: tour operators, local people and government officials. To select samples from these populations, the researcher thought of the sampling techniques that make the quality of the research increase and save time and money.

Both probability and non-probability sampling techniques were employed in this study. From probability sampling technique, systematic sampling was employed and from non-probability, convenience and purposive sampling technique were used.

The first technique to be employed was convenience sampling. This is because tour operators have been found in 10 sub-cities and 117 woredas in the city. To get their location and gather data takes time and needs high amount of money. The researcher

can't afford this money and has time limitations. Due to these factors the researcher obliged to use this technique that made him get them easily, and save time and money while data gathering, especially their being near and volunteer to give information about the issue. So, using this technique, 11 informants were selected.

The second technique was systematic random sampling which was employed to choose samples from local people at household level since they were found in the same locality and their list was found from Gullelle sub-city woreda 01 administration. Based on this list, sampling frame was prepared and the sample size was determined by sample size calculation formula: $n = N/[1+N(0.05)^2] \rightarrow 383/[1+383(0.05)^2] = 195.65$, where n represents sample size; N represents total population; and 5% is margin of error (Singh and Masuku , 2014 cited in Yamane,1967). This became approximately 196. Then after, first, 2 samples were selected purposely as the key informants and then calculating the n^{th} interval, which is $383/196 \approx 2$, each respondent from the sampling frame was taken.

The third one was Purposive sampling which was used to select key informants with special knowledge from government officials and local people. With this sampling technique, 2 key informants, as mentioned above, from local community and 4 government officials were selected to gather qualitative data.

Using the above sampling techniques, respondents were selected as 11 samples from tour operators, 196 from local people (194 respondents to questions in the questionnaire and 2 key informants), and 4 from government organizations, totally 211. This sample size helped to attain the requirement of efficiency, representativeness, reliability and flexibility (Kothari, 2004) and sample size determination which is “sample sizes larger than 30 and less than 500 are appropriate for most researches” (Roscoe, 1975 and Sekaran, 2000). Based on this assumption, the sample size of this study was determined as it was to be 211 as shown in table 1.

Table 1: Stakeholder Groups, Area of Representative Population and Sample size

Stakeholder Group	Areas of representative population	Sample Respondents For	
		Interview	Questionnaire
Tour operators	Managers/owners	11	-
Ministry of Culture and Tourism	Tourism development department	1	-
Gullelle sub-city Environmental protection office	Main process/Director	1	-
Sub-cities and Woreda offices in Addis Ababa	Gullelle sub-city Culture and Tourism office	1	-
	Gullelle sub-city woreda 1 people's representative	1	-
Local Community	Manager of Entoto Museum,	1	-
	Local community representative	1	
	Local people Around Entoto Tourist Site	-	194
Total number of Respondents		17	194
		211	

Source: Own construction, 2018

Although the number of total samples was assumed to be 211, 3 of the samples refused to fill the questionnaire during data gathering and 8 of them were not found based on their address. Due to this, the samples who filled the questionnaire became 183. Therefore, the total respondents were 200.

3.5. Data Gathering Tools and Methods

Since both secondary and primary data were used in this study, secondary data were collected through document review and primary data were gathered through semi-structured interview and questionnaire. Semi-structured interview were used to collect

data from tour operators and key informants, where as questionnaire, with five likert scales, like strongly agree, agree, I don't know, disagree and strongly disagree, was employed for local people only. What was the reason using only interview for tour operators was that the matter of time and money limitation as it has been stated in sampling procedure and sample size determination part. In addition to this, the samples filled the questionnaire were not all the heads of households, rather those who had better experiences and understanding in the family, including the heads.

During data gathering, Amharic language was used in the case of interview and questionnaire to make the respondents understand the questions and give responses clearly. Of course, for foreigners, English language was used.

3.6. Data Analysis Methods

During data analysis, first data were collected through interview and questionnaire using Amharic language. After data collection, those data were transcribed and categorized into themes and then translated from Amharic language to English language and then analyzed based on the nature of the data. Secondary data were presented with narration, and primary data were analyzed based on respondents' responses to questions related to personal details, and main themes of the research. The qualitative data were analyzed in narrative form, whereas the quantitative data were analyzed statistically using Statistical Package for Social Science version 21, supporting with figures, tables, graphs and charts, in addition to text.

With regard to the procedure of data analysis, qualitative data were mainly analyzed first and followed by quantitative data. But in some cases, it was in reverse way. With this procedure, the contents was presented by dividing them with themes as personal information of respondents, their understanding about CSR, tour operators' engagement in social responsibility activities based on five sub-themes, views of local people and government official on their engagement in those activities, respondents' suggestions about tour operators' social responsibility practice and the contribution of tour operators'

social responsibility practice for local community, tour operators and sustainable tourism development.

3.7. Validity and Reliability of Data

Validity is “the relation between what one originally aimed to investigate and what one has actually investigated. The question is whether the investigation covers what one claims to be able to conclude” (Olsen & Pedersen, 2008). So, to keep the Validity of data, statement of problem was formulated precisely and the general objectives were designed from the problem statement, and the specific objectives were developed aligned with the general objective. Moreover, appropriate research methods, which includes the selection of a sample, methods of data gathering and data analysis with the application of elementary statistical procedures and the writing of a report were designed based on the principles of the research those help to achieve stated objectives (Kumar, 2011). In short, it could be affirmed with stating the research problem precisely, developing the research objectives from the statement of the problem, designing the methods and procedures of the research which included determining the exact population of the study from which the samples were selected; determining the type of data needed for the study; designing appropriate data gathering tools and data were gathered from real respondents. And lastly, the results of the study obtained were found as it was originally aimed to conclude.

Reliability is defined as “the extent to which similar observations would be made or conclusions reached by other researchers or whether there is transparency in how sense was made from the raw data” (Saunders & et al., 2007). This is the matter of obtaining the same data while data gathering. Therefore, to keep reliability of data, interview questions and the questions of the questionnaire were designed from the main themes of the research and the respondents were selected from the stakeholders who concern the study issue, and it was tried that the responses obtained from them become the same. This made the result of the data reliable (Kumar, 2011).

3.8. Ethical Consideration

While conducting this research, the researcher put into consideration the ethics of a research principles which include appropriate use of information, avoiding harming participants, maintaining confidentiality, avoiding bias, using appropriate research methodology and correct reporting, and avoided unethical issues such as submitting others' works as own work, accrediting colleague without any contribution for this research, the use of inappropriate statistical technique, using others' works without acknowledgement, unable to keep good research records and maintain research data for reasonable period of time, making significant deviations from the research protocol, wasting animals in research, exposing students and staff to health and making unauthorized copies of data, papers, or computer programs (Kumar, 2011).

CHAPTER FOUR

4. Data Presentation, Analysis and Discussion

In chapter three, research area description, philosophical approach of the study, research design, validity and ethical consideration had been explained. In this chapter, data presentation, analysis and discussion will have been expressed.

In this section, basic information of respondents, their understanding about CSR, tour operators' engagement in social responsibility activities, the views of local people and selected government officials on tour operators' engagement in those activities, the challenges that faced tour operators in practicing CSR, the suggestions of respondents about tour operators' social responsibility practice in general, and the contribution of this practice for local community, tour operating business and sustainable tourism development will have been presented, analyzed and discussed.

4.1. Respondents' Basic Information

Before, the introduction part of this chapter was described. In this part, the basic information of respondents which includes number of respondents, and their sex, age, educational status, employment and work experience of only employed ones has been described.

4.1.1. Sex of Respondents

Out of the total 200 respondents, 152 (76%) were males and 48 (24%) of them were females. This shows that both sexes were participated, although the majority of them were males and some of them were females.

4.1.2. Age of Respondents

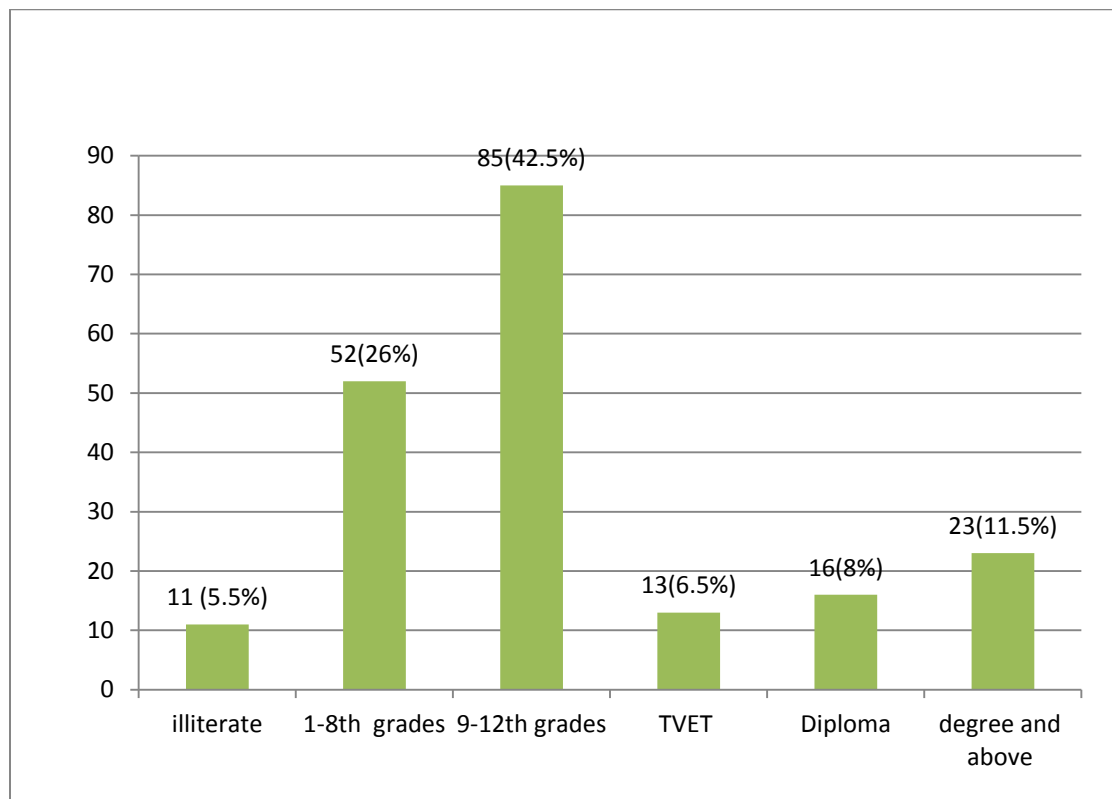
The age of respondents presented with the age categories, such as from 18 to 35 years, 36 to 60 years and above 60 years old, and out of all (200) respondents, 113 (56.5%) respondents' age ranged in the first group; 85 (42.5%) of them fall under the age range fall under the

second category; and the rest 2 (1%) of them ranged in the last group. This implies that the study considered the age categories of young, adult and aged people.

4.1.3. Educational Status of Respondents

Concerning the educational level of the respondents, figure 7 indicates that out of the total respondents, 11 (5.5%) of them were illiterate; 52 (26%) of them were from 1st up to 8th grades; 85 (42.5%) of them were from 9th to 12th grades; 13 (6.5%) of them were TVET levels; 16 (8%) of them were diploma, and 23 (11.5%) of them were first degree and above. This shows that about 189 (94.5%) of respondents were more or less literate. This helped them to give information about the issue.

Figure 7: Education of respondents



Source: Own survey (2019)

4.1.4. Employment of Respondents

As to the employment of respondents, out of all the respondents, 54 (27%) of them were employed and the rest 146 (73%) of them had their own works or unemployed ones. Here, own works included owners of tour operators. This indicates that more than half of the respondents were grouped under the category of those who had their own works or unemployed ones.

4.1.5. Experience of Respondents

With regard to work experience, 56 respondents expressed their experience. Among them, 54 respondents were employed and 2 of them were owners of tour operators who had managed their tour companies. From 56 employers and tour operator owners who managed their tour companies, 1 (1.8%) of them had below one year experience; 19 (33.9%) of them had from 1 to 5 years of experience, 9 (16.1%) of them had from 6 to 10 years of experience, 17 (30.4%) of them had from 11 to 20 years of experience and the rest 10 (17.9%) of them had above 20 years of experience. This shows that the experience of the majority of employed respondents and tour owners were above 5 years. This in turn implies that these respondents had enough experience to give relevant information during data gathering, in relation to the main issue of the study.

Totally, the respondents' basic information shows that their combination of sex, age structure, educational status, employment and experience were sufficient to give reliable information to be needed for the study.

Previously, basic information of the respondents has been described. Next, the understanding of respondents about corporate social responsibility will have been presented.

4.2. Respondents' Understanding about Corporate Social Responsibility

In order to examine respondents' understanding about CSR, the question "What do you understand about corporate social responsibility?" was asked and data based on their

responses were gathered through interview and open-ended question part of the questionnaire. Using the collected data, discussions were made in the following subsections.

4.2.1. Tour Operators' Owners/managers' Understanding about CSR

The above question was asked to examine the understanding of tour operators' owners or managers or representatives about this responsibility and analyzed based on their responses. Among 11 respondents, 10 of them tried to explain in different way; only 1 respondent replied as he didn't have know-how about it. This implies that 90.9% of the respondents had given responses to the question. With regard to their responses, some of them explained corporate social responsibility as "Supporting people around tourist destinations; keeping heritages and transforming them to the next generation; engaging in job creation for local community in which a company works; protect the environment and assisting the local people engaging in humanity, economic development, and sustainability activities with benefiting local people" (Respondents, 2019). Some others stated it as, "A company's responsibility for the people on which it runs its business and make the people beneficial; helping the local people while running business; and performing actions that make the company profitable" (Respondents, 2019). When we compare these answers with the meaning of CSR, which is confined to conducting business ethically in the sustainable manner in the society and expressed by undertaking activities with responsible way in which the companies keep its sustainability or safety and wellbeing of stakeholders as well as their environment (Carroll, 1991; Robbins & Coulter, 2012; & WBSCD cited in Kotler & Lee, 2005), they are more or less related to its meaning. This shows that the respondents had understanding about CSR, but it doesn't mean that they all knew in detail the ways of implementing it. Here the causes of their getting awareness about this were some of respondents had implemented it; others took it as the lesson in training and the rest had exposure to it while other companies implementing it.

4.2.2. Local People's Understanding about CSR

In order to explain local people understands about corporate social responsibility, they were asked the same question as tour operators' managers/owners/representatives. Among 183 respondents to questions in distributed questionnaire and 2 key informants, totally 185 respondents, 35 (18.9%), of them didn't give any answer; 66 (35.7%) of them said that they hadn't known it previously; and 84 (45.4%) of them gave their answers. Only few of those who gave responses related to the concept of CSR stated as "Serving the people with the work we have engaged; a company's responsibility to help the people around the company from its profit; running business with imposing positive impacts and avoiding negative ones; and company's engagement in social responsibility activities such as roads, schools, and so on; and caring others" (Respondents, 2019). Others' answers were deviating from the concept of CSR, but related to social life. This implies that most of the respondents from the local people had lack of understanding about corporate social responsibility. Very few of them had understanding about it.

4.2.3. Government Officials' Understanding about CSR

Like other respondents, selected government official experts were asked the same question and gave their responses. One of these officials stated it as "Corporate social responsibility is a responsibility of a company in running its business without harming the people in the community at which the company set up and makes them beneficial" (Male, 29 years old, Degree, Tourism Service Licensing Officer, 2019). Besides, another official explained it as "It is the Contribution to local people, negative or positive, takes the positive one, cultural exchange, economy generation, and other activities. This is what we call corporate social responsibility"(Female, 31 years old, Degree, Main Process of Hotels and Tourism service providers' Licensing and Regulation, 2019). The other respondent also stated it as "It is the tour operators' contributions working with infrastructures, such as water, electricity, school and other things (Male, 32 years old, Degree, Peoples' Representative, 2019). And the last respondent stated it as "it is the practice of social issues at which anyone runs his/her business to compensate his/her company's negative effects" (Male, 32 years old, Master, Main process at

Environmental Protection Office, 2019) These lines indicates that most of the government officials' responses were more or less related to the meaning of CSR vowed in 4.2.1 and these respondents had better understanding about CSR. But it doesn't mean that they knew everything about it in detail, rather at the conceptual level.

In conclusion, most of the respondents had lack of understanding about corporate social responsibility. Only few of them had understood its meaning in some extent. Most of the respondents understood it in relation to responsibility of the people in the society in general, not in line with companies' responsibility in which it has been set up or runs its business. Generally, the respondents' understanding about corporate social responsibility was very low. In fact, owners or managers of tour operators and government officials had relatively better understanding than the people of local community. This is because the latter ones had exposure to the issue.

Nonetheless, it doesn't mean that respondents' lack of understanding about CSR limited their ability to give information about tour operators' social responsibility activities and affected the result of the study. This is because what was expected from them was to give factual, observable and easily grasp information about the social responsibility activities that the tour operators had done around the tourist site.

Before, the respondents' understanding about corporate social responsibility was stated. Next to this, tour operators' engagement in social responsibility activities will be explained.

4.3. Tour Operators' Engagement in Social Responsibility Activities

In order to explain tour operators' social responsibility engagement, data were collected from 11 interviewees and analyzed based on five aspects of social responsibility activities, such as economic, environmental, legal, ethical and philanthropic responsibility activities.

4.3.1. In Economic Responsibility Activities

In this case, contributing to local economy through financing projects such as working in economic development, generating employment to local people, attract more tourists towards the tourist site, buy goods and services from locals, and encourage tourists to buy local products and services were taken as the measurement of tour operators' engagement in economic responsibility activities. To ascertain their engagement in these activities, data were collected from 11 respondents and analyzed next to this.

As to contributing to local economy through financing projects working on economic development around the tourist site, all respondents stated that they hadn't engaged in this activity (Respondents, 2019). This shows that the respondents hadn't engaged in contributing to local economy through financing local projects worked on economic development around the tourist site.

With regard to generating employment around Entoto tourist site, 9 respondents stated that they hadn't engaged in generating employment for local people. Only 2 of the respondents stated as they had engaged in this economic responsibility activities (Respondents, 2019). This shows that 9 (81.8%) of the respondents hadn't engaged in generating employment. This implies that most of the respondents hadn't engaged in job creation activities around Entoto tourist site.

In case of attracting more tourists around the tourist site, 9 respondents explained as they had attracted more tourists, but 2 of the respondents didn't engaged in this activity. The reason for these two respondents was they had prepared tour packages around other tourist destinations, but not towards Entoto tourist site (Respondents, 2019). This indicates that most of the respondents had engaged in attracting tourists. But few of them didn't engage in this activity.

Concerning buying goods and services from locals, three respondents stated that they had bought goods and services from local community around the tourist site, but 8 respondents stated that they hadn't bought those goods and service around that site (Respondents, 2019). This shows that 72.7% of the respondents expressed that they

hadn't engaged in this economic responsibility activity. This implies that most of the respondents hadn't been responsible for this economic responsibility activity.

As to encouraging tourists to buy local products and services, 6 (54.5%) of respondents stated that they had encouraged tourists to buy goods and services from local people, but 5(45.5%) of them expressed as they hadn't done this (Respondents, 2019). This implies that more than half of respondents had engaged in encouraging tourists to buy local products and services.

All in all, the above data show that the respondents had engaged in attracting the tourist towards the tourist site and encouraging tourists to buy local products and services around this site in a better way. However, in case of contributing to local economy through financing projects working in economic development, generating employment to local people, and buying local products and services, they hadn't engaged.

4.3.2. In Environmental Responsibility Activities

With regard to this responsibility, the measurements were prepare and offer environmentally friendly products/ services; protect the environment with planting trees, terracing and so on; respect dos and don'ts about environmental issues; reduce wastes and pollution around Entoto tourist site ; and make tourists and local people involve in environmental protection activities.

As to prepare and offer environmentally friendly products/ services, all of the respondents explained that they had prepared the tour packages which confirmed this. Of course, two respondents prepared this kind of package towards other destinations. This made them unable to say they hadn't engaged in this activity. This was because they did it when they rarely prepared tour packages towards Entoto tourist site (Male, 42 years old, Diploma, Owner and manager of a Tour Company, 2019 & Female, 30 years old, degree, Tour operation Officer, 2019). This implies that the respondents' tour companies had engaged in preparing and offering environmentally friendly tour packages.

In case of protecting the environment with planting trees, terracing and so on, two of the respondents stated that they had engaged in environmental protection activities, before two years, but not at this year. But nine of them stated that they hadn't engaged in this activity (Respondents, 2019). This shows most of respondents' tour companies hadn't engaged in environmental protection activities like planting trees, terracing and so on.

Concerning respecting dos and don'ts about environmental issues, all of the respondents explained that they had respected them in any destination or tourist site they accompanied with tourists (Respondents, 2019). This implies that the tour companies of these respondents respected the rules and regulations of destinations around tourist destinations to protect the environment.

With regard to reducing wastes and pollution around Entoto tourist site, all of the respondents stated that they hadn't engaged in this activity. They hadn't tried to be engaged in keeping the cleanness of the tourist site. Of course, they explained that they had put the wastes in baskets after use. They hadn't through wastes around the environment (Respondents, 2019). However, it doesn't mean that they had engaged in collecting wastes around the tourist site. This shows that respondents' tour companies hadn't engaged in reducing wastes and pollution around the tourist site, although they hadn't thrown the wastes or thresh materials after use.

Moreover, relating to make tourists and local people involve in environmental protection activities, as the respondents stated, they had the same experience as reducing wastes and pollution around the tourist site (Respondents, 2019). In other words, they hadn't engaged in making tourists in environmental responsibility activities, except applying the dos and don'ts. This shows that the tour companies of respondents hadn't engaged in involving tourists and local people in environmental responsibility activities.

To conclude, the above paragraphs show that tour operators in which the respondents had worked had engaged in preparing and offering environmental travel packages, and respecting the dos and don'ts to protect the environment around the tourist site. However, they hadn't engaged in protecting the environment with planting trees,

terracing and so on; reducing wastes and pollution around Entoto tourist site, especially in collecting wastes and rubbishes; and making tourists and local people involve in environmental protection activities. Of course, they hadn't thrown wastes anywhere.

4.3.3. In Legal Responsibility Activities

To measure tour operators' legal responsibilities, applying laws that promote safety and fairness to local people and tourists; being governed with environmental laws and governed with Laws related to prohibiting misbehaving were raised.

With regard to tour operators' applying the law that promotes safety and fairness or security, all of the 11 respondents (2019) stated that they had been governed by this law. For example informant 02 stated that they had been pushing the government from legal point of view and policy applicability. The respondent added that not only his tour company, but also other tour companies had engaged in the activity of legal responsibility. This implies that they had applied the law enacted in Ethiopian constitution in 1994, specifically , article14 "Rights to life, the security of person and liberty", article 16 "The Right of the Security of Person", article 24, (1) "Everyone has the right to respect for his human dignity" , article 25 "Right to equality", and article 26 "Right to Privacy" . This in turn implies that tour operators had applied acts related to human rights. The respondent added that any tour company had practiced legal responsibility. For example, informant 05 stated that being legal has been an obligation and they had been governed by the law. As an instance, he had explained that when tourists wanted to take photo of local people, they asked them to get their permission. This shows that they had applied the law that keeps the right of privacy (Ethiopian constitution, article 26, 1994).

As to tour operators' being governed by environmental law, like the law that promotes safety and security, the Respondents (2019) stated that they had practiced this law. This shows that they had applied the environmental law enacted in the Ethiopian constitution article 92 (4) "The government and citizens have the duty to protect the environment. " However, in reality, it contradicts with their low practice of environmental responsibility

stated in 4.4.2. This implies that tour operators violated environmental law in the way they hadn't been practiced the law stated in this act.

Concerning the law prohibiting misbehaving in the local community, the Respondents (2019) gave the same responses like those of the aforementioned laws. This shows that tour operators had applied the law that keeps culture of local people being eroded due to misbehaving in the way that far from the norms, customs and standards of the local people. However, tour guides rarely showed unethical behavior around the tourist site, and they had corrected them to avoid this misbehaving (Male, 24 years old, level 5 in Tourism management, tour guide in a tour company & Male, 32 years old, Degree, Tour operator in a tour company,2019).

As it has been stated above, other respondents stated the same responses as it is obligatory to practice legal issues. Being legal is the first precondition of companies (Male, 24 years old, level 5 in Tourism Management, Tour Guide in a Tour Company, 2019). If they were illegal, they would be accused. Besides, "they had been governed by Law of the country, the museum and the church. For this reason our tour operator applied the laws designed by the government" (Male, 42 years old, Degree, General Manager in a Tour Company, 2019). Legal responsibility has been obligatory in their Tour Company. They had applied it as far as possible. They hadn't compromised this responsibility (Male, 32 years old, Degree, Marketing and Operational Manager in a Tour Company, 2019).

To conclude, the practice of legal responsibility around the tourist site had been in better way. Tour operators had practiced legal responsibility by being governed by laws legislated by the state. However, they had violated environmental law enacted article 92 (4) of the Ethiopian constitution.

4.3.4. In Ethical Responsibility Activities

With regard to ethical responsibility activities, more or less they can be treated in legal responsibility part. However, practically, they incline in to ethical aspect rather than legal framework. That was the reason they had been presented the separately. With this

consideration, ethical responsibility activities seen in this study were tour operators' being governed by norms, standards and customs of local people; their treatment of local people and customers with keeping their personal dignity; their treatment of impaired and minority groups equally; and make the tourists keep norms, standards and customs of local people. They were taken as the indicators.

With regard to tour operators' being governed by norms, standards and customs of local people, the informants explained that they had kept this ethical issue of the local people. This implies that they had kept the Global Code of Ethics for Tourism, article 1(1), which states "stakeholders in tourism development and tourists themselves should observe the social and cultural traditions and practices of all peoples, including those of minorities and indigenous peoples and to recognize their worth" (WTO, 1999).

Concerning keeping personal dignity of the customers and local people, such as not undermining, insulting, stealing properties, etc, the respondents (2019) stated that they had kept this ethical concerns, not only around Entoto tourist site, but also around other tourist destinations or tourist sites. This implies that the respondents' tour company had engaged in keeping personal dignity of customers and local people, enacted in the Global Code of Ethics for Tourism, article 2(2), which states "Tourism activities should respect the equality of men and women; they should promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous peoples" (WTO, 1999).

With regard to treating impaired persons and minorities groups equally, all of the respondents (2019) stated that they had engaged in this activity. This shows that the respondents' tour companies had practiced the ethical consideration enacted in the Global Code of Ethics, article 2(2) by WTO (1999).

As to making the tourists keep norms, standards and customs of local people, all of the respondents (2019) stated that they had made these people keep these ethical issues. This shows that the respondents' tour companies had engaged in this ethical issue.

In conclusion, respondents (2019) stated that their tour companies had practiced ethical responsibility. This shows that they had kept the ethical values enacted by the Global Code of Ethics (WTO, 1999).

4.3.5. In Philanthropic Responsibility Activities

With regard to these responsibility activities, the measurements were helping the poor, aged people who had no helper, and orphans; assisting the locals in heritage conservation; supporting projects related to schools, roads, water pipes, playgrounds, etc; and making tourists and local people engage in humanitarian and charitable activities.

Concerning engaging in helping the poor, aged people and orphans with donating money, only three respondents' tour companies had engaged in this activity (Male, 42 years old, Diploma in tourism management, owner and manager of a tour company; Male, 51 years old, Degree, owner and manager of a tour company & Male, 32 years old, Degree, Tour operator in a tour company, 2019). One respondent stated that his tour company had helped one girl student around the tourist site (Male, 42 years old, Diploma in tourism management, owner and manager of a tour company, 2019); another respondent also stated that his tour company had helped students from lower grade to university (Male, 51 years old, Degree, owner and manager of a tour company, 2019), but he didn't stated the number of students; and respondent 08 stated that his tour company helped people with mental problem in Gergaisonian at Entoto (Male, 32 years old, Degree, Tour operator in a tour company, 2019). However, in these cases, they weren't able to present evidences. The other 8 of respondents (2019) stated that they hadn't engaged in this activity. This shows that some of the tour operators of respondents had engaged in helping the poor, aged people and orphans, although they hadn't any evidence. However, others hadn't engaged in this responsibility activity. This implies that they hadn't engaged in this activity. Even those respondents who stated as they had engage hadn't evidence. Without evident, it is difficult to say they had engaged.

Pertaining to assisting local people in conserving heritages (the fine and performing arts), three respondents stated that their tour companies had engaged in this responsibility

activity (Male, 42 years old, Diploma in tourism management, owner and manager of a tour company; Male, 52 years old, Master, operation manager of a tour company & Male, 32 years old, Degree, tour operator in a tour company, 2019), but eight of them stated that their tour companies hadn't engaged. This shows that most of the respondents hadn't engaged in supporting local in conserving heritages.

Regarding supporting projects related to schools, roads, water pipes, playgrounds, etc, all of the interviewees stated that they hadn't engaged in this philanthropic responsibility related activity (Respondents, 2019). This shows that tour operators' engagement in supporting projects that improve the life of local community were almost none.

About making tourists and local people engage in humanitarian and charitable activities, three respondents stated that their tour companies had engaged in some extent (Male, 42 years old, Diploma in tourism management, owner and manager of a tour company; Male, 52 years old, Master, operation manager of a tour company & Male, 32 years old, Degree, tour operator in a tour company, 2019), but eight of them stated that they hadn't engaged. This implies that the majority of respondents hadn't engaged in making tourists and the local people involve in humanitarian and charitable activities around the tourist site.

The above paragraphs show that tour companies in which the respondents worked hadn't engaged in most philanthropic responsibility activities. Only some of them had engaged in this responsibility activities. In short, the engagement of these tour operators in philanthropic responsibility activities was very limited.

To sum up, tour operators had practice legal and ethical responsibilities in the manner that the local people expects, except in some cases that they had practice acts that were deviate from the norm, custom and standard of the local people and violate environmental law. However, in case of economic, environmental and philanthropic responsibilities, their practice had been limited to few activities, such as making the tourists buy local products, prepare and offer environmentally friendly products, and attract more tourists. In the rest of social responsibility activities, they hadn't engaged. In short, the

respondents' tour companies had practiced legal and ethical responsibilities in a manner that the local people expected. However, in the case of economic, environmental and philanthropic responsibilities, their practice had been limited. This shows these tour companies' social responsibility practice had been low.

So far, the tour operators' engagement in social responsibility activities was presented. Next, the view of local people about tour operators' engagement in social responsibility activities will have been discussed

4.4. Views of Local People on Tour operators' Engagement in Social Responsibility Activities

The views of local people were analyzed based on the data gathered from 183 respondents and 2 key informants, such as St. Marry Church Museum Director and the local people representative. Like the engagement of tour operators, their views have been assessed based on five aspects of social responsibilities.

4.4.1. In Economic Responsibility Activities

The view of local people on tour operators' engagement in economic responsibility has been discussed based on the economic responsibility related activities in which the tour operators should be engaged in the local community. The respondents' responses have been presented in table 2.

Table 2: Respondents' Responses to Tour operators' Engagement in Economic Responsibility

Economic Responsibilities activities	Respondents (183)				
	Strongly agree	agree	Idon't know	Disagree	Strongly disagree
Contribute to local economy through financing projects related to economic development	9 (4.9%)	7 (3.8%)	11 (6%)	64 (35%)	92 (50.3%)
Generate employment for local people	10 (5.5%)	7 (3.8%)	10 (5.5%)	83 (45.4%)	73 (39.9%)
Attract more tourists towards Entoto Tourist Site	17 (9.3%)	50 (27.3%)	7 (3.8%)	64 (35%)	45 (24.6%)
Buy goods and services from local providers	20 (10.9%)	91 (49.7%)	6 (3.3%)	38 (20.8%)	28 (15.3%)
Encourage tourists to buy local products	12 (6.6%)	80 (43.7%)	12 (6.6%)	53 (29%)	26 (14.2%)
Mean	13.6(7.4%)	47(25.7%)	9.2(5%)	60.4(33%)	52.8(28.9%)

Source: Own survey, 2019

As it is shown in the table 2, with regard to tour operators' contribution to local economy through financing projects related to economic development, respondents forwarded their responses as 9 (4.9%) of them strongly agreed, 7 (3.8%) of them agreed, 11 (6%) of them didn't know, 64 (35%) of them disagreed and 92 (50.3%) of them strongly disagreed. This shows that 16 (8.7%) respondents expressed their agreement and 156 (85.3%) of them expressed their disagreement. This implies that the majority of

respondents disagreed on tour operators' engagement in contribution to the local economy. However, some of them expressed their agreement. From the response of the majority respondents, it was observed that tour operators hadn't engaged in contributing to local economy through financing local projects working on economic development.

With regard to tour operators' employment generation through their business for local people, respondents gave their responses as 10 (5.5%) of the strongly agreed, 7 (3.5%) of them agreed, 10 (5.5%) of them haven't known, 83 (45.4%) of them disagreed and 73 (39.9%) of them strongly disagreed. This indicates that 17 (9.3%) of all respondents expressed their agreement, whereas 156 (85.3%) of them expressed their disagreement. This shows that the majority of respondents stated their disagreement about tour operators' employment generating around the tourist site. This in turn implies that most tour operators hadn't engaged in job creation around Entoto Tourist Site.

Attracting more tourists is another activity in which they should engage. Concerning this, the respondents stated their views as 17 (9.3%) of them strongly agreed, 50 (27.3%) of them agreed, 7(3.8%) of them didn't know, 64 (35%) of them disagreed and 45 (24.6%) of them strongly disagreed. This shows that 67 (36.6%) respondents responded as they agreed, but 109 (59.6%) of them expressed their disagreement. This indicates that less than half of the respondents agreed as tour operators attracted more tourists towards the tourist site, but more than half of the respondents responded as they had disagreed with this. This shows that tour operators hadn't engaged in tourist attracting activities.

Concerning buying goods and services from local providers or people, the respondents expressed their views as 20 (10.9%) of them agreed strongly, 91 (49.7%) of them agreed, 6 (3.3%) haven't known, 38 (20.8%) of them disagreed and 28 (15.3%) disagreed strongly. This indicates that 111 (60.5%) of respondents expressed their agreement on tour operators' buying products around the tourist site; however, 66 (36.1%) of them expressed their disagreement. This shows that tour operators have bought

local products and service from local people; but it is not as the local people have expected.

The other activity is engaging tourist to buy local products. Concerning this issue the respondents expressed their view as 12 (6.6%) of them strongly agreed, 80 (43.7%) of them agreed, 12 (9.7%) of them didn't know, 53 (29%) of them disagreed and 26 (14.2%) of them strongly disagreed. This shows that 82 (50.3%) expressed their agreement and 79 (43.2%) forwarded their disagreement. This indicates that the respondents who have agreed with this issue is more than those of disagreed. This in turn shows that most tour companies attract more tourists towards Entoto Tourist Site.

To sum up, the average of respondents pointed out that 13.6 (7.4%) of them agreed strongly, 47 (25.7%) of them agreed, 9.2 (5%) of them didn't know, 60.4 (32.7%) of them disagreed and 52.8 (28.9%) of them disagreed strongly with tour operators' engagement in economic responsibility activities around the tourist site. This shows, on average, 60.6 (33.1 %) of respondents agreed about tour operators' engagement in economic responsibility activities. However, 113.2 (61.6%) of them disagreed with this engagement. This implies that more than half of respondents had negative outlook about tour operators' engagement in economic responsibility activities.

In order to ascertain the result of quantitative data, qualitative data were gathered through interview from informants about tour operators' engagement in economic responsibility activities around the tourist site. One of the key informants has stated his view as the following:

In case of economic responsibility, tour operators paid or made the tourist pay only on entrance fee. In case of other activities, they haven't thought of it. They don't consider the sustainability of this site is their business sustainability. In case of buying products tourist have rarely bought products. Of course, there are no souvenirs around this tourist site as much. There are only church related products and the tourists haven't bought them. Encase of encouraging tourist, the tourist have their own understanding about products. So, most of the time, they didn't buy such products. What is undeniable fact is the local people, not all, are beneficial in economy in the way they work in job positions at the church. Directly, the workers get

salary from the money collected from entrance fee. Other than this, there is no economy generating activity that the tour operators do (Male, 45 years old, Master, Vice Director and Tour Guide of Entoto Museum, 2019).

The above lines show that tour operators haven't engaged in economic responsibility activities. What they did was paying or made the tourist pay the entrance fee. But this was not by their internal pressure, but the rule and regulation of the Church forced them to pay the fee. In addition to this, another informant stated as, "Tour operators have bought capes and souvenirs, and have drunk coffee around the tourist site. Due to the presence of the service, there are two guys participating in guiding tourists in some cases. But there is no work the tour operators directly created. In employment generating activities, they haven't tried. The other thing they bring many tourists towards the site" (Male, 52 years old, 10th Grade, Local Development Representative, 2019). This indicates that except buying products, increase number of tourists and encouraging them to buy those products, they tour operators hadn't engaged in other economic responsibility activities. In case of job creation, it was the presence of business that the two guys have participated in guiding work. It has not created by tour operators' individual involvement, but the business in general.

As local respondents' views, the tour operators' engagement in economic responsibility around Entoto Tourist Site was very limited. Their economic responsibility activity had been limited to buying local products, attract more tourists and make tourists to buy local products. Of course, as the respondents' views, engaging in the responsibility of buying local products and making tourists buy local products was not enough as far as the people in the local community have expected. But, in the case of contributing to local economy through financing local projects and creating employment was at lower level, almost not practiced. This implies that tour operators' economic responsibility practice around the tourist site was very low.

4.4.2. In Environmental Responsibility Activities

In this part tour operators' engagement in environmental responsibility has been presented in the way whether they have been engaged in the activities to be responsible

for this aspect and engaging tourists and the local people in those activities. It has been shown in table 3.

Table 3: Respondents' Responses to Tour Operators' Engagement in Environment Responsibility Activities

Environment responsibility activities	Respondents(183)				
	Strongly agree	Agree	I don't know	Disagree	Strongly disagree
Prepare and offer environmentally friendly products/ services	16 (8.7%)	15 (8.2%)	8 (4.4%)	62 (33.9%)	82 (44.8%)
Protect the environment with planting trees, terracing and so on.	7 (3.8%)	11 (6%)	5 (2.7%)	74 (40.4%)	86 (47%)
Respect dos and don'ts about environmental issues	32 (17.5%)	100 (54.6%)	8 (4.4%)	34 (18.6%)	9 (4.9%)
Reduce wastes and pollution around Entoto tourist site	3 (1.6%)	24 (13.1%)	3 (1.6%)	66 (36.1%)	87 (47.5%)
Make tourists and local people involve in environmental protection activities	9 (4.9%)	11 (6%)	4 (2.2%)	66 (36.1%)	93 (50.8%)
Mean	13.4 (7.3%)	32.2 (17.6%)	5.6 (3.1%)	60.4 (33%)	71.4 (39%)

Source: Own survey, 2019

Table 3 shows that 16 (8.7%) of respondents stated that they agreed strongly; 15 (8.2%) of them agreed; 8 (3.8%) of them responded as they didn't know; 62 (33.9%) of them disagreed; and 82 (44.8%) of them disagreed strongly with tour operators' preparing and offering environmentally friendly products/ services. This shows that 31(16.9%) of the respondents stated their agreement, but the majority 144 (78.7%) of respondents had disagreed about the tour operators' engagement in preparing and offering environmental friendly tour packages. This implies that, as the majority of the respondents stated, tour operators hadn't engaged in preparing and offering environmentally friendly tour packages. For example if they had got tourist, they didn't care about carrying capacity of the tourist site. This means that tour operators' engagement in this responsibility activity had been limited.

With regard to protecting the environment with planting trees, work of terracing and other related activities, 7 (3.8%) of respondent agreed strongly, 11 (6%) of them agreed, 5 (2.7%) of them didn't know, 74 (40.4%) of them disagreed, and 86 (47%) of them disagreed strongly with tour operators' engagement in this activity. This indicates that 18 (9.8%) of respondents expressed their agreement, but 160 (87.4%) of them expressed their disagreement. This implies that the majority of respondents disagreed with tour operators' engagement in environmental protection because tour companies' participation in protecting the environment was very low. From this we can conclude that tour operators hadn't engaged in environmental protection activities.

In this case of respecting dos and don'ts (regulation of the tourist site) to protect environmental destruction around the tourist site, the respondents forwarded their views as 32 (17.5%) of them strongly agreed, 100 (54.6%) of them agreed, 8 (4.4%) of them didn't know, 34 (18.6%) of them disagreed, and 9 (4.9%) of them strongly disagreed. This shows that the view of 132 (72.1%) of respondents were on the agreement side, but 43 (23.5%) of them in the disagreement side. This implies that most of respondents agreed with tour operators' engagement in respecting dos and don'ts around tourist site. For example they didn't enter to the protected parcels around the site and cut the

seedlings around the Tourist Site. This means that tour operators respect rules and regulations formulated by the site authorities.

As to reducing wastes and pollution around the tourist site, the respondents gave their response as 3 (1.6%) of them agreed strongly, 24 (13.1%) of them agreed, 3(1.6%) of them didn't know, 66 (36.1%) of them disagreed and 87 (47.5%) of them disagreed strongly. This shows that 27 (14.7%) of the respondents agreed about tour operators' engagement in reducing wastes around the tourist site, but 153 (83.6%) of them disagreed with their engagement in this activity. Here most of respondents stated their view as tour operators hadn't engaged in this activity. This implies that tour operators hadn't engaged in reducing wastes and pollution around the tourist site. In short, they didn't engage in collecting wastes around the Tourist Site.

The other activity of tour operators concerning environmental responsibility is engaging tourists and the local people in protecting the environment around the tourist site. The respondents forwarded their views about these activities as 9 (4.9%) of them agreed strongly, 11(6%) of them agreed, 4 (2.2%) of them didn't know, 66 (36.1%) of them disagreed and 93 (50.8%) of them disagreed strongly. This indicates that 20(10.9%) of the respondents expressed their agreement, but 159 (86.9%) of them expressed their disagreement with tour operators' making tourists and local people involve in environmental protection activities. This implies that most of the respondents expressed their disagreement with tour operators' engagement in this activity. From this we can infer that tour operators' engagement in making the tourists and local people in protecting the environment around the Tourist Site had been very limited.

Overall, the mean of the respondents' responses with regard to environmental responsibility activities had been observed as 13.4 (7.3%) of the respondents agreed strongly, 32.2 (17.6%) of them agreed, 5.6 (3.1%) of them didn't know, 60.4(33%) of them disagreed and 71.6 (39%) of them disagreed strongly. This indicates that 45.6 (24.9%) of the respondents agreed with tour operators' engagement in environmental responsibility activities, but 131.8 (69%) of them expressed their view as tour operators

hadn't engaged in this responsibility activities. This leads to conclude that most of respondents disagreed with tour operators' engagement in environmental responsibility activities. However, there were some respondents that had approved tour operators' engagement in this responsibility, although their number became a few. This implies that tour operators' engagement in environmental responsibility activities was very limited.

Furthermore, the key informants approved that tour operators hadn't practiced environmental responsibility activities around Entoto Tourist Site. One of key informants argued that they hadn't engaged in environmental responsibility activities. As he confirmed they hadn't participated in planting seedlings, terracing, and cleaning the wastes around this tourist site (Male, 45 years old, Master, Vice Director and Tour Guide of Entoto Museum, 2019).

Another informant assured what had been stated above, stating it as:

At present time, there is no work that the tour operators do relating to environmental protection. Before, there were certain tour operators participating in planting trees when Ethiopian Heritage Trust Organization asked them. Now it has been stopped. In the case of reducing wastes and pollution to make the environment clean, they didn't do anything to clean the environment, but they haven't put the plastics and other waste materials carelessly (Male, 52 years old, 10th grade, Local Development Representative, 2019).

The above lines indicate that tour operators hadn't fully engaged in environmental responsibility activities. They had put the wastes and materials after they had used finding baskets, but they hadn't engaged in picking up the plastics and other wastes around the tourist site. As respondent 13 explained, certain tour operators had participated in planting trees around this tourist site so far. But now it has stopped. They hadn't participated in this activity. This implies that tour operators hadn't engaged in protecting the environment around the tourist site as such.

4.4.3. In Legal Responsibility Activities

Concerning legal responsibility, data on the local people’s views were gathered raising legal related activity questions that are related to tour operators’ being governed by laws which prohibits misbehaving, promote safety and fairness to local people and tourists, and environment. These have been presented in table 4.

Table 4: Respondents’ Responses to Tour Operators’ Engagement in Legal Responsibility Activities

Legal responsibility Activities	Respondents (183)				
	Strongly agree	Agree	I don’t know	Disagree	Strongly disagree
Apply laws those promote safety and fairness to local people and tourists	47 (25.7%)	95 (51.9%)	6 (3.3%)	13 (7.1%)	22 (12%)
Being governed with environmental laws	78 (42.6%)	57 (31.2%)	1 (0.5%)	21 (11.5%)	26 (14.2%)
Governed with Laws related to prohibiting misbehaving	74 (40.4%)	73 (39.9%)	6 (3.3%)	13 (7.1%)	17 (9.3%)
Mean	66.3 (36.2%)	75 (41%)	4.3 (2.3%)	15.7 (8.6%)	21.7 (11.8%)

Source: Own survey, 2019

Table 4 shows that the view of respondents on tour operators’ applying the law that promote safety and fairness or security of the local people and tourists. They gave their responses as 47 (25.7%) of them agreed strongly, 95 (51.9%) of them agreed, 6 (3.3%) of them didn’t known, 13(7.1%) of them disagreed and 22 (12%) of them disagreed strongly. This shows that about 142 (77.6%) of respondent expressed their agreement,

but 35 (19.1%) of them stated their disagreement. This implies that the majority of respondents agreed with tour operators' applying the law that keeps the safety and security of locals and tourists. This makes the researcher conclude that tour operators had engaged in this activity.

Concerning environmental protection law, the respondents forwarded their views as 78 (42.6%) of them agreed strongly, 57(31.2%) of the agreed, 1(0.5%) of them didn't know, 21 (11.5%) of them disagreed and 26 (14.2%) of them disagreed strongly. This shows that 135 (73.7%) of the respondents gave responses as the tour operators had been governed by environmental law, but 47 (25.7%) of them disagreed with this. This implies that most of the respondents stated their agreement with tour operators being governed by environmental laws. But in reality, this has been contradict with the law enacted in Ethiopian constitution article 92 (4), which states that "The government and citizens have the duty to protect the environment." This in turn implies that tour the respondents view in this case was not in proper way. Therefore, tour companies hadn't engaged in this activity.

With regard to tour operators' being governed by laws related to prohibiting misbehaving, the respondents responded as 74 (40.4%) of them agreed strongly, 73 (339.9%) of them agreed, 6 (3.3%) of them didn't know, 13 (7.1%) of them disagreed and 17 (9.3%) of them disagreed strongly. This shows that 147 (80.3%) of the respondents had agreements with tour operators' applying laws related to prohibiting misbehaving around the tourist site, but 30 (16.4%) of them had disagreement with this. This implies that the majority of respondents had agreed with tour operators' applying the law that prohibits misbehaving on the culture, traditions, customs and norms of the local people.

On average the respondents gave their responses as 66.3 (36.2%) of them agreed strongly, 75 (41%) of them agreed, 4.3 (2.4%) of them didn't know, 15.7 (8.6%) of them disagreed and 21.7 (11.8%) disagreed strongly. This indicates that 141.3 (77.2%) of the respondents stated their agreements, but 37.4 (20.4%) of them explained their

disagreements. This leads to say that the greater part of respondents agreed with tour operators' engagement in legal responsibility. However, some of them expressed their disagreements.

The result of above quantitative data was cross-checked by qualitative data collected from two key informants around Entoto Tourist site and assured that tour operators worked with being governed by the rules and regulations of the government. They explained their view as tour operators had been governed by not only the rules and regulations of the government, but also the rules and regulations of the church (Male, 45 years old, Master, Vice Director and Tour Guide of Entoto Museum, & Male, 52 years old, 10th grade, Local Development Representative 2019).

To summarize, the views of the local respondents showed that tour operators had strict legal ground and had been governed by the rules and regulations legislated by the government. Not only laws of the government, but also the rules and regulation of St. Marry Church. However, practically, view of the respondents in the case of environmental law was not correct. This is because tour operators violated article 92(4). This implies that tour operators had practiced legal responsibilities around the tourist site, except environmental law.

4.4.4. In Ethical Responsibility Activities

The view of local people on tour operators' engagement in ethical responsibility activities presented based on tour operators' being governed by norms, standards, and customs of local community; treat locals and customers with keeping their personal dignity; treat impaired and minority groups equally; and make the tourists keep norms, standards and customs of local people. This has been presented in table 5.

Table 5: Respondents’ Responses to Tour Operators’ Engagement in Ethical Responsibility Activities

Ethical responsibility activities	Respondents (183)				
	Strongly agree	Agree	I don’t know	disagree	Strongly disagree
Being governed by norms, standards and customs of local people	32 (17.5%)	87 (47.5%)	17 (9.3%)	22 (12%)	25 (13.7%)
Treat local people and customers keeping their personal dignity	11 (6%)	84 (45.9%)	24 (13.1%)	34 (18.6%)	30 (16.4%)
Treat impaired and minority groups equally	7 (3.8%)	92 (50.3%)	22 (12%)	33 (18%)	29 (15.8%)
Make the tourists keep norms, standards and customs of local people	20 (10.9%)	94 (51.4%)	13 (7.1%)	24 (13.1%)	32 (17.5%)
Mean	17.5 (9.6%)	89.3 (48.8%)	19 (10.4%)	28.2 (15.4%)	29 (15.8%)

Source: Own survey, 2019

In the table 5, the respondents forwarded their responses to tour operators’ being governed by norms, standards, and customs of local people as 32 (17.5%) of them agreed strongly, 87 (47.5%) of them agreed, 17 (9.3%) of them didn’t know, 22 (12%) of them disagreed, and 25 (13.7%) of them disagreed strongly. This shows 119 (65%) of the respondents agreed with tour operators being governed by norms, standards and customs of the local people. But 47(25.7%) of them explained their disagreement. From this we can infer that more than half of the respondents expressed their agreements on tour operators’ being governed by these norms, standards, and customs of local people.

With regard to treat local people and customers with keeping their personal dignity, the respondents gave their responses as 11 (6%) of them agreed strongly, 84 (45.9%) of them agreed, 24 (13.1%) of them didn't know, 34 (18.6%) of them disagreed and 30 (16.4%) of them disagreed strongly. This shows that 95 (51.9%) of the respondents expressed their agreement, but 64 (35%) of them stated their disagreement. This indicates that more than half of the respondents have agreed with tour operators' engagement in keeping personal dignity of local people and customers.

The other activity in which tour operators engaged in ethical responsibility is treating impaired and minority groups equally. In this case the respondents gave their responses as 7 (3.8%) agreed strongly, 92 (50.3%) of them agreed, 22 (12%) of them didn't know, 33 (18%) disagreed, and 29 (15.8%) of them disagreed strongly. This indicates that 99 (54.1%) of the respondents expressed their agreement, but 62 (33.8%) of them stated their disagreement. This in turn leads to conclude that the respondents' views on their disagreements have been greater than their agreements.

The last view of local people on tour operators' engagement in ethical responsibility activity is making the tourists keep norms, standards and customs of local people. In this case, the respondents forwarded their responses as 20 (10.9%) agreed strongly, 94 (51.4%) agreed, 13 (7.1%) of them didn't know, 24 (13.1%) disagreed, and 32 (17.5%) of them disagreed strongly. This shows that 114 (62.3%) of the respondents explained their agreements, but 56 (30.6%) of them expressed their disagreements. Of course, this indicates that the greater part of respondents have agreed with tour operators' engagement in making the tourists and employees keep the norms, standards and customs of the local people, but few of them didn't agree with this.

In conclusion, the respondents forwarded their view on tour operators' practice of ethical responsibility as, on average, 17.5 (9.5%) of the respondents agreed strongly, 89.3 (48.8%) of them agreed, 19(10.4%) of them didn't know, 28.2 (15.4%) of them have disagreed and 29 (15.8%) of them have disagreed strongly. This indicates that 106.8 (58.4%) of the respondents expressed their agreement with tour operators' engagement in ethical responsibility activities, but 57.2 (31.2%) of them disagreed with

their engagement in the activities of this responsibility. This in turn shows the number of respondents agreed on tour operators' engagement in ethical responsibility activities is nearly twice the number of respondents that expressed their disagreement. From this we can infer that tour operators have practiced their ethical responsibility around the tourist site, but it has limitations. The local people expects more than what has been observed.

In addition to the quantitative data, the qualitative data indicate that tour operators have practiced ethical responsibility around Etoto tourist site. This has been affirmed by two key informants as "For your surprising, tourists are better than tour guides. In fact Tour operators keep the ethics of the local people. For example Balehageru tour keeps our culture strictly. This tour most of the time keep the wearing style, and other norms, standards and customs of the local people (respondent 13, 2019). Respondent 12 (2019) also agreed with the expression forwarded by respondent 13. He has stated this as 'Frankly speaking, they are strictly disciplined; they keep the ethics of the local people. But sometimes, very few guides those who work in freelance have observed violating the ethics, especially in wearing style, undermining local guides and other related ethical considerations. This doesn't include the manager of the company or the owners, but very few tour guides.'" This shows that most of tour operators have kept ethical considerations.

All in all, the views of local people approved that tour operators kept ethical considerations of the local people. Only few guides violated some ethical issues in wearing style, in guiding principle in the way they undermine local guides.

4.4.5. In philanthropic Responsibility Activities

In order to assess the view of respondents, data concerning humanitarian and charity related activities, assisting in conserving heritages, support projects that improve quality life of the people, and engaging tourists and the local people were gathered and presented in table 6.

Table 6: Respondents' Response to Tour Operators' Engagement in Philanthropic Responsibility Activities

Philanthropic responsibility activities	Respondents(183)				
	Strongly agree	Agree	I don't know	Disagree	Strongly disagree
Engage in helping the poor, aged people and orphans with donating money	7 (3.8%)	10 (5.5%)	14 (7.7%)	48 (26.2%)	104 (56.8%)
Assist in conserving heritages (the fine and performing arts)	10 (5.5%)	32 (17.5%)	13 (7.1%)	62 (33.9%)	66 (36.1%)
Support projects related to schools, roads, water pipes, playgrounds, etc	3 (1.6%)	5 (2.7%)	5 (2.7%)	13 (7.1%)	157 (85.8%)
Make tourists and local people engage in humanitarian and charitable activities	6 (3.3%)	21 (11.5%)	13 (7.1%)	60 (32.8%)	83 (45.4%)
Mean	6.5 (3.6%)	17 (9.3%)	11.3 (6.1%)	45.8 (25%)	102.5 (56.1%)

Source: Own construction (2019)

Table 6 shows that the respondents' responses in the case of tour operators' engagement in helping the poor, aged people and orphans have been presented as 7 (3.8%) of them agreed strongly, 10 (5.5%) of them agreed, 14(7.7%) of them didn't know, 48 (26.2%) of them disagreed and 104 (55.8%) of them disagreed strongly. This shows that 17 (8.5%) of respondents expressed their agreement, but 152 (83%) of them expressed their disagreement. This implies that the majority of respondents disagreed with tour operators' engagement in this activity.

The other responsibility activity of tour operators concerning philanthropic responsibility is assisting the local people in conserving heritages. With regard to this, the respondents expressed their views as 10 (5.5%) of them agreed strongly, 32 (17.5%) of them agreed, 13 (10.9%) of them didn't know, 62 (33.9%) of them disagreed and 66 (36.1%) of them disagreed strongly. This indicates that 42 (23%) of the respondents expressed their agreement with tour operators' engagement in assisting in heritage conservation around the tourist site, but the majority, about 128 (70%), of respondents expressed their disagreements.

In the case of tour operators' supporting local projects that improve quality life of the local people, such as building schools, playgrounds, roads and others, the respondents expressed their views as 3 (1.6%) of them agreed strongly, 5 (2.7%) of them agreed, 5 (2.7%) of them didn't know, 13 (7.1%) of them disagreed and 157 (85.8%) of them disagreed strongly. This shows that 8 (4.3%) of the respondents stated their agreement with tour operators' engagement in support local projects that improve the life of the local people , but the majority of respondents, about 170 (92.9%), explained their disagreement with this issue. This implies that most of the respondents disagreed with tour operators' engagement in this activity.

Making tourists and local people engage in philanthropic responsibility related activities is the other tour operators' responsibility. In this issue, the respondents gave their responses as 6 (3.3%) of them agreed strongly, 21 (11.5%) of them agreed, 13 (7.1%) of them didn't know, 60 (32.8%) of them disagreed and 83 (43.1%) of them disagreed strongly. This shows that 27 (14.8%) of respondents expressed their agreement, but almost 143 (45.4%) of the respondents responded as they disagreed with tour operators' effort on engaging the tourists and the local people in this activity.

In conclusion, on average 6.5 (3.6%) of the respondents agreed strongly, 17 (9.3%) of them agreed, 11.3 (6.1%) of them didn't know, 45.8 (25%) of them disagreed and 102.5 (56.1%) of them disagreed strongly. This shows that 23.5(12.9%) of respondents expressed their agreement but about 148.3 (81.5%) of them expressed their disagreement. This in turn implies that the majority of respondents explained their

disagreements with tour operators' engagement in philanthropic responsibility related activities.

As the quantitative data, qualitative data indicate that most of respondents stated as tour operators hadn't involved in philanthropic responsibility activities. This has been confirmed by key informants of local people. One of the informants stated that "Concerning philanthropic responsibility activities, no one has engaged in aiding the poor, aged people, and students those who have no supporter, and conserving heritages (Male, 52 years old, 10th grade, Local Development Representative ,2019). Besides, he added that no one had participated in supporting local projects, such as building roads, schools, electricity, and water pipes, and so on." Moreover, another respondent added that "No Charity work and heritage conservation that the tour operators have done. Of course, we didn't ask them in the case of heritage conservation, especially Menelk Palace. The palace is ruining. We should have asked them to mend it, but we didn't. In fact, they have observed its ruining, but they didn't try to mend it' (Male, 45 years old, Master, Vice Director and Tour Guide of Entoto Museum, 2019). The two key informants' views show that tour operators haven't engaged in heritage conservation around the tourist site.

As the key informant stated, Minilk Palace is one of heritages found around the tourist site and it is on the way of ruining. At present time no one has tried to mend it. This implies that the tour operators haven't engaged in heritage conservation around the site.

The key informant also stated that tour operators hadn't participated in supporting local projects that improve the quality life of the local people. Besides, it has been confirmed by observation that there was no any project supported by them to change the quality life of the people around the tourist site, even though there are problems of getting school nearby, water and other facilities around the tourist site.

In general, quantitative data show that some respondents' responses approved as they viewed as tour operators had engaged in philanthropic responsibility activities. However, the view of the majority respondents approved that tour operators didn't

practice this responsibility. The qualitative data also pointed out the same result, which is tour operators hadn't engaged in this responsibility activities. From this we can conclude that tour operators hadn't engaged in philanthropic responsibility activities, except giving very few coins or money for beggars found around the tourist site.

The overall summary of respondents' responses to tour operators' practice of social responsibility around the tourist site presented in table 7.

Table 7: Summary of Local People's Responses to Tour Operators' Engagement in Social Responsibility Practices

Type of responsibility	Respondents(183)				
	Strongly agree	Agree	I don't know	Disagree	Strongly disagree
Economic responsibility	13.6(7.4%)	47(25.7%)	9.2(5%)	60.4(33%)	52.8(28.9%)
Environment responsibility	13.4(7.3%)	32.2(17.6%)	5.6(3.1%)	60.4(33%)	71.4(39%)
Legal responsibility	66.3(36.2%)	75(41%)	4.3(2.3%)	15.7(8.6%)	21.7(11.8%)
Ethical responsibility	17.5(9.6%)	89.3(48.8%)	19(10.4%)	28.2(15.4%)	29(15.8%)
philanthropic Responsibility	6.5(3.6%)	17(9.3%)	11.3(6.1%)	45.8(25%)	102.5(56.1%)
Overall mean	23.5(12.8%)	52 (28.5%)	10 (5.4%)	42.1(23%)	55.4(30.3%)

Source: Own survey (2019)

Table 7 shows the overall mean of local respondents' response were as 23.5 (12.8%) of them strongly agree, 52 (28.5%) of them agree, 10 (5.4%) of them didn't know, 42.1 (23%) of them disagree and 55.4 (30.3%) of them disagree. This indicates that 75.5 (41.3%) of them stated their agreement, but 97.5 (53.3%) of them stated their disagreement. This shows that more than half of the respondents stated their disagreement on tour operators' social responsibility practice around the tourist site, even though less than half of the respondents stated their agreement. This implies that tour operators' social responsibility practice around Entoto tourist site was limited.

All in all, the quantitative data concerning the views of local people indicate that although tour operators had practiced legal and ethical responsibilities in a better way, they had lower practice in economic, environmental and philanthropic responsibilities. This has been strongly supported by qualitative data obtained from key informants from local people representative and vice director of the St. Marry Church Museum.

4.5.The Views of Selected Government Officials on Tour Operators’ Engagement in Social Responsibility Activities

As the view of local people on tour operators’ engagement in social responsibility activities, the views of selected government officials had been presented with respect to the activities stated in five aspects of this responsibility

4.5.1.In Economic Responsibility Activities

With regard to economic responsibility activities of tour operators, the key informants stated that the tour companies had engaged only in certain activities. One of the respondent stated the following:

I think tour operators practice corporate social responsibility but it is not enough as it is expected from them. They work with competing on the market and only have tried to get money. Only some tour operators, such as Puagumen Tours, Aviceland and Balehageru Tours, practice social responsibility in general. But from their number and the amount of income they get, their contribution for local community and the environment is very limited. Around Entoto Tourist Site, Personally, I don't know their economic responsibility practices in detail, but they have only little contribution in the way they make tourists buy local products and generating employment. Of course, in the case of job creation, I don't know around Entoto Tourist Site, but here in the center of the city, they have hired employees at their office (Male,29 years old, Degree, Tourism Service Providers’ Licensing Officer, 2019).

The above paragraph shows that the respondent forwarded as tour operators had engaged in making the tourists buy local products; however, the respondent stated as he didn't know about other economic responsibility activities.

Another respondent stated that tour operators had engaged in certain economic responsibility activities, but not in others. He stated this as "In my point of view, tour operators engage in certain economic responsibility activities like buying products, making the tourists buy souvenirs and other local products. Besides, there is job creation of the presence of the tour operation business, although they didn't do this activity individually. Other than these, they haven't engaged in this responsibility activities as such" (Male, 32 years old, Degree, Peoples' Representative, 2019). As this respondent expressed, tour operators have engaged in making tourists buy local products, buy those products, and create jobs indirectly. However, they haven't engaged in other economic responsibility activities like contributing for local economy except paying the entrance fee and hadn't generated employment directly. The respondent added on this issue as the following:

Concerning economic responsibility activities, in one hand there some activities that they have done. For example make tourists buy souvenirs, jewelries, and traditional clothes; they have created jobs indirectly; and they take more tourists for the purpose of their business. on the other hand, they haven't created jobs directly for local people by hiring; they haven't buy local products much; they haven't done activities to generate local economy except paying entrance fee(Male,32 years old, Degree, Peoples' Representative, 2019.)

The above lines show that tour operators engaged in only few economic responsibility activities, such as making tourists buy local products and paying entrance fee as the contribution of local economy around Entoto Tourist site. In other economic responsibility activities, they haven't engaged. This shows that tour operators had engaged in few economic related activities, but it had not been enough as expected.

4.5.2. In Environmental Responsibility Activities

Respondents stated that tour operators hadn't engaged in environmental responsibility activities except in respecting rules and regulations around Entoto tourist site. One of the respondents vowed as, "Although I have no idea about their participation in environmental protection activities around Entoto Tourist site, their participation in developing tourist sites and destinations in general is very low" (Male, 29 years old, Degree, Tourism Service Providers' Licensing Officer, 2019). However, another respondent stated as "Tour operators participate in environmental protection activities, especially in planting trees and reducing pollution and wastes. In fact as their number, it is not enough. About 1 up to 4 tour operators have been involved in planting seedlings around Entoto Tourist site. In addition to this they apply the dos and don'ts around the tourist site to protect the environment (Male, 32 years old, Degree, Peoples' Representative, 2019). Besides, the other respondent stated as, "With regard to environmental responsibility activities, I don't think so they do planting seedlings, make tourists participate in these activities, reduce pollution and waste. With regard to preparing and offering environmentally friendly services and products, I have no evidence. What they really do is they are governed by environmental law" (Female, 31 years old, Degree, Hotels and Tourism service providers Licensing and Regulation Main Process, 2019). This shows that tour operators have been only governed by environmental law, but they haven't engaged in other environmental responsibility activities. This implies that tour operators have been governed by environmental related laws, but they haven't involved in environmental protection activities. From 455 legal tour operators, only from 1 to 4 tour operators' participation is not enough.

4.5.3. In Legal Responsibility Activities

With regard to tour operators' engagement in legal responsibility, the respondents stated that the tour companies have been governed by legal issues. One of the respondents stated as "Tour operators apply all rules and regulations of the country. The law by itself has forced them to be legal. We also create awareness as they should keep the rules and regulations. Even they have signed to be governed by the rules and regulations. Of

course, from the aspect of making them practice other social responsibilities, it has not as such forcible” (Tourist Service Providers Licensing Officer, 2019). The other respondent also stated that tour operators have been governed by rules and regulations; no one violates the rules and regulations of the country and the destination” (Peoples’ Representative, 2019). Besides, another respondent stated that tour operators have been governed by rules and regulations of the sector, including other laws (Female, 31 years old, Degree, Hotels and Tourism service providers Licensing and Regulation Main Process, 2019). These respondents’ responses show that tour operators have practiced legal responsibility around the tourist site.

4.5.4. In Ethical Responsibility Activities

Tour operators have engaged in ethical responsibility activities as the respondents stated. The Tourist Service Providers Licensing Officer (2019) stated as, “In most cases tour operators keep the ethics expected from local people. The ministry of culture and tourism also make them apply the designed codes of ethics. Like the rules and regulations, they signed an agreement with us. Due to this they keep the ethics. Even no complains have arisen from local people about tour operators’ violation of ethics around destinations.” Besides, Hotels and Tourism service providers Licensing and Regulation Main Process (2019) stated as “Tour operators have better practices in applying rules and regulations. This makes them be governed by ethical principles.” Peoples’ representative also stated it as “With regard to keeping the ethics, they have kept the norms, standards, and customs of the local people. They have tried to keep the culture with educating the tourists about cultural diffusion and what the local people need.” This shows that tour companies have practiced ethical responsibilities around Entoto tourist site.

4.5.5. In Philanthropic Responsibility Activities

Concerning philanthropic responsibility activities of tour operators, the respondents forwarded their views. The Tourist Service Providers Licensing Officer (2019) stated that their social responsibility practice was very low in the way to make local people

beneficiary. Peoples' Representative (2019) also added that with regard to charity and humanitarian activities, they didn't do in an organized way. What they did was giving some money for beggars. At individual level, he hadn't known that the tour operators helped the poor, aged people who had no helper and orphans. And Hotels and Tourism service providers Licensing and Regulation Main Process (2019) stated that as far as she knew, they hadn't done any such activities that indicated helping the poor, orphans; supporting local projects and heritage conservation. She added that Minilk palace has been ruining, but no tour operator tried to mend it and no one constructed toilets, infrastructures, water pipes, electricity, schools, etc. These show that tour operators haven't engaged in philanthropic responsibility activities around Entoto tourist site.

To summarize, the experts of selected government officials stated that tour operators have practiced legal and ethical responsibilities in the manner the government and the local people have expected. The problem has been observed in the case of economic, environmental and philanthropic responsibilities. In these three responsibilities, their practice has been very low. This confirmed the responses of tour operators and local people.

4.6. The Challenges that Faced Tour Operators in Practicing CSR

With regard to the challenges that had faced tour operators while practicing social responsibility around Entoto tourist site, the informants forwarded their responses. One of the respondents stated that the core factors which hindered them to practice this responsibility around the tourist site was the federal arrangement or structure and in the case of tour operators in general, lack of determination was another factor (Male, 52 years old, Master, Operational Manager in a Tour Company,2019). Another respondent also stated the challenges as lack of encourager, participatory policy, limited boundary around Entoto tourist site and absence of forcible rules and regulations (Male 51 years old, Degree, Owner and Manager of a Tour Company). Moreover, the other respondent stressed policy issue as the main challenge (Male, 42 years old, Diploma, Owner and Manager of a Tour Company). The fourth respondent stated in other way as first there were no organized bodies to be supported around Entoto tourist site, and second there

were thieves around the area at which the panoramic view is found (Male, 24 years old, Tour Guide, 2019).

The above lines show that tour operators faced challenges, like time management problem, lack of knowledge and skills, lack of finance, and lack of collaboration among stakeholders. Besides, lack of encourager, determination, participatory policy, limited boundary around Entoto tourist site and absence of forcible rules and regulations were found as the challenges. Of these factors, the most common was lack of collaboration among stakeholders.

4.7. Suggestions of Respondents about Tour Operators' Social Responsibility practice in General

4.7.1. Suggestion of Tour Operators' Owners/managers

Respondents of tour operators stated that their engagement in social responsibility activities was very low. For example, one of the respondents stated that tour operators' social responsibility practice was at low level. He added that they hadn't made the local people participate to engage in social responsibility activities, and their awareness status was very low (Male, 32 years old, Dgree, Tour operator, 2019). In general, their social responsibility practice had been very low (Respondents, 2019). Of course, two of the respondents expressed as they didn't know in detail, but forwarded the same suggestions as other respondents. These responses show that the tour operators' social responsibility practice has been very low, relative to the expectation of local people.

4.7.2. Suggestion of Local People

Among 183 respondents of questions in the distributed questionnaire, 42 (23%) respondents didn't give any response; 65 (35.5%) of them stated that they didn't do anything for local community, except they have accumulated their money; 41 (22.4%) of them responded that their engagement in social responsibility activities has been very low; 23 (12.6%) of them stated that tour operators social responsibility practice has been low; 7 (3.8%) of them didn't state clearly; 3 (1.6%) of them stated that their practice

should be improved and 2 (1.1%) of them responded as rather than contributing for local people, they aggravated the problems around the local community stating as they have been increasing begging. These expressions show that among respondents who said tour operators didn't do anything; their practice has been low and very low together become 129 (70.5%). From this, it can be concluded that tour operators' social responsibility practice in general found at low level.

Furthermore, the two key informants stated that the tour operators' social responsibility practice around Entoto Tourist Site in general has been very low. As respondents stated, tour operators have only collected money. They hadn't done anything except paying entrance fee and keeping the legal and ethical aspect of social responsibility. They had neglect economic, environmental and philanthropic responsibilities. The respondents also added that it had been expected a lot of things from them to support the community and contribute to environment protection. Otherwise, if they continue in this way, the heritages are ruining and the environment will be degraded. At the end, the tourist site will lose its being attraction and their business will cease.

4.7.3.Suggestion of Selected Government Officials

The government officials forwarded their suggestion about tour operators' social responsibility practice in general as it has been very low, except their engagement in few social responsibility activities. One respondent stated that relative to what they got from this business; what was expected from them and what they should have done, it was very low. Of course, they generated employment, especially for females, although it had its own limitations in case of payment (Male, 29 years old, Degree in Tourism Management, Tourist service providers' licensing officer at Ministry of Culture and Tourism, March 2, 2011 E.C). Other respondents (2019) also stated that tour operators' social responsibility practice was very low, although they had engaged in certain social responsibility activities.

In general, as the government officials suggested, tour operators' social responsibility practice found at lower level. Of course, they had engaged few responsibility activities

related to economic responsibility, and fully engaged in legal and ethical responsibility activities. But in the case of most economic, environmental and philanthropic responsibilities, their practice had been very low.

To sum up, as the respondents stated, the tour operators' social responsibility practice around Entoto Tourist site had been very low. What they were mostly practicing were only legal and ethical responsibilities. But in the case of other three responsibilities, their practice was almost none.

4.8. Suggestions of Respondents about the Contributions of Tour Operators' Social Responsibility Practices

4.8.1. Suggestion of tour operators' Managers/ Owners

Interviewees suggested that if tour operators had practiced social responsibility, it would have had contribution in making the local people become beneficial, sustained tour operating business and for sustainable tourism development. But at this time their practice of their social responsibility found at lower level, and it is difficult to say something about the contribution of their social responsibility practice in general. With regard to this, respondents stated that "There is no doubt. If tour companies practice social responsibility, it will make them sustain their business, benefit local people and sustain tourism development. Without participating the local people and keeping the resources, benefiting the people and sustainability in the case of tour operating business and tourism development are unimagined" (Male, 24 years old, Level 5 in tourism management, Tour Guide, 2019; Male, 51 years old, Degree, Tour company owner and manager, 2019; Male, 22 years old, Degree in Tourism Management, Tour Guide in a Tour Company, 2019 & Male, 32 years old, Degree, Tour operator in a tour company, 2019). This shows that if tour operators had practiced social responsibility, it would have a great role in benefiting the local people, sustaining tour operating business and tourism development. Besides, another respondent (Male, 51 years old, Master, General Manager of a Tour Company, 2019) stated that it had positive impact for local people and the tourist site if they were practicing their social responsibility.

The central meaning of the interviewees' responses in the above lines was tour operators' social responsibility practice has been very low. But if they were practicing it, it would have three dimensional contributions: It could make the local people get benefits, sustain tour operators' business, and bring sustainable tourism development. As the operational manager of a tour company (Male, 52 years old, Master, 2019) stated, it would have had vicious circle. What it implies is that if the tour operators were practicing social responsibility, it would benefit the local people. If the local people became beneficial, they would keep the tourist site and think the tour operating business belongs to them. This in turn sustains the tourist site and brings sustainable tourism development. And then tour operating business becomes sustainable and it contributes for sustainable tourism development.

4.8.2. Suggestion of Local People

Among 183 respondents to questions in the distributed questionnaire and 2 key informants, totally 185 respondents, 65 (35.1%) gave their responses and the rest of them didn't. Among these 65 respondents, 61 respondents or 33% of all local respondents responded that if tour operators were really practiced their social responsibility around Entoto tourist Site, it would have contribution for the development of quality life of local community; for sustaining their business and the development of sustainable tourism. However, 4 (2.2%) of total respondents didn't state in a proper way. They stated their suggestion out of this issue. The 61 (33%) respondents' expression implies that if tour operators had practiced their social responsibility around Entoto Tourist Site, it would have contribution for local community, their business sustainability and sustainable tourism development around this site.

4.8.3. Suggestion of Government Officials

Like respondent of tour operators and local people, government officials forwarded that if tour operators had practiced social responsibility around tourist sites and destinations, it would have made the local community beneficial; sustain their business and sustain tourism development. However, as they stated, their social responsibility practice had

not been in the way it had been expected. One of the respondents stated that if tour operators had practiced social responsibility, there is no doubt that it would have contributed for local community, environmental protection and sustainable tourism development, in addition to sustaining tour operating business. Besides, the respondent added that without protecting the environment, talking about sustainable tourism development became meaningless (Male, 32 years old, Master, Main process of Environmental Protection Office, 2019). Another respondent also stated that it was unquestionable that if they had practiced corporate social responsibility around the tourist site, it would have had its own benefits for local community, their business and sustainable tourism development (Female, 31 years old, Degree, Tourism Service Providers Licensing and Regulation Main Process, 2019). Moreover, other respondents stated its importance in the same way. This shows that if tour operators had practiced social responsibility effectively, it would have made the local people beneficial in many ways and contributed for sustainable tourism development.

All in all, the respondents stated the tour operators' social responsibility practice had been very low and it is difficult to say their CSR practice had contribution in those three aspects. However, if they were practicing it effectively, it would have contribution in case of benefiting the local people; sustain tour operating business and sustainable tourism development. But they were not practicing CSR in the manner that contributes for these domains.

4.9. The Overall Discussion of the Result of the Study

The implication of this study focused on one principle of corporate social responsibility, which is the principle of sustainability. As to this, Crowther, D. & Aras, G. (2008) explained that a company's social responsibility practice, which is behaving ethically, concern for people and environment, has positive correlation with its performance and business sustainability. It also indicates that company's CSR practice benefits the community in which it has been set up, and contributes to sustainable development. Concerning this, Behringer & Szegedi (2016) stated that CSR is a business model that promotes business contributions to sustainable development in the way it creates a

balance between economic interests, environmental needs and social expectations. This implies that tour operators' social responsibility practice determines their performance around tourist destinations or sites. This in turn benefits the local community and then contributes to sustainable development of tourism sector. However, in this case their practice had been very low and their performance around the tourist site was not in the way it fulfills business sustainable, expectation of local people and sustainable tourism development. This leads to conclude that if their practice continues as it happened during the time of the study, their business around the tourist site will be diminished gradually, since if the local community can't be benefited, they may not protect the environment and as a result, it will be damaged, ruined and evacuated. This will become the cause for destination disappearance and retardation of sustainable tourism development.

CHAPTER FIVE

5. Conclusion and Recommendation

In chapter four, data presentation, analysis and discussion were stated. In this part, conclusion and recommendation will have been discussed. The conclusion focuses on the findings of the research, and the recommendation intends to address what the stakeholders should do to make corporate social responsibility to be implemented in the tourism sector, particularly in tour operating business.

5.1. Conclusion

Conclusion of the study had been concluded in the way that indicates the awareness of respondents about CSR, tour operators' engagement in social responsibility activities, the view of local people and selected government officials on tour operators' engagement in social responsibility activities and challenges that faced tour operators while practicing CSR around Entoto tourist site.

Most of the respondents had lack of understanding about corporate social responsibility. Only few of them had understood its meaning in some extent. Most of the respondents understood it in relation to responsibility of the people in the society in general, not in line with companies' responsibility in which it has been set up or run its business. Generally, the respondents' understanding about corporate social responsibility was very low. In fact, owners or managers of tour operators and government officials had relatively better understanding than the people of local community. This is because the latter had better exposure to get information and training concerning CSR.

The engagement of tour operators in economic responsibility activities had been bounded only in certain activities, such as making the tourists buy local products, increase tourist around the tourist site and in some extent generating employment temporarily. But, in most cases, they hadn't engaged in economic responsibility activities, such as contributing for local economy through financing projects related to

economic development, except paying entrance fee for museum, buying local products and generating employment. It was not as such expected.

The tour operators' engagement in environmental responsibility activities were not far from only governed by dos and don'ts or applying the rules and regulations around the tourist site, and preparing and offering environmentally friendly travel programs. They had not engaged in planting trees, and terracing works, encouraging tourists to participate in environmental protection activities, and reducing pollution and wastes around the tourist site. Only very few of them had engaged in planting trees, terracing and so on before, but not in the year of this study. Therefore, tour companies' engagement in environmental responsibility hadn't been as such expected. It was very low like economic responsibility.

Tour operators had engaged in legal responsibility activities around Entoto Tourist Site. Their practice of legal responsibility around the tourist site had been in the better way, although they had violated environmental law.

Like legal responsibility, tour operators had engaged in ethical responsibility activities. Their ethical responsibility practice was in the manner that the local people had expected. However, rarely, they violated few ethical issues, especially in the case of misbehaving.

With regard to philanthropic responsibility, tour operators hadn't engaged in helping the poor, aged people and orphans; in conserving heritages (the fine and performing arts); in supporting projects related to schools, roads, water pipes, playgrounds, etc.; and in making tourists and the local people involve in humanitarian and charitable activities around the tourist site. In short, they hadn't practiced philanthropic responsibility.

The views of local people and selected government officials have indicated that although tour operators had practiced legal and ethical responsibilities in a better way, they had lower practice in economic, environmental and philanthropic responsibilities. This supports the result of the data found from tour operators qualitatively.

With regard to the challenges, tour operators had faced lack of time management, knowledge and skills, finance and collaboration among stakeholders. In addition to these, lack of determination, encouragement, participatory policy, limited boundary and forcible rules and regulations were identified. Of course, out of these challenges, lack of stakeholders' collaboration was the most frequent challenge that faced tour companies in practicing CSR around the tourist site.

In general, the tour operators' social responsibility practice around Entoto Tourist site was identified as it had been low, and it was found that their practice of this responsibility was not in the way that had contribution for local community and sustainable tourism development. The reason here is that they had practiced only legal and ethical responsibilities. But in economic, environment and philanthropic responsibilities, which can improve the quality life of the local people, their practices had been very low.

All in all, tour operators had practiced legal and ethical social responsibilities much better than economic, environmental and philanthropic responsibilities. If they were practicing all these social responsibilities around the tourist site, it would have contribution for local people, tour operating business and sustainable tourism development, but their practice around the tourist site had not been in that way.

5.2. Recommendation

In 5.1. section, conclusion was presented on the stand of the findings of the study. In this section, the results of the study were recommended to tour operators, local people or community, government and researchers.

For tour operators: The results of the study indicated that the tour operators' social responsibility practice has been very low. This practice has been more or less dominated by legal and ethical responsibilities. But in the case of economic, environmental and philanthropic responsibilities, it has been very limited. Therefore, those who are working in tour operating business should practice social responsibility with doing the activities under domains of those social responsibilities. This is because practicing this

responsibility makes the business sustain through benefiting the local people and developing tourism in a sustainable manner. Without benefiting the local people and create sustainable tourism around the tourist site, the business will cease. Tour operators should engage in activities of social responsibility stated under each dimension.

For local people or community: Although the tour operators hadn't practiced social responsibility around Entoto tourist site as it has been expected, you as the local people should have awareness about it and ask the tour operators to practice this responsibility in any circumstances and the government to make it design tourism policy and legal framework that make the tour operators engage in social responsibility activities. Besides, it is expected from you as the local people to conserve the tourism resources around the tourist site and keep your norms, standards and customs from being eroded due to the misbehavior of tour guides and tourists.

For the government: The government should enforce tourism policy makers to incorporate CSR in tourism policy formulation and design. Moreover, the government should enforce the layers to design laws related to CSR in the tourism sector. Of course, the inculcation of CSR and the presence of laws appear in the sector, but this inculcation and presence of laws are not enough and as such strong to make the tour operators practice this responsibility.

For researchers: This study was bounded only around Entoto tourist site. It needs further investigation around tourist destinations in Addis Ababa, and the country as the whole. So, it is expected from the researchers to conduct further research in other tourist destinations or sites in this issue to contribute for policy formulation and design.

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Annexes

Annex I: Interview Guide for Tour Companies' Managers/ Owners/ Representatives

Part one: personal detail.

1. Sex.....
2. Age.....
3. Your educational level.....
4. Position in the company.....
5. Experience

Part two: Questions related to Tour operators and their social
Responsibility activities

1. What do you understand about corporate social responsibility?
2. Does your tour company do social responsibility activities around Entoto tourist site? If yes, what activities does your tour company do?
3. If you have done those activities, what challenges do you face while doing the activities?
4. What do you think about tour operators' social responsibility practices in general?
5. Do you think that tour operators' social responsibility activities have contribution for local people, their business sustainability and then sustainable tourism development around tourist destinations in Addis Ababa?
6. If you want to add anything?

Thank you very much indeed!!

Annex II: Interview Guide for Gullelle subcity Woreda 1 People's Representative, Local
Leople Representatives and Museum Director)

Part one: Personal Profile.

6. Sex.....
7. Age.....
8. Your educational level.....
9. Position in the local community/ church/ museum.....
10. Experience

Part two: Questions About tour operators' Social Responsibility
activities

1. What do you understand about Corporate Social responsibility?
2. Do you think tour operators do social responsibility activities around Entoto tourist site? If yes, what are those activities?
3. What do you think about tour operators' social responsibility activities in general?
4. Do you think that tour operators' social responsibility activities have contribution for their business sustainability and then sustainable tourism development around tourist destinations in Addis Ababa including Entoto Tourist Site? Explain.
5. If anything you add.

Thank you very much indeed!!

Annex III: Interview Guide for Culture and Tourism Sector Officers at Ministry of Culture and Tourism, and Gullelle Subcity Culture and Tourism Office

Part one: Personal Profile.

11. Sex.....
12. Age.....
13. Your educational level.....
14. Position in the company.....
15. Experience

Part two: Detail interview questions about tour operators and their engagement on CSR activities.

1. What do you understand about corporate social responsibility?
2. Do tour companies engage in social responsibility activities? If yes, what activities they do around Entoto Tourist Site?
3. What do you think about tour operators' social responsibility activities in general?
4. Do you think that tour operators' social responsibility activities have contribution for their business sustainability and then sustainable tourism development around tourist destinations in Addis Ababa?
5. If you want to add anything?

Thank you very much!!

Annex IV: Interview Guide for Gullele Subcity Environmental Protection Office

Part one: personal detail.

- 16. Sex.....
- 17. Age.....
- 18. Your educational level.....
- 19. Position in the company.....
- 20. Experience

Part two: Questions related to tour operators' social responsibility activities.

- 1. What do you understand about corporate social responsibility?
- 2. What social responsibility activities are expected from tour companies to protect environment around the tourist sites, like Entoto?
- 3. What do you think about tour operators' social responsibility activities in general?
- 4. Do you think that tour operators' social responsibility activities have contribution for their business sustainability and then sustainable tourism development around tourist destinations in Addis Ababa?
- 5. If you want to add anything?

Thank you very much!

Annex V: Questionnaire for Local People



ADDIS ABABA UNIVERSITY
COLLEGE OF DEVELOPMENT STUDIES
CENTER FOR ENVIRONMENT AND DEVELOPMENT
TOURISM DEVELOPMENT AND MANAGEMENT
PROGRAM

Dear respondent!

This questionnaire has been prepared to collect data for conducting a thesis research entitled “*Tour Operators' Social Responsibility Practices around Tourist Destinations in Addis Ababa: The Case of Entoto Tourist site*” for partial fulfillment of Master of Arts in Tourism Development and Management in Addis Ababa University, College of Development Studies. Therefore, since you are selected as one of the respondents, you are kindly requested to fill the questionnaire genuinely based on the given instruction in each part. The information you give will only be used for the purpose of this study.

Thank you for your co-operation filling the questionnaire taking your precious time.

Yours faithfully,

Tarekegn Alamirie

Phone number: 0929244912/0985244788, E-mail: tarekegnalamir19@gmail.com

Part I: This part mainly focuses on personal details. So, write your answers.

1. Sex:
2. Age:
3. Educational level:
4. Employment:.....
5. Work experience: if you are employed

PART II: Main questions for the research concerning Social responsibility

1. What do you understand about corporate social responsibility in general?

.....

.....

.....

.....

2. Tour operators’ engagement in social responsibility activity related statements are given in the table below. So, put a tick mark for a statement in each row that indicates your opinion (1. Strongly agree, 2. Agree, 3. I don’t know, 4. Disagree or 5. Strongly disagree).

No	Social Responsibilities practice indicators	1	2	3	4	5
2.1	Economic Responsibilities activities					
2.1.1	Tour operator contribute to local economy through financing projects related to economic development around Entoto tourist site					
2.1.2	Tour operators generate employment through its business for local people around Entoto tourist site.					
2.1.3	Tour operators attract more tourists around Entoto Tourist Site.					
2.1.4	Tour operators buy goods and services from local providers around Entoto tourist site.					
2.1.5	Tour operators encourage tourists to buy and use local products around Entoto tourist site.					
2.2	Environment responsibility activities					
2.2.1	Tour operators prepare and offer environment-friendly products and travel programs.					

2.2.2	Tour operators protect the environment around Entoto tourist site with planting trees, terracing and so on.					
2.2.3	Tour operators respect dos and don'ts about environmental protection around tourist sites.					
2.2.4	Tour operators make tourists and local people involve in environmental protection.					
2.2.5	Tour operators reduce pollution and waste around Entoto Tourist site.					
2.3	Legal responsibility Activities					
2.3.1	Tour operators apply laws those promote safety and fairness on local people and tourists.					
2.3.2	Tour operators are being governed with environmental laws.					
2.3.3	Tour operator is governed by laws prohibiting misbehaving in the local community.					
2.4.	Ethical responsibility activities					
2.4.1	Tour operators are being governed by norms, standards and customs of local people around Entoto Tourist site.					
2.4.2	Tour operators treat locals and customers keeping their personal dignity.					
2.4.3	Tour operators treat impaired employees and minorities equally.					
2.4.4	Tour operators make tourists keep norms, standards and customs of local people around Entoto Tourist site.					
2.5	Philanthropic responsibility activities					
2.5.1	Tour operators have engaged in helping the poor, aged people and orphans with donating money around Entoto tourist Site.					
2.5.2	Tour operators assist local people in conserving heritages (the fine and performing arts) around Entoto Tourist site.					
2.5.3	Tour operators encourage tourists and local people to be engaged in humanitarian and charitable activities around Entoto Tourist site.					
2.5.4	Tour operators support projects related to schools, roads, water pipes, playgrounds, etc around Entoto Tourist site.					

2.6.If you want to add something else about your tour operators’ engagement in social responsibility activities, write here.

.....
.....
.....
.....

3. What do you think about tour operators’ social responsibility practice in general?

.....
.....
.....
.....

4. Do you think that tour operators’ social responsibility activities have contribution for their business sustainability and then sustainable tourism development around tourist destinations in Addis Ababa as well as Entoto Tourist site? Give your reason.

.....
.....
.....
.....
.....

Thank you very much indeed!

Annex VI: Interviewees' Personal Information

Code	Local date	Local Time	Organization	Interviewee	Position	Sex	Age	Education	Employments	Experience
			Tour operators							
01	3/7/2011	8:30	Tour operator	A.E.	Owner and manager	M	42	Diploma	Own works	>20 years
02	4/7/2011	11:30	Tour operator	S. G.	Operation manager	M	52	Master	employed	25 years
03	13/3/2011	8:30	Tour operator	Y.G.	Owner and manager	M	51	degree	Own works	21 years
04	18/7/2011	9:00	Tour operator	Y.T	Tour guide	M	24	Level 5	employed	2 years
05	18/7/2011	10:15	Tour operator	S.A.	Tour guide	M	22	degree	employed	3 months
06	19/7/2011	10:00	Tour operator	M. M.	General Manager	M	42	degree	employed	8 years
07	26/7/2011	4:30	Tour operator	F. G.	General manager	M	51	MBA	employed	25 years
08	27/7/2011	3:30	Tour operator	T. D.	Tour operator	M	32	degree	employed	13 years
09	29/7/2011	5:30	Tour operator	G.	Marketing and operation manager	M	26	Degree	employed	1 year
10	30/7/2011	3:30	Tour operator	G.A.	Tour operator	F	30	degree	employed	7 years
11	30/7/2011	8:30	Tour operator	T.A.	Marketing manager	M	31	degree	employed	5 years
			Locals people							
12	5/8/2011	4:30	Museum director	H.W.	Vice director and tour guide of Museum	M	45	Master	employed	21 years
13	5/8/2011	5:30	Local representative	L. T.	Local development representative	M	52	10 th	Own works	-
			Government officials							
14	2/7/2011	5:30	Ministry of culture and tourism	H. A.	Tourist service providers' licensing officer	M	29	Degree	employed	4 years
15	5/7/2011	4:30	Gullelle subcity culture and tourism	L. k.	Main process	F	31	Degree	employed	9 years
16	5/27/2011	3:00	Gullelle woreda p.r	A . G.	Afegubae	M	32	degree	employed	6 years
17	20/7/2011	11:300	Gullelle subcity Environmental protection office	F. W.	Main process	M	32	Master	Employed	4 years

Source: Own survey (2019)

Annex VII: Letter to Whom It may Concern

የአዲስ አበባ ዩኒቨርሲቲ
አዲስ አበባ ፣ ኢትዮጵያ



ADDIS ABABA UNIVERSITY
Addis Ababa, ETHIOPIA

Centre for Environment and Development Studies
College of Development Studies

ሕዳር 25/2011
ቁጥር: CEDS /049/2011/2018

ስሚመስከተው ሁሉ

ጉዳይ፣ ትብብር ስለመጠየቅ

ተማሪ ታረተኝ አለምሬ በአዲስ አበባ ዩኒቨርሲቲ የሀገር ልማት ጥናት ኮሌጅ ሥር የሚገኘው ቱሪዝም ዲቪዥን የመንገድ መኔጅመንት ትምህርት ክፍል የምስትኛ ዓመት የድህረ ምረቃ ተማሪ ሲሆን በአሁኑ ሰአት የመመረቂያ ዕውቀቱን “Tour Operators Social responsibility in Addis Ababa: Particularly at En toto Tourist Destination” በሚል ዕርስ በመሥራት ላይ ይገኛል። ስለሆነም ለምርምር ሥራቸው የሚሆን መረጃ በመስጠት በመሥሪያ ቤታችሁ በኩል አስፈላጊው ትብብር ይደረግላቸው ዘንድ በትህትና እየጠየቅን ለሚደረግላቸው ትብብር በትድሚያ እናመሰግናለን።

ሰጪ ሰነድ
የአዲስ አበባ ዩኒቨርሲቲ
የሀገር ልማት ጥናት ኮሌጅ
የምስትኛ ዓመት
የመንገድ መኔጅመንት ትምህርት ክፍል
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