



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

**PERCEPTIONS OF INTERNATIONAL TOURISTS ON SAFETY AND  
SECURITY IN ETHIOPIA**

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This is to certify that the thesis prepared by **Kidanu Melese** entitled *Perceptions of International Tourists on Safety and Security in Ethiopia* submitted in partial fulfillment of the requirements for the degree of Master of Arts in **Tourism Development and Management** complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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I hereby declare that the preparation and presentation of the thesis were supervised in accordance with the guidelines on supervision of thesis laid down by Addis Ababa University.

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## **Abstract**

*Safety and security are crucial elements that affect the tourists choice of destination. Hence, ensuring the safety and security of international tourist`s possibly increases the number of tourists inflow. In fact, Ethiopia has a contradicted reports that, as one of the safest destination and number of tourist inflow still rises year after year on the othe rhand, recent case studies report show the countries tourist inflow decreases and it faced deforming image either from political turmoil or civil unrest. Therefore, this study Examine international tourists' perception on safety and security at touristic area in Ethiopia. In particular, the study aims to assess the view of international tourists in Ethiopia in relation to safety suporting services and security profiles. By doing so, the study identifies the risks that international tourists are exposed in Ethiopia and thereby show the measurements international tourist take to procure safety both in their pre-trip and while they stay in Ethiopia. In order to address the objective of the study primary data were collected from 400 international tourists; through questionnaire. they were selected, through convenience sampling methods. The collected data were analyzed using both descriptive statistics such as frequency and mean and inferential statistics such as Chi-Square test and independent T-test with one way ANOVA; besides those, factors were analyzed with simple factor analysis model. Statistical Package for Social Science (SPSS version 21) was used to generate statistical outputs. Findings revealed that, overall there is about safe environment for international tourists in Ethiopia; while, it has a moderate level in safety supporting service. This study finding also extended that, annoyances from beggars and unvalued price are serious problems that hassel the safety of international tourists; even though there is no serious security problems for international tourists at touristic area in Ethiopia. Regarding the risk reduction strategy, international tourists fairly adapt all mechanism described below. Including attentively research the area, forming groups, having vaccination and purchase insurances as pre-trip while use any sun and mosquito prevention element's, avoiding walking alone at night during their stay. Finally, Ethiopian tourism failed under misery for international tourists; because of both chronic beggars and unvalued price. Upon this, MoCT in collaboration with different level tourism stakeholder's, as well a different concerning body in respective city/town Adminstraters must seriously look chronic beggars (street children's) in connection to destination image,and social wellbeing.*

**Keywords:** *International tourists; perceptions, safety, security, security profiles; supoting services*

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## LIST OF ACRONYMS

ANOVA	Analysis of Variance
ACS	American Citizen Services
AU	Africa Union
GDP	Gross Domestic Product
IEP	International Economy and Peace
ISS	Institute for Security Studies
MoCT	Ministry of Culture and Tourism
OSAC	Overseas Security Advisory Council
SPSS	Statistical Product and Service Solution
TCP	Travel Career Pattern
TDCA	Tourism Destination Competitiveness and Attractiveness
TSB	Tourism Statistics Bureau
UNESCO	United Nation Education Science and Culture Organization
UNCEA	United Nations Economic Commission for Africa
UNWTO	United Nations World Tourism Organization
US	United States
VFR	Visiting Friends and Relatives
WTO	World Tourism Organization
WHO	World Health Organization

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

The tourism business has been expanding in developing countries, mainly driven by international tourism. For every tourist destination to be successful; tourism must be sufficiently maintained in a sustainable manner; by ensuring the safety and security of tourists in all destinations visited. Indeed, there are many factors which influence where tourists choose to go on holiday; one of those factors is the safety or perceived safety of the destination (Ronald & Kenneth, 2003). further they also supposed that in order to achieve better tourists in flow destination must ensure safety of tourists; unless Tourists do not want to be concerned about the possibility of violence when on holiday. as a result, tourists are more likely to choose a destination where the risk of safety is perceived to be minimal, and tourists who do not feel safe, will not visit the destination again (Allen, 1999). Different scholars contented Risks like; terrorism, war, political instability, crime, disease and other health concerns, and cultural differences were among the main factors in international tourism (Carter, 1998; Brunt *et al.*, 2000; Lepp & Gibson, 2003; Reisinger & Mavondo, 2005).

Currently, tourism in developing countries becomes at risk; that created either from man-made or natural disasters. Mainly shortage of foreign exchange to manage rescue service and infrastructure are inadequate to cope (UNWTO, 1996). As it is stated in the document of the World Tourism Organization (1996), “more than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors.”(p.11) since Safety is a pre-condition which every traveler have taken to account before all issues rise in its travel factor to a specific destination. tourists need to have a lot of courage to move abroad; whether for personal or professional fulfillment unless host countries assure home feelings expected safe and secure. However, this is not easy, as many kinds of literature stated that developing countries may not able to provide western standard safety. Tosun, (2000) contented that Especially developing countries, where the economy is less industrialized and high rates of poverty are common; they have problems in controlling potential risk factors and developing their tourism sector. Ayoob, (2001) and Yulo, (2011) also believe

that, the existence of all the factors related to security appearing within developing countries that harm the internal security system as well as the development of the country's economy.

In fact the negative perception about Africa as risky is there, international tourist inflow does not decrease to some destination countries; South Africa is the continent's leading destination for international tourist's arrival in the country continues to increase unexpectedly, and the country's tourism industry is growing rapidly (WTO, 2009). On the contrary, as noted by Kenyan tourism researchers Akama and Kieti, (2003) Kenya's tourist arrival is decline, following the increasing perception that Kenya as a risky destination; on the other hand, while Ghana seems to attract international tourists as it is relatively safe for tourists (Boakye, 2012).

According to Huxley, (2018) most of the time Ethiopia could be suggested as remarkably safe for tourists. However, data on crimes against foreigners in Ethiopia are not publically available; foreigners may be targeted for crimes as they consider they possess valuables (ACS, 2018). As a result of Supporting service problems in Ethiopia; tour operators, both European and Ethiopian, were not likely to recommend Ethiopia as a destination if client expectations are high on accommodation quality; while Poor sanitation systems is perceived, especially at the heritage sites the hotels are other annoyances to tourists (World Bank, 2006). Besides, Walle (2010) persuade that, Ethiopia's tourist products and a tourist preference has recognized an African average both before coming to and after visiting Ethiopia; Subsequently, their ranking after visiting for created resources is still very low. So the intended study may reach in different results because of the time gap between the facts that were revealed and now.

However, Ahmed (2009) findings confronted that there is no significant relationship between price of the destination and tourism demand towards Ethiopia. Upon world bank document, (2006) report revealed that, tourist pricing issues, in Ethiopia were explained as unfairly high; still, no regulation is applicable over it; since the sole owner of the heritage are the government and the church.

About security of Ethiopia, the peace index ranked at 134 and 34 from world and Africa countries respectively (IEP, 2017). Which indicates that, the countries safety & security failed under the alarming situation, and consequently, While Ahmed, (2009) findings confronts that, years of wars and political instability have been institute to deter tourism demand in the short run. Kebed, (2018) argued that, on warding 2016 following political turmoil in Ethiopia and

civil unrest resulted drastically decreases tourist inflow to the country; and deforming its image severely. Fofie, (2014) also extended that, adverse events to the destination is threatening the image either in the short or long term affect inflows to the destination; Tourists' safety at the destination is, non compromise issue and imposing attribute for countries to establish and maintain sustainable tourism. Therefore, this study, focuses on how international tourists perceive Ethiopia in terms of its safety and security (risks) they are likely to be exposed and some measures they will adopt to procure safety.

## **1.2 Statement of the Problem**

Ethiopia is a country, which has long lived history; amazing land future and hospitable people; in the meantime, the country also known by its drought, poverty and unstable political system. Despite this reality, the country tourism continues to record growth in its international tourist arrivals over the years and reached highest growth rates at 12.1% by 2015. On warding this year the country was under tensioned by civil unrest, ethnic conflict, and political crisis as a result; its peace index, ranked 134 in the world, by dragged 16 ranks down (IEP, 2017). These phenomenon was the reason for different case analyst's, reporters and travel adviseries inspired to analysis the impacts of security in Ethiopian tourism by the time; specifically, studies conducted by Kebed, (2018) focused on the relationship between tourism and vulnerability (variety crisis), it is very stick to the events that happened at the specified time, during (2016 & 2017) and he conclude that this ocurances creat image deformation in addition to highly decreasing tourist inflow. Set this literature gap of neglecting other safety attributes and security profiles, that helps to establish deep investigation into the safety perceptions of international tourists in Ethiopia to look in wholistic dimention as image deforming profiles.

Again Many studies have been conducted across the world on safety and Security of tourism by different scholars. Some of these are Cavlek, (2002); George (2003); Reisinger and Mavondo, (2005); Mansfeld and Pizam, (2006); Moplie, (2009); Neumayer, (2011); and Fofie, (2014). Those studies concentrated on evaluating the destination safety elements, such as health, food, transport, accommodation, crime, and political instability. The researcher is interested to establish similar Evaluation; by focus on above Atirbutes and other contextual profiles of security likely, pricing and chronic begging in Ethiopia.

Studies conducted perceptions of international tourists on safety and security in Ethiopia did not exist as far as reviews addressed. However, Walle (2010) conducted, on determinants of tourists flow to Ethiopia; by comparing resources and safety elements with other African country and found Ethiopia as under the perceived average of what it had. It insights for further study since it request to be updated with current fact. On the other hand, studies revealed Perceived Safety and Security in Tourism decreases the inflow of tourists in various countries. For instances: In the Middle East as region, Sub-Saharan region, in Egypt and Kenya. Kebed, (2018) support this result, on his case study results in contradict of this statment Ahmed, (2009) findings revealed that political turmoil doesn't brought long-run demand deformation; also Ethiopian Tourism statistics report show there was no such significant change in tourist inflow to Ethiopia by the year (2016 & 2017). On Set of this contradicted data that the Ethiopian Tourism revealed and for sake of clearly identified reasons of deforming image this topic "international tourists Perceptions on safety and security in Ethiopia" were choiced by the researcher.

### **1.3 Objectives of the Study**

#### **1.3.1 General Objective**

The main objective of the study is to examine the perceptions of international tourists on safety and security After visiting Ethiopia.

#### **1.3.2 Specific Objectives**

1. To assess views of international tourists` on safety & security at touristic area in Ethiopia
2. To evaluate risks that international tourists` are exposed at touristic area in Ethiopia
3. To analysis measures taken by international tourists' to procure safety in Ethiopia

### **1.4 Research Questions**

1. What are views of international tourists`on safety & security at touristic area in Ethiopia?
2. What are the risks international tourists` are exposed at touristic are in Ethiopia?
3. What are the measures taken by international tourists` to reduce risks in Ethiopia?

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

This topic is very important specifically safety and security are the key elements for tourism development in an area next to the essential elements of inherited resources such as attractions;

The final document could be a reference material for future researchers and may serve as a baseline for others to build on safety issues that confront international tourists in Ethiopia. Again, knowledge of this intended research paper products will help tourism destination managers and stakeholder's in the industry bringing the perception of safety and security of international tourists to inform major stakeholders like the MoCT, and service providers on the need to adhere to and enforce safety standards at the destination. This study will also benefit to Ethiopian tourism marketer in promoting the tourism industry up on the findings revealed. From the paper small and medium-sized businesses, progressing entrepreneurs and the informal sector will further be beneficial in generating opportunities and effectively increasing the gross domestic product (GDP).

### **1.6 Delimitations of the Study**

Safety perception of international tourists is quite encompassing. Successively, Different safety attributes could be assessed depending on the researcher. But, the focus of this study will be on transport, health, accommodation, food, hassling, and crime. The target population is international tourists only. Following this, the study area included all Attractions Routes (touristic area) inclusively that explored by international tourists in the country level.

### **1.7 Operational Definition**

**International tourists:** Any person who travels to a country other than that in which s/he has his/her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from with the country visited, and who stay at least one night in a collective or private accommodation in the country visited (UNWTO, 1996).

**Perception:** an awareness of tourists through the physical senses, esp. sight & a thought, belief, or opinion, often held as subjective and based on appearances (from its dictionary meaning ).

**Safety:** The condition of being protected from or unlikely to cause danger, risk or injury denoting something designed to prevent injury or damage, e.g. safety barrier (Pearsall and Hanks, 2001).

**Security:** the state of being free from danger or threat, e.g. “the system is designed to provide maximum security against toxic spills” (Pearsall and Hanks, 2001).

## **1.8 Organization of the Thesis**

The thesis is organized into five different chapters with each chapter made up of various subtopics. Chapter one is an introductory chapter to the study. It holds the background of the study, statement of the problem, the general and the specific objectives of the study, the research questions, the significance of the study, delimitations of the study, operational definitions and the structure of the thesis.

Chapter Two looks at the review of relevant literature to the study. It, specifically, looks at safety and security concepts following it risks and risks perception of international tourists, the importance of safety to the destination's image and some risks reduction strategies employed by international tourists to procure safety. It also discusses the theoretical and conceptual frameworks that are relevant to the study.

Chapter three incorporates the research methodology used in the study. It explores into the study area, study design, data and sources, target population, sampling procedures/techniques, data collection and instrument, validity and reliability, fieldwork challenges, ethical issues, and data processing and analysis.

Chapter Four looks at the presentation of results and discussions. It used bar charts, pie charts, cross-tabulations and frequencies as well as Chi-Square to present findings on various background characteristics of respondents among others T-test of independent, one way ANOVA test and Factor analysis lastly; the fifth chapter looks at the summary, conclusions, and recommendations of the study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 SAFETY AND SECURITY**

Defining terms is a pre-condition to be understood by the readers. In the new Oxford dictionary, safety defined as “the condition of being protected from or unlikely to cause danger, risk or injury” and security as “the state of being free from danger or threat” Pearshall (2001, as cited in Albrechtsen, 2003). Also she articulates that the thought behind both of the terms is to take care of people by eliminating any hazards and threats and ensuring a safe and secure environment. Furthermore, she states that the difference between them is that safety is concerned especially with the protection of human lives and health while security adverts to the protection against criminal activities. From this point of safety and security definition safety is more or less comfortableness of places or things for users it is about the high level of access with no doubt to consume and walk out in the area of human preferences. While security stands for not being abused by any accidental occurrences. Moreover, she argues that incidents within the field of safety are often unplanned criminal acts that derive from a thoughtless action (Albrechtsen, 2003). In this case, most people act deliberately without the intention to achieve a particular effect. Due to the fact that these hazards are often tangible and observable, it makes it easier to get a general idea of the problem and therefore makes it easier to prevent or at least control them (Albrechtsen, 2003).

##### **2.1.1 Tourism Safety and Security**

In fact that all humans are threatened with both safety and security issues not only in their routine life situations, like driving a car, going to work and doing sports, they are also confronted with them in their social environment, in private and public surroundings as well as while going on vacations. Specifically, In relation to tourism and its ranges of tourist activity assuring safety and security are undoubtedly part of the most important aspects of this industry (Neumayer, 2011). As Pizam and Mansfeld (2006), Tourism safety and security depend on the four possible generators of the given security situation that might harmfully affect the tourism system are: crime-related incidents, terrorism, war, and civil/political unrest. On the other hand, Mavondo, (2006) Terrorism; war and political instability; health risks; cultural and language difficulties;

and crime are among the five Major risks associated with tourism; upon these, there is an absolute (actual) and perceived personal risk tourists experienced.

There is evidence that suggests that few if any; major tourist destinations are invulnerable from the incidences of harassment and crime against tourists in the region (Garraway, 2002). By Pizam and Mansfeld, (2006), as they stated that no matter, on a typical security incidents tourist are confronted with; it always negatively affects all tourism stakeholders.

However, the decision making the process by tourists failed on both their personal characteristics and touristic; it is necessary for putting different factors into consideration that have an influence on the tourists travel decision. Neumayer (2011), as already pointed out terrorism, epidemic diseases, car hijacking is perceived as a potential risk factor that might deter tourists from traveling to countries within the Sub-Saharan region. Whereas in other study illustrated that epidemic diseases, crime-related incidents and terrorism were the top three positions of tourists risk perceptions (Moreira, 2007). However, the position among the three travels deters attributes, not similarly put. Both don't indicate the degree of their rank influence the travel decision.

### **2.1.2 Destination Safety**

Safety or perceived safety of a destination has unhidden reason for preference of holiday; No people want to be concerned about the possibility of violence when they were on holiday. Consequently, tourists are more likely to choose a destination where risks to safety are perceived to be minimal (Allen, 2000). According to Reisinger, (2005) believes, to create a favorable environment for tourism development; it is important to understand how potential tourists experience their environment in terms of safety; Since safety and security is one of the five pillars that essentially complimented to tourism development if an area which is under suspension of hazards or crime tourism either couldn't be developed or managed following this tourist will never have demand for such area. According to Fofie, (2014) in his study findings, safety, and security attributes never been generalized; continent as a single destination, since individual destinations may have its own features specifically the Africa continent in contradiction of many studies generalization that Africa as a single destination as risky for tourists.

#### **2.1.4 Tourists' Perception of Destination Safety**

The perceptions that developed by tourists lead the destination under puzzle for destination development and marketing. If a tourist feels unsafe or threatened at a holiday destination, he or she can develop a negative perception of the destination. This negative perception can be very damaging to the destination's industry and can result in the decline of tourism to the area. This decline can happen in the following ways: Potential tourists may decide not to visit the destination because it has the status of having a high crime rate; If tourists sense risky at the host country, once they will not participate in activities outside their accommodation facility; in addition Tourists, who felt threatened or insecure, are not to be expected to return to the destination and are not possible to recommend the destination to others (George, 2003). According to Alenna and Frederic, (1999) stated in contemporary ages, there has been an excess of criminal incidents at international tourist destinations. For instance, Tourism of Egypt, Florida, Kenya, Spain, Lebanon, and Yemen, have been affected by reports that tourists have either been held hostage or been accidental victims; targets of crime or terrorism resulting in injury, rape, torture, and, sometimes, even death. A common finding is that the safety and security of tourists are essential for a prosperous tourist destination. If the destination choice is narrowed down to two alternatives which promise similar benefits, the destination that is less costly and the safe from threat, is likely to be chosen (Mawby, 2000).

#### **2.1.5 Pre-trip perception of the destination's safety**

According to Fofie, (2014) examined in his study, that inbound tourists perceived the destination to be safe before deciding and making the trip. According to this argument, the studies try to confront that if the host region is very safe travelers may not incur extra costs like insurances and bubble accommodations this situation makes the host region either to be chosen with regard of the budget and time tourists have.

On warding 1990 safety and security in tourism become very multifaceted by its nature following its high integration in global communication media, trade, internet web, traveling security, destination safety; it also stagnantly affected by the region so common action and approaches are necessary needed to the tourism safety & security to reach this very complex nature with integrated provision (Istv, 2011). So in the pre-trip with no arguments every tourist demand which is safe & secure destinations for their holiday. Following this the researcher intended to reach, either tourism activities in Ethiopia affected by the regions political turmoil or

not, since Perceived risks were generally stronger predictors of avoiding regions than of planning to visit them.

## **2.2 Risk Perception**

Reasonably, distinguishing and be clear with factors that influence risk perceptions are likely to enrich a better conception on which connection between destination image and plan to travel. Whereas, in recent time many destination image scales include elements about risk factors such as safety and security politics; are much related but separate body of literature has developed around the issue of perceived risk and tourism, though perception of risk (safety and security) is fundamentally related to images of the destination that travelers want to go (Fofie, 2014).

In fact, many kinds of literature were placing into account in the risk type either in the consumer behavior or the tourism-related activities (Roehl & Fesenmaier, 1992; Sönmez & Graefe 1998a; Lepp & Gibson 2003). upon their intention the researcher tried to establish the types of risk that tourists faced while they were in Ethiopia as atourist destination well defined through the work of above scholars for this study consumption.

Most recent study papers, by Lori and Pennington-Gray, (2016) on international tourists' perception of safety and security suggested seven categories of travel risks, which include crime, disease, physical, equipment failure, weather, cultural barriers, and political crises. There is no ultimate list of perceived risks as scholars have been revisiting the risk classification from time to time to better reflect the changes of the external settings of tourism. According to Allen, (1999) study findings contented that, harassment, intimidation, as biggest risk and theft are next highest risk; violent crime like assault or robbery are at minimum risk experience from the survey scored. Studies emphasize that tourists risk perception with attachment of specific region has well studied with connecting sub Saharan Africa in Addition to a variety of health risk that tourists developed about the area Political instabilities like demonstrations, pick-pocketing; robbery, theft, as well as bag snatching, are also risked tourists perceive in connection with sub Saharan region (Neumayer, 2011).

### **2.2.1 Determinants of Risk Perception**

Tourists' risk perception is shaped by both internal and external factors Um and Crompton, (1992), belived Internal factor refers to determinants that are closely related to tourists themselves whereas external factor is the risky image of a destination, which includes

information retrieved from travel advisory, mass media, travelogue, the social media network, and word of mouth (Heung *et al.*, 2001). More specifically, these internal factors include travel experience, prior experience with risk, travel motivation, preference for novelty, age, gender, and nationality. The selection of determinants was referred to the common independent variables adopted in past studies (Kozak *et al.*, 2007; Lepp & Gibson, 2003; Sönmez & Graefe, 1998b; Williams, 2013).

### **2.2.2 Demographic Factors and Risk Perception**

The influence of gender on risk perception have advanced as contradicting view which investigated in Past studies (Lepp & Gibson, 2003; Kozak, 2007; Park & Resigner, 2010). Discussed that, women perceive greater risk than men and that gender difference reflects different types of travel risks other scholars like, (Sonmez & Graefe, 1998b; Gibson & Jordan, 1998; Carr, 2001; George, 2003; Penny & Judy, 2008) risk perception doesn't influence by gender alone other factors such as age, nationality, travel experience, and novelty preference, typology, also should be considered; Whereas, between gender and risk perception have an insignificant relationship (Gibson & Jordan, 1998; Carr, 2001).

Humans are grown in diversified area and adapt different environment in the way it affects them Following these persons as traveler may perceive varied environment as their behavior so researchers have believes, Variables such as profession, education, age, gender, or residency have no direct correlation with fear of travel (Korstanje, 2015). Whereas, regarding where they from and their risk perception empirical Results have shown significant differences in travel risk and safety perceptions, as well as anxiety level and intentions to travel among international tourists from different cultures /countries. For instances, Tourists from the United States, Hong Kong, and Australia perceived more travel risk, felt less safe, were more anxious and reluctant to travel than tourists from the United Kingdom, Canada, and Greece (Mavondo, 2006).

### **2.2.3 Travel Experience and Risk Perception**

Existing literature suggests that travel experience is likely to downplay risk perception. Drawing on Maslow's hierarchy of needs, Pearce's, (2011) Travel Career Pattern (TCP) theorized the influence of travel experience on travel motivations. Based on Pearce's model, less experienced tourists seek to satisfy lower order of needs such as safety and food before they accumulate enough travel experience to climb up the travel career ladder and seek higher needs. Likewise,

Kozak *et al.*, (2007) and Lepp and Gibson, (2003) also found that experienced tourists perceive lower risks. In the same way, Bongkosh Rittichainuwat, (2009) further found that less travel experienced tourists notice with multiple and higher health risks, financial risks, and satisfaction risks than experienced tourists. Graefe *et al.*, (1998) and Lori-Pennington-Gray, (2016) contented that, tourists who had past travel experience in general and in specific at the region they want to go has significant influence for their future or present travel decision the influence may be positively or negatively upon the experience they encountered on their past experience's.

This study tries to couch if this empirical evidence once again repeated here or not the intention is first how far Ethiopia is chosen by travelers and does it is affected by the tourists experience positively or negatively that they had the pre-travel experience to the region.

#### **2.2.4 Visit purpose and Risky Decision**

According to Evans, (1992) statement, Tourists may have reasonable imagination for some degree of protection by governments and the industry. However, persons are responsible for their own decisions and actions individually. The introduction of risk into touristic decisions has the likely to disturb routine decision-making by tourists themselves simple concern without considering the area they want to go in this different aspect. It is automatically logical for prospective international tourists to compare destination ranges according to noticed benefits and costs. In addition to usual vacation expenses (i.e., transportation, accommodation, food, entertainment), they can acquire psychological, social, and time costs (Another cost, particularly international, involves risks associated with the trip such as sickness, accident, crime, or terrorism-tourism can involve varying degrees of risk, from simple dissatisfaction to seriously hurt, even death (Enders, 1999). It is rational to be certain that the threat of terrorism at a particular destination will cause it to be supposed as more costly than a secure destination. In the other hand if the destination choice is tightened down into two substitutions and which could provide similar benefits, the less costly one and relatively safe from threat will likely to be preferred (Sönmez, 1998). In research works identifying that, the relationship between risk perceptions and leisure tourism, destination choices was risky when the decision's consequences are unreliable and information search behavior was recognized as a common risk reduction strategy (Roehl, 1992).

## **2.4 Crime and Theory of Crime**

Crime Theories can be classified based upon the development of criminal troublemakers, and specifically on the interest of to explain how criminal events are developed. Regarding this most studies focused on the people who commit a crime and the way to the taker of them until very recently. Very recently, serious attention has given to clarifying crimes rather than people involved in crime. In relation tourism much Concerned with the place is very essential to this approach and highly applicable to the industry, From the Three theoretical perspectives of place in crime prevention efforts; rational choice theory, crime pattern theory and routine activity theory (Susan, 2014).

### **2.4.1 Tourist Harassment**

Harassment is defined as behavior aimed at or unsurprisingly affecting a visitor which is: Likely to annoy the visitor; and baseless intervention with the visitor's privacy or freedom of movement or other action; that brought any annoying performance which is recognized to dangerous (De Albuquerque, 2001). Even if harassment has two-dimensional interpretations; that the tourist on the remote destination area and the host community.

This study specifically to elaborate that, the tourist is portrayed as the target of influence exercised by a range of tourist dealers. These include travel, transport and customs agents, hotel employees and formal guides and vendors touting their wares and services. The service bias of the tourist industry itself, which relays on close personal host-guest interaction, creates a climate conducive to potential misunderstanding and harassment (Mopeli, 2009).

### **2.4.2 Factors Contributing to Crimes Against Tourists**

According to Ronald and Kenneth, (2003) tourism is an interactive relationship among tourists, local businesses, governments, and communities. And it brought inspiration for the economy of the host places specifically Growth in tourism, however, has also led to increased opportunities for and incidences of crime. Indeed, a long established relationship exists between increases in crime and increases in tourism.

Based on Levantis, (2000) Tourist crimes generally involve one of several scenarios, for example, robbery, and burglary have for several reasons, a similar season to tourism. At the very first tourist are lucrative targets, since they typically carry large sums of money and other valuables. Secondly, tourists are vulnerable because they are more likely to be relaxed and off

guard and sometimes careless while on vacation. Finally, tourists are often less likely to report crimes or to testify against suspects, wishing to avoid problems on the return trip. In most cases as in the crime theory briefly described that, tourist is an accidental victim, in the wrong place at the wrong time, targeted as an easy mark; The industry itself provides victims, as tourists are more disposed to taking risks while on vacation and less likely to observe safety precautions (Mopeli, 2009).

## **2.5 Risk Perceptions about Africa**

The Africa continent is generally perceived as a risky destination for tourism activities next to the Middle East which is a very dangerous region in the globe for tourism activities (Lepp & Gibson, 2008). due to the fact that researchers ascertaining a variety of risks tourists commonly associate with Africa, including political and social instability, poor tourism facilities, poor governance, war, terrorism, crime, disease, unfriendly hosts, cultural and language barriers, primitive conditions, and economic concerns such as currency instability (Lepp & Gibson, 2011). researchers also believed that the absence of modern society as a very important issue in the continent, while primitive society exists under dominant, are contributing factor to this perception that leads the perception about Africa to be inferring across the continent (Lawson, 2001). Elucidate that, these perceptions persist despite the fact that prospective tourists have admitted to knowing little or nothing about Africa. Unfortunately, as Keim, (1999) mentions, this inadequacy of knowledge about Africa typically leads individuals to rely on stereotypes and make generalizations. According to Lepp and Gibson, (2008) Africa has been classified as a single unit and perceived as risky as a result of a variety of negative attributes. However, this finding goes a long way to indicate that this assertion is not wholly true and that, there are individual destinations or countries that are perceived by potential tourists as safe and thus refutes the “generalization effect”.

### **2.5.1 East Africa Risk Perception**

Until recently the horn of Africa has a share of bad images of the Middle East which is politically unstable and also among the world suspension region in terrorism next to the Middle East. Specifically, the Somali, Eritrea, Sudan, South Sudan, and the Kenyan, following those countries are under terrorist attack either regular based or incidentally, inside political instability

affect countries tourism, like other neighbor countries Ethiopia as share the borders of those countries recently Ethiopia also failed under those problems (ISS, 2018).

### **2.5.2 Safety and Security Perceptions of Ethiopia**

Studies identified that, status of some safety attributes “In the Addis Ababa-Upper rift valley corridor, faced significant absence of textual information on tourist destinations’ physical and cultural features; poor sanitation standards and conditions in smaller hotels and restaurants; chronic begging and ‘tourist baiting’ on streets and tourist sites; mismanagement and/or neglect of existing tourist destinations and resources; lack of trained manpower in the tourist corridor; neglect of important cultural sites and facilities and lack of strict control and regulation of tourist related infrastructures and services and site developments (Tadese, 2015). In addition, findings of Gizachew, (2017) stated that some attributes that affect visitor satisfaction & safety is related to health & feel discomfort in the destination.

Therefore, food facilities and the quality of clean and standardized accommodation seriously determine tourist flows in any country. It is obvious that those individuals who thought that the quality of food and accommodation in Ethiopia is very poor are less probable to come. Hence, the analysis is based on this understanding (Walle, 2010). Healso beleved that, tourists are sensitive to assure basic needs with equivalent to their home menu it is an important argument that Ethiopia may lose competitive advantage in western dishes than most African countries do.

“Surprisingly, even those who come to Ethiopia have imagined Ethiopia’s food and accommodation services to be lower than an average African country service; as another aspect of the image problem, the image for food and beverage facilities have improved after visiting while the improvement for accommodation is insignificant. Lack of improvement in the rankings shows that tourists are not satisfied with the services and they are most likely to certify the negative images their friends or countrymen have thereby perpetuating the poor image Ethiopia has in the minds of the world.”(Walle, 2010, p. 20)

Overall Ethiopia’s image was a little better than the African image. Remarkably, the country gets better rank and showed an improvement, principally because of the inherited resources and the safety of tourists. However, their ranking after visiting for created resources is still very low indicating that improving infrastructural and service performance should be as important as promotion Walle, (2010). Compared with many African countries, Ethiopia is remarkably safe most of the time; Serious or violent crime against travelers, is extremely rare. While thieves and

con artists get wind of an uncertain newcomer in a minute. It's very unlikely you'll encounter any serious difficulties and even less likely if you're prepared for them (Huxley, 2018).

#### **2.5.2.1 Attractions and Motives in Ethiopia**

Basically, many tourists come to Ethiopia for the two well-explored routes with no reason because the two routes are home for outstanding historical and paleo-anthropological resources, respectively from the previous findings and confirmed it international tourists come to Ethiopia mainly for the historic route and the Omo valley people (Walle, 2010).

#### **2.5.2.2 Public Demonstration and Civil Unrest in Ethiopia**

Most of the time, Ethiopia is fairly trouble free, but there are a couple of areas where trouble does flare with worrying frequency. These include the Ogden region, border regions (which can include the Danakil Depression) and parts of the south. It's generally a mixture of rebel activity and ethnic violence. Since 2016 and continued till 2017, widespread demonstrations took place across towns in Oromia and Amhara regions. Some turned violent and resulted in casualties. Road travel was also disrupted in certain areas; without such unrest, the country is usually one of Africa's safest countries in which to travel (OSAC, 2018). According to Coshall, (2003) the extent of political stability of an area and the popular perception of political stability held by the potential tourist's markets, whether realistic or not, it is a significant factor in attracting tourists in the same manner. Adams, (2001) political turmoil has a bad image for tourism. Even, much-localized violence's has to hinder tourism activity either within national boundaries, as well with regional and internationally, tourist movements.

#### **2.5.2.3 Mobbing & Faranji Frenzy**

In Ethiopia, as stated in different travel guide books noticed that "the infamous 'faranji frenzy', 'You, you, you, you, YOU!' also Women traveling alone may be subject to some forms of harassment and verbal abuse (Commonwealth Office, 2018).

#### **2.5.2.4 Beggars and Scams Phenomena in Ethiopia**

According to the World Bank report, the country has long lived Negative perceived 'as a barren land with starving people' has done a major disservice to the sector; still, the alarming existences of begging and annoyances of tourists prevent them from relaxing and exacerbate the 'poor image' of the country. The harassment of tourists by beggars is expanding at everywhere both in a touristic area and most towns with no division of sex or age group, but mostly children

exercising begging as a normal and as accepted way of life at the very touristic area. Obviously Begging is intensified by the religious culture in Ethiopia of giving alms to the poor. It is not necessarily a “foreign” problem (World Bank, 2006).

#### **2.5.2.5 Crime Trends in Ethiopia**

In some of the more remote areas – these include the Southeast’s Ogaden Desert, near the Kenyan border; along the Awash–Mile road at night; and in the far west – shiftas (bandits) are sometimes reported. Tourists are very rarely targeted, but it does happen; there is a moderate level of crime in Ethiopia, Crime significantly increases after dark. Regarding the safety and security under the tension of Ethiopia, many foreign government Embassies advocate the following warnings by the time (2017 & 2018).

#### **2.5.2.6 Accommodations in Ethiopia**

Studies contented that 10-15 years ago Ethiopia has a limited supply of star and tourist quality hotel rooms, especially outside of Addis Ababa. In fact, fewer hotels considered of tourist standard exist in a touristic area (World Bank, 2006). since improved hotel facilities in Ethiopia would also encourage longer stays this, attached with a poor sanitation system due to poor repair and maintenance of water closets creates an unpleasant environment As a result of these problems, tour operators, both European and Ethiopian, do not tend to recommend Ethiopia as a destination if client expectations are high on accommodation quality; Poor sanitation systems, especially at the heritage sites and the hotels are other irritants to tourists (World Bank, 2006).

#### **2.5.2.7 Public Transportation and Road Safety in Ethiopia**

In fact, public transport in Ethiopia found as "unregulated and unsafe" specifically minibusses and large buses. Even metered taxis may be recommended as safe; tricks may be there like robbed in an organized manner by use of taxi while.consequently, World Bank document reported that traveling in Ethiopia by land likely found more expensive than the Air tariffs; The fact roads facility in Ethiopia, away from each major route, roads are generally in poor condition and often unpaved. However, in very recently the road network has significantly upgraded, annoyingly Drivers often speed and drive recklessly particularly in and around Addis Ababa; Traffic accidents occur regularly throughout Ethiopia (OSAC, 2017).

### **2.5.2.7 Tourist Pricing in Ethiopia**

The World Bank documents, (2006) in line with Walle, (2010) argued that Price increases are done by the sole owners of the cultural heritage sites, namely the government and the church; and high transportation costs and entrance fees Ethiopia consider the high cost of destination. Worsely for the destination image, study findings asserted in the long run regression results, relative prices (real effective exchange rate) As expected, an increase in relative prices decreases tourism demand and Relative prices were found to have an insignificant relationship between price and the demand for tourism (Ahmed, 2009).

## **2.6 Risk Reduction Strategies**

As principle consumers always prerequisite to minimize risks and insecurity that occur while they use any consumer product or service. Succeeding this, either it result in withdrawal of the buying process or till they adopting risk reduction strategies (Mitchell, *et al.*, 1999) Based on this justification, by implementing different risk reduction strategy as far as consumers could do they might affect their risk threshold at which they could tolerate by those strategies Regarding importance of information as tools for risk reduction has been underlined by several scholars in addition to Mitchell. Infection risks vary on the purpose of visit, the program to be followed within the area, also standard of accommodation, level of hygiene and sanitation, as well as the behavior of the tourists themselves (Law, 2006). This will eventually disadvantage the destination's image and renders it uncompetitive as noted by Law, (2006) that tourists were more likely to visit destinations where it was perceived that there was no risk related to infectious disease. According to (Boshoff's, 2002) stated that a number of strategies are provided to reduce risk perceptions and by service industries like tourism hence directly or indirectly enhance the purchase intentions of potential customers. The strategies include providing potential customers with general information about the service; price information and providing a service guarantee earlier to actual purchase.

In the confrontations of (Kim, 2008) awareness about the destination and confirmation search behavior is also associated with risk reduction. They also suggested several risk reduction strategies for curbing these above-mentioned risks of pandemics, criminal and terrorist attacks. These strategies include free insurance coverage, local government guarantees of tourists'

personal safety, increased transparency of information related to risk incidents, and the introduction of investigation or protection measures.

According to World Health Organization recommends that general securities greatly diminish the risk of exposure to transmissible proxies and should always be taken when traveling to any destination where there is a considerable risk of exposure to those proxies. The organization warns that these precautions should be taken whether any prophylactic vaccinations or treatments have been ordered or not (WHO, 2004).

## **2.7 Mechanism to Improve Tourism Safety and Security**

George (2003) stated that, on arrival, visitors could get information via brochures which informs them about how to move in the destination and Security measures also need to be increased to make it safer for tourists to go out in the evening and public transport needs to be made safer. Besides this, all working on the destination will be free from any security problem without undermining the dignity of locals for the sake of tourist's most challenging issues to local tourism stakeholders. As principal, a coordinated effort by all is required to work toward providing a harmonious place for locals and visitors alike.

An efficient manner to do this has been the creation of an all-inclusive package in tourism and hospitality. Following this reasoning, one might consider that travel beyond the boundaries of classical tourist circuits runs serious risks. Therefore, the current discourse in this industry seems to be functional to the commoditization of landscapes (see for further details the theory of bubble) (Pearce, 1987) and (Talavera, 2006) Especially in underdeveloped countries, where risks in various forms are common, it is important to reduce or try to control the risk factors in order to make the destination more attractive to tourists.

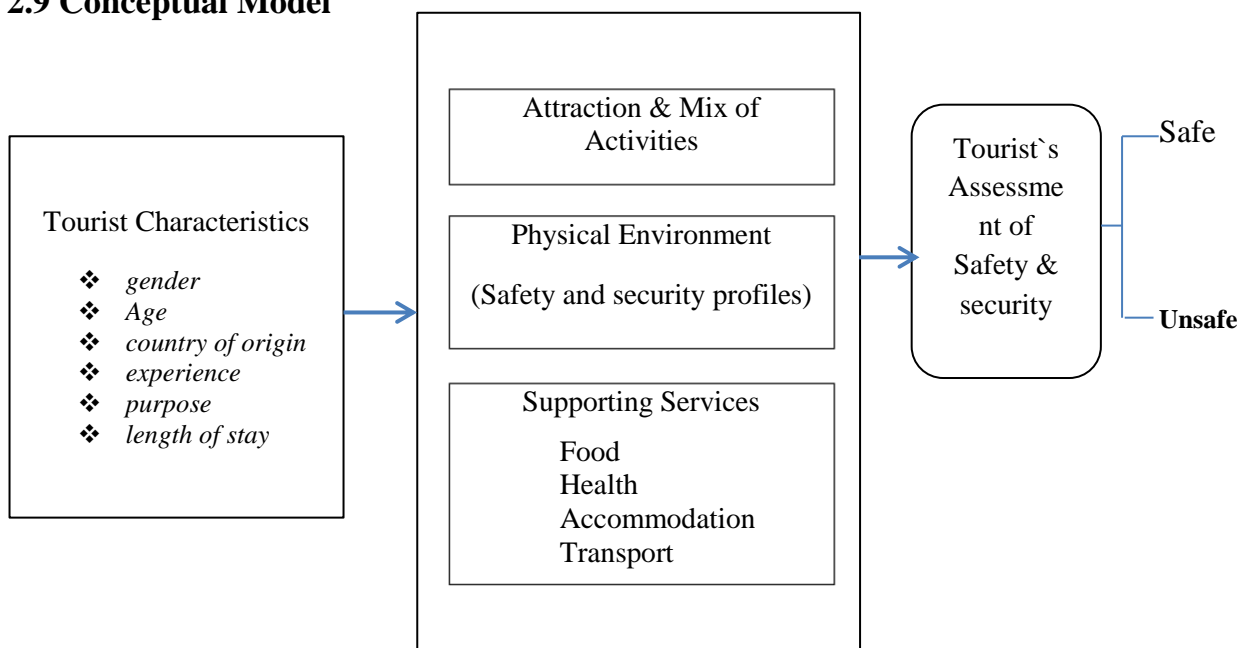
UNECA (2016) stated that: Ethiopia tourism policy and its safety issues as follow:

“Ensuring onsite and enrooted tourist safety and protection; Establishing and operating multilingual emergency to all free call centers integrated into the national toll-free tourist call center; Establishing tourist emergency evacuation services Establish Tourist Victim Support Services There is need to establish tourist victim support services for visitors who have been robbed, attacked, involved in accidents or otherwise victimized during their stay in the country. Such services will be available at the regional levels, with a coordinating office at the national level.”(P.134)

## 2.8 Theoretical Framework for the Study

Susanne (2016) stated that the interdisciplinary concept of social trust could be an underlying factor that contributes to locals' and tourists' feeling of safety, perceived risks and perceived image of the destination. In this way, it may be possible to improve on safety without signaling problems through more visible police force in public area. Whereas Social trust is not only is needed to explore the uncertainty (time) in an unknown circumstance (place) but also harnesses the abilities for developing curiosity (Korstanje, 2011).

## 2.9 Conceptual Model



**Figure 1: A model for studying tourists' assessment of safety (Source: Adapted from Fofie, (2014))**

At first, this model was used to study tourist destination competitiveness and attractiveness (TDCA). It identified factors that are crucial in determining a destination's competitiveness and safety was dominant. Safety, security, and assembling form the environmental and physical experience as safety influences the environmental, social and physical attractiveness of destinations. The physical experience coupled with additional services and the main tourism product and activities affects tourists' satisfaction which translates into destinations competitiveness. Safety, therefore, has an effect on tourist's choice of destination as well as

outdoor activities undertaken. When the physical environment is perceived safe, then more tourists would prefer that destination. Tourists assess safety before and after the purchase of tourism product; their pre-assessment would reflect in choice of destination and their post-assessment would influence future travel decision. Tourist's assessment of safety are subjective and influenced by intervening variables paramount among them is the background characteristics. In Figure, assessment of safety and security influenced by Both destination's characteristics and socio-demographic characteristics in turn demographic characteristics impact on the perception of destination characteristics. The destination characteristics highlight services that are relevant in enhancing tourist's experience at the destination and it determines whether the destination is safe or Unsafe.

### **Summary**

Safety and security are essential factors that influence the success or failure of the tourist industry. Administrators at tourist destinations need to confirm the safety and security of tourists at the destination as well as while tourists are in the route because tourists seem to choose a destination where threats to safety are minimal. If the international tourists do not feel safe and secure at their pre-trip investigation, they will not decide to visit that destination consequently if they also experience any dangerous situation while they tour at the destination direct them never go back to that destination and they release bad story about the area for relatives and friends as massive they could deform the image. Following this reality Peace, safety and security are the primary conditions for normal tourism development of a destination. Without them, tourism destinations cannot successfully compete in the global market. Safety and security need to be addressed and assured as a strategic priority by local communities, private and public sectors as well as tourist organizations. However, Ethiopia has to offer a lot of historical attractions and sites, ranging from mountains, wetlands, to wildlife and culture; very recently it also holds a great variety of risks, which may represent obstacles to the travel motivation of potential tourists. However, the acceptable risk threshold lies in the eye of the beholder, who is, in this case, each individual tourist. Furthermore, people are constantly influenced by the media, friends, and relatives, intermediaries as well as other communication channels that play a major role in shaping the perception of a particular destination and thereby the risks that exist for the traveler. The next chapter takes a look at the methodological approaches employed in the rese

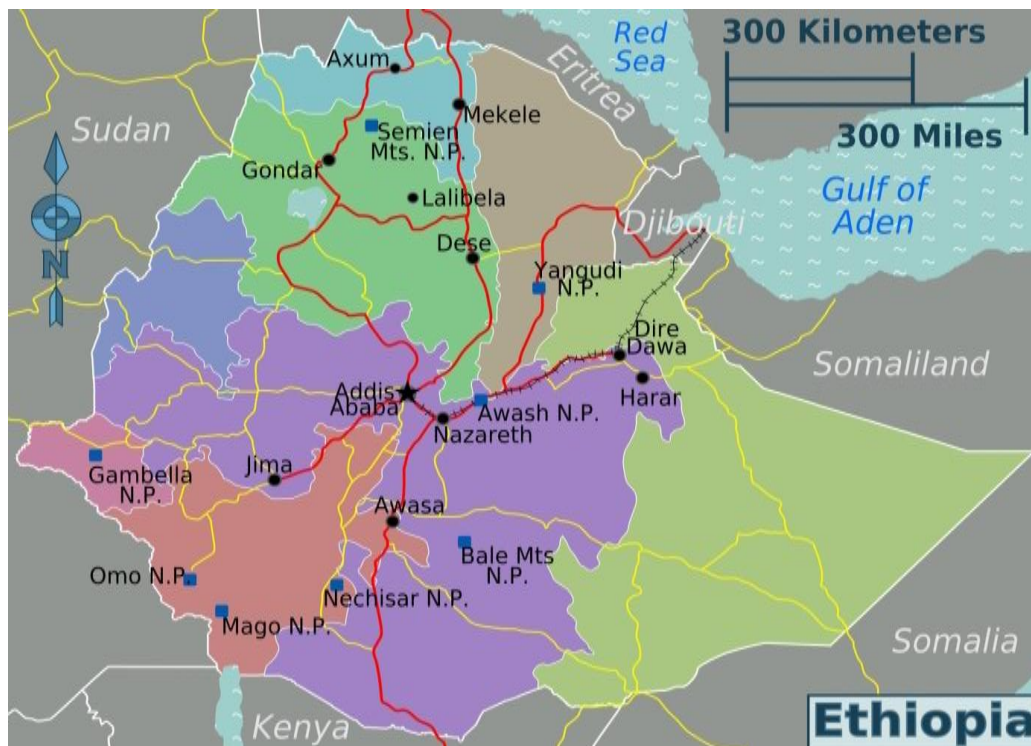
## CHAPTER THREE

### METHODOLOGY

#### 3.1 Description of the Study Area

Ethiopia is landlocked country located in East Africa; Addis Ababa, as its capital, which is the highest capital city in Africa, at 2,400 m. Ethiopia is the second most-populous country in Africa, with a population over 110 million as United Nations estimates, 2019.

the country ranked at the 1<sup>st</sup> in the continent by having 12 world heritage sites listed under UNESCO. These and other factors considerably attract international tourists all over the country and fostering the sector and increasingly contribute to the economy of the country for the last decades therefore, generate new knowledge through taste theory and generalization the result about safety and security perceptions of international tourists in Ethiopia been treasured.



**Figure 2: Tourist map of Ethiopia, source (<http://maps-ethiopia.com/ethiopia-tourist-map>)**

### **3.2 Target Population of the Study**

The subjects of this study were international tourists particularly visitors who departed in March 2019. After spending unknown time in Ethiopia, The visitors who depart at this month were targeted, because this was the period for data gathering were undertaken for this study.

### **3.3 Research Design**

A cross-sectional research design was used to address the research objective. The study was mainly employed a quantitative research approach since it could empirically analyze the perception of international tourists on the safety and security of Ethiopia as a tourist destination.

### **3.4 Data Types and Sources**

Both primary and secondary data types were used in this study. Primary data was collected from international tourists through a questionnaire in March 2019. Secondary data was collected with document analysis which is found from MoCT and other documents like books, existing journals, and the internet. These sources, also, provided to the researcher appropriate information on the perception of the safety of international tourists.

### **3.5 Sample Size and Sampling Techniques**

Upon, Bless and Higson-Smith (2004) suggest the following guidelines when selecting a sample size: For a small population ( $N < 100$ ), there is little point in sampling, survey the entire population; If the population size is around 500, 50% of the population should be sampled; and Beyond a certain point ( approximately  $N = 500$ ), the population is almost irrelevant and a sample size of 400 was adequate for the study. Since the study was undertaken in Ethiopia, the population of the tourist numbers is above 500. Therefore a large sample of 400 is recommended. The respondents were contacted at Bole international airport after they finished their visit and as the post-visit period at depart point, and those who were willing to take part in the study were identified and an availability sampling technique was used for this study.

### **3.6 Data Collection Instruments**

The main data gathering tool in this study was a survey questionnaire. While developing the survey questionnaire, pilot survey was conducted on 25<sup>th</sup> and 26<sup>th</sup> of December, 2018 with 10 selected international tourists on their perception about safety and security in Ethiopia. The information gathered through these interview sessions had been inputs to design the survey

questionnaire apart from the knowledge gained from existing literature about safety and security in developing countries in general. This Survey was distributed at a convenient time (evening to midnight flight) at Bole international airport. The questionnaire comprised open and closed-ended questions as well as multiple response questions and grid question, with an ordinal scale from 1 to 5 likert scale including response options like “very unsafe”-“Very safe”, and “Yes or No” items of the questionnaires were prepared in English since international tourists are most often conversant in English. Finally, the researcher was administering the questionnaire at Bole international airport.

### **3.7 Data Analysis Techniques**

The collected data were presented in the form of table and graph and analyzed by both descriptive statistics such as frequency and mean and inferential statistics such as Independent T-test, ANOVA and Chi-square test in addition; For the purpose of conducting data reduction and examining the dimensionality of the perceived risk variables that were related to Ethiopia as a tourist destination a factor analysis with principal component extraction and varimax rotation was conducted. Independent group t-tests and analyses of variance (ANOVA) were conducted to examine the influence of gender, Age, Origin, travel experience, purpose and length of stay on the perceived safety factors. Statistical Packages for social science (SPSS version 21) was used to generate statistical outputs.

### **3.8 Reliability and Validity**

In order to maintain the reliability and validity of the instrument, the study was conducted a survey to construct a questionnaire. The survey was conducted with tourists who have been different in origin, sex, age & purpose of travel. The respondents were purposely selected to get valid and reliable data to construct the questionnaire.

The reliability of the study also checked by Cronbach alpha based on items below 0.6 were rejected to maintain internal constituency of the questionnaire.

### **3.9 Fieldwork Challenges**

The actual data collection took place from 1 to 30 of March 2019. It started each day at 6:15 pm when international tourists were getting ready for first check-in at Bole international airport depart points ends at 11:30 pm. International tourists were mostly spotted at the immigration check-in point and the main lobby which shopping and restaurant service offered on.

Like any other data collection, this study were confronted challenges in the course of the data collection and the researcher shaped some solutions to deal with those within his capabilities. Firstly, some respondents refused to participate in the study even before the researcher made the attempt to introduce himself because they had affected that all paper works done by the airport look as the checklist gathered by the airport itself. Secondly, the inability of some respondents to properly read and understand the English language was a challenge. Some tourists from non-English speaking countries found it difficult to understand some of the words in the instrument and it resulted in some of the questionnaires being partially answered. This compelled the researcher to do away with those partially filled questionnaires.

### **3.10 Ethical Consideration**

The study abides by ethical issues in social science research such as informed consent, anonymity, and confidentiality. This is because international tourists could easily be spotted at their International departure point the purpose of the study has been known to management giving them the assurance that the study was not to undertake an appraisal of their work and upon that a copy of the instrument was offered and examined by management before permission was given. On the Part of the respondents, the purpose of the study was made known to them and Respondents who were been willingly agreed to participate in the study was served with questionnaires.

## CHAPTER FOUR RESULTS AND DISCUSSIONS

This chapter deals with the data analysis and presentation of findings. start by looking on socio-demographic characteristics of the respondents, and their touristic characteristics; basically it focused on, supporting services; security profiles; various risks tourists are exposed in Ethiopia; also risk reduction Strategies pre-trip and during visit and overall perception of safetyby Respondents, in Ethiopia been enclosed.

### 4.1 Background and Touristic Characteristics of International Tourists

Even if, the study is not about the personal attributes of respondents; it is impressive to bring to the forefront personal factors of the individual respondents that have the potential to influence their perception of safety at a destination.

Table 1: indicates respondent’s demographic characteristics, it comprises gender, age and origin.

**Table 1: Demographic characteristics of international tourists**

	<u>Gender</u>		<u>Age</u>			<u>Origin</u>		
	Male	Female	under30	30-45	+45	America	Europe	Others
Frequency	200	200	113	91	196	95	248	57
Percent	50	50	28.3	22.8	49	23.8	62	14.3

**Sourced: from own survey, March 2019**

As reflected in the frequency table, both females and males who remained visited Ethiopia by the time equally participated in the survey. Following this, the highest numbers of respondents (62%) were from Europe followed by 23.8% America the rest 14.2% of respondents from other continents. It is in line with the report of MoCT (2016) about tourist arrival trends; that representing the two main target markets Europe and America are continued to Ethiopia.

With specific reference to the perception of safety at a destination, age is found to be a major factor that influences an individual’s perception as referred by Floyd and Pennington-Gray, (2004). This sample was mostly above Adults with Data shows that 49% of respondents fall within the age groups of above 45 years, and 28.3% fall within the ages of under30 and the remaining 22.8% are between 30-45 years of age.

**Table 2: International tourists characteristics**

	<u>Experience to Africa</u>		<u>Purpose of visit</u>			<u>Length of stay in days</u>			
	Yes	No	vacation	business	others	1-7	8-15	16-23	24 & above
Frequency	266	134	276	68	56	102	162	47	89
Percent	66.5	35.5	69	17	14	25.5	40	11.8	22.3

**Sourced: from own survey, March 2019**

The data reveals, that 65.5% responded as they were in Africa before. It confirmed most of the international tourists come to Ethiopia after they had trips to other countries in Africa; even if 35.5% of them were the first time for Africa. Regarding purposes; Vacation was the main reason with 69% for visiting Ethiopia while 17% of respondents were business or meeting remaining the reason to Ethiopia; the rest 14% came for other reasons such as research, volunteer and short period jobs. It is in line with findings Walle, (2010) and MoCT, (2016) Report that Vacation and business purpose tourists were Ethiopia's most common tourists Respectively. From the data, 40.5% of respondents stayed between 8-15 days while 25.5% stayed under the category of 1-7 days following this 16-23days account 22.8%, the rest 11.3% were 24& above days.

#### **4.2 Respdents View on Safety and Security Profiles**

As the below table shows, there are 4 different factors with different variables. Conducting the factor analysis, four factors emerged when adopting the criterion of an eigenvalue equal to or greater than 1.0, with reference to the scree plot. A total of 65% of the variance among the variables were explained by the factors.

Following the criteria of a factor loading equal to or greater than 0.40 and without double loading (Nunnally & Bernstein, 1994), 6 of safety and 7 of security items were loaded on one of the four factors because of all items show above 0.4 loading values. The factors were labeled as supporting services (M=3.45; SD=0.78), Riskless (M=3.60; SD=1.09), those factors sometimes perceived as risk during their stay. in line with Walle, (2010) findings that those attributes were still in need of improvement even if health and food looks better in Ethiopia. Serious crime (M=1.99; SD=0.92), the respondents show as risk is there, however not often as the rank has a tendency towards the value of 1.00.in line with many reports no serious crime in Ethiopia towards Tourists and Annoyances (M=2.76; SD=0.97), more likely happened as mean approach to 3.00; this result likely inline with Gizachew, (2017) finding that chronic begging and other

annoyances hassel the tourists stay in Ethiopia. where weighted factor mean scores and Cronbach alpha coefficients are included in the parentheses. All four factors displayed acceptable internal consistency (Table 3).

**Table 3: Factor analysis of safety and security profiles**

Safety And Security Assessment Items	Factor 1	Factor 2	Factor 3	Factor 4
<b>Factor – 1 annoyance</b>				
• I had a feeling that I would get be overpriced	<b>.749</b>	-.042	.149	-.052
• I had a feeling that I would get be hassled by Beggars	<b>.803</b>	.000	.168	-.150
• I had a feeling that I would get be hassled by Mobbing's	<b>.614</b>	-.161	.419	.047
• I had a feeling that I would get be annoying by Faranji Frenzy	<b>.792</b>	-.106	.150	-.025
<b>Factor -2 supporting services</b>				
▪ The accommodations are overall to my expectations	-.120	<b>.723</b>	-.103	.076
▪ The local transportations are to my expectations	-.107	<b>.814</b>	.056	.053
▪ The road quality connections are to my expectations	-.070	<b>.742</b>	-.009	.089
▪ The availability of international dishes are overall to my expectations	.128	<b>.604</b>	-.225	.340
<b>Factor-3 Serious crimes</b>				
• I had a feeling that I would get be attacked	.218	-.075	<b>.839</b>	-.094
• I had a feeling that I would get be sexually harassed	.130	-.073	<b>.785</b>	.002
• I had a feeling that I would get be robbed	.369	.005	<b>.732</b>	-.191
<b>Factor-4 Riskless</b>				
▪ The local foods are convenient and out of the risk to eat	.050	.213	-.149	<b>.822</b>
▪ I have not faced any health related problems	-.247	.118	-.008	<b>.805</b>
<b>Below parameters were considered for items reduction into factors</b>				
○ Eigenvalue	2.52	2.21	2.19	1.53
○ Croon Bach's Alpha	.794	.726	.787	.617
○ Factor mean	2.76	3.45	1.99	3.60
○ % variance	19.39	16.99	16.85	11.76
❖ <b>Cumulative variance</b>	19.39	36.39	53.24	65.01

**Sourced: from own survey, March 2019**

An independent-Group T-test was conducted to compare the safety and security attributes of Ethiopia and overall safety and security evaluation by international tourists. As below table show, there was no significant difference in relation to gender to level that safety of supporting services; security profile and overall safety status of the country. This result supported by risk perception it doesn't influence by gender alone other demographic factors also should be

considered; Whereas, between gender and risk perception have an insignificant relationship (Gibson & Jordan, 1998; Carr, 2001).

**Table 4: Independent Group T-Tests Examining safety and security factors by Gender**

Factor	Males		Females		t	p
	Mean	SD	Mean	SD		
Supporting services	3.39	0.78	3.50	0.77	-1.44	.987
Risk less	3.64	1.07	3.56	1.10	.688	.280
Serious crime	1.95	0.92	2.02	0.92	-.718	.868
Annoyances	2.79	0.98	2.73	0.97	.926	.599
Overall perception	3.93	0.67	3.96	0.66	-.573	.603

Sourced: from own survey, March 2019

**Table 5: Independent Group T-Tests examining safety and security factors Risks by Experience**

Factors	Experienced		No-Experience		t	p
	Mean	SD	Mean	SD		
Supporting services	3.44	0.81	3.46	0.71	-.264	.115
Risk less	3.67	1.08	3.47	1.08	1.76	.756
Serious crime	1.89	0.92	2.17	0.91	-2.84	.913
Annoyances	2.72	1.00	2.84	0.92	-1.14	.182
Overall perception	3.95	0.71	3.92	0.57	.485	.015

Sourced: from own survey, March 2019

In relation to experience independent-group T-test was conducted to compare the safety supporting services for Experienced and No-experianc tourists. There was no significant difference in both supporting safety and security profile leveling; however It shows a significant difference in overall safety and security evaluation parts with scores for Experienced (M=3.95, SD=0.71) and No-Experience [M=3.92, SD=0.57; t(320)=.485, p=.015]; but still There are no magnitude differences in the means at all (eta squared=.000).

**Table 6: One way ANOVA Examining safety & security perceptions by international Tourist`s Age**

Factors	Under 30	30- 45	above 45	F	P
Supporting services	3.40	3.61	3.39	2.75	0.06
Risk less (health &food)	3.27	3.85	3.68	8.30	0.00
Serious crime	2.34	2.09	1.73	17.51	0.00
Annoyances	2.95	2.85	2.60	5.16	0.00
Overall perception	3.79	3.95	4.03	4.87	0.00

Sourced: from own survey, March 2019

A one-way between-groups analysis of variance was conducted to explore the impact of age on levels of safety and security in relation to Riskless, crime, annoyances profile, Subjects were divided into three groups according to their age (under30 Group; 30-45 Group; and 45 & above

group). In the Health and food, Riskless factors, There was a statistically significant difference at the ( $p < .05$ ) level scores; for the three age groups [ $F(2, 397) = 8.30, p = .00$ ]. However, reaching statistical significance, the actual difference in mean scores between the groups was slightly small. The effect size, calculated using eta squared, was .04. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group under30 ( $M = 3.27, SD = 1.15$ ) was significantly different by being low from both groups with 30-45Group, ( $M = 3.85, SD = 1.01$ ) above 45 Group ( $M = 3.68, SD = 1.04$ ). While no significant differences between the two groups.

In relation to crime leveling, There was a statistically significant difference at the ( $p < .05$ ) level in scores, for the three age groups [ $F(2, 397) = 17.51, p = .00$ ] following this Post Hoc indicate that, above 45 age group were assumed small crime acts with the mean ( $M = 1.73, SD = .87$ ) significantly different with other groups likely under30 age group ( $M = 2.34, SD = .88$ ) 30 to 45Group ( $M = 2.09, SD = .94$ ). With statistical significance, the actual difference in mean scores between the groups was medium. The effect size, calculated using eta squared, was .08. Consequently in this group also level the annoyances happen in their stay at Ethiopia, Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group under 30 ( $M = 2.95, SD = .97$ ) was significantly different from above 45Group ( $M = 2.60, SD = .98$ ) However, reaching statistical significance, the actual difference in mean scores between the groups was small. The effect size, calculated using eta squared, was .02.

Regarding overall safety perception, There was a statistically significant difference at the ( $p < .05$ ) level in scores for the three age groups [ $F(2, 397) = 8.99, p = .00$ ]. Also statistical significance, the actual difference in mean scores between the groups was large. The effect size, calculated using eta squared, was .10. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for above 45Group ( $M = 4.03, SD = .673$ ). Was significantly different from Group under 30 ( $M = 3.79, SD = .604$ ) whereas others did not differ significantly.

**Table 7: One way ANOVA Examining safety & security perceptions by international Tourist origin**

Factors	America	Europe	others	F	P
Supporting services	3.80	3.32	3.39	13.63	0.00
Risk less (health & food)	3.69	3.57	3.60	0.44	0.64
Serious crime	2.09	1.97	1.88	1.06	0.34
Annoyances	2.85	2.77	2.55	1.73	0.17
Overall perception	4.02	3.93	3.87	0.91	0.40

**Sourced: From own survey, March 2019**

ANOVA revealed that mean Supporting services were significantly at ( $p= 0.00$ ) different among tourist Origin. Tukey HSD post hoc analyses revealed that American origin was higher in leveling Supporting services than Europe origin and others continents origin, while, ANOVA revealed no significant at ( $p< 0.05$ ) relationship between origin with security profile and the level overall safety evaluation (Table 7).

**Table 8: ANOVA Examining safety & security perceptions by international tourist purpose of visit**

Factors	business	vacation	others	F	P
Supporting services	3.69	3.36	3.56	5.46	0.00
Riskless (health & food)	4.13	3.47	3.58	10.28	0.00
Serious crime	1.98	1.94	2.19	1.65	0.19
Annoyances	2.56	2.81	2.75	1.72	0.17
Overall perception	3.86	3.98	3.89	1.01	0.36

**Sourced: from own survey, March 2019**

As the ANOVA showed that the mean of Supporting services was significantly at ( $p= 0.00$ ) different among tourist purpose of visit. As Tukey HSD post hoc analyses revealed that business purpose tourists were higher in leveling Supporting services than Vacationer and whereas others did not differ significantly. Whereas, purpose visit no significant at ( $p< 0.05$ ) in leveling security profile and overall safety evaluation upon the reference of ANOVA table.

the other significant different factors were Riskless, still business purpose tourists become at the front to appreciate the health and food-related risk has almost they didn't face with mean score ( $M=4.13$ ,  $SD=.67$ ) with rest groups, actually it will be true since most of them spent in bubble and high standard services, urban area and they may not be the true indicator of activities and happening in wide area. While we look, the actual difference in mean scores among the groups was slightly small. The effect size, calculated using eta squared, was .04.

**Table 9: ANOVA Examining safety & security perceptions by international tourist Length of stay**

Factors	1-7days	8-15 days	16-23 days	24 and above	F	P
Supporting services	3.54	3.39	3.60	3.35	1.83	0.14
Risk less (health & food)	3.83	3.47	3.72	3.50	2.75	0.04
Serious crime	1.95	1.94	1.71	2.24	3.87	0.00
Annoyances	2.61	2.70	2.60	3.14	6.09	0.00
Overall perception	3.87	4.03	4.17	3.76	5.34	0.00

**Sourced: from own survey, March 2019**

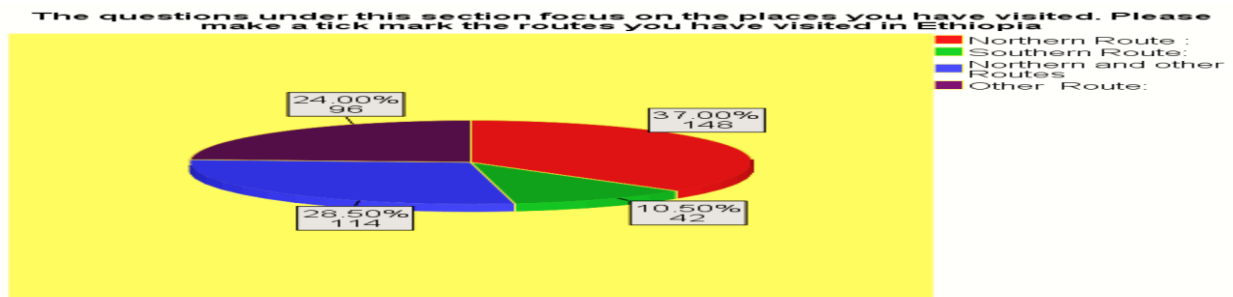
A one-way between-groups analysis of variance was conducted to explore the impact of length of stay on levels of safety, security profile, and overall evaluation consequently Subjects were divided into four groups according to their Length of stay (1-7days; 8-15days; 16-23days; 24 & above days) There was a statistically significant difference at the ( $p < .05$ ) in leveling health and food-related riskless. Among the four groups [ $F(2, 397) = 2.75, p = .04$ ]. However, reaching statistical significance, the actual difference in mean scores between the groups was quite small. The effect size, calculated using eta squared, was .02. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for Group 1-7days ( $M = 3.83, SD = 0.96$ ) was significantly different from Group 8-15days with a mean ( $M = 3.47, SD = 1.16$ ) however other groups did not differ each other significantly which indicate that as long as length of stay increases critically evaluation takes place. with no reason this show those short stay tourists assessed only single area and may not faced health and food issues as long as they spent short time and they cover small area.

In the issues of leveling crime, Group 24 & above days with mean ( $M = 2.24, SD = .93$ ) was significantly different from Group 16-23days ( $M = 1.71, SD = .91$ ). However, other groups did not differ each other significantly to level crime level in Ethiopia. It implies that those who spent more time and explore different area obviously with no reason could understand more than those who short stay and may not face such crime acts. With this fact, the actual difference in mean scores between the groups was small. The effect size, calculated using eta squared, was .02. The other variable likely annoyances, 24 & above days group with a mean score ( $M = 3.14, SD = .93$ ) was significantly different from all other groups in labeling Annoyances happening in the country. With actual slightly small differences; in the mean scores between groups; effect size, calculated using eta squared, was .04.

Regarding overall safety perception, There was a statistically significant difference at the ( $p < .05$ ) level in [ $F(2, 397) = 5.34, p = .00$ ]. Despite reaching statistical significance, the actual difference in mean scores between the groups was quite small. The effect size, calculated using eta squared, was .00. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for both 8-15days and 16-23days, stay groups were significantly different from Group 24 & above days with a respective mean ( $M = 4.03, SD = .626$ ) and ( $M = 4.17, SD = .704$ ) with ( $M = 3.76, SD = .723$ ) however other groups did not differ significantly, this result likely found in line with the study findings of (Wale, 2010) and (Huxley, 2018) that, Ethiopia is reasonably safe for travelers.

### 4.3 Attractions Over Visited

Attractions are the most important motive why international tourists cross boundaries and visit those destinations at everywhere in the world. As they are the main pull factors that draw tourists from far and near to the destination. Ethiopia has mainly three different routes of main attractions that pull tourists. These are the Northern Route, Southern Route, and the Eastern Route. Besides these main routes, the western and the South East and southwest routes become under tourist packages in recent time. Regarding this the international tourists were asked to point the routes they were visited in there stay in Ethiopia and respondents confirm in their feedback In line with the findings stated that many tourists come to Ethiopia mainly for the historic route and the Omo valley people (Walle, 2010).



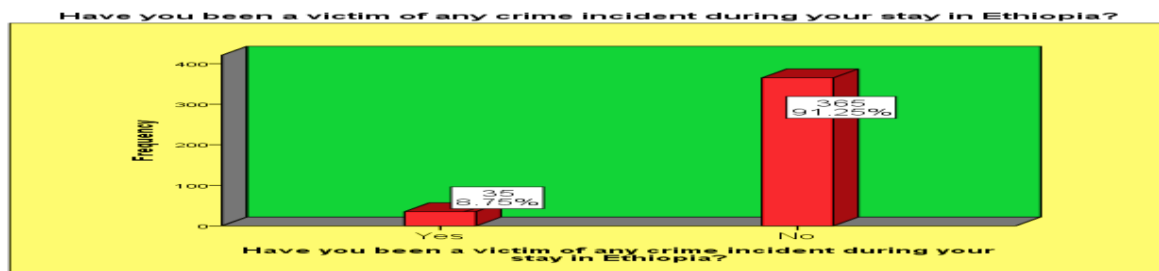
**Figure 3: Attractions Route (Sourced: from own survey, March 2019)**

From the Figure, one can understand that 37.% of respondents were been only in northern route; while 28.5% of the respondents were been both Northern and others route. The other 10.5% of respondents were been in the southern Route; while the rest 24% of the respondents were been other Attraction and business Area of the country. following this study findings considerably inferred for those above touristic areas in the country in general.

### 4.4 Respondents Evaluation of Crime and Terrorism in Ethiopia

The below figure reveled that majority of the respondents (91.3%) responded with ‘No’ option they were not exposed to crime while they stay in Ethiopia and they Perceived Ethiopia as a destination been safe from criminal activities. One possible reason for this affirmation is that Ethiopia is a relatively safe destination and very few crimes happen at tourists. This has to been noted that, international tourists to the destination committed to being responsible for their own safety against criminal acts and took up personal measures. Some of these measures mentioned: being far from the following activities including move alone at night, move to crowded spaces,

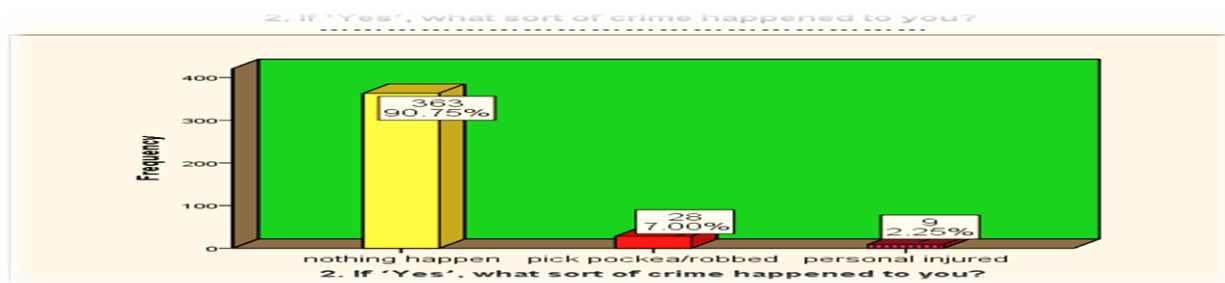
show off valuables and get on empty torture and taxi. These and many other behavior patterns adhered to by tourists made them feel safe from criminal activities, confirming Mansfield and Pizam's (2006) study that certain tourist Behavior patterns make them easy prey for criminal victimization; on the other hand the tourists number in Ethiopia found as very few and mangable this may be the reson that respondents agreed ascrime as rare in Ethiopia. This, along establishment relationship exists between increases in tourism will bring increases in crime Ronald and Kenneth (2003).



**Figure 4: Victim of Crim (Sourced: from own survey, March 2019)**

The patterns of perceived crime status of international tourists are presented as follows. It is observed that about 89.5% of the male respondents perceived that the destination was safe from crime. About 93% of their female counterparts also shared this feeling. With regard to age, about 85.5% of respondents from age group under the age of 30 responded the destination was safe from criminal activities. Respondents under age group 30-45 that perceived Ethiopia been safe from crime established 92.3%; while that of the age group above 45 constituted 93.9%. It is observed that 90% of Americans perceived the destination to be safe from crime; About 91.9% and 89.5% of Europeans and others respectively also perceived the destination to be safe from crime as well.

#### 4.4.1 Sort of Crime that Respondents faced

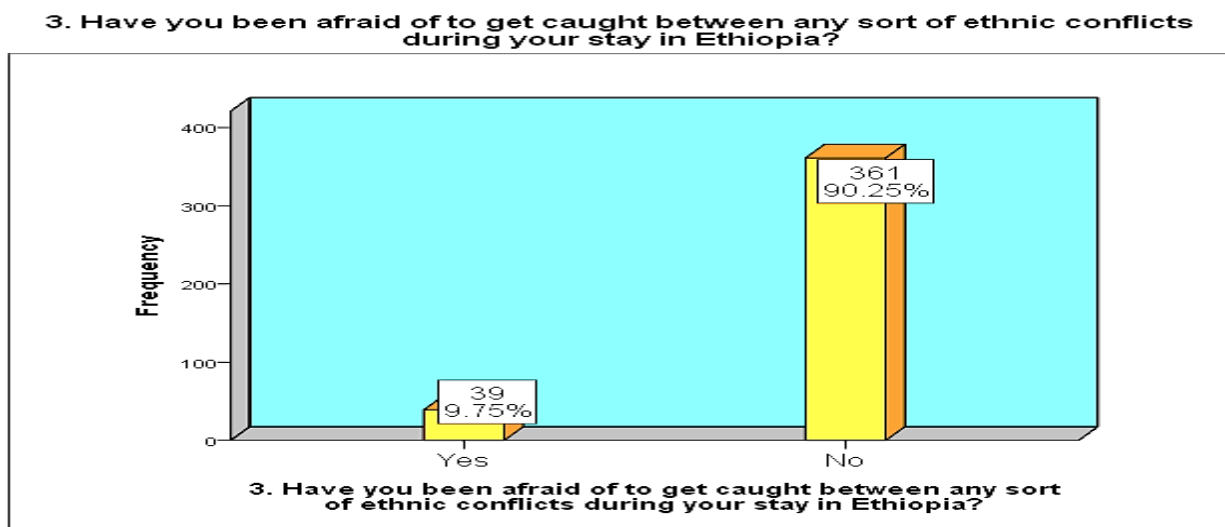


**Figure 5: Sort of crime (Sourced: from own survey, March 2019)**

the study found out 8.7% of respondents who were under a Victim of crime. the sort of crime that has happened on very few respondents were in the following form; pickpocketing and robbed mentioned by 28 (7%) respondents while personal injured described by 1.7% respondents. Cross tabulation result ascertain that Male`s were more likely faced with the above crimes while we compare with female. Regarding the age group under 30 respondents more likely being a victim of by both crimes whereas age groups between 30-45 look less victim by the crime. Regarding the origin and victim of crime the European comes at the first by being robbed or theft, Lesley injured in person while the American looks little bit personal injured others also has part of the victim Lesley. Above result confirmed Huxley, (2018) reports, that Ethiopia is remarkably safe most of the time; while compared with other African countries? He stated as No violent crime; against travelers; Even if, outside the capital, risk of petty crime falls still further.

#### 4.4.2 Being Afraid of Ethnic Conflict while they Tour in Ethiopia

Upon below figure, that majority of the respondents (90.3%) replied No, that they were not been in the fear of ethnic conflict while they were touring in Ethiopia they Perceived Ethiopia as a destination were been safe from ethnic conflict. One possible reason for this affirmation is that ethnic conflict in Ethiopia wouldn't be discouraging international tourists and those touristic areas were been out of such attributes of fear. It is observed that about 90% of the male respondents perceived that they were not under fear because of ethnic conflict in Ethiopia. About 90.3% of their female counterparts also shared this feeling.



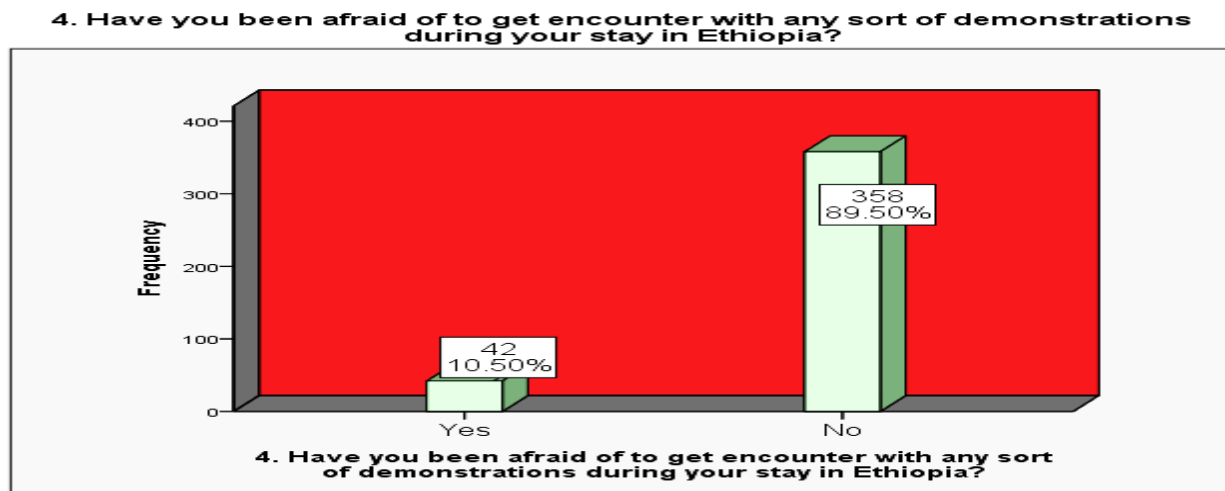
**Figure 6: Ethnic conflict and Fear (Sourced: from own survey, March 2019)**

With regard to age, about 78.8% of respondents from age group under the age of 30 responded the destination was safe from ethnic conflict, The Respondents of age group 30-45 that perceived they were not under fear of ethnic conflict in Ethiopia established 89% while that of age group above 45 constituted 97.4%. It is observed that 88.4% of Americans perceived they were not fear of any ethnic conflict in Ethiopia. About 90.7% and 91.2% of Europeans and others respectively also perceived they were not feared ethnic conflict as well. In line, this; empirical study findings confirm that Years of wars and/or political instability has been found to deter tourism demand in the short run (Ahmed, 2009). More likely the young age groups look relatively in the fear of ethnic conflict. That either they were been in the area for research and exploring purpose or they may fail under placebo effect for the country after they realize some areas were in this feature.

#### 4.4.3 Sort of Demonstration and Fear by International Tourists in Ethiopia

According to (Adams, 2001) political turmoil has a bad image for tourism. Even, much-localized violence's has to hinder tourism activity either within national boundaries, as well with regional and international tourist movements.

In the other hand in the cases of Ethiopia, From the evident below figure that majority of the respondents (89.5%)replied by say No; as they were not been under the fear of any sort of demonstration; along they were touring in Ethiopia they Perceived demonstration in Ethiopia, were not part of creating any fear on the tourist movement. The possible reason for this assertion is that a demonstration in Ethiopia wouldn't be discouraging international tourists and those touristic areas were been cleare from such ocurancessby the time tourists touring. It is observed that both males and females equally responded that they were not under fear because of any sort of demonstration in Ethiopia.



**Figure 7: Demonstration encounter (Sourced: from own survey, March 2019)**

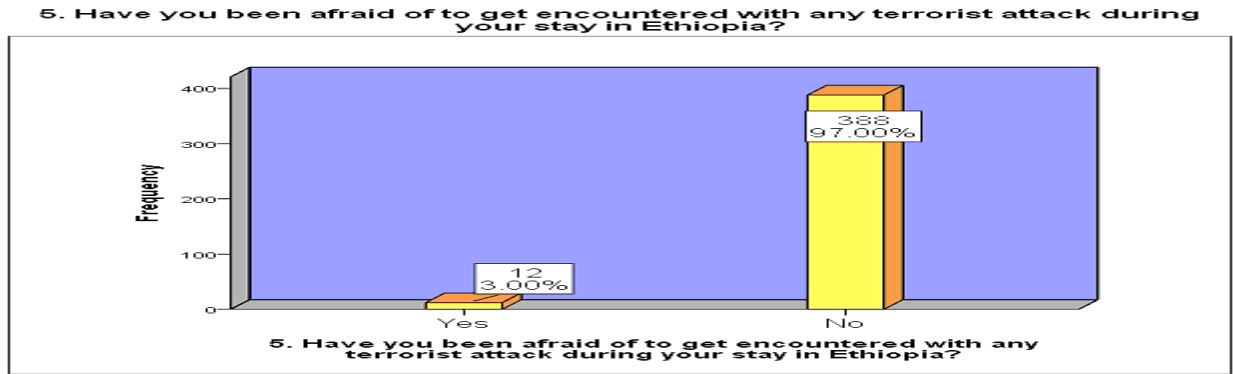
With regard to age, about 81.4% of respondents from age group under age of 30 responded the sort of demonstration was not create Fear on international tourists, The Respondents of age group 30- 45 and age group above 45 established the about the same number of respondent at 92.3% and 92.9% respectively constituted that perceived they were not under fear of demonstration in Ethiopia. It is observed that 86.3% of Americans perceived they were not fear of any sort of demonstration in Ethiopia.

About 89.5% and 94.7% of Europeans and others respectively also perceived they have not feared demonstration as well. However, most of the foreign governments Embassy are announced for their citizen's safety; Since August 2017, as inter-communal clashes on the border between the Somali and Oromia regions, and its Tensions are still high. Tourists were not dependent on the situation that as the country happened until they secure their own territory and dignity's specific in Ethiopia; the finding reflects this conclusion. Whereas, scholars believed that for tourism of a country community resiliencies very essential; the concepts of community resilience refer to the capacity of individual or community to cope with stress, overcome adversity or adapt positively to change (Ahmad, 2015).

#### **4.4.4 Fear of any Terrorist Attack by Respondents in Ethiopia**

However, many countries Embassy still warned as Ethiopia under threat of terrorism specifically in some regions, including Somali, and parts of the Afar, Gambella and Oromo regions by (Canadian embassy, 2018). Majority of international Tourist established that it doesn't have any influences while they tour in the country. From the evident in below figure that almost all of the respondents 97% responded they were not been in the fear of terrorist attack while they were touring in Ethiopia they Perceived Ethiopia as a destination were safe from terrorist attack.

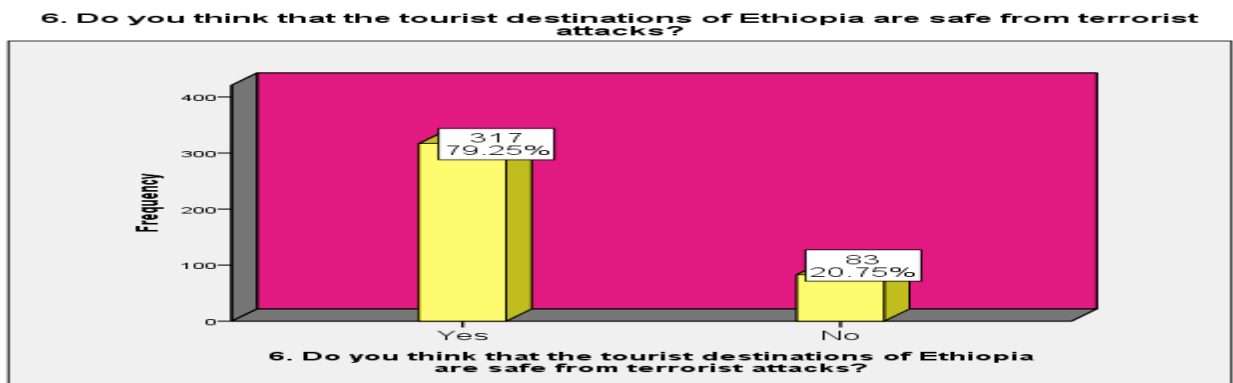
It is observed that about 96.5% of the male respondents perceived that they were not under fear because of terrorist attacks in Ethiopia. About 97.5% of their female counterparts also shared this feeling. With regard to age, about 93.8% of respondents from age group under age of 30 responded the destination was safe from terrorist attacks, The Respondents of age group 30- 45 that perceived they were not under fear of terrorist attack in Ethiopia established 94.5% while that of age group above 45 constituted 100%; it is observed that 96.8% of Americans perceived they were not fear of any terrorist attack in Ethiopia. About 98.8% and 89.5% of Europeans and others respectively also perceived they were not feared terrorist attack as well.



**Figure 8: Terrorist attack(Sourced: from own survey, March 2019)**

#### 4.4.5 Perceptions of Respondents about Ethiopia from Terrorist Attack

Ethiopia as a destination has no history of the terrorist attack. However, some areas in the country were under numerous ethnic conflicts Based on below figure data’s description that, Ethiopia was likely free from Terrorist Attack. as ascertained by the respondents about 79.3% say No. they believed that Ethiopia is free from terrorist attacks while the rest of 20.7% respondents believed that such situation not been easily determined because of the length of stay that to determine the area knowledge they had as specific as they want to tour.



**Figure 9: Safe from terrorist attack (Sourced: from own survey, March 2019)**

It is observed that about 80.5% of the male respondents perceived Ethiopia is free from terrorist attacks. About 78.0% of their female counterparts also shared this sentiment. The truth is that women face greater obstacles and unwanted attention, especially when traveling alone or by the group from the country they visited like (Lepp & Gibson, 2003; Kozak, 2007; Park & Reisinger, 2010). Discussed that, women perceive greater risk than men and that gender difference reflects different types of travel risks. With regard to age, about 72.6% of respondents from age group

under the age of 30 responded that Ethiopia is safe from terrorist attacks, The Respondents of age group 30-45 perceived they supposed that in Ethiopia no terrorist attack is expected proven 80% while that of age group above 45 constituted 80.2% regarding the respondents origins It is observed that, 73.7% of Americans perceived they didn't think of that terrorist attack in Ethiopia. About 98.8% and 89.5% of Europeans and others respectively also perceived they were not supposed that terrorist attack in Ethiopia. The study examined four (4) security issues. These were crime, Ethnic conflict, demonstration, and terrorist attack. It emerged that, for all of them, more than 80% of the respondents perceived the destination been safe from these issues in general Ethiopia`s likely found in good status from risks from those profiles.

## **4.5 Measures Taken by Respondents to Procure Safety in Ethiopia**

### **4.5.1 Pre-trip Risk Reduction Strategies**

Commonly risk reduction strategy held as the pre-condition in the pre-travel decision making process with corresponding to destination choices. According to Mitchell *et al.*, (1999) “risk handling” is defined as a process which travelers try to reduces uncertainty by considering the various risk reduction strategies adopted by the tourists. Furthermore, for the anxiety of the anonymous and prevention of likely exposure to risks at the host country, potential tourists sort to adopt several risk reduction strategies in the extent of the individual who is boarding on the trip. In the other case, such measures are pre-requisite before one could be certified entry into a destination (Huxley, 2018).

From various risk reduction strategies, the most commonly adopted by the respondents of the survey before making a trip to the destination is presented in table10. These were a vaccination for personal health, security insurances, research the host, and securing by forming a group. From the table that a section of the international tourists (73.3%) of respondents said yes to learn attentively about the destination while the rest 26.7% said no. From the result, it is observed that international tourists wanted to know considerably about the destination's risks levels before visiting. These confirm the findings of Fofie, (2014) that tourists always attentively research and learn the area they want to go. In the other case, 64.5% took action to safeguard their health before visiting the destination. While the rest 35.5% answered did not take any health vaccination, these were taken to prevent various diseases as suggested by the World Health Organization (WHO, 2004). The key among them, that were mentioned were Anti-Malaria ffor the negative perception tourists have about Africa as a continent home for many diseases (Lepp,

Gibson & Lane, 2011) therefore, they need to take preemptive measures to safeguard themselves. Purchasing insurance was another strategy that was adopted by a section of the tourists that visited the destination. This constituted 48.5% while the greater number of respondents doesn't purchase any insurance to visit Ethiopia but still it is part of various risk reduction strategies. This confirms finding by Mitchell *et al.*, (1999) as this is done to ensure that in case there is any loss at the destination visited; they could be compensated when they are back in their home region; because tourists generally are not likely to return to the destination to press criminal charges against their offenders. The other form of risk reduction was forming a group for sake of risk minimization at the host destination were constituted by 58.8% of respondents take this as risk reduction strategy while the rest 41.2% they didn't use this strategy, since the place and the travel purpose may don't lead such requirement.

**Table 10: International tourists' background characteristics by pre-trip risk reduction strategy**

Demographic Factors	Research having insurances		having vaccination		forming group		x <sup>2</sup> P-Values		
	F	%	F	%	F	%	x <sup>2</sup>	P< (0.05)	
<b>Gender</b>									
Male	144	49.1	92	46.0	125	62.5	98	49.0	15.691(0.000)
Female	149	50.9	102	51.0	133	66.5	137	68.5	
<b>Age</b>									
Under 30	84	74.3	62	54.9	90	79.6	74	65.5	15.892(0.000)
30- 45	65	71.4	47	51.6	52	57.1	149	53.8	
Above 45	144	73.5	85	43.4	116	59.2	112	57.1	
<b>Origin</b>									
Americans	78	82.1	58	61.1	72	75.8	67	70.5	14.224(0.001)
Europe	177	71.4	102	41.1	154	62.1	140	56.5	
Others	38	66.7	34	59.6	32	56.1	28	49.1	
<b>Experience</b>									
Experienced	197	74.1	115	43.2	161	60.5	145	54.5	8.819(0.003)
First timer	96	71.6	79	59.0	97	72.4	90	67.2	
<b>Purpose of visit</b>									
Business	55	80.9	37	54.4	47	69.1	43	63.2	4.065(0.131)
Vacationer	194	70.3	129	46.7	171	62.0	162	58.7	
Others	44	78.6	28	50.0	40	71.4	30	53.6	
<b>Length of Stay</b>									
1-7days	74	72.5	41	40.2	59	57.8	58	56.9	4.253(0.235)
8-15days	125	77.2	85	52.5	107	66.0	103	63.6	
16-23days	34	72.3	25	53.2	30	63.8	28	59.6	
24& above days	60	67.4	43	48.3	62	69.7	46	51.7	

Source: From own survey, March 2019

With background characteristics and pre-trip risk reduction strategies adopted by international tourists, it is observed that apart from ‘purpose of visit’ and length of stay that produced in a significant relationship, the rest of the socio-demographics (Gender, Age, Origin, & Experience) returned significant relationship. From table 10, it was found that 82.1% of respondents who undertook research as preventive measures were American origins. It contributed the highest value amongst the origins category, Followed by Europe and others with a score of 71.4% and 66.7% respectively. It is, again, seen from the table that, 80.9% of respondents who adopted the use of this strategy were business purpose tourists. It could be that they fell within the group who had come for other 78.6% and 70.3% vacation purposes may stay a bit long at the destination and therefore needed such measures to insulate themselves and to guarantee the purposes of business making need more sensitive and need attentively research the area.

The 8-15days group was made up of 77.2% followed by the 1-7days group with 72.5%. Tourists from 16-23days group also took this measure to protect themselves by 72.2%. With attentive research under30 age group category which is the young group contributed 74.3% and was the highest in the category. This could be as a result that the youth are in touch of technology and may be students who conduct much research.

It is seen from table that, American origin constituted 60.1% followed by 59.6% others of this category. Per the reason for their travel, they are likely to fall target to many negative circumstances and therefore, take this measure in order to reclaim any lost item back. It was, however, slightly low in percent still Europe origins get not more necessary with compare its category and just 41.1% in this group because these are mostly come to in bubble form of the packaged tour who may not worried for such issues. More females 51.2% insured themselves than males 46%. From the age category, greater percentage 54.9% under30 of age with 51.6% and 43.4% between 30-45, and above 45 age category also respectively purchased travel insurance. It may be a result of the fact that this all group of people had the means and can afford this and more cautious in their dealings to travel to Ethiopia.

From the Table, it was found that 79.6% of respondents who took personal health preventive measures were under30 age group. It contributed to the highest value amongst the age category. This could be the fact that under30 age groups engage in numerous activities at the destination which could be unfavorable to their health and therefore there was the need to protect them.

It is observed that above 45 and between 30-45 age group visitors made up 59.1% and 57.2% respectively. To them, it was found that such measures are supposed Essential for such category of visitors who visit Africa to prevent them from contracting diseases Fofie, (2014). It is, again, seen from Table that, 75.8% of respondents who adopted the use of this strategy were American origin tourists. It could be that they fell within the group who had come from Europe and other continents were still found the strategy as essential within category 62.1% and 56.1% respectively. Indeed such measures to insulate themselves, the purpose of visit groups was made up of 71.4% others purposes followed by the business with 69.1%, and with 62% Tourists for vacation purposes still, show slightly failed to use in all strategies on their own category comparison. Regarding the length of stay with the use of this strategy as compared as other factors we could say equally important with the percentages of 57.8%, 8-15days 66%, 16-23days 63.8% and 24 and above days 69.7%. With respect to the looking group, it is seen from Table that American from origin group, females tourists from gender group and under 30 group from age category contributed greater percentages (70.5%, 68.5%, & 65.5%) respectively. While the first time tourists for Africa shows in all aspects more sensitive to adopt all strategies except researching the area which is slightly less scored with its counterpart who has experienced in Africa.

This cross tabulation result shows more likely the Females from gender, from age category under 30 age; the American from the origin category; business purpose tourists from purpose group and first comer from experience for Africa category, were clearly sensitive to adapt better than other's counterpart within their perspective category. In general while, the American origin group sensitive to use all mechanisms the male group, from gender category had found insensitive to adopt any of the risk reduction strategy comparatively based on less percent scored from the cross-tabulation result supported by the results of those scholars Mavondo, (2006) ascertain that the tourists from the United states more sensitive in perceiving risks, consequently Lepp and Gibson, (2003); Kozak, (2007); Park and Resigner, (2010). Discussed that, men perceive less risk than women.

#### **4.5.2 Risk Reduction Strategies while in the Destination**

It is observed that a section 33.1% said yes to implement that stay away from local foods but the huge parts of respondents 67% said no they did try local foods in steady. With no reason these

strategies enclosed on food-related strategies. These were individual actions taken to insulate themselves from potential food-related risks. Some of the strategies mentioned to reduce food-related risks were that, some tourists this in line with the study taken by Fofie, (2014).

International tourists again adopted risk related strategies 72.3% keeping valuables under lock, while the rest 27.7% doesn't care about this strategy by either they don't have valuables or keep on their personal trust Some of these strategies include: 82% of respondents said yes about avoiding walking alone at night, while the rest 18% said no to reduce the propensity of being victims to crime at the destination. This is in line with findings by Brunt, *et al.*, (2000). It can be reported that these actions were taken to prevent potential robbery or stealing from happening to them /tourists fall to criminal activities at a destination.

Another interesting crime-related risk reduction strategy mentioned by international tourists was that, 82% most respondents said they behaved as they were Ethiopians. While 18% answered as didn't use this strategy Tourists try to imitate the behavior of the locals in order to be seen as one of them and thereby pardoning them from some attacks from criminals. Another strategy that was employed enclosed on health-related strategies 64.5% while the rest 35.5% didn't use this strategy,

It can be found that respondents mentioned strategies such as the use of mosquito repellent cream or spray and sleeping under mosquito treated nets as risk reduction strategies because it is to immune them from mosquito carrying diseases like Malaria, the other 83.3% of respondents Mentioned was also made of the use of hand sanitizers and sunblock or sunscreen to prevent excessive burning of the sun while very small respondents didn't care about this strategy This results in line with the study findings by Fofie, (2014) in Ghana that all strategies fairly adapted as necessary in the tropical climate as well.

With background characteristics and risk reduction strategies adopted at the destination by international tourists, it is observed that apart from 'purpose of visit' that produced no significant relationship, the rest of the socio-demographics (gender, Age, origin, Experience, and length of stay) show a significant relationship.

The table below (Table 11) displays explicitly risk reduction strategies adopted by the International tourists while at the destination.

**Table 11: International tourists' background characteristics and their risk reduction while in tour**

Socio-demographic	health-related		food related		self-accustom		avoid walk alone		x <sup>2</sup> P-Values
	F	%	F	%	F	%	F	%	x <sup>2</sup> P< (0.05)
<b>Gender</b>									
Male	147	73.5	53	26.5	162	81.0	145	72.5	27.2 (0.000)
Female	186	93.0	79	39.5	165	83.0	183	91.5	
<b>Age</b>									
Under 30	96	85.0	36	31.9	95	84.1	89	78.8	8.0(0.018)
30- 45	75	82.4	20	22.0	76	83.5	77	84.6	
Above 45	162	82.7	76	38.8	157	80.1	162	82.7	
<b>Origin</b>									
Americans	84	88.4	43	75.8	85	92.6	83	87.4	10.7(0.005)
Europe	209	84.3	69	27.5	198	79.8	200	80.6	
Others	40	70.2	20	35.1	42	73.7	45	78.9	
<b>Experience (Africa)</b>									
Experienced	218	82.0	78	29.3	216	81.2	212	79.7	4.8(0.028)
First timer	115	85.8	54	40.3	112	83.6	116	86.6	
<b>Purpose of visit</b>									
Business	56	82.4	19	27.9	56	86.8	61	89.7	3.4(0.178)
Vacationer	234	84.8	93	33.7	222	80.4	223	80.8	
Others	43	76.8	20	35.7	47	83.9	44	78.6	
<b>Length of Stay</b>									
1-7days	78	76.5	33	32.4	81	79.4	83	81.4	21.6(0.000)
8-15days	149	92.0	65	40.1	133	82.1	139	85.8	
16-23days	42	89.4	14	29.8	41	87.2	38	80.9	
24&abovedays	64	71.9	20	22.5	73	82.0	68	76.4	

**Source: From own survey March 2019**

On health-related risk reduction strategies, it was found out from table12 that more respondents 93% of females adopted these strategies; While males 73.5%. This confirms Lepp and Gibson (2003) that, females are more concerned about their health issues than males. The two length of stay groups 8-15days and16-23days also adopted these strategies 92% and 89.4% respectively. Regarding origins, 88.4% by the American followed by Europe with 84.3%. Still, the age groups under30 highly scored with 85% other Patterns from the purpose of visit indicate that vacationers look at the first with a score of 84.8%. This is mostly due to the fact that the vacationers addressed different area than other counter parts.

It is further seen that first-time tourists contributed to the highest percentages of 85.8%. To conclude each to their respective groups; were highly used this strategy to protect themselves from health risks upon references of cross-tabulated data.

It can be seen that many of the respondents who adopted much food-related risk reduction strategies were highly scored 75.8% from origin groups the Americans adopted this strategy 75.8%, than tourists from other continents, which are in contrast with the result of Fofie, (2014) as he stated that, Europeans as a head to use such mechanism. While others purpose tourists slightly highly scored avoided food to protect related risks however, vacation and business visitors adopted less food-related risk reduction strategies. It could be that they have familiarized themselves with the new environment. More females 39.5% adopted food reduction risk strategies than the male counterparts 26.5%. This is in support of the findings by Lepp and Gibson, (2003) and Fofie, (2014) that females perceive greater risks regarding food at a destination. In the same case, No- experienced tourists have further used this strategy 40.3% than that of experience tourists 29.3% Findings ascertain, that personal experience with a destination may actually alter risk perceptions during international vacation travel decisions Graefe, (1998) within a continent experience that as African state Ethiopia received similar expectation by tourists. Lastly, length of stay also has equal effects to use this strategy which indicate 40% by 8-15days duration 32.4% by 1-7days duration others respectively as their length of stay increases the usage of this strategy decreases since they become adapted and well aware about the local foods. Females 91.2% to the destination adopted much crime related strategies than males 76.5%. It is still in the contrast of the Fofie, (2014) empirical result but it is in line with the theory of females are sensitive to crime than males. Regarding the age group, they equally adopt crime risk avoidance strategies; like avoiding walking alone at night with above 80% with age group, and it confirms all age groups explore the environment in which they find themselves.

Americans and Europeans adopted much of these strategies than the other nationals. With crime-related risks, Business travelers to Ethiopia adopted many of the risk reduction strategies. It constituted 89.7%. This is because they were mostly in Addis Ababa other cities. By the behavior patterns, they may be susceptible to many potential offenders and that they adopted these measures to prevent themselves. It confirmed by the governmental travel safety report every year that Addis Ababa and other cities are not free to travel alone. Regarding self-

accustom with local as protection mechanism Americans from origin group, the length of stay pattern 16-23days, duration and for visit purposes business comes at the head scorer (92.6%, 87.2% and 86.8% respectively) from the table output we could infer that others all demographic factors still tried to highly employ this strategy since it helps for experience share and brought social trusts between tourists and the host community specifically in Ethiopia.

#### 4.6 Overall Perceptions and Re-visit Intention

Almost all Respondents (96.7%) were likely, very interested to recommend Ethiopia for others, despite their Re-visit intention doesn't equally seems as they were satisfied. With favorable findings on perceptions of safety, it has a positive relationship to re-visit intention and recommendation. As study findings confirm that pre-trip perception for Africa was negative; with appreciation, most of the tourists in their post-trip in Africa reached better conception (Gibson, 2011).

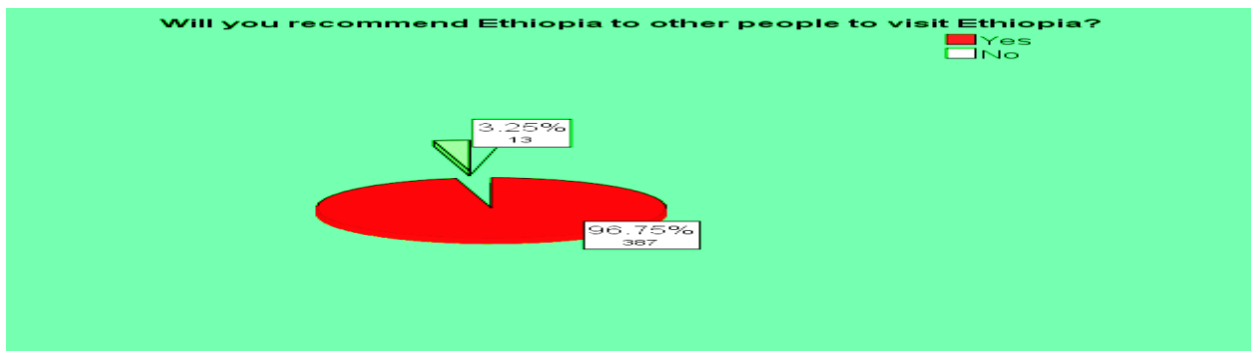


Figure 10: Recommendation for others (Sourced: from own survey, March 2019)

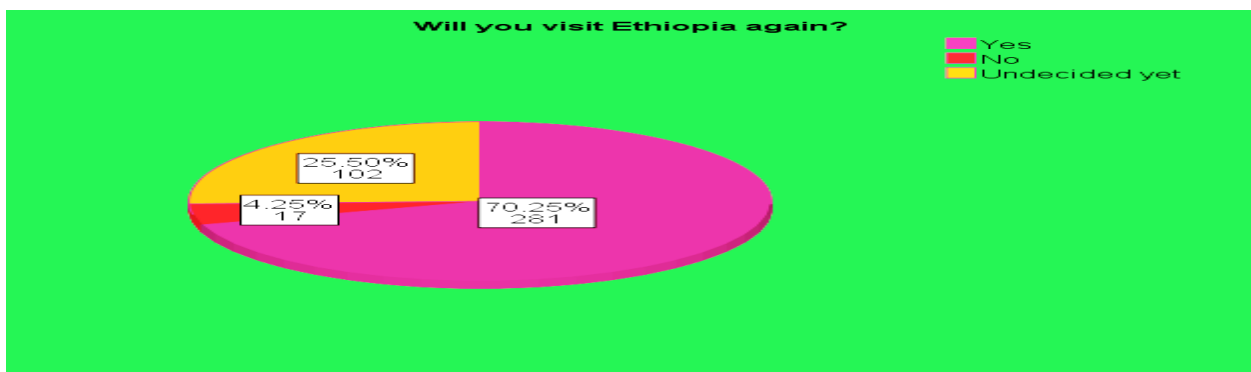


Figure 11: Re-visit (Sourced: from own survey, March 2019)

From above figure, 70.3% of the respondents said they would return to Ethiopia; while the remaining 24.4% undecided to back and 4.3% of them would not return to Ethiopia.

Finally, the researcher was asked respondents' opinion to improve safety and security in Ethiopia following these international tourists, recommended the following points.

For most Ethiopia as a country need Eco-communality and global eco-village network the government has to assure stable politics and ethnic conflict; due consideration is needed in the provision of social trust with proportional trained city polices; Consequently, Educate/train polices/that city polices have to manage conflict on the street; regular cleaning the streets; provide social care to stop begging and need for family planning to discourage beggar's mobile roaming emergency care were points recommended in this respect.

Onwards future expectation will critically look on the road quality and regulation of transportation and improve the use of roads, for animal and pedestrian subsequently, driving rule also been respected; regulate taxis at anywhere not to double price tourists with no value added; assuring ethics on the driver with great attention; also public transportation with no over-boarded.

Again Accommodations have to upgrade and well maintain their facility like a toilet; other utilities water and electricity in the remote area. On the other hand, the independent tourists must be encouraged through awarded about the service they could use as a guide, standard rooms as well, Kids and non-involved in tourism must be Educated and managed as possible specifically, in Addis Ababa and Afar region not to hassel women and single travelers.

Provide the security information to tourists transparently; need have informed habits and norms for smooth relation with locals; needed to assure complain handling policies; that accessed by tourists and patrolling tourists nightlife areas; in the touristic town; specifically in crowded time; holiday occasion, tourist polices must be needed. Furthermore, do not let tourists to be bothered to help social causes. These of the above points were the international tourists mentioned as their individual opinion to overcome tourism deterring elements in Ethiopia.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATION

This chapter highlights the summary, conclusions, and recommendations of the study. It presents the summary and conclusions of major findings based on the objectives of the study. It further makes recommendations to improve the safety and security of international tourists who visit Ethiopia and its range of attractions.

#### 5.1 Summary of Findings

To meet the first objectives of the study, views of international tourists on safety and security were assessed. Regarding the safety attribute, parameters were constructed into two factors. Factor 1 (supporting services) including Accommodation, transportation, road quality, and international food availability, Factor 2, including health, and local foods. Following this, health and local food in Ethiopia were in good status up on the view of respondents that has a contribution for international tourists overall safety perception with mean of (3.60). Similarly, Accommodation, transportation, road quality, and Food availability as the same load leveled as better performances with compared to previous findings stated that, Ethiopia as poor in created resources, however, this evaluation were based upon their pre-expectation; Ethiopia as a destination appeared with moderate status following the respondents leveled at the mean score 3.45; which implies that either tourist may reasonably expected safety attribute's in Ethiopia or the touristic area in Ethiopia had better performance in supporting services with due consideration of previous studies recommendation. Under the same objective the study identifies the relative importance of security profiles; identified as suggested by the number of responses related to each profile including: Attacked, harassed, robbed as serious crime while Beggars, overpriced, mobbing's, and fernjy frenzy were annoyed by Hassled the international tourists and lead them dissatisfied their stay in Ethiopia. They found that those profiles have a mean score of 1.99, and 2.76 respectively. While the former gets small mean and not considerably deterring international tourist's security. The later likely get in an alarming situation.

This study has been unable reach the effect of gender and experiance on safety and security perception towards Ethiopia. tourists' Age show significant variances on safety attributes like the supporting services riskless and security profile likely serious crime and annoyances investigation. Specifically in relation to the safety of supporting services almost has no different

but in relation to health and food young groups get very safe, while crime related the elders consider as very secure generally, the middle age group show in between in every aspect. Still The origin groups equally examine the safety and security; while the American origin likely, Appreciate the safety supporting attributes. Moreover, findings on travel purpose show that people who travel to business motives examining safety supporting services and riskless; as it was comfortable and safe. Obviously, this will be the effect of “bubble theory” or movement limitedness that business tourists experienced. Successively, length of stay has also show variances in examining safety and security; very specifically safety supporting services has not significant in length of stay. While other risks related to health, local foods, serious crime, and annoyances show significantly different by length of stay.

In order to reach The second objective, points related to that international tourists exposed crime and terrorism crime tourists exposed, ethnic conflict, Public demonstration, and terrorist attacks were assessed and it show positive results. on crime related 91.3% respondents were not exposed to crime, (90.3%) replied that they were not been in the fear of ethnic conflict; (89.5%) were not been under the fear of any sort of demonstration; almost all of the respondents 97% responded they were not been in the fear of terrorist attack and as ascertained by the respondents about 79.3% of responded they believed that Ethiopia was out of the terrorist attacks while the rest of 20.7% respondents believed that such situation not been easily determined while they stay in Ethiopia and that, they Perceived Ethiopia as a destination been safe from criminal activities. In order to look the impacts of demographic factors on their evaluation cross tabulation were used and it reach with no significantly different at ( $P < 0.05$ ).

Finally, risk reduction strategy was looked under two classification that; pre-trip including, attentively learn, purchase insurances, vaccination and forming group whereas, during their stay such as using protection from sun, mosquito, avoiding local foods, self-acustom and avoiding waking alone were properly assessed. The results show they were found equally important to use such strategies respectively. However, it varies upon the demographic factors and touristic characteristics; international tourists were not likely get avoiding local foods as a risk avoidance mechanism rather enjoying it as part of experience of the destination.

## 5.2 Conclusions

To conclude safety and security attributes in Ethiopia found as moderate status; parameters were constructed into four factors; Likely Supporting services, Riskless of Helath and local food show better than supporting services such as Accommodation, transportation, road quality, and international food availability. Similarly, serious crime and Annoyances, also parts of variables closely asses security in Ethiopia serious crime appeared with moderate low status while annoyances leveled as worse status. This implies that from those safety and security profiles supporting services and Hasslers/annoying actions in Ethiopia were one of the safety deterring elements that international tourists faced in the touristic area of the country while health and local food risks looks very few still serious crime towards international tourists show rarely happened. This also could be concluded that Ethiopia has good health and local food image by the fact that international tourists confirmed with that of very hospitable people for strangers in Ethiopia as data stil show no tourists targetly victimed.

In this study conclusion is extended that, from the Respondents` socio demographic factor Age, length of stay and purpose shows more impact in the assessment of safety and security in Ethiopia while, gender and experience has not effect on it.

The data from this study is in line with the literature most of tourists of the country were the European and they were elders in age and their motives looks historical and cultural Routes of the country (Northern and Southern Routes). Following this the results could be genaralized for those areas mainly.

The other conclusions drown about the risks that international tourists exposed in Ethiopia; that from ethnic conflict, public demonstration, terrorist attack consequently findings reveled they were rarely exposed with those crime and terrerist attacks in touristic area in Ethiopia at all; from chi-square test of independence produced no significant relationship between background characteristics of Respondents and their crime victim at (0.05).

In relation to risk reduction mechanisms towards Ethiopia, It can also be concluded that a section of international tourists purchased some form of insurance. While, International tourists equally adopted strategies to safeguard themselves from becoming victims of circumstances at both pre-travel and during visit phases

Finally this study conclude that image deformation that either from civil unrest or political turmoil were not so far continued and after all the international tourists evaluated the overall safety and security of Ethiopia; and leveled as above reasonably safe.

### **5.3 Recommendations**

After examining carefully the findings of the thesis and its implications, the following measures are recommended to improve safety and security of international tourists in Ethiopia.

- ❖ The Ministry of Tourism in collaboration with Ministry of transport must assure and followup the road facility and transportation practices in the touristic area; to undertake on conditions that non-regulated public transportation into manageable regulated form; and should also enforce their laws that prohibit drivers from over speeding and over loading as international tourist had a major concern about this issue as capable of causing vehicular accidents.
- ❖ Ministry of Culture and Tourism again should step up and implement policies and regulations that children's as not to scam and Hassel tourist with common phrases Frenji frenzy and mobbing are around foreigners; and should modernize tourism activities in all touristic area as possible, tourists expect to be 'warmly welcome' than hearing about the routine life of the locals either by the scams or illegal guides. This has resulted in a situation where the locals try to benefit from every tourist that visits the site, making tourists feel cheated and harassed. Proper education should be carried out by MoCT to enlighten the local people on the need to avoid harassing tourists which makes them painful at the destination.
- ❖ The country has to set standards for the accreditation of tourism operation, mainly focusing on the safety and security standards and The tourist information will inform prospective tourists about safety and security issues when visiting places of attraction while security training centres will provide individual security companies with personnel to ensure tourist security at all times.
- ❖ Furthermore, tourism stakeholders with due consideration about the image of the destination have to concern about unvalued price; need solution as they being image deforming profiles of destination. very specifically in the church and museums as the

owner of the countries historical resources with concern of consistency in assuring guides with the best interpretation and available any time after the payment is healed.

- ❖ Tourism marketers should mention where this crimes normally happen so that tourists should know which places to go to and which to avoid. Marketers should also outline the security measures taken to protecting tourists at touristic area in Ethiopia through their promotion tools.
- ❖ At the last with alarming issues most of tourism in Ethiopia urban area failed under embarrassment to international tourists that either from chronic beggars or the clean lines itself. As acountry MoCT in collaboration with different level tourism stakeholder's as well with other concerning body in the city/town Administration level shuld work in the way to manage and improved comprehensively with consistency mannere as asystem to assure ambiances of public area.

### **Proactive involvement**

In general, law enforcement protecting tourists has limited access to persons from other organizations. Consequently, researches on destination safety tend to be descriptive impact studies about the unfortunate accidents, crimes or violence after incidents. Serving in actual law enforcement scene may not be possible. However, proactive research and cooperation with law enforcement organizations could be achieved. Although, law enforcement agents are knowledgeable in destination safety issues, bringing in the research results of related industry's professionals should be useful. It is especially true when there is no tourism safety specialist in law enforcement organizations. Tourism researchers can provide knowledge about violence and crime patterns against tourists and new theoretical research results. Themes of proactive research may include destination safety planning, management, environmental scanning, and data mining, contingency planning, new theoretical developments and findings, and best practices of other areas. Cooperative works between tourism academia and law enforcement practitioners must enhance the destinations safe (Pyo, 2003 ).

### **Implications**

Destination safety issues should be everybody's concern including tourists, destination residents, business people, politicians, policymakers, and others, although the views about crime and violence impact may be different. One of the missions in the tourism academic field and

industry should be contributing to ensuring the safety of a tourist destination. Maintaining safe destinations is an important prerequisite to attract a sufficient number of tourists and to make destination visit enjoyable. Classifying acts of crime and violence at tourism destinations (Pizam, 1999) and policy research on traveler safety and security (Smith, 1999) are examples of proactive studies. Multidisciplinary approaches could be helpful to produce proactive researches. One of the disciplines can be quality management. Knowledge and information sharing activities should be efficiently operated so that best practices are shared and knowledge and information required for the destination security management are in hand.

### **Limitation**

The study has several limitations that should be recognized when interpreting the results. First, findings might not be generalizable to the general population since only individuals who visited Ethiopia before and in March 2019 were sampled, a single month. Second, Subjects' responses could be influenced by their motives as well as the environment they were been; such responses might be different according to the environment and the motive in which the investigation is conducted. Still, the group status was the other concern that bubble theory affected the perception of tourists had. third, subjects' perceptions of safety and security might be amplified by print and broadcast media coverage of current events and/or political instability of the contrary, such perceptions might be diminished by the lack of current situation and/or political instability.

### **Suggestions**

Future research paper, in this thematic area at a specified destination, could focus on researching into detail any of the safety and security attributes in a single destination that was assessed in this research. Detailing any of them will bring to endure some aspects of any of these attributes that could not be assessed by this study because of cost and time limitations. Once more, future studies at the destination could concentrate on a segment of international tourists like the perception of backpackers/independent, specifically, vacationers rather any of other types of visitor's that could be enclosed with purposes effect on the stay as well the evaluation of the area as well the activity in large coverage inclusiveness

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## APPENDEXES

### Appendix -1 one way ANOVA results

#### Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Respondents age	(J) Respondents age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Supporting Services	under30	31-45	-.21548	.10961	.122	-.4733	.0424
		above 45	.00342	.09192	.999	-.2128	.2197
	31-45	under30	.21548	.10961	.122	-.0424	.4733
		above 45	.21890	.09871	.069	-.0133	.4511
	above 45	under30	-.00342	.09192	.999	-.2197	.2128
		31-45	-.21890	.09871	.069	-.4511	.0133
risk-free	under30	31-45	-.57731*	.15080	.000	-.9321	-.2226
		above 45	-.40679*	.12646	.004	-.7043	-.1093
	31-45	under30	.57731*	.15080	.000	.2226	.9321
		above 45	.17053	.13581	.421	-.1490	.4900
	above 45	under30	.40679*	.12646	.004	.1093	.7043
		31-45	-.17053	.13581	.421	-.4900	.1490
serious crime	under30	31-45	.24989	.12564	.116	-.0457	.5455
		above 45	.60874*	.10536	.000	.3609	.8566
	31-45	under30	-.24989	.12564	.116	-.5455	.0457
		above 45	.35884*	.11315	.005	.0927	.6250
	above 45	under30	-.60874*	.10536	.000	-.8566	-.3609
		31-45	-.35884*	.11315	.005	-.6250	-.0927
annoyance's	under30	31-45	.10082	.13651	.741	-.2203	.4220
		above 45	.34827*	.11448	.007	.0790	.6176
	31-45	under30	-.10082	.13651	.741	-.4220	.2203
		above 45	.24745	.12294	.110	-.0418	.5367
	above 45	under30	-.34827*	.11448	.007	-.6176	-.0790
		31-45	-.24745	.12294	.110	-.5367	.0418
Overall assessment of safety	under30	31-45	-.15887	.09317	.204	-.3780	.0603
		above 45	-.24390*	.07813	.005	-.4277	-.0601
	31-45	under30	.15887	.09317	.204	-.0603	.3780
		above 45	-.08503	.08391	.569	-.2824	.1124
	above 45	under30	.24390*	.07813	.005	.0601	.4277
		31-45	.08503	.08391	.569	-.1124	.2824

\*. The mean difference is significant at the 0.05 level.

## Appendix-2 Factor Analysis results

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.798
Bartlett's Test of Sphericity	Approx. Chi-Square	1614.312
	df	78
	Sig.	.000

## Appendix-3 cross tabulation

### International tourists' background characteristics by perceived victim of crime with Chi-Square result

	Gender		Age			Origin		
	Male	Female	> 30	30- 45	+45	Americans	Europe	Others
Frequency	200	200	113	91	196	95	248	57
Yes %	10.5	7	14.2	7.7	6.1	9.5	8.1	10.5
No %	89.5	93	85.8	92.3	93.9	91.9	90.5	89.5
X2 (DF)	0.288 (DF = 1)		0.051(DF = 2)			0.805(DF = 2)		
P-Values	1.534(0.215)		5.963(0.051)			0.434(0.805)		

## Appendix - 4

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.476 <sup>a</sup>	1	.019		
Continuity Correction <sup>b</sup>	4.970	1	.026		
Likelihood Ratio	5.594	1	.018		
Fisher's Exact Test				.020	.012
Linear-by-Linear Association	5.462	1	.019		
N of Valid Cases	400				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 47.57.

b. Computed only for a 2x2 table



**Addis Ababa University**

**Tourism Development and Management Program**

**Dear respondents,**

First of all, I would like to thank you for your willingness to participate in this study. The questionnaire is designed to collect the necessary information to undertake research on the topic **“Perceptions of international tourists on safety and security in Ethiopia”** As a partial fulfillment for my study in Master’s program in **“Tourism Development and Management”(MA)** at **Addis Ababa University**; In terms of the program, I am required to conduct research on a topic of my choice that will contribute positively to the body of knowledge and the industry as a whole. I believe it has utmost importance for tourism destinations to be safe so that people can visit and not be threatened or concerned about their safety while touring. Once the research is complete, it will be submitted to the institution for approval and be available at the institution’s Library for public use.

The questions are mostly close-ended questions, which are easier to provide responses. Mind that , there is no any right or wrong answer just provide me your genuine answers by **marking circles** for the choices or putting a **tick mark(√)** when appropriate.

I hereby request your assistance in conducting this study. Please answer the questionnaire accurately and your responses will be highly confidential and treated as such.

**Thank you in advance for your cooperation**



**Part- III. Questions related with safety and security in tourist destination**

3.1. The questions under this section focus on the places you have visited. Please make a tick mark the routes you have visited in Ethiopia

<b>Attractions in Routes</b>	<b>Visited routes</b>
Northern Route: Axume, Lalibela, Gonda, Simen MNP, Bahirdar and it's around	
Southern Route: Hawassa, Arbaminch, konso, Jinca and Omo people	
South Eastern Route: Bale MNP, Sof Omar, Dire Shiek Hussein shrine	
Eastern Route: Awash NP, Harar jegol .diredewa Babile sanctuary, Ertale /Dalol	
Western Route: Gambella NP, Jimma	
Others: Addis Ababa and other cities that not described in the above route	

3.2 How have you felt about the possibility of the followings happening to you during your stay in Ethiopia? To what extent do you agree with the following statements? You are kindly requested to rate each of the statements in the table below by using the following ratings.

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

<b>1. Safety And Security Profile</b>	<b>Rating Scale</b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I had a feeling that I would get be attacked					
I had a feeling that I would get be sexually harassed					
I had a feeling that I would get be robbed					
I had a feeling that I would get be overpriced					
I had a feeling that I would get be hassled by Begs					
I had a feeling that I would get be hassled by Mobbing's					
I had a feeling that I would get be annoying by Faranji Frenzy					

3.3 After completing your visit, how do you rate the overall safety of visitors in tourist destinations areas you have visited in Ethiopia?

- 1) Very unsafe    2) unsafe    3) reasonably safe    4) Safe    5) Very safe

3.3. After completing your visit, how do you rate the overall security of visitors in tourist destinations areas you have visited in Ethiopia?

- 1) Very insecure    2) unsecured    3) reasonably secure    4) secure    5) Very secure

**Part- IV. Questions related to Crime and Terrorism**

1. Have you been a victim of any crime incident during your stay in Ethiopia?

- 1) Yes    2) No

2. If ‘Yes’, what sort of crime happened to you? .....

3. Have you been afraid to get caught between any sort of ethnic conflicts during your stay in Ethiopia?

- 1) Yes    2) No

4. Have you been afraid to get an encounter with any sort of demonstrations during your stay in Ethiopia?

- 1) Yes    2) No

5. Have you been afraid to get encountered with any terrorist attack during your stay in Ethiopia?

- 1) Yes    2) No

6. Do you think that the tourist destinations of Ethiopia are safe from terrorist attacks?

- 1) Yes    2) No

**Part- V. Questions related to Risk Reduction Strategy**

5.1. What kind of strategies did you employ to reduce risk before visiting Ethiopia? Please put a tick mark under the “Yes” or “No” options below.

*While deciding to visit Ethiopia*

No.	Risk reduction strategy:	Yes	No
5.1	I have tried to learn attentively, about the safety and security of the destination		
	I have arranged specific insurances for own safety		
	I have got Vaccination (e.g. for malaria)		
	I have formed groups of visitors rather than visiting alone		

