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**ADDIS ABABA UNIVERSITY**

**COLLEGE OF DEVELOPMENTAL STUDIES**

**CENTER FOR ENVIRONMENT**

**TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM**

**THE ROLE OF SOUVENIR AS CULTURAL BROKER IN PROMOTING  
ETHIOPIAN TOURISM DESTINATION; THE CASE OF ADDIS ABABA**

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN TOURISM  
DEVELOPMENT AND MANAGEMENT.

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This is to certify that the thesis prepared by Maraki Yeneset; entitled ‘THE ROLE OF SOUVENIR AS CULTURAL BROKER IN PROMOTING ETHIOPIAN TOURISM DESTIANTION: THE CASE OF ADDIS ABABA’ submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Tourism Development and Management complies with the regulation of the University and meets the accepted standards with respect to originality and quality.

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## Declarations

I, Maraki Yeneshet, declare that this study entitled, “The Role of Souvenir as Cultural Broker in Promoting Ethiopian Tourism Destination: The Case of Addis Ababa” is my own work. All information in this document has been obtained and presented in accordance with academic rules and ethical conduct. This study has not been submitted for award of any degree or diploma program in this or any other institution and, I have fully cited, acknowledged, and referenced all material and results that are not original to this work.

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## List of Acronyms

AACTB: Addis Ababa Culture and Tourism Bureau.

AACG: Addis Ababa City Government

AU: African Union

ECA: Economic Commission for Africa

MOT: Ministry of Culture and Tourism

SPSS: Statistical Package for Social Science

UNESCO: United Nation Education, Scientific and Cultural Organization

UNWTO: United Nation World Tourism Organization

VCA: Value Chain Analysis

ETTE: Ethiopian Tourist Trading Enterprise

## Abstract

*The Souvenir industry has become a very important and supportive tool used to promote the tourism industry in many countries. Souvenir products are useful tool in promoting the image of tourist destination since they represent the culture, tradition, norms, and values of local community. Nonetheless, there is a limited study conducted on the role of souvenirs as cultural brokers. This study, therefore, aims to fill in this research gap by examining the role of souvenirs as cultural intermedior in promoting Ethiopian tourism destination focusing from supplier side and international tourist side in Addis Ababa. On the other hand, this study aims to fill the gap of two theoretical arguments between souvenir as commodity and as cultural promoter in the context of Addis Ababa tourism industry. A cross-sectional descriptive research design using with mixed research approach. Both Primary and secondary data were collected from pertinent sources. The primary data were collected from souvenir shop owners and sellers (n=115) and international tourists (n=117) by using a survey questionnaire. By using a census sampling and convenience sampling techniques to collect data from souvenir sellers and international tourist respectively. The collected data were Processed using SPSS version 25 and the results are presented after analyzing the data using simple descriptive statistics such as frequency, mean and percentage. The results of the study show that souvenirs are playing a significant role in promoting Ethiopian cultural aspects, conveying the essence of tourism to potential visitors, and enabling tourists to experience the local culture during their stay. The findings also reveal that the communities have benefited from this new entrepreneurial opportunity in making souvenir products in the city apart from promoting potential destinations or attractions within their areas through souvenir products. Furthermore, the study shows that most of Ethiopian souvenir products meet the need of tourist beyond the problem of quality representing Ethiopian culture and tourism destination in unique and authentic way. There by confirming the three theories. The study draws conclusions form its descriptive statistical analyses, the results of which are also presented in the thesis. Finally, the study forwards some suggestions to further improve the production of souvenirs and their role as cultural intermedior in promoting tourist destinations in Addis Ababa in particular and Ethiopia in general.*

*Key words: Souvenirs, cultural brokers, Addis Ababa, Ethiopia*

# CHAPTER ONE

## Introduction

### 1.1 Background of the Study

Shopping is a very important leisure activity and the most popular activity among tourists. Shopping Souvenir products in tourism are a useful tool in promoting the image of tourist destination. These souvenirs products represent the culture, tradition, norms, and values of local community. At the same time, these products transform intangible experiences into tangible memories and enable to hold the passing moment (Sthapit, Coudounaris & Björk, 2018).

Tourists that purchase souvenirs have memories that they will carry with them long after they return home. Hence, purchasing of souvenirs can be thought of as collecting memories and experiences (Collins-Kreiner & Zins, 2011). As well, tourists regard Souvenir as proof of travel where they purchase souvenir to provide evidence to friend and family in this case the purchase is related to products indicating tradition and culture of the place. Most people buy souvenir as gift since they think they are good choice for a gift (Manola & Balermipas, 2020).

Guests and suppliers are considered as the major participants in the tourism industry since their experience influences tourism destination development (Sharpley,2018). Souvenirs are a crucial tool to attract tourists from around the world. Creating unique souvenirs to attract tourist is key issue for the tourism industry (Fu and Liu, 2017). Souvenirs can act the role of intermediary between tourist and souvenir suppliers. Cultural brokers are intermediaries that provide important functions of cultural interpretation selectively identifying segment of destination culture to be shared with the tourist. Thus, cultural broker mediates between the tourism supplier and visiting tourist (Salazar, 2004).

The distinctiveness of souvenir products is one of the tourist destination's competitive advantages. Each tourist site has their unique souvenirs which are considered as their competitive advantages (Marzouki, 2020). To be considered authentic, souvenirs must be manufactured locally, using local raw materials, and by local artists. Development of souvenirs, without keeping its authenticity would result cultural lost and tourists' dissatisfaction (Liu, Chen & Wang, 2022).

A souvenir may be of various forms such as Photographs, postcards, and paintings of the region, Hats, clothing branded with the destination like Classic City T-shirts, handloom scarves, key rings/chains, Fridge Magnets, Mugs, Regional specialty arts and crafts, such as carvings, jewelry, local specialty products, such as regional food products, wine, Perfume, electrical goods, camera, Published material on the destination/region, as books, magazine, other similar goods (Boley et al.,2013).

Likewise, Ethiopia with diversified cultural resource produce and sell local craft for tourists which represent the country's cultural feature. Most of this souvenir products designed from wood, ceramic, leather, metal work, pottery, basketry, shema (Ethiopian traditional spined cotton cloth). Souvenir shops inside the city of Addis Ababa are marketing products such as coffee, that tourists do not miss to buy as souvenir in Ethiopia. Mostly Ethiopia known shema cloth designed from simple to elegant form, Ethiopian pottery work like Jebena (traditional coffee pot), basketry work like Mesob/ agelegel (used to serve typical dish of Ethiopia). Ethiopian jewelry related to culture and religion (necklace, bracelet) where most of the tourist take home because it is made totally by hand made from fish bones, feather, wood, and silver. Wood craving that has cultural or magical significance is usually used for decoration purpose. Music instrument like kirar, washint, kebero are Ethiopian tradition and religious ceremony goods used as souvenir by tourist. Ethiopia tasty foods like teff flour, Berbere spice, Tej will remind the trip (Exoticca, 2023). All these Ethiopian souvenir products enable tourist to remember the country's after returning. Considering this the researcher conduct a study on the role of souvenir products as cultural broker between souvenir suppliers and tourist in promoting Ethiopian tourism destination.

The city of Addis Ababa is singled out in this study for several reasons. First, the city is a gate to Ethiopia since Bole International Airport is in the city. Addis Ababa, is the head quarter of African Union (AU) and Economic Commission for Africa, serve as political capital of Africa. Addis Ababa is very much the center of diverse in the country as representative from each of Ethiopian ethnic group live. Addis Ababa is also the historical and cultural hub of Ethiopia with several museums and Ethiopian orthodox site with treasures.

## **1.2 Statement of the Problem**

Currently, the souvenirs industry has become a very important and supportive tool used to promote the tourism industry in all countries. Souvenirs have become an important point to the tourist experience that signify the things they have seen, the places they have visited, and the memories they have made (Marzouki, 2020).

From this perspective, different studies were conducted on souvenir as tourism products. A literature review on the values of souvenirs revealed most of the research try to explore souvenirs prominently from the aspect of tourists shopping practices and forwarded suggestions in future research directions for additional works in their understudied area in tourism field.

Even though there are different studies conducted by different scholars on different aspects of souvenirs focusing on Ethiopian tourism industry. There is a gap in studies about souvenir as cultural broker in tourism industry. In contemporary tourism, souvenirs have an important and multifaceted role and their role extends well beyond leisure shopping experience. Souvenirs can play great role in terms of memorizing tourists intangible travel experience and promote the image of tourist destination. In this study, souvenir products promotion of Ethiopian tourism destination analyzed by considering cultural representation of souvenir that intermediate international tourist with souvenir suppliers keeping the demand of international tourist.

On the contrary, actual problems arise with the souvenirs delivered by souvenir suppliers in Addis Ababa city. Some souvenir products in Addis Ababa lack the necessary information about the destination and international tourist demand. In such cases, souvenirs promotion of tourism destination will be nominal. Further, lack of adequate information of the souvenir labeling, identification and description is also a problem of souvenir products to promote the image of Ethiopian tourism destination by themselves. Similarly, souvenir products marketed in Addis Ababa lack authenticity. On the other hand, souvenir products fulfilling the need of tourists regarding standard quality, reasonable price, product characteristic such as size and fragility. In the course of this, souvenirs industry in Addis Ababa face different challenges to promote the image of Ethiopian tourist destination. This study tries to focus on souvenir products as cultural bridge between souvenir suppliers and international tourist to promote Ethiopia tourism destination.

Hence, this study fills the gaps that were not seen by other researchers. There is not any direct study and written document found about souvenirs from cultural aspect. More specifically this study focuses on cultural role souvenirs both from demand side of international tourist and souvenir supplier side in promoting Ethiopian tourism destination inside the city of Addis Ababa. As a result of this, the researcher attempts to conduct research to study and fill the gap on the subject.

In addition, there are different theoretical approaches that forced this study to fill the theoretical gap. These theories such as destination image theory, authenticity and cultural brokerage theories do have difference with commodification theories approach. This study also further wants to fill the theoretical gap against the commodification theories that souvenir product has to be promote Ethiopian tourism destination in Addis Ababa.

## **1.3 Objective of the study**

### **1.3.1 General Objective**

- To study the role of souvenir as cultural broker in promoting Ethiopian tourism destination by taking Addis Ababa as a case study.

### **1.3.2 Specific Objective**

- To assess the perception of souvenir suppliers on the role of souvenirs as cultural brokers.
- To assess the experience of international tourists about Ethiopian souvenir in enhancing their experience about the local culture.
- To examine current cultural representation of souvenir products in promoting Ethiopian tourism destination.
- To identify the socio-economic contribution of souvenirs between international tourist and souvenir suppliers' relationship in promoting Ethiopia tourism destination.
- To explore the actual challenges or constraints associated with souvenirs in promoting Ethiopian culture and tourism destination areas.

## **1.4 Research Questions**

- What is the perception of souvenir suppliers on the role of souvenirs as cultural brokers?
- What is the experience of visitors about Ethiopian souvenir in enhancing their experience about the local culture they visited?
- How can the current cultural representation of souvenir products promote Ethiopian tourism destination?
- What is the contribution of souvenir products between international tourist and souvenir supplier relationship?
- What are the actual challenges or constraints associated with souvenirs in promoting Ethiopian culture and tourism destination areas?

## **1.5. Scope of the study**

The conceptual scope of this study is delimited to assess the role of souvenir as cultural agent in promoting Ethiopian tourism destination. Regarding to this the study focuses mainly on souvenir products, tourists, and tourism suppliers in the city of Ababa city for Ethiopian tourism destination development. The geographic scope of the study covers souvenir product sellers in star rated hotel, Bole international airport and city market that reside in Addis Ababa. The study adopts mixed research approach as methodological scope to examine cultural representation souvenir products to promote Ethiopian tourism destination.

## **1.6. Limitation of the Study**

The researcher faced some limitations during this study. Firstly, the researcher faced Language problem to communicate with international tourist who speak other than English language. As a result, the researcher translates the English language questionnaire to different language. Secondly, respondents were not willing to fill the questionnaires and give necessary information openly due to tax authority and thinking indirect investigation on their illegal marketing of cultural heritages. Thirdly, some participants from governmental organizations were not willing to cooperate for an interview and getting enough supportable information for my study. Lastly it was hard to the researcher to use SPSS software for data analysis. However, the researcher take training on how to feed and analyze the data on SPSS.

## **1.7. Significance of the Study**

Understanding and identifying the contribution of souvenir as cultural agent is important for Ethiopian tourism development. This study is intended with the aim of its contribution, since the number of studies related to this topic is limited in Ethiopia. Even if the primary aim of this thesis is for academic intent, it also provides significance: for souvenir producing and marketing business: - that will show a new direction how to produce and sell souvenir that could represent the culture identity of Ethiopia. Moreover, it shows local community benefit from souvenirs products that serve as cultural broker.

For Policy makers: -this study gives direction for tourism policy planners of the city on production and marketing of souvenir products for tourism development. The finding of the study also helps them to recognize the importance of souvenir products for Ethiopia tourism development and incorporate souvenir as cultural agent broadly in tourism planning. For other researchers: -This study induces other scholars to conduct further research to fill the gaps that this study fails to address. For Government office: - The government of Ethiopia involve in tourism industry by paying close attention to tourism development. As a result, Addis Ababa city culture and tourism office and other concerned government stakeholders are supposed to take part on souvenir as cultural broker in relation to tourism development. Therefore, this thesis provides document for federal ministry of culture and tourism office to work together with souvenir producers and sellers.

### **1.8. Organization of the study**

The thesis is organized into five chapters. The first chapter comprises background of study, followed by statement of the problem, research objectives, research questions to be achieved, scope, significance of the study as well as organization of the thesis. The second chapter go thorough literature review of the study. It discusses the theoretical part and a drawn conceptual framework. The third chapter describes the methodology of the thesis that includes the research design, method of data collection, data analysis techniques, and ethical considerations of the study. The fourth chapter includes the result and interpretation. Finally, the fifth chapter encloses conclusion and recommendation.

## 1.9. Definition of key terms

**Cultural Broker:** - Cultural brokers are connectors or bridging between a party of different culture who advocate on behalf of a group representing culture (Kurin, 1997).

**Mediation:** - is the presence of third group in one of the two group that have close relation with the destination to achieve common goal (Smith, 2001).

**Represent:** - commodification of culture in the form of souvenir to symbolize destination (Půtová, 2018).

**Response:** - tourist souvenir shopping behavior vary by the product character and shopping environment (Way and Robertson ,2013).

**Souvenir:** - something kept as a reminder of a place one has visited (Merriam- Webster, 2023).

**Souvenir Supplier:** - The providers of souvenir of all categories and goods and services from any form of business in hosting destinations (IGI Global, 2023).

**International Tourist:** - UNWTO define tourist as a visitor who take a trip to a main destination outside usual environment, for the purpose of business or pleasure (UNWTO,2022).

**Tourism Destination:** - Is an area that is highly dependent on tourism activity. It is a Places that have a set of heritage resources (cultural and natural), infrastructures and services that attract tourists (IGI Global, 2023).

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Souvenir as Cultural Broker: Conceptual Review

##### 2.1.1. Value and Role of Souvenir in Tourism Value Chain

The word “souvenir” has its origin in the Middle French “(se) souvenir (de),” meaning “to remember,” which is in turn derived from the Latin word “subvenire,” meaning “to come up, come to mind”. Souvenirs are an expression of culture. Souvenirs serve as symbols of the travel experience and evoke memories (Swanson & Timothy, 2012).

Handicrafts can be defined as products which are produced either completely by hand or with the help of tools (Swanson and Horridge, 2004). According to Gordon (1986) handicrafts are items purchased by tourists through their travel experience grouped under local products category of souvenir.

Destination managers recognize the importance of having a gift shop as one integral part of the whole destination. In which, souvenir store or a gift shop are the most common place to purchase souvenirs (Kong & Chang, 2016). It can be said that locally branded souvenirs are representative of the city or a country. Therefore, locally produced souvenir items are the most popular travelers purchase items (Siregar & Novita, 2017).

A value chain describes activities which are required to bring a product or service for consumption, through different phases of production (Kaplinsky & Morris, 2001). The souvenir value chain mainly comprises market players and the end market. Market players are private retailers, government outlets and artisans who bring the souvenirs to the end users. Supporting products/services comprise of those market players such as banks, designers, transporters who provide products/services which support the main value chain. The business enabling environment comprises of entities such as government bodies. They establish policies and guidelines which impact the stakeholders in the value chain (Brennan and Savage, 2012).

Souvenirs are traditionally made by the ethnic population using local raw materials such as silk, stone, cloth and paper. Government and non-government organizations should encourage the use of locally available resources and promote “made locally” brand (Suttikun & Meeprom, 2021).

According to Hitchcock & Nuryanti (2016) souvenirs should be considered as a part of the local community culture. Souvenirs do not only consider as an item used for tourist memory but also, they serve as a sign of local cultural production. Souvenirs are items traditionally made by the ethnic population using local raw materials. Local communities sell souvenirs that are tangible representations of their culture and serve as source income beside to satisfying the tourist want for memory (Chang, Wall, & Hung, 2012). Therefore, from the nature of tourism, souvenirs are explained as physical objects used to take the cultural experience in tangible form which is different from the ordinary experience (Swanson, 2014).

Gordon (1986) categorizes souvenirs in five groups:

- The first group includes pictorial images like postcards, which helps tourist to remember situations in static form.
- The second group includes pieces of rock souvenir such as shell found from natural environment.
- The third group comprises symbolic shorthand souvenir such as model of pyramid of Egypt.
- The fourth category includes markers as souvenir, which are objects printed with specific word and sign of a destination.
- The fifth group contains local products which are only available in local destinations such as jewelry, cloth, and utensils.

Souvenirs differ according to their importance to tourists. Tourists interpreted souvenirs relative to their usefulness, their meanings, and the memory they symbolize. This shows that souvenirs are commodities or unique items, which are valued according to the needs they satisfy. Yet, some souvenirs are dormant, and they are only displayed on desks rather than being used in daily life. (Paraskevaidis, & Andriotis, 2015).

### **2.1.2 Souvenirs Promoting Tourism Destination**

Souvenirs are effective place promotion tools. Souvenir can be designed as a means of promoting tourism destinations and experiences. Although souvenirs contain rich information about a destination. They have been used as a tool for destination image reconstruction (Shen & Lai, 2022).

One of the important activities of many people during trips is shopping. Apart from visiting tourist attractions, many tourists purposefully seek enjoyable shopping opportunities as a familiar activity in an unfamiliar environment (Brennan and Savage, 2012). Souvenirs are central to the tourism experience besides, it can also help in promoting tourism destination and experiences to potential visitors, which is an effective means of developing the tourism industry (Olalere, 2020).

Similarly, souvenirs could directly or indirectly serve as a means of promoting tourism destinations and experiences (Swanson and Horridge, 2004). Souvenirs can play a significant role in promoting cultural aspects, conveying the essence of tourism to potential visitors, and enabling tourists to have memories of what has been visited.

Souvenirs are considered as an important aspect of tourism, hence, the need for procedures to produce a variety of them to tell a country's story to visitors. Souvenirs can help others to picture and understand the socio-economic lives of people living at the places visited by tourists. Souvenirs are very important in the promotion of tourism they are produced to depict various themes in the culture, and other unique resources that have something to do with the country. Souvenirs build a positive image of the country to attract more potential tourists (Owusu, 2013). Souvenirs seem to be a vital promotional tool for tourism in any country.

Souvenirs could be used as links between tourists and destinations. Souvenirs play a form of cultural sharing through the souvenir product in tourism (Jahan& Fariha, 2021). Souvenirs work as an additional attraction for any tourism market. Countries with diversified cultures have several opportunities to explain their characters, pride and rituals as representations of intangible values and beliefs in the form of souvenirs (Swanson and Horridge, 2004). Therefore, by developing souvenir market strongly a country can attract tourists toward its culture.

Additionally, souvenirs have powerful symbolic effects on promoting authentic stories of any nation. To promote tourism destinations, souvenirs show the uniqueness of each destination, and a good souvenir market commercially represents the local culture that fits ancestry and language. (Beerli and Martin, 2004). Thus, Countries those are trying to progress in the tourism sector can target souvenir's significance in promoting destinations.

### **2.1.3 Authentic Souvenirs as Cultural Broker**

According to Lira et al., (2020) the term culture refers to complex behavior patterns and artistic beliefs. In this sense, it refers to identity aspects - values, rituals, norms, ethics, and meanings, which are mutually shared by members of a given society. Thus, culture and consumption are intrinsically related. In this sense, cultural consumption can be defined as the use of cultural products, in which the symbolic value prevails over the use and exchange values (Lira et al., 2020).

Souvenir purchase intention is also influenced by tourist attitude towards other cultures (Kim and Littrell, 2001). Tourist that respect and tolerate other cultures will appreciate more the experience they had during their vacation and it will lead them to buy local products as souvenirs. Other issues related to the purchase of souvenirs include the level of cultural knowledge, including the knowledge of the language, belief, and the principles of life practiced by the nations (Kim and Littrell, 1999). People with basic knowledge of the visited country's culture are believed to be easier to appreciate it and therefore would purchase relevant souvenirs.

In a tourism context, authenticity is defined by flagship, iconic objects, structures, projects that motivate many people to a location or to host destinations or cities (Ram et al., 2016). Whenever a tourist acquires a souvenir, he would always like to ensure its authenticity. Authenticity of souvenir is the prime concern to the tourist. Authentic items may be referred to as genuine, trustworthy, true, and reliable to the original (Owusu, 2013). An authentic souvenir shows a craftsmanship that implies its apparent culture and history (Kong & Chang, 2016).

The concept of objective authenticity drawing from museum-linked definition is applied to evaluate souvenir objects by tourists (Wang, 1999). There are specific criteria to measure souvenir objective authenticity. Objective authenticity, is an appropriate application for cultural products that are made from natural material by hand before modernity Western impact (Burchfield, 1987). Souvenirs usually described as authentic or inauthentic depending upon whether they are made by local people according to tradition. In this meaning, souvenir authenticity connotes traditional culture and origin in a sense of the genuine. Modern people live in an inauthentic world thus, to escape from the routine work and quest for authentic self and society in elsewhere have been critical motivations for tourists (Cohen, 1988).

Authenticity is a key factor considered when looking for souvenirs. Authentic souvenirs are products of cultural exchange and interaction between producers and product audiences. Souvenir authenticities are located between these two groups. Its location is just at the center of the division between the tourist side and supply side, by means of souvenir authenticity, both sides can communicate well (Shen & Lai, 2022).

Authentic souvenirs represent an image of a tourism destination, create memorable customer experiences, and can strengthen identities. More specifically, authenticity identifies souvenirs as having an integrity of culture, history, and place identity (Soukhathammavong and Park 2019).

#### **2.1.4. Cultural Broker in Tourism Supplier and Guest Relationship**

The terms intermediary and brokerage in the tourism setting refer to an individual's active attempt to facilitate and/or interpret the tourism experience of another individual (Suttikun & Meeprom, 2021). But the term cultural broker in tourism is different from the common viewpoint of broker. To understand the characteristics of cultural broker in tourism, first need to identify the term tourism supplier and guest relationship in parallel with tourism (Soukhathammavong and Park, 2019).

The term broker is commonly defined as an entity who brings two groups together to negotiate and exchange deals. Unlike the definition of broker, the subject of culture brokering is cultural representation, beside to balancing of two parties. Representation of culture is a critical characteristic of culture broker in tourism (Kurin, 1997).

The concept of "cultural broker" has been implemented in tourism literature and used in empirical study that tourists wish to meet "tourism suppliers" and in turn "tourism suppliers" wish to meet tourists. Nevertheless, there exists an excess of evidence that this is very much situation bound and not applicable to all situations. As described by Smith (2001) in her literature of Inuit cultures, where host and guest are from different cultural background, a need may occur for a "intermediator" to provide important cultural interpretation.

Smith (2001) defines the term cultural broker as "the intermediary between demand and the supply sides of tourism". This definition defines Cultural broker roughly as the intermediary between tourism supplier and guests in tourism settings (Jennings & Weiler, 2006). Many different societies meet and experience the consumption of culture that may be linked to a possible formation of cultural identity (Lira et al., 2020). Souvenirs are considered as one of the most significant materials, and tangible markers and mementos of travelling experiences and memories, that play a significant role in intermediating cultural interaction between tourists and host people (Kong & Chang, 2016).

A broker represents the intermediary between buyer and seller and consider economically as guest demand and seller's supply. Accordingly, the intermediators between the "supply" and "guest demand" are types of brokers that play the roles of a intermediating in tourism. The fundamental economic perspective of supply and demand have directly applied in tourism to discuss a particular phenomenon, but the complexity of tourism raises issues as to what exactly is being supplied or indeed demanded (Smith, 2001).

Mostly, in tourism the tourist may have economic power and lack an awareness of the supplier's culture. whereas tourism suppliers may have such awareness but is failed to provide a detailed description to the tourist (Yang, Ryan & Lingyun, 2014). Based on the concept of marginality the intermediary involves in direct membership of supply groups and possibly consider intermediary with close relation to the destination (Smith, 2001).

Supplier and guest relationship is a core part of tourism (Selwyn, 2016). Mostly cultural brokers are connectors of culture being member in one group (Salazar, 2004.) But Smith's (2001) model assert supplier and guest relationship have same cultural backgrounds which rises some critics debate (Yang et al., 2014). Accordingly, Yang et al., (2014) design a revised model by adding representing as characteristics into intermediating in Smith's (2001) model.

Yang et al., (2014), classified culture broker with different characteristics and consider souvenirs as material items that can respond to the trending lifestyle of guests. Based on the improved model of culture broker Fu & Liu (2017) identify souvenirs three main characteristics which are: representing, responding, and intermediating. Therefore, souvenirs as culture brokers intermediate host culture and tourists demand by representing host culture in various ways that respond to the trending of lifestyle of guest.

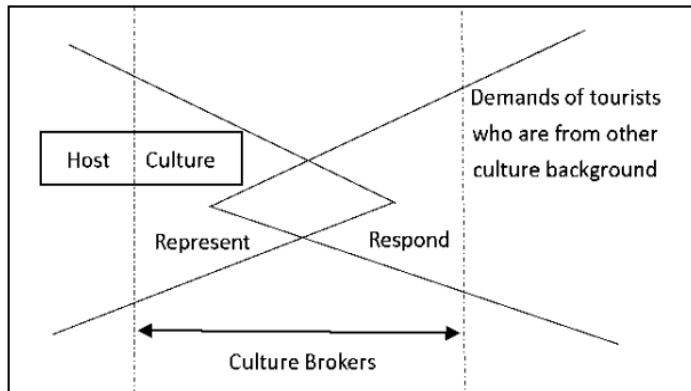


Figure 2.1. Culture Brokers in Tourism Setting (adapted from Yang et al., 2014, p. 512)

### 2.1.5. Socio Economic Contribution of Souvenir for Tourism Suppliers

Tourism has huge effects on culture, society and the environment that cannot be undervalued (Ibadat, 2016). Tourism paves the way for developing countries' development since most economic activity depends on a few sectors. Tourism has a visible effect on the economic growth of developing countries, so it has become great remedy to solve economic problems of developing countries. Tourism benefits the economy of developing countries by providing job opportunity which improve income for better living environment (Hitchcock, 2000).

Tourism growth rise income level of household and multiplier effect in government income. Since tourism is recognized to bring income to the destination in the form of foreign exchange, employment, tax revenue and individual income (Durberry, 2000). Shopping in tourism activity is important due to its economic contribution in retail trade. Shopping oversee is popular, as people find cultural differences and spend foreign currency as an attractive experience (Singh, 2018).

Kim and Littrell (2001) prove that shopping is crucial to a tourist experience, particularly souvenir purchase is major component of travel activity. Souvenirs consumption is vital element of tourist activity which create income for the sellers and destination area (Liu, Chen & Wang, 2022).

Tourism Impact on the economy can be enlarged by selling locally made products by means of helping local people business ownership to serve tourist (Paraskevaïdis & Andriotis, 2015). Selling handicrafts create source of income for local community through economic exchange, letting them make investment decisions.

Souvenirs play a significant role for economic development by increasing economic growth, alleviating poverty, and increasing sustainable development within the host communities through souvenir production and sales (Olalere, 2020). The souvenir market can also be an excellent option for start-up ventures and entrepreneurs to flourish in the tourism industry (Jahan & Fariha, 2021).

Souvenir business creates income and employment opportunity for local community beside preserving and promoting culture (Xie, Wu & Hsieh, 2012). Tourists purchase souvenirs by motive such as society culture from demand side (Park, 2000). Sellers of souvenir products commodify culture to meet tourists' needs and preference from supply side (Hitchcock, 2000).

Moreover, the previously neglected communities can benefit from this entrepreneurial business and bring development to their rural areas by promoting potential destinations or attractions within the areas through souvenir design (Olalere, 2020).

#### **2.1.6. Representation Intermediation and Response Character of Souvenirs**

Commodification of culture is a form of creating goods that represent tourist destination culture according to tourist requirements. Tourism supports and promotes suppliers' cultural and ethnic identity through souvenirs. Souvenirs are commodities that represent culture in symbolic form of tourist experience (Půtová, 2018). Commodification of the destination culture has meaning, since it preserves cultural tradition which might disappear through time. It also enables to promote local and ethnic identity which might be lost through intangible experience.

Souvenirs are produced as representative of culture, activity, place, event, and heritage of destination. Souvenirs which symbolize suppliers culture attract tourists regarding its genuineness attribute. Possessing souvenirs helps to know individual identity in addition to keeping memories compared to other object purposes. Purchasing souvenirs in tourism enables us to meet the growing demand for souvenirs with local features. Intangible cultural heritage developed as souvenirs based on their cultural representativeness character (Tribe, 2009).

According to Gross & Brown (2008) representative feature of souvenirs indicates the external sight of the object that is purchasable. From producer viewpoint, souvenir must represent the cultural heritage of the tourist area which made from indigenous materials. Thus, Souvenirs signify experiences that is strongly connected with a place visited. Souvenirs are signs of relevant importance in society. They act as a means of communication since it endows with meaning by producer and buyer. Buyers prioritize the symbolic value more than the material value. Since the symbol and meaning of souvenirs closely link to cultural factors, they become real representation of souvenirs which relate to the ability that aggravate consumer subjective feeling (Liu, Chen & Wang 2022).

Griffiths & Sharpley (2012) believe tourists are guests, while the tourism suppliers are residents of the destination that provide service and good for tourists. Tourism suppliers are usually considered static, while tourists are movable. Tourism suppliers live in the destination that the tourists come to visit. Tourism suppliers contact tourists since interactions between supplier and guests relate of different cultures members. The nature of interactions between them differs depending on cultural detachment between tourists and suppliers' attitudes and expectations (Půtová, 2018).

Culture brokers connect both supplier and guests together based on this reason, souvenirs are considered as culture brokers. Intermediating indicates the interaction between local community and tourists as broker through souvenirs. Souvenirs are intermediators that activate tourist understanding through present the host culture (Ap & Wong, 2001). Consequently, Matthews (2004) indicates souvenirs as culture brokers and characterizes

them as intermediating between tourism supplier culture and the tourist's demand. Souvenirs promote traditional culture in modern-day by playing a role of cultural broker. Souvenirs act as intermediary and act an important role in building tourist activity on destination (Swanson, 2004).

Authenticity is a main criterion for tourists purchasing behavior (Shen, 2011). According to Swanson (2004) authenticity and originality are vital characteristics of souvenirs that tourists expect while purchasing products. While artisans produce the souvenir strength the authenticity which is the deciding to make purchase (Cave et al, 2012). According to Liu, Chen & Wang (2022) authenticity is originality and realness of objects and area thus souvenir authenticity can be defined as impression of individuals on uniqueness and historical integrity of souvenir products. Further product authenticity explained as the prior value consumer gives on market providing.

Indeed, individuals purchase products that manage the difference of two cultural identities that match with their lifestyle. Modern society consumers have a variety of choices and means of consumption Smith (2001). Goeldner and Ritchie (2007) point out that understanding customer behavior is a crucial tool to run a business successfully. Assessment of customer behavior is also important to meet the craft demand of tourists and increase profitability of producers. According to Way and Robertson (2013), shopping behavior of international tourists differs by market, environment, and products.

The sale of souvenirs is mainly determined by tourist demand and the characteristic of souvenir in line with creating positive feeling and raise the perception society (Lira et al, 2020). Way and Robertson (2013) identify international tourists shopping behavior with product and shopping environment that initiate their choice. Before travelers make souvenir purchase, they examine the product's relative features. Travelers prefer products that are easy to transport, reasonably affordable, comprehensible, cleanable, and used when they returned home, Size, fragility, beauty and manageability were mentioned as key product qualities by air travelers (Baronia et al., 2022).

Based on Baronia et al, (2022) quality, price and reasonable size are most important souvenir features that tourists seek to purchase. The quality of the souvenir product focuses on used raw materials in the process of production. Thus, souvenirs quality packaging is an important factor that influences tourists purchasing intension of products.

Souvenirs have three main characteristics in terms of cultural context: representing, responding, and intermediating, which are important attributes of souvenirs acting as culture broker. Souvenirs represent the medium of host culture to those tourists. Thus, souvenirs characterized as broker between host culture and the demand of tourists, and these souvenir products need to have responded character to the trending of lifestyle of tourist culture in various ways (Manola and Balermipas, 2020).

### **2.1.7. Challenges of Souvenir Products**

souvenir businesses encounter challenges in production and marketing process. craftsmen are facing a problem about availability of raw materials. The scarcity of the raw materials will impede the production of these souvenir products. This will affect the souvenir sellers as the respective souvenir products are the local icons. Lack of information or promotion to encourage tourists to buy the products and support local industries (Paraskevaidis & Andriotis, 2015).

souvenir businessmen have faced financial challenge due to seasonality in tourism. the businessmen might experience days without income, whereas they were still required to fulfil their daily needs. The problem became a real challenge for those who relied only on the souvenir business for their livelihood souvenirs (Swanson and Horridge, 2004). Location also becomes one of the challenges for these souvenir businesspeople. Limited availability of transportation and the time-consuming trip to the center of tourism facilities have been influencing factors that triggered the high dependency on the souvenir market. This has restricted the opportunities for local vendors to improve their businesses (Lasso, 2017).

## **2.2. A Review of Theoretical Framework**

### **2.2.1. Cultural Brokerage Theory**

There are different theories on cultural exchange, how the tourist destination and the tourist themselves perceived the destination through souvenirs. Cultural brokerage theory focus on the role of intermediaries in facilitating cultural exchange and communication between different groups. One of the biggest challenges of engaging in creative work across boundaries lies in identifying and synthesizing relevant information from different domains (Lingo and O'Mahony 2010).

In this context, it can be useful to have someone who can bridge such boundaries. Brokerage is typically depicted as taking place between actors who have no access to the another. Cultural brokers are highly capable of combining information and ideas from different cultures represented in the team, as they are already familiar with the cultural schemas in question (Abrahamson & Johnson, 2016).

It's one of the roles of the interpreter that's used far less often than being a language conduit. The cultural broker will have a general understanding of the group views and cultural values, beliefs and practices of the participants but might not have contact with the second group (Kim and Littrell, 2001). This theory could be relevant to this study because souvenirs may serve as intermediaries that promote understanding and cultural exchange between tourist and locals in Addis Ababa.

### **2.2.2. Destination Image Theory**

Destination image theory can be explained by either the internal motivation of tourists or the external motivation originating from the destination. According to Kim (2014) a favorable image of a destination formed by a combination of the destination's attributes (e.g., beautiful landscape, shopping opportunities, cultural exchange, infrastructure, safety, and activities).

Their framework tries to measure destination image in three dimensions represented by continuums. The first continuum is the type of image, which could be attribute-based image on one end or could be overall (meaning holistic) image on the other end. The second continuum is based on functional image, which consists of pieces of information, and psychological image based on perceptions and impressions (Goh, 2012).

The image is a fundamental element in the promotion of tourism destinations, since what differentiates one destination from another is key to its success. Image differentiates tourist destinations from each other and is an integral and influential part of the traveler's decision process such as a feeling, thought, or idea, associated in one's mind or imagination with a specific destination (Carballo et al., 2015).

In these studies, it has been recognized that the two main antecedents of destination image are characteristics of tourists or the internal motivation of the tourists and the stimulus factors or the external motivation such as information sources, previous experience or opinions of the family and friends (Goh, 2012).

Destination image theory relates to how a destination is perceived by its visitors or potential visitors. Souvenirs can contribute to the formation of a destination image, and this theory could help to explore how souvenir influence perceptions and expectations of Addis Ababa as cultural destination.

### **2.2.3. Authenticity Theory**

Authenticity theory explore how tourists perceive and seek authenticity in cultural experience (Cohen, 1988). The use of souvenir may impact the perceived authenticity of a cultural destination and this theory could help to investigate how souvenirs can either enhance or detract from the authenticity of cultural experience in Addis Ababa.

The term 'authentic' is used either in the strong sense of being "of undisputed origin or authorship", or in a weaker sense of being "faithful to an original" or a "reliable, accurate representation". To say that something is authentic is to say that it is what it professes to be, or what it is reputed to be, in origin or authorship (Guignon, 2004)

According to Cohen (1988) authenticity is most powerful to account for tourist experience. Absence of modernity is basic judgment of authentic for it is relevant to tradition, local, primitive. Craft's authenticity, purposed eight criteria: uniqueness and originality, workmanship, aesthetics, cultural and historical integrity, tourist function and use, craftsman and materials, shopping experience, and genuineness or truth in advertising (Kong & Chang, 2016).

On the other hand, scholars argue that tourism can often turn cultural heritage into a consumable product, which can disregard the authenticity and significance of the cultural heritage (Moscardo, 2008). Thus, souvenirs may contribute to the commodification of cultural heritage and may not always be the best means of promoting cultural destinations.

Another contrasting study result was by Wang (2016) state that souvenir consumption does not necessarily lead to cultural learning or understanding of the local culture. Souvenirs may be valueless objects that are bought and consumed for aesthetic or sentimental reasons rather than to learn about and engage with local cultures.

Despite the controversies on the role of souvenir as a cultural broker, this study aimed to further explore how souvenirs as cultural brokers can still be effective in promoting cultural destinations in Addis Ababa while also tackling the potential negative impact of tourism on cultural heritage and supporting the preservation and authenticity of local cultures.

### **2.3. Review of Empirical Studies**

Many studies of empirical literature have been conducted in relation souvenir and tourists purchasing motive abroad. Related research journals and studies were also conducted on the role souvenir and souvenir demand from tourist side. where some are particularly done on cultural contribution of souvenir in tourism.

Lira et al. (2020) studies factors that influence purchase of souvenirs by tourists and residents of the city of Caruaru. The finding of the study shows that tourists buy souvenirs to possess strong cultural significance and the population consumption of

cultural artifacts link to the need to build their cultural identity. Liu et al, (2022) examine the impact of symmetrical design of intangible cultural heritage souvenir on tourists' aesthetic pleasure. The study provides reasonable explanations about why symmetry design can positively influence aesthetic pleasure. This study suggests that promoting symmetrical design of intangible cultural heritage souvenirs would enhance tourists' aesthetic pleasure. Also, the findings of this study contribute to souvenir research in the matters of aesthetic experience.

Paraskevaidis and Andriotis (2015) recognize the Values of souvenirs as commodities in which the primary reason souvenirs were perceived as tangible heritage is for vacation memory. The study finds the main reason of purchasing souvenirs is to remember the destination they have visited. Secondly the study discusses the use value of souvenirs tourists acquire to utilize after returning.

Cave et al, (2012) assess the souvenir purchases at the Bridgetown Cruise Terminal and find that tourists purchase souvenirs based on the nature of the item (authenticity, size, weight, and quality) and because of their own need (to purchase for a family or friend). The finding revealed gender as the only demographic variable to have a significant relationship with the type of souvenir purchased. This is in line with the findings of previous studies indicating that women are more likely to purchase souvenirs.

A research study conducted by Sthapit et al, (2018) on the memorable souvenir shopping experience indicates that the importance of good quality of souvenir purchases, comes to shopping them, So the retailers need to focus on the quality of their souvenirs. Further it shows sales of souvenirs are not generating enough funds as tourist visits are seasonal and fluctuating. Here the location of the shop, quality and variety of the products matter and influence as well.

Marzouki (2020) study the vital role of souvenirs industry as an essential component of tourist experience in United Arab Emirates (UAE) and find the purchasing of souvenirs influence by factors like the products authenticity, attractive displaying, locally produced, tourist's age and tourist's attitude towards other cultures.

Research conducted by Fu and Liu (2017) on understanding of the characteristics of tourist souvenir in terms of cultural context. The researchers designed a conceptual model on the characteristics of souvenir that provide solution in creating unique souvenirs within cultural context.

Soukhathammavong and Park (2019) study souvenir suppliers' perceptions of authentic souvenirs in the context of a UNESCO World Heritage Site in Laos, Luang Prabang (LPB). The conclusions suggest that authentic souvenirs need to integrate culture and history to represent the place identity of the destination, to be handmade, to have a unique, attractive presentation, and to require local-specific skills of local artisans. Research conducted by Atang & Run (2008) evaluates the souvenir purchase behavior of tourists. The research finds the core importance of the souvenir is as evidence of the experience as well as memory and as gifts.

In Ethiopian a study conducted by Yohannes (2015) examined impediments of painting souvenir development in Northwest Ethiopia taking the case from the historic city of Gondar. The finding of this research revealed that the development of painting souvenir handcraft in and around Gondar city has been impeded by poor startup capital, weak marketing strategy, poor technology transfer system, and weak capacity building intervention together with the disjointed bargaining power of artisans.

Similarly, Getachew (2019) studied motivation, challenges, and performances of tourism entrepreneurs by conducting a survey among souvenir entrepreneurs in Addis Ababa city. Based on the findings of the study, the research forwarded recommendation for the business startup motives, challenges and performance of souvenir tourism entrepreneurs. A study conducted by Addis Ababa Tourism Bureau, Handicraft Products Development Team (2013) identify the role, challenges and economic benefit of handicraft and souvenir shops in Addis Ababa and the result of the study tries to examine the contribution of souvenir products from souvenir producers and sellers' perspective.

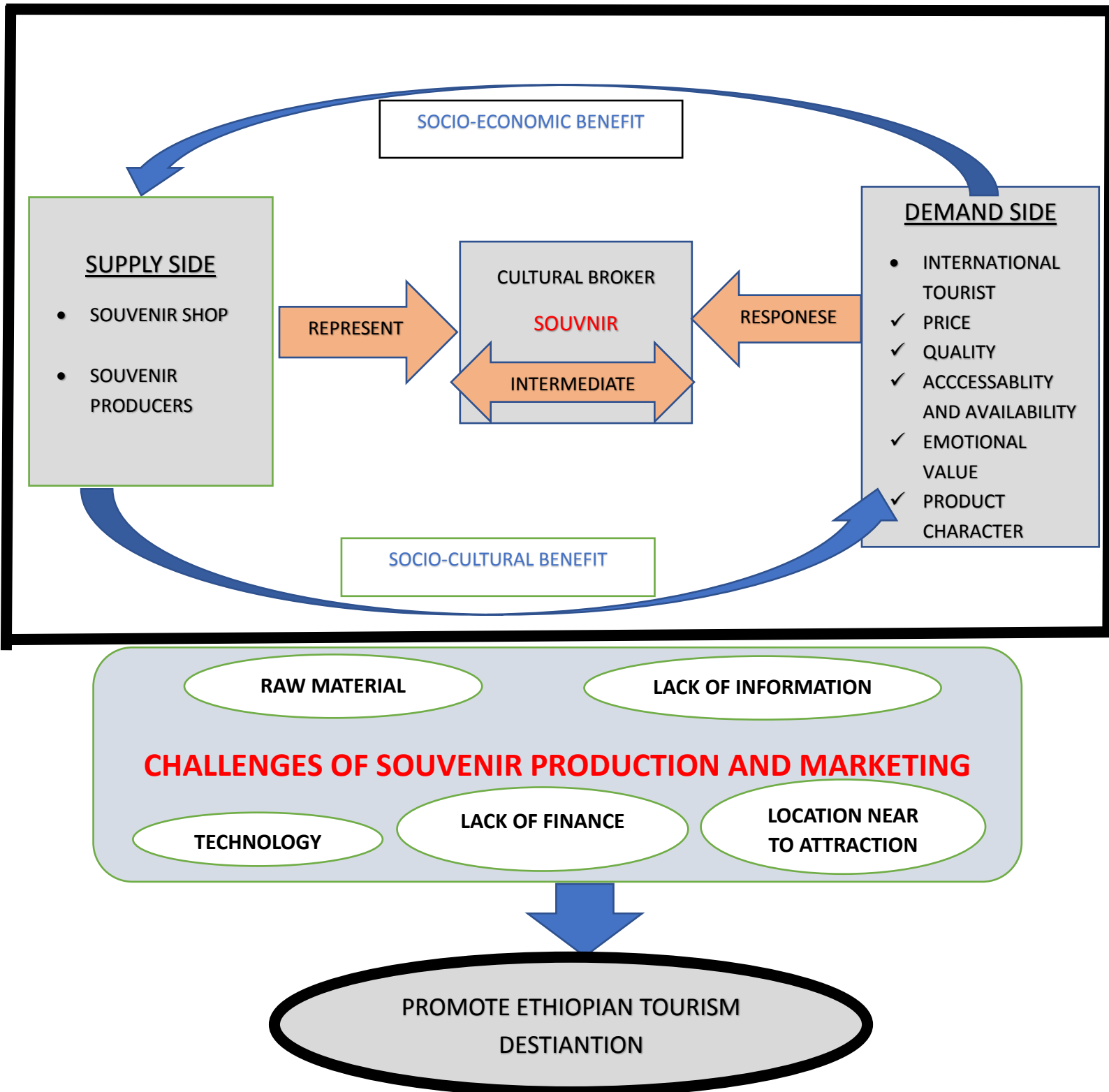
Abate (2018) identifies factors that contribute to the growth of handicraft Production enterprises in Gulele Sub city of the Addis Ababa city administration. The findings of this study have important implications to the employment creation of handicraft enterprises.

As a way out of financial constraints, increasing credit, link of credit savings or micro financing institutions should be undertaken. Abreham (2022) discuss the relationship between traditional handicraft and creativity art works and tourism marketing practices, the related challenges, opportunities, and counteractive measures to be taken for emphasizing positive effect of the tourism industry on this sector.

#### **2.4. A Conceptual Framework of the Study**

Cultural broker has been defined as the intermediary between supplier and visitors in tourism settings. Scholars define the term as the intermediary between demand and the supply sides of tourism. Souvenirs as a cultural broker act as a bridge between a destination with different cultural background and foreign tourist. Since souvenirs are a mediator and symbols of one's own culture, and link between the tourist and the souvenir supplier, the souvenir should be a symbolic that promotes the culture. Based on the revised paradigm of culture broker souvenirs have three main characteristics in term of cultural context: representing, responding, and intermediating, which are important attributes acting as culture broker (Yang, Ryan & Lingyun, 2014). Therefore, this conceptual framework depicts souvenirs as cultural broker between tourist and tourism suppliers in promoting tourism destination.

Figure 2.2. Conceptual Framework of Souvenir as Cultural Broker in Promoting Tourism Destination.



## **CHAPTER THREE**

### **3. RESEARCH METHOD**

This chapter presents a detailed description of the research method used in the thesis. Therefore, the chapter covers description of the study area, research design and approach, data type and source, target population, sampling techniques and sample size, data collection procedure and method of analysis.

#### **3.1. Description of the Study Area**

This study conducted among souvenir shops sellers and international tourists found in Addis Ababa city. Hence, a brief description of the city, mainly focusing on the tourism aspect, is presented under this section.

Addis Ababa, the capital city of Ethiopia, is the most popular tourist destinations in Africa. It is a historic, cultural, and political destination, which attracts international tourists to the spot. The city is the seat of the African Union, The United Nation Economic Commission for Africa and important regional and international organizations and embassies (MoT, 2020). It is also the cultural, business, and commercial center of the nation. The city serves as the entrance and exit of international tourists all over the country. According to Addis Ababa Culture and Tourism Bureau (AACTB), Addis Ababa is also home to a variety of ethnic groups with art and craft that represent its diverse ethnic tradition and belief. Even if the main tourist destination has plentiful souvenir shops, the widest range of locally made products is found in Addis Ababa (AACTB, 2020).

Due to this reason different souvenir shops in Addis Ababa sell handicraft items for the tourist as a memory of their travel. Therefore, this study focus on souvenir shops that reside in Addis Ababa.

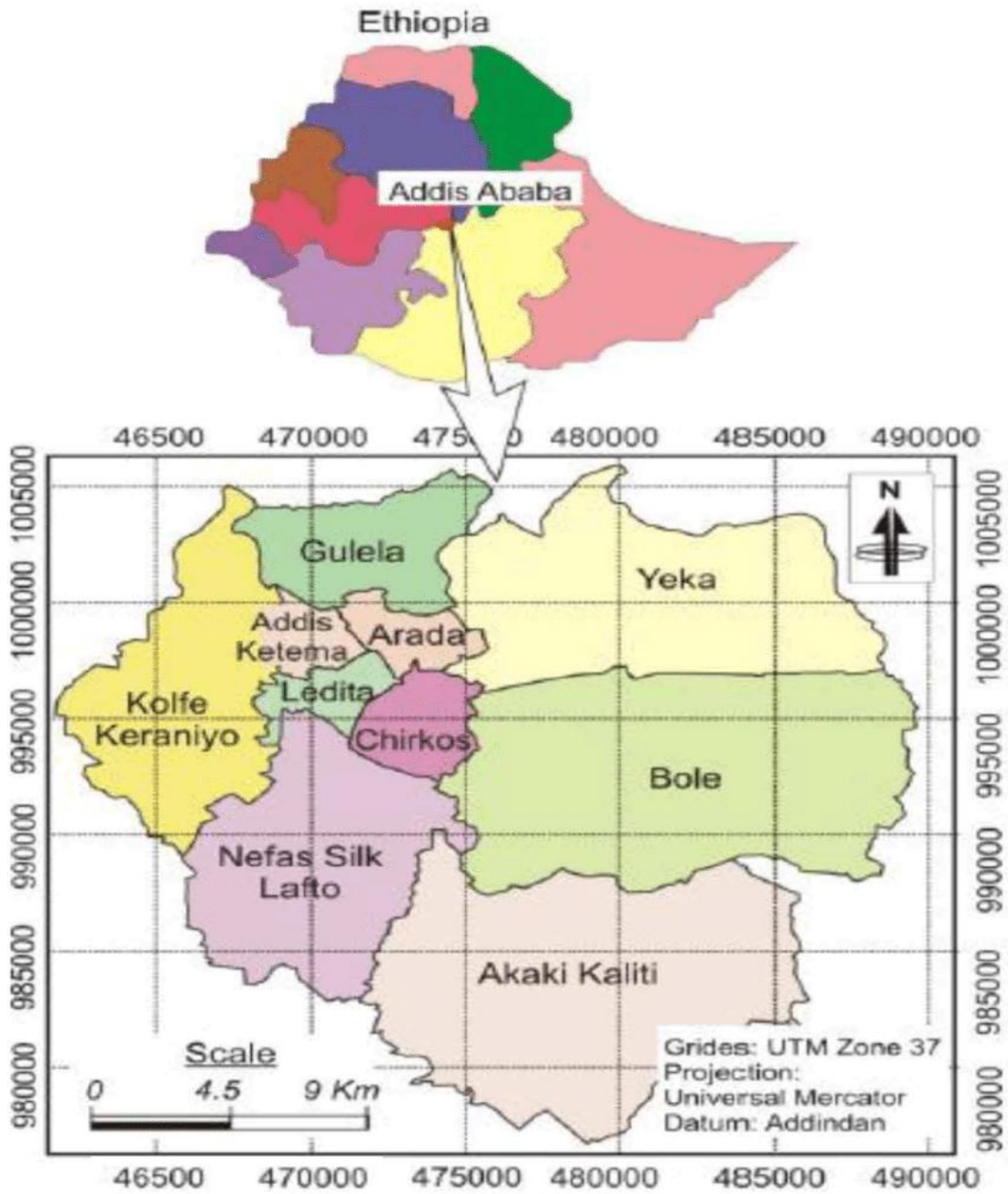


Figure 3.1. Map of the Study Area

Source Addis Ababa city Government 2021

## **3.2 Research Design and Approach**

### **3.2.1 Research Design**

A research design is a plan of proposed research work to answer questions objectively, accurately, and economically. A researcher chooses research design to arrange conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with procedure (Ranjit, 2011).

The necessary data for this study were collected at one point in time and place. Hence a cross sectional research design employed in this study. Among the several cross-sectional research designs, in this study, a descriptive research design was applied to assess cultural role of souvenirs in promoting Ethiopian tourist destinations. Descriptive research is selected because it aims to describe the characteristics of present population accurately and systematically (Kothari, 2004). Besides descriptive research design is selected to study the present situation and attempts to determine the status of the phenomenon under investigation (Singh, 2006). It also helps to assess and describe the current cultural representation of souvenirs in host guest relationships. In a nutshell, descriptive research design is applied in this research to identify the role of souvenir as cultural broker in promoting Ethiopian tourist destination in Addis Ababa.

### **3.2.2 Research Approach**

This research is done by integrating both quantitative and qualitative approaches. A mixed research approach was applied to achieve the objective of the study. This study chose both qualitative and quantitative approach to cross check the reliability of the data collected from the respondents and enriching the result of the research.

Mixed research approach has advanced and comprehensive ways for dealing with both qualitative and quantitative data. This method provides an advantage to strength and avoid weaknesses of using a single qualitative or quantitative research method (Johnson

and Onwuegbuzie, 2004). Researchers confirm quantitative results by linking the information extracted from the qualitative phase of the study. It also constructs indices from qualitative data that can be utilized to analyze quantitative data (Onwuegbuzie and Leech, 2004). As a result, both quantitative and qualitative methods were used in the study.

### **3.3. Data Type and Source**

Both primary and secondary data sources were used in this study. Primary data was administered through questionnaire from souvenir sellers and international tourists who purchase souvenirs in Addis Ababa. The researcher collected additional primary data through personal observation and key informant interviews from tourism professionals and souvenir producers to strength the information covered in the questionnaire.

This research gathers secondary data from different sources. Secondary data was derived from different journal articles, books, Addis Ababa tourism bureau annual government report, research, and website. Secondary source of data is essential source of data to find global concerning issue under the field of the study.

### **3.4. Target Population and Subject of the Study**

In this study, the target population was international tourists, souvenir shop owners/sellers and souvenir producers. Accordingly, the unit of analyses in this study was individuals (i.e., 384 questionnaires for international tourists, 152 questionnaires for souvenir shop sellers and interview for 3 individuals from souvenir producers found in Addis Ababa).

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

To increase the sample's representativeness and get sufficient information to reach at reasonable conclusion, taking sufficient sample size is important. Accordingly, the researcher used an appropriate amount of sample size from the target population. The researcher used a non-probability sampling technique to select sample respondents that was considered as representative of the total population.

According to Yalew (2011) it is necessary to use non-probability sampling rather than probability sampling when sample population is small and hard to find list of respondents. Further he indicated that it is important to use nonprobability sampling if the researcher doesn't have enough information about who or how many people build up the population.

The above-mentioned justifications by the scholar support the use of non-probability sampling technique in this study as there was absence of data regarding the total number of international tourists who exactly purchase souvenir product in Addis Ababa. Because of this reason convenience sampling technique was used for selecting international tourists who are willing to participate in the study. The researcher selects international tourists who were willing to the study at the souvenir shop in Addis Ababa, which was selected in purpose. These are Souvenir Shops in Bole International Airport, Souvenir Shop on Churchill Avenue, souvenir shops in five star rated hotels. These are the main shopping places for most of the international tourists.

The populations of the study were all international tourists who purchase souvenirs in Addis Ababa. The specific number of this population is unknown. The sample size was determined by the standard sample size formula (Burns and Bush, 2017) with expected variability ( $p = 50\%$ ,  $q = 50\%$ ) at the 95% level of confidence ( $z = 1.96$ ) and at acceptable margin of sample error,  $e \pm 5\%$

$n = z^2 (pq)/e^2$ ; where  $n$  = the sample size

$z$  = standard error associated with the chosen level of confidence (typically, 1.96)

$p$  = estimated percent in the population  $q = 100 - p$

$e$  = acceptable margin of sample error

$n = z^2 (pq)/e^2$

$n = 1.96^2 (50 \cdot 50) / 5^2$

$= 3.84(2,500) / 25 = 9,600 / 25$

= 9,600/25

=384

Considering the lack of data on the total population of international tourists who purchase souvenirs in Addis Ababa, 384 international tourists were selected as samples for the study. Therefore, a total of 384 questionnaires were distributed and 117 samples were collected conveniently.

Martínez et al. (2016) state that Census method or complete enumeration survey method used to sample each item in the universe. According to Addis Ababa Culture, Art, and Tourism in 2022 there are 152 souvenir shops licensed and registered in the 11 sub-cities (Arada, Bole, Kirkos, Yeka, Nifas Silk Lafto, Lideta, Addis Ketema, Gulele, Kaliti, Lemi Kura). Thus, the study employed census method to entire souvenir sellers found in Addis Ababa city to collect detailed data about every seller.

From non-probability sampling technique, purposive sampling technique was used to select tourism experts and souvenir producers for interview. Three experts from Tourism Minister (Marketing & Promotion Department) and three experts from Culture and Sport Minister (Cultural Value & Handicraft Products Development Directorate) were selected purposively for interview. Again, three souvenir producers from (Ethiopian Tourist Trading Enterprise) were selected purposively for an interview. From this proposed number of respondents from interview the researcher conduct interview with two experts from (Marketing & Promotion Department) and (Cultural Value & Handicraft Products Development Directorate).

### **3.6. Data collection Tools and Procedure**

The qualitative approach used interviews and observation, to gather data from tourism experts and souvenir producers. Quantitative approaches used questionnaires to collect data from international tourists and souvenir sellers selected by sampling procedures.

### 3.6.1. Questionnaire

Questionnaires were used to collect data from souvenir sellers and international tourists who buy souvenirs from souvenir shops in Addis Ababa. Questionnaires for international tourists and souvenir shop seller were designed to obtain detail first-hand information to achieve the objectives of the study.

separately for international tourist and souvenir sellers in English. The Questionnaires for international tourist who purchase souvenirs in Addis Ababa was prepared in English since international tourists are most often conversant in English. In addition to this international tourist questionnaire were translated to French, German, Chinese, Arabic, and Italian to understand the questions easily.

While the English version questioners for souvenir seller will be translated into widely spoken Amharic language of the city. The souvenir seller questionnaire also translated to Afan Oromo and Tigrigna to participate with their interest. Both international tourist and souvenir seller questionnaires were translated to different language by using google translate.

- Questionnaires for tourist

The questionnaire consists closed ended questions to obtain information from international tourist. This questionnaire incorporates questions which enables to assess international tourist experience about Ethiopian souvenir that promote Ethiopian tourism destination. Thus, five-point Likert scale questions was taken from (Swanson,2004) (Mingo et al, 2022) (Lira de et al, 2020) (Oalere, 2017) and further amend according to Ethiopia context. The questionnaire was designed with five-point Likert scale measurement such as 1=Strongly Disagree (SD); 2=Disagree (D); 3= Neither agree nor disagree (NAND); 4=Agree (A); and 5=Strongly Agree (SA) to rate each item. The questionnaire consists three major parts. The first section includes demographic variables of the respondents. The second section include questions relating to international tourists' souvenir purchasing experience during their stay. The third section of the questionnaire assess international tourist perceptions on Ethiopian souvenir representing, intermediating and response characteristic.

- Questionnaires for souvenir seller

This part of the questionnaire also consists closed-ended questions. This questionnaire incorporates questions which enables to assess souvenir seller perception about Ethiopian souvenir in promoting Ethiopian tourism destination. The questionnaire was adopted from (Siregar et al, 2019) (Olalere, 2017) (Suttikun & Mee Prom,2021) (Lunyai & Run De, 2008) based on Ethiopian tourism supplier context. The questionnaire was designed with five-point Likert scale measurement such as 1=Strongly Disagree (SD); 2=Disagree (D); 3= Neither agree nor disagree (NAND); 4=Agree (A); and 5=Strongly Agree (SA) to rate each item. The questionnaires comprise three sections. The first section includes demographic questions of souvenir sellers. The second section include questions on souvenir sellers' perception regarding international tourist cultural souvenir demand. The third section comprise souvenir seller perception on Ethiopian souvenir representing, intermediating, and responding characteristic.

### **3.6.2. Interview**

Conducting key informant interviews enables researchers to get relevant and deep data from government sector tourism professionals. Further, to achieve the objective of the study a personal interview was undertaken with souvenir producers found in the city of Addis Ababa. The study uses semi-structured face to face interviews method which was perceived as ideally more appropriate for the issue. Thus, semi structured face to face interview were conducted with six tourism experts from Addis Ababa Culture & Tourism Bureau and souvenir producers selected purposively. Amharic language was used to interview tourism experts and souvenir producers with regards to assessing qualitative data on, current cultural representation of souvenirs, the socio-economic contribution of cultural souvenir and potential challenges associated with souvenir in promoting Ethiopian tourist destination.

### **3.6.3. Observation**

To supplement the information obtained using different instruments mentioned above, personal observation of the researcher himself was also part of the data collection process. The researcher observed the current cultural representation of souvenirs found in

souvenir shops of Addis Ababa. The course of observation includes souvenirs modeling real image of the country, souvenirs by themselves promoting Ethiopian culture and souvenirs character in regarding to international tourist demand. The researcher used a checklist and camera to support the data obtained from interview and questionnaire.

#### **3.6.4. Response Rate**

The survey questionnaires were administered and collected from international tourist and souvenir sellers in Addis Ababa city. From the total 384 questionnaires distributed to international tourists only 117 participants filled reasonably. Whereas 5 questionnaires were discarded due to incomplete response and 30.4% of response rate was obtained and used for final analysis from 117 correctly filled questionnaire.

From the total population of 152 souvenir shops in the city of Addis Ababa only 115 questionnaire data was collected. The questionnaires were double checked for accuracy and unsuitable answers were removed. As well, souvenir sellers were unwilling to fill the questionnaire relating the study with tax and other issues. Therefore 75% response rate was obtained from 115 valid questionnaires. The qualitative information gathered from interviews and observation was discussed together in meaningful manner.

### **3.7. Data Analysis Tools and Techniques**

#### **3.7.1. Qualitative Data Analysis Method**

Content analysis was applied to determine, summarize, and the verbal data collected through interviews. Content analysis is organizing and analyzing the content of data gathered from interviews, and field observation notes to identify the main themes that could be emerged. Gain in-depth understating of the theme, which is important for the study, the researcher used the technique to analyze qualitative data gathered from tourism professionals souvenir shop sellers and observation from the field.

No	Variables	Likert Scale Items	Reliability	Source
			Coefficient	
			Seller	

### 3.7.2. Quantitative Data Analysis Method

The data gathered from the questionnaires were analyzed by using descriptive statistics and inferential statistic. This method is widely used to describe, summarize, and compare data. Standard deviation, and mean were taken from descriptive statistics and presented the data by table. The quantitative data will be analyzed with the help of Statistical Package for Social Sciences (SPSS) version 25.

### 3.8. Reliability

The study used Cronbach's alpha coefficient in order to test the internal consistency of variables in the research scale. According to Zikmund et al., (2010), scale with coefficient alpha between 0.6 and 0.7 indicate fair reliability. So for these study a Cronbach's alpha for international tourist experience is 0.699 which is adequate to determine reliability. On the other hand, Souvenir seller perceptions towards cultural souvenir in promoting Ethiopian tourism destination, revealed that Cronbach's alpha reliability coefficient 0.93 which is closer to 1, value higher internal consistency rate.

Table 3.1. Reliability Coefficient of Souvenir Sellers and International Tourist

1	Perception And Experience	International tourists purchase pictorial souvenirs	.837	(Olalere,2017) And  (Siregar et al., 2019)
		International tourists purchase icon or model		
		International tourists purchase brand of destination		
		International tourists purchase local product		
		International tourists purchase publication		
		International tourists purchase that gives cultural information		
		International tourists purchase place that gives historical information		
2	Representation	Ethiopian souvenirs portray regional culture	.750	(Swanson, 2004) And (Olalere,2017)
		Ethiopian souvenirs represent famous icon		
		Ethiopian souvenirs reflect the work and art of local people		
		Ethiopian souvenirs are made with local materials		
		Ethiopian souvenirs have trademark to identify the product is made in Ethiopia.		
3	Intermediate	Ethiopian souvenirs have cultural linkage.	.689	(Mingo et al., 2022) And (Suttikun and Mee prom, 2021)
		Ethiopian souvenir sellers provide knowledgeable information about the souvenirs.		
		Ethiopian souvenirs have identification related to the place.		
		Ethiopian souvenirs have Labeling		
4	Response	Ethiopian souvenirs are easy to handle or carry on the trip.	.900	(Lira de et al., 2020) And (Lunyai & Run De, 2008)
		Ethiopian souvenirs price fit with quality.		
		Ethiopian souvenirs have various color,		
		Ethiopian souvenirs have various size		
		Ethiopian souvenirs have various design		

### **3.9. Ethical Considerations**

The researcher used different mechanisms to gather the desired data from respondents. First the researcher needs to get permission paper from Addis Ababa University, Collage of Development Studies. The issued paper from the university maintained the confidentiality of information by respondents to assure the response is used for academic purpose only. The participants were instructed not to write their name on questionnaire and ensure the interview conducted also keep confidential to preserve respondents' privacy. The secondary source of data used for the study recognized, paraphrased, and incorporated in the reference section. In general, the researcher followed professional code of ethics to conduct the study.

## CHAPTER FOUR

### 4. RESULTS AND DISCUSSIONS

This chapter presents the major results of the study with discussion. The study has presented the results of the collected data by interpreting and analyzing raw information gathered into meaningful manner. In a nutshell, the analysis in the next chapter four is based on data collected from 384 and 152 respondents (i.e. 117 international tourist and 115 souvenir sellers).

#### 4.1. Demographic Characteristics of the Respondents

##### 4.1.1 Demographic Character of International Tourist

The demographic characteristics of international tourist analyzed and presented by descriptive statics such as frequency, percentage and graph focusing on gender, age, origin of visitor (OV), number of visit Ethiopia before (VE), visiting purpose (VP), level of education (EL), time stayed in Ethiopia (TS), visit accompany (VA), and dollar spent (DS) below.

Table 4.1: Background Information of International Tourist

<b>Variables</b>	<b>Category</b>	<b>Frequency Tourist</b>	<b>Frequency Seller</b>	<b>Percent (%)Tourist</b>	<b>Percent (%) Sellers</b>
<b>Gender</b>	Male	76	47	65.0	40.9
	Female	41	68	35.0	59.1
<b>Age</b>	<=20 Years	3	-	2.6	-
	21-30 Years	7	42	6.0	36.5
	31-40 Years	14	41	12.0	35.7
	41-50 Years	39	19	33.3	16.5
	>50 Years	54	13	46.2	11.3
<b>Origin of Visit (OV)</b>	Africa	23		19.7	
	Latin America	7		6.0	
	North America	19		16.2	
	Asia	18		15.4	
	East Europe	13		11.1	
	West Europe	37		31.6	
<b>Number of Visit</b>	First Visit	53		45.3	

<b>Ethiopia (VE)</b>	Repeated Visit	64		54.7	
<b>Visit Purpose (VP)</b>	Business	26		22.2	
	Holiday	1		0.9	
	Vacation	28		23.9	
	Meeting- Conference	44		37.6	
	Other	18		15.4	
<b>Level of Education (EL)</b>	<=High school	8		6.8	
	BA Degree	36		30.8	
	Masters	54		46.2	
	>Masters	19		16.2	
<b>Time Staying (TS)</b>	1-3 Days	10		8.5	
	4-5 Days	11		9.4	
	6-7 Days	16		13.7	
	>7 Days	80		68.4	
<b>Visit Accompany (VA)</b>	Alone	26		22.2	
	Family	15		12.8	
	Coworkers	43		36.8	
	Friends	26		22.2	
	Others	7		6.0	
<b>Dollar Spent (DS)</b>	Medium Income	44		37.6	
	High Income	73		62.4	
	Low Income	-		-	
<b>Total</b>		117	115	100%	115

According to the table 4.1, The demography profile of souvenir purchasing international tourists shows that they are more of male. The age category shows that majority of international tourists who purchase Ethiopian souvenir products were relatively middle age and older peoples. Among the total respondents 93 (79.5%) are above 40 years old. The result from the above table shows that most of the international tourists who purchase souvenir in Addis Ababa came from West European countries 13 (11.1 %), with 73 (62.4%) of international tourist's educational background of MA and above, 44 (37.6 %) souvenir purchasing international tourist came for meeting and conference reason. Regarding to the number of times respondents visit Ethiopia Table 4.1 shows that frequently coming 64 (54.7 %) international tourist purchase souvenir than coming once.

According to table 4.1 80 (68.4 %) of international tourists who purchase souvenir products stays more than 7 days in Addis Ababa. The result on the above table shows 43 (36.8 %) of souvenir purchasing international tourist came with coworkers mostly buy Ethiopian souvenir products in the city of Addis Ababa spending high expenditure once they came

According to the table 4.1, demographic characteristics of souvenir seller focusing on gender, age the result shows suggests that most of the respondents who sell Ethiopian souvenir products are females 68 (59.1 %). The age category shows 42(36.5 %) that majority of souvenir sellers who sells Ethiopian souvenir products in Addis Ababa city were relatively young peoples between 20 and 30 years.

#### 4.1.2. Demographic Character of Souvenir sellers

The demographic characteristics of souvenir seller analyzed and presented by descriptive statics such as frequency, percentage and graph focusing on level of education (EL), business experience (BE), and location of business (BL).

Table 4.2: Background Information of Souvenir Sellers

Variable	Category	Frequency	Percent
<b>Level of Education (EL)</b>	<=12	27	23.5
	TVET	4	3.5
	Diploma	25	21.7
	Degree	51	44.3
	>=MA	8	7.0
<b>Business Experience (BE)</b>	<=5	39	33.9
	6-10	37	32.2
	11-15	19	16.5
	>15	20	17.4

<b>Business Location</b>	Bole	4	3.5
	Churchill	41	35.7
	Star Hotels	35	30.4
	Others	35	30.4
<b>Total</b>		<b>115</b>	<b>100%</b>

According to the table 4.2, shows that 8 (7.0%) of souvenir sellers in Addis Ababa city are educated first degree holders. The work experience indicates 39 (33.9%) of the respondents have less than five years' souvenir business experience. In terms of business location table 4.2, shows 41 (35.7 %) of souvenir shops found around Churchill avenues in the city of Addis Ababa.

#### **4.2. Descriptive Static for the Role of Souvenir as Cultural Broker from Perspective of Tourist**

The main tenet of this study is that souvenirs play a significant role as cultural broker. Accordingly, international tourists were asked questions that are purported to capture their perception in this regard. As mentioned under chapter three, 23 items were prepared in table 4.3 below, which is followed by a discussion of the result.

According to Zadation and Baghari (2009), the mean score with the 5 point Likert scale below 3.39 is considered as low, the mean score from 3.40 up to 3.79 is moderate and mean score above 3.8 is high respectively.

Table 4.3: Role of Souvenir for Tourists

	Mean	S.D
I purchase Ethiopian souvenirs as a gift to families and friends	3.96	0.675
Ethiopian Souvenirs allow me to have a memento of where I've been.	4.17	0.698
I purchase Ethiopian cultural souvenirs to use in my daily life.	4.15	0.802
I like to purchase Ethiopian souvenirs because I Personally love it.	4.32	0.611
I prefer to purchase souvenirs that gives me information of the place.	4.11	0.774

Ethiopian locally produced souvenirs are special to me.	3.97	0.688
I Cannot find same Ethiopian souvenirs in my country.	1.82	0.826
Ethiopian souvenirs give me cultural information of the place.	4.38	0.740
Ethiopian souvenirs give me historical information of the place.	4.19	0.880
I purchase Ethiopian souvenir products to resell them.	2.86	1.395
When deciding to buy cultural artifacts, I do not consider the meaning or usefulness of that item in my daily life.	2.70	1.636
I prefer to purchase cultural artifacts that have to do with my personality and style	3.94	0.845
Ethiopian souvenir that I bought was different from other destinations.	3.96	0.825
The souvenir I purchase in Ethiopia does not sell elsewhere	2.09	0.854
I like to purchase pictorial souvenirs (poster, postcard, Traditional and religious painting)	4.06	0.921
I like to Purchase Icons or model of destination or attraction (wooden carving, stone carving)	3.92	0.748
I like to purchase products with brand of destination (key holder, T-shirt with logo, Fridge magnet)	4.03	0.785
I like to purchase local products (Handwoven scarfs, Traditional clothing, jewelry)	4.11	0.990
I like to purchase publication (Book about area, history, and attraction)	3.95	0.866
I have wonderful memories of souvenir shopping experience in Ethiopia.	4.03	0.848
I will encourage friends and relatives to purchase Ethiopian souvenir.	3.93	0.830
I would repurchase Ethiopian souvenir again.	4.09	0.715
Overall, I am satisfied with Ethiopian souvenir.	4.27	-
<b>Aggregate</b>	<b>3.78</b>	<b>0.787</b>

As we can see in the Table 4.3. International tourist agrees for the statements most of the time I like to buy; local products of Ethiopia mean score 4.11, pictorial souvenirs mean score of 4.06, products with brand of Ethiopian destination mean score 4.03, publications

mean score 3.95, icons or model of destination or attraction mean score 3.92 are often liked to be purchased by international tourists.

International tourists were asked to state the reason of purchasing Ethiopian souvenir products, so the reasons they stated are presented on Table 4.3. with mean score respectively: because it gives me cultural information 4.38, because it gives me historical information 4.19, because Ethiopian souvenirs are different from other destinations 3.96 and because they do not sell elsewhere 2.86.

According to the responses presented in Table 4.3 most international tourists prefer to buying culture representing souvenirs because they personally love it 3.96, to have memory with Ethiopia after they visited 4.17, to use in daily life 4.15, because they give information about Ethiopia 4.32 and as gift for family and friends 4.11 respectively with mean value.

Accordingly, on Table 4.3. respondents were also asked to rate their pleasure after consuming Ethiopian souvenir products. From this most of international tourists agree for the statement I have wonderful memories of souvenir shopping experience in Ethiopia, encourage friends and relatives to purchase Ethiopian souvenir, I would repurchase Ethiopian souvenir again. Overall the table shows international tourist were moderately satisfied with Ethiopian souvenirs.

Table 4.4. Souvenirs Character in Promoting Ethiopian Tourism Destination from Tourist Perspective

	Mean	S.D
Ethiopian souvenirs portray regional culture	3.88	0.72
Ethiopian souvenirs represent the social life	3.89	0.704
Ethiopian souvenirs have traditional feature.	4.09	0.689
Ethiopian souvenirs represent famous icon (Lalibela, Axum)	4.10	1.020
Ethiopian souvenirs reflect Place.	4.19	0.601
Ethiopian souvenirs reflect the work and art of local people	3.93	0.553

who have made it		
Ethiopian souvenirs are made from traditional materials	4.03	0.725
Ethiopian souvenirs portray traditional designs.	4.01	0.737
Ethiopian souvenirs have trademark to identify the product is made in Ethiopia.	3.58	1.147
Locally made Ethiopian souvenirs symbolize different ethnic group.	3.89	0.704
Ethiopian souvenirs have picture & remind of historical place.	4.24	0.718
Ethiopian souvenirs have cultural linkage.	4.20	0.746
Ethiopian souvenirs are unique	4.37	0.887
Ethiopian souvenirs are authentic cultural represented.	4.23	0.662
Ethiopian souvenirs have identification related to the place.	3.62	1.033
Ethiopian souvenirs have Labeling that interpret the culture well.	3.57	1.220
Ethiopian souvenirs create cross cultural communication.	4.21	0.676
Ethiopian souvenir salespeople provide knowledgeable information about souvenirs.	3.90	0.781
Ethiopian souvenirs portray the image of a destination.	4.16	0.682
Ethiopian souvenirs are easy to handle carrying with you on the trip.	4.13	0.701
Ethiopian souvenirs are ease of packaging and taking back home.	4.21	0.701
Ethiopian souvenirs product price is reasonable	3.75	0.937
Ethiopian souvenirs that I purchase fit to price and quality.	3.75	0.937
Ethiopian souvenirs have various color, size, and design.	4.22	0.671

Ethiopian souvenirs have attractive design.	4.32	0.741
Aggregate	4.18	0.787

The table 4.4. that shows statements regarding cultural representation of souvenir products from international tourist view. From these tourists agree with mean value souvenir portray regional culture (3.88), souvenirs portray Ethiopian society life (3.89), Ethiopian souvenirs have traditional feature (4.09), Ethiopian souvenir represent famous icons (4.10), souvenirs reflect place in Ethiopia (4.19), Ethiopian souvenirs reflect work and art of local people who have made it (3.93), Ethiopian souvenirs are made from traditional material (4.03). From this response we can conclude Ethiopian souvenir products are highly representing culture and tradition of the country properly.

Again table 4.4 shows statements that is used to measure intermediating character of souvenir products. Thus, international tourist agreed with mean value souvenirs are authentic cultural represented (4.23), souvenirs have identification related to the place (3.62), Ethiopian souvenirs are unique (4.37), Ethiopian souvenirs have cultural linkage (4.20), Ethiopian souvenirs have trade mark (3.58) and Ethiopian souvenirs have labeling (3.57). From this information we can take Ethiopian souvenirs are highly intermediating Ethiopian tourism destination between souvenir sellers and international tourist side.

Table 4.4 statements shows the responding character of souvenir in fulfilling the need of tourists. International tourist agree Ethiopian souvenir products are ease of packing and taking home with mean value (4.21), Ethiopian souvenir products have various color, size and design (4.22), purchase price fit with quality and price fairness of souvenir products (3.75) and attractive design 4.32. From this result we can conclude that Ethiopian souvenir products are highly fulfilling the need of international tourist.

### 4.3. Descriptive Statics for the Role of Souvenir as Cultural Broker from Perspective of Souvenir Seller

The main view of this study is that souvenirs play a significant role as cultural broker. Accordingly, souvenir sellers were asked questions that the questionnaire is to capture their perception in this regard. As mentioned under chapter three, 29 items were prepared in table 4.5 below, which is followed by a discussion of the result.

Table 4.5: Souvenir Sellers Perception

	Mean	S.D
International tourists often prefer to purchase pictorial souvenirs (poster, postcard, Traditional and religious painting)	3.89	0.881
International tourists often prefer to purchase Icons or model of destination or attraction (wooden carving, stone carving)	4.03	0.835
International tourists often prefer to purchase products with brand of destination (key holder, T-shirt with logo, Fridge magnet)	4.22	0.798
International tourists often prefer to purchase local products (Handwoven scarfs, Traditional clothing, jewelry, Pottery, Basketry)	4.27	0.586
International tourists often prefer to purchase publication (Book about area, history, and attraction)	4.06	1.045
International tourists often prefer to purchase souvenirs that shows Ethiopian destination they have not visited before.	2.52	0.909
International tourists often prefer to purchase souvenirs that remind them the place they have visited in Ethiopia.	4.07	1.057
International tourists often prefer to purchase souvenirs that give cultural information.	4.25	0.813
International tourists often prefer to purchase souvenirs that gives historical information.	4.3	0.910
Aggregate	3.95	0.87

The above table 4.5. shows perception of souvenir sellers regarding Ethiopian souvenir products. Thus, souvenir seller recognizes high preference of international tourist while purchasing Ethiopian souvenir. From the listed statements souvenir sellers have high perception on the role of Ethiopian souvenirs in promoting Ethiopian tourism destination for international tourist except the statement International tourists often prefer to purchase souvenirs that shows Ethiopian destination they have not visited before with mean score 2.52.

Table 4.6: Souvenir Character in promoting Ethiopian Tourism Destination from Tourist Perspective

	Mean	Standard deviation
Ethiopian souvenirs portray regional culture	3.89	0.971
Ethiopian souvenirs represent famous icon (Lalibela, Axum, Gondar Castle)	4.03	1.021
Ethiopian souvenirs represent the country's social image.	4.22	0.803
Ethiopian souvenirs reflect the work and art of local people	4.27	0.820
Ethiopian souvenirs are made with local materials	4.06	0.939
Ethiopian souvenirs have trademark to identify the product is made in Ethiopia.	2.52	1.150
Ethiopian souvenirs have picture & remind of historical place.	4.07	0.905
Ethiopian souvenirs have cultural linkage.	4.40	0.804
Ethiopian souvenirs are unique	3.97	0.973
Ethiopian souvenirs are authentic cultural representation	4.04	1.038
Ethiopian souvenirs have identification related to the place.	2.44	1.164

Ethiopian souvenirs have Labeling that interpret the culture well.	2.63	1.300
Ethiopian souvenir sellers provide knowledgeable information about the souvenirs.	3.81	0.945
Ethiopian souvenirs are easy to handle or carry on the trip.	3.82	0.970
Ethiopian souvenirs are ease of packaging and taking back home by international tourists	3.88	1.036
Ethiopian souvenirs price fit with quality.	3.64	1.002
Ethiopian souvenirs have various color,	3.94	1.062
Ethiopian souvenirs have various size	3.94	1.054
Ethiopian souvenirs have various design	3.85	1.068
Ethiopian souvenirs have attractive design.	4.36	0.850
Aggregate	3.789	0.99

The table 4.6 it shows statement regarding cultural representation of souvenir products from souvenir seller perspective. From these souvenir sellers agree with mean value that Ethiopian souvenir represent the society image (4.22), reflect work and art of local peoples (4.27), represent famous icons (4.03), portray regional culture and made with local material (4.06). From this response we can understand that Ethiopian souvenirs highly represent the country cultural and history.

Again table 4.6. shows statements that is used to measure intermediating character of souvenir products. Thus souvenir sellers agree Ethiopian souvenirs have cultural linkage (4.40), Ethiopian souvenirs are authentic cultural representation tools (4.04), Ethiopian souvenirs are unique (3.97), souvenir sellers provide knowledgeable information about the products (3.81). While souvenir sellers disagree Ethiopian souvenirs have trademark to identify the product is made in Ethiopia (2.52) and description related to the item. Souvenir seller's response to the statement Ethiopian souvenir have labeling that interpret

the culture well with mean score 2.63. From these analysis souvenir products marketed in Addis Ababa have moderate rate in promoting the destination culture.

Table 4.6 shows statements used to measure responding character of Ethiopian souvenir products for international tourists. Souvenir sellers agree to the statements Ethiopian souvenir attractiveness (4.36), Ethiopian souvenirs have various color (3.94), Ethiopian souvenir have various size (3.94), Ethiopian representing souvenirs are easy to carry or handle (3.82) and sellers agree the price of souvenirs sell in Addis Ababa fit with quality (3.64). From these analysis souvenir products marketed in Addis Ababa are highly promoting Ethiopian tourism destination by keeping the need of the international tourist.

## **4.4 Discussion**

### **4.4.1. Socio Economic Contribution Souvenir Products in promoting Ethiopian Tourist Destination**

The researcher asked what kind of socio-economic benefit gained from cultural souvenirs that promote Ethiopian tourist destination. Respondent (C01) (C02) explain that “economic contribution of souvenir business is as source of income for souvenir producers and in turn as source of income for government from tax collected from souvenir sells. It also creates an employment opportunity for women, disabled and old age since it needs small capital to start easily at home. In addition to this souvenir production have social benefit which creating cultural transfer between souvenir producers from different regions of the country”.

The researcher asked What kind of socio-economic benefit gained from cultural souvenirs that promote Ethiopian tourist destination. Respondent (C03) (C04) (C05) explain “availability of cultural souvenir in relation to tourism business create social, economic, and political significance for Ethiopia. The social contribution can be stated as creating employment opportunity for women, disabled and old age peoples. It also creates social interaction within the community and tourist themselves. The economic contribution handicraft production business shows that it has created source of income for both the society and government. Souvenir production business can be started with small capital using raw material found in the country. It creates high economic contribution

within the value chain of souvenir production politically cultural souvenir production enables each region to use their own resource that define its culture well and assure our difference is our beauty. Further the political contribution cultural souvenir creates transfer of cultural knowledge between the society themselves and with the tourist”.

The researcher asked what kind of socio-economic benefit gained from cultural souvenirs that promote Ethiopian tourist destination. Respondent (C06) (C07) (C08) explain that “crafting and selling souvenir products for international tourists create employment opportunity a source of income for souvenir producers and sellers. It also brings foreign currency purchased by international tourist and income for government as tax collected from seller”.

#### **4.4.2. Challenges of Souvenir Products in Promoting Ethiopian Tourist Destinations**

Respondents were asked the actual challenges associated with souvenirs in promoting Ethiopian culture and tourism destination areas and respondent (C01) (C02) state that “there is a problem such as leaving of artisans from this sector since they are not getting appropriate money for their living, using of imported raw material to solve quality problem, lack of raw materials like silk in Ethiopia, most technique and vocational students work scripture as it makes more money instead of working pottery work. Both respondents state that Ethiopian tourist trading enterprise has opened center of excellence to give training to solve the challenges on souvenir in promoting Ethiopian tourism destination”.

Respondents were asked the actual challenges associated with souvenirs in promoting Ethiopian culture and tourism destination areas and respondent (C03) (C04) (C05) stated that “some of the challenges faced by souvenirs producers and sellers in developing cultural souvenir product to promote Ethiopian tourism destination are: -The impact of globalization which is the use of technology in every aspect of production and marketing system, mixing and selling souvenir products of other countries, backward production and marketing techniques used by producers, producers work by focusing on business by

inheritance, unattractive marketing environment like design of the souvenir shop ;how to put the products is unappealing way”.

Respondents were asked the actual challenges associated with souvenirs in promoting Ethiopian culture and tourism destination areas and respondent (C06) (C07) (C08) stated that “our marketing and promotion department itself does not promote souvenir products as the department is marketing tourist attraction sites. International tourist found same souvenir products in the market, Sellers are marketing Ethiopian souvenir products mixing with Kenya souvenir products, applying different high pricing system for international tourist, the quality of Ethiopian souvenir does not satisfy the need of international tourist, artisans are leaving from the business since they are not gaining appropriate amount of income from it”.

#### **4.4.3. Souvenir Authentic Representation and Intermediating Character In promoting Ethiopian Tourism Destination**

The researcher asked respondents thought regarding current cultural representation of souvenir products in promote Ethiopian tourism destination. Respondent (C01) (C02) replied “the establishment aim of this souvenir producing enterprise is to promote Ethiopia through souvenir products for international tourist. Thus, this enterprise is producing souvenir products that represent Ethiopia cultures, history, social life, religion and tourist destination site by waving, pottery work, printing historical picture on ceramic, designing unique Ethiopian picture on scarfs, traditional Ethiopian carpet work (Segaja), bronze silver jewelers, toys represent Ethiopian society lifestyle, printing culture images and attraction site on poster, postcard, cotton clothes. Most of our souvenir products are produced by Ethiopian people using various raw material from different region of Ethiopia. Although there are some raw materials that we Import but the design is done by Ethiopians. Regarding to our souvenir products self-explanation characteristic. We only put identification on leather products to declare the item is made in Ethiopia. Other than this we used to put Ethiopian Tourist Trading Enterprise (ETTE) on selected items to state that the product is Ethiopian Tourist Trading Enterprise’s”.

The researcher asked respondent current cultural representation of souvenir products in promote Ethiopian tourism destination. Respondent (C03) (C04) (C05) replied that

“Souvenir products are a means to portray society’s material and religious profile. Souvenir products are objects that society used to transfer its culture, religion, and political ideology from generation to generation. These souvenir products are used to define society’s identity. Therefore, souvenir products marketed in Addis Ababa shows cultural value of Ethiopian society. Besides, there are also some souvenir shops that mix and sell souvenir products of other country’s that doesn’t represent Ethiopian culture even if they have same feature”.

The researcher asked respondents thought regarding current cultural representation of souvenir products in promote Ethiopian tourism destination. Respondent (C06) (C07) replied that as “tourism marketing and promotion department in Tourism Ministry the department believe souvenir products marketed in Addis Ababa represent Ethiopian image greatly. Souvenir products in the market of Addis Ababa represent the culture, tradition, and tourism destination site of various Ethiopian region. Typically, souvenirs that are produced and sold in tourist attraction site or different region of Ethiopia are real represented of Ethiopian image. Even if the practice of labeling, describing, and identifying the place where it is made is not applicable in most of souvenir products of Ethiopia. But the department is inviting souvenir producers and sellers to participate on international event to promote their product for international tourist. This time tourist need to purchase souvenirs that are easy to package, attractive, handmade, unique, and reasonable price with standard quality. Today, when we see the souvenir market availability for international tourist demand it seems there are some Improvements from past years”.

According to the researcher observation the potential of souvenir to promote Ethiopian tourism destination rate high; for the statement souvenirs gives cultural information of the place, souvenirs gives historical information of the place, international tourists purchase pictorial souvenirs such as postcard, poster, traditional and religious painting. Tourists also Purchase souvenir products with brand of destination such as key holder, T-shirt printed with sign and symbol, fridge magnet which are easy to carry on trip. Most of the International tourists buy local products of the county like handwoven scarfs, traditional



clothing, jeweler. While tourists purchase Icons and model of destination or attraction rate medium and tourists buy publication rate low.



- P  
ictorial Souvenir
- R  
epresent Ethiopian Orthodox Cross
- M  
ade by local people by using wooden  
raw material from Ethiopia region.
- P  
hoto taken from souvenir shops  
around Churchill Avenue

- Local Product Souvenir Category
- Represent Ethiopian Handmade Cloth
- Made by local people by using raw material Shema by local producers in Ethiopia.
- Photo taken from souvenir shops in star rated hotels

- Souvenir symbolize Brand of destination category
- Key chain and Fridge Magnet



photo taken from souvenir shops around Churchill Avenue

- M  
ade  
locally  
using  
Local  
raw  
material
- P

The researcher tries to rate statement on representing character of souvenir products high for Ethiopian souvenirs portray regional culture, Ethiopian souvenirs represent the social environment, Ethiopian souvenir produced by local people in Ethiopia, made with local materials, made in the state of Ethiopia, symbolize culture of different ethnic groups.



- Souvenirs that shows icons of destination
- Bags that represent Ethiopian number and Ethiopian famous destination site

- Made by using local raw material from Ethiopia by local craftsman.
- Photos taken from souvenir shops around Churchill Avenue

- Group under pictorial souvenir Product category
- Postcards with description about the picture
- They represent Ethiopia ethnic groups.



The researcher rates the statement for intermediating character of souvenir to promote Ethiopian tourism destination high for Advocate objective

authentic of the product. The researcher rate medium for there are unique souvenirs and knowledgeable salespeople provide information about souvenirs, souvenirs reflect the real image of Ethiopia. Low for Ethiopian souvenirs are Properly labeled and identify production place.



- S  
ouvenir from Brand of destination category
- M  
odel of Ethiopian UNESCO register  
famous tourist destination site Lalibela
- M  
ade by using raw material from Ethiopia  
by local crafters.

The researcher also observes Ethiopian souvenirs in response to international tourists need and rate medium the statements Ethiopian souvenirs are easy to pack to take home, souvenir price and quality fit, appealing design, various size and various color.

From the above rating the researcher conclude that souvenirs of Ethiopia represent the culture and tourism destination site with mode value 1, Ethiopian souvenirs mediating role between souvenir seller and international tourist with mode value 2 and Ethiopian souvenir responding character to international tourist with mode value 2. Thus, the result of researcher observation show that Ethiopian cultural souvenirs marketed in Addis Ababa are mediating and responding the need of the tourist with medium mode value and represent with high value.

- Souvenir from local product category

- Made by using local raw material wood from Ethiopia for utility purpose by local artisans.
- Photo taken from souvenir shops around Churchill Avenue

- Souvenir from local product category
- Made by using local raw material pottery from Ethiopia by local artisans for decoration purpose.

- Photo taken from souvenir shop in star rated hotel.

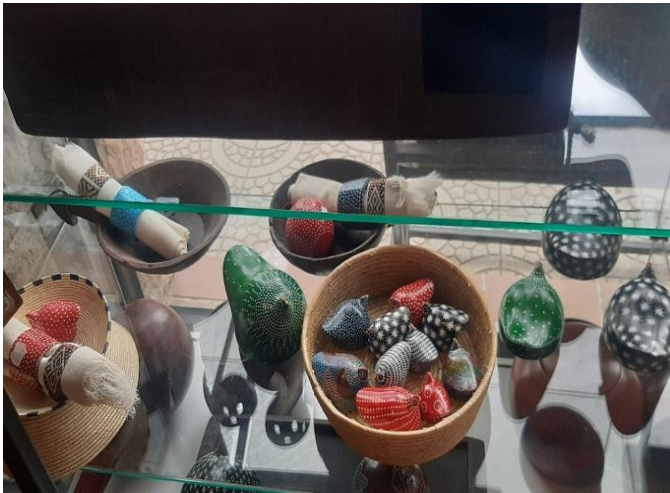


Figure 4.1. Photograph of souvenir Products taken from souvenir shops in Addis Ababa

(Source: Taken by the researcher, 2021)

## Chapter Five

### 5. Summary and Recommendations

#### 5.1 Summary

The demography profile of international tourists shows that they are more of male, above the age fifty, who came from West European countries, with educational background of MA and above, came for meeting and conference reason. The finding also shows these tourists are repeated visitor, and stay more than 7 days spending high expenditure once they came.

While the demography profile of souvenir sellers shows most of the respondents are female, age category relatively young, they are first degree holder, majority of them have 5year business experience on the work around Churchill Avenues area.

According to the objective of the study international tourists experience on cultural souvenirs, the result shows that tourists are purchasing various souvenir products in Addis Ababa from all souvenir product categories such as handwoven scarfs, jeweler, religious paintings poster, postcard, key holder, fridge magnet, wood carving. International tourists are purchasing Ethiopian cultural representing souvenirs to remember their travel experience. The study also result Ethiopian cultural souvenir products are having some improvements on identification, labeling and description about the product. In addition to these Ethiopian souvenir products are authentic and unique but fail to meet the requirements of standard quality for international tourist.

The result from the objective of the study souvenir seller perception on cultural role of souvenir to promote Ethiopian tourism destination the finding shows, souvenir sellers are paying more attention to produce and market cultural souvenir products that portray Ethiopian culture along with keeping the fundamental characteristic demanded by international tourist to expand their business and promote Ethiopian to the world.

As well, the result of the research also shows the socio economic contribution of cultural souvenir between tourist and tourism suppliers' relationship in promoting Ethiopia tourism destination. The result shows culture representing souvenirs products are bringing foreign currency and income for the society when marketed to international tourist. Further the study shows the making souvenir products create entrepreneur opportunity for local community even if most of artisans are changing to other business since they are not getting appropriate amount of income.

The result of the research also express the actual challenges or constraints associated with souvenirs in promoting Ethiopian culture and tourism destination areas. The result indicates that there is lack capital, skills, knowledge of tourist demand that is needed to initiate souvenir production. Imported souvenirs that does not represent Ethiopia are marketed by mixing in different souvenir shop of Addis Ababa. Technological problem to promote souvenir product is also a challenge to promote Ethiopian tourism destination to the whole world.

This study is examined through the lens of three theoretical frameworks, namely, Cultural Brokerage Theory, Authenticity Theory, and Destination Image Theory. The research questions for the study is centered on how the souvenir products can serve as a cultural broker in promoting Addis Ababa's cultural destinations, and how authenticity and destination image can influence tourists' souvenir purchases and their experience.

Firstly, Cultural Brokerage Theory suggests that intermediaries or cultural brokers can facilitate communication and interactions between cultures, leading to mutual understanding and appreciation. In this study, the result of the data analysis showed that the souvenir products can serve as a cultural broker by providing opportunities for tourists to interact with the local culture in Addis Ababa and learn about its traditions and values. Therefore, the result of the analysis and this theory are found in agreement and both emphasized that cultural brokers can play a vital role in promoting cultural heritage and facilitating cultural exchange.

Secondly, Authenticity Theory posits that tourists seek authentic experiences that allow them to engage with the local culture and feel a sense of connection with the destination. In the case of souvenir purchases, authenticity can influence tourists' decision-making processes, as they look for items that reflect the local culture and its heritage. The theory also suggests that tourists may be more likely to visit cultural destinations if they perceive them as authentic and true to their cultural identity. Therefore, the result satisfactorily answered the research questions and, the result and this theory come in agreement.

At last, Destination Image Theory proposes that tourists' perceptions of a destination are shaped by various factors, including its cultural heritage, natural attractions, and overall image. A positive destination image can attract more visitors and generate economic benefits for the local community. In the case of this study, the souvenir products can contribute to shaping Addis Ababa's destination image by promoting the city's cultural heritage through the sale of culturally significant souvenirs. Therefore, the theory and result of the research come in agreement.

Conclusively, the results of this study can provide insights into how the souvenir products can contribute to the promotion of cultural heritage in Addis Ababa, how authenticity and destination image can influence tourists' souvenir purchases and overall stay experience, and how cultural brokerage can facilitate cultural exchange and mutual understanding.

## 5.2 Recommendations

Based on the findings of the study, it is recommended that the government and private stakeholders in the Ethiopian tourism industry should invest more in souvenir production and promotion.

Ministry of Culture and Sport; cultural value and handicraft product development department which are; should widening the market opportunity through festival exhibition, creating a lots of market opportunity as Addis Ababa is the capital city of Africa, tax increment on imported souvenirs from other countries, working with concerned bodies. Creating market chain directly from producer to sellers to produce trained and professional producer within the handicraft sector.

Tourism Ethiopia Marketing and Promotion Department Should Promote souvenir as tourist attractions and encourage tourists to visit and purchase souvenirs. The Marketing department promote Ethiopia souvenir products using e-marketing system, designing websites that have high contribution for marketing souvenir products in international market. This can help them provide accurate and valuable information to tourists and enhance their experience.

Ethiopian Tourist Trading Enterprise and private souvenir producers should be creative and innovative. In addition to this they must craft unique souvenirs that represent Ethiopian natural and cultural resource which create great opportunity to market the actual destination.

For Technical and vocational school to train souvenir producers and shop owners staff how to produce souvenirs that represent country's cultural heritage, history, and tourist attractions site in addition to scripture.

Addis Ababa Tourism Bureau should open craft production and selling center near tourist destination sites which can be used as additional attraction site.

City Government of Addis Ababa Trade Bureau should control constant pricing system for both domestic and international tourists and to control selling mixed souvenir products from other countries in the market.

Authority for Research & Conservation of Cultural Heritage Should control crafting and selling Ethiopian heritage that are illegal by the craft law. Creating smooth market chain between souvenir producers and sellers.

Ethiopia intellectual property office should protect the patent right of Ethiopian souvenir products designed and produced outside Ethiopia.

### 5.3 Further Research

- Souvenir industry in Ethiopia – A study could be conducted to explore the souvenir industry in Ethiopia, its contribution to the tourism sector, and the challenges faced by the souvenir makers and sellers. The study could provide insights into the type of souvenirs sold in Ethiopia, their quality, marketability, and how they can be improved to attract more tourists.
- The impact of souvenirs sales on the local economy - A study could be carried out to examine the economic impact of souvenir sales on the local economy. The study could reveal how much income is generated by souvenir sales, the proportion of the revenue that goes to the local economy, and the potential for growth of the souvenir industry in Ethiopia.
- Government policies on souvenir trade - A study could be conducted to examine the government's policies on souvenir trade, how it is regulated, and whether there is a need for intervention to support the growth of the industry. The study could also explore the government's role in promoting Ethiopian souvenirs and facilitating their export to other countries.
- Tourists' feedback on souvenirs - A study could be conducted to collect tourists' feedback on the souvenirs they purchased and to assess their satisfaction with the souvenirs. The study could also identify areas for improvement to attract more tourists to Ethiopia and increase souvenir sales.

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## Appendix □: Statistical Analysis

### Reliability Statistics

Cronbach's Alpha	N of Items
.699	48

### Reliability Statistics

Cronbach's Alpha	N of Items
.935	29

### Reliability Statistics

Cronbach's Alpha	N of Items
.837	9

### Reliability Statistics

Cronbach's Alpha	N of Items
.750	6

### Reliability Statistics

Cronbach's Alpha	N of Items
.900	7

### Reliability Statistics

Cronbach's Alpha	N of Items
.689	4

## Observation Statistics



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

➤ Questionnaire for International Tourists

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Dear Participants

This survey questionnaire is prepared to conduct study on **“The Role Souvenir as Broker in Promoting Ethiopian Tourism Destination in Addis Ababa City”**. The main purpose of this questionnaire is to gather information on tourists’ experience about Ethiopian souvenir in enhancing their experience about local culture during their stay.

To this end you are kindly requested to take some minute from your time and complete the following short questionnaire regarding your view towards souvenirs as cultural broker in Addis Ababa. Although your response is importance to the success of this study, your participation in this survey is entirely voluntary. Any information provided will only be used for academic purposes. Please answer this questionnaire very carefully and honestly by marking a tick “√” when appropriate for your choice

Lastly, I would like to thank you for your kind cooperation in advance.

The Researcher, Maraki Yeneshet

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Email: [marakiyeneshet@yahoo.com](mailto:marakiyeneshet@yahoo.com)



Part II. Questions related to international tourist experience.

The questions in this section focus on visitors experience about Ethiopian souvenir.

How would you rate your experience about Ethiopian souvenir during your stay in reference to cultural value. Please rate each of the statement in the table below and mark tick (√) under your choice using the following rating scale.

Scale: **1= Strongly disagreed**      **2= Disagree**      **3= Neither agree nor disagree**

**4= Agree**

**5= Strongly agree**

International tourist experience on purchasing souvenir.

No	Items	Scale				
		1	2	3	4	5
1	I purchase Ethiopian souvenirs as a gift to families and friends					
2	Ethiopian Souvenirs allow me to have a memento of where I've been.					
3	I purchase Ethiopian cultural souvenirs to use in my daily life.					
4	I like to purchase Ethiopian souvenirs because I Personally love it.					
5	I prefer to purchase souvenirs that gives me information of the place.					
6	Ethiopian locally produced souvenirs are special to me.					
7	I Cannot find same Ethiopian souvenirs in my country.					
8	Ethiopian souvenirs give me cultural information of the place.					
9	Ethiopian souvenirs give me historical information of the place.					
10	I purchase Ethiopian souvenir products to resell them.					
11	When deciding to buy cultural artifacts, I do not consider the meaning or usefulness of that item in my daily life.					
12	I prefer to purchase cultural artifacts that have to do with my personality and style					

13	Ethiopian souvenir that I bought was different from other destinations.					
14	The souvenir I purchase in Ethiopia does not sell elsewhere					
15	I like to purchase pictorial souvenirs (poster, postcard, Traditional and religious painting)					
16	I like to Purchase Icons or model of destination or attraction (wooden carving, stone carving)					
17	I like to purchase products with brand of destination (key holder, T-shirt with logo, Fridge magnet)					
18	I like to purchase local products (Handwoven scarfs, Traditional clothing, jewelry)					
19	I like to purchase publication (Book about area, history, and attraction)					
20	I have wonderful memories of souvenir shopping experience in Ethiopia.					
21	I will encourage friends and relatives to purchase Ethiopian souvenir.					
22	I would repurchase Ethiopian souvenir again.					
23	Overall, I satisfy with Ethiopian souvenir.					

Part- III. Questions related with Ethiopian souvenirs as cultural broker.

The questions in this section focus on souvenir as cultural broker in promoting Ethiopian tourism destination.

How would you rate representing, mediating, and responding characteristic of Ethiopian souvenirs in promoting Ethiopian tourist destination. Please indicate your response by tick (√) mark under your choice using the following rating scale.

Scale: **1= Strongly disagreed**      **2= Disagree**      **3= Neither agree nor disagree**

**4= Agree**

**5= Strongly agree**  
Souvenir as cultural broker

NO	Items	Scale				
		1	2	3	4	5
1	Ethiopian souvenirs portray regional culture					
2	Ethiopian souvenirs represent the social life					
3	Ethiopian souvenirs have traditional feature.					
4	Ethiopian souvenirs represent famous icon (Lalibela, Axum)					
5	Ethiopian souvenirs reflect Place.					
6	Ethiopian souvenirs reflect the work and art of local people who have made it					
7	Ethiopian souvenirs are made from traditional materials					
8	Ethiopian souvenirs portray traditional designs.					
9	Ethiopian souvenirs have trademark to identify the product is made in Ethiopia.					
10	Locally made Ethiopian souvenirs symbolize different ethnic group.					
11	Ethiopian souvenirs have picture & remind of historical place.					
12	Ethiopian souvenirs have cultural linkage.					
13	Ethiopian souvenirs are unique					
14	Ethiopian souvenirs are authentic cultural representer.					
15	Ethiopian souvenirs have identification related to the place.					
16	Ethiopian souvenirs have Labeling that interpret the culture					

	well.					
17	Ethiopian souvenirs create cross cultural communication.					
18	Ethiopian souvenir salespeople provide knowledgeable information about souvenirs.					
19	Ethiopian souvenirs portray the image of a destination.					
20	Ethiopian souvenirs are easy to handle carrying with you on the trip.					
21	Ethiopian souvenirs are ease of packaging and taking back home.					
22	Ethiopian souvenirs product price is reasonable					
23	Ethiopian souvenirs that I purchase fit to price and quality.					
24	Ethiopian souvenirs have various color, size, and design.					
25	Ethiopian souvenirs have attractive design.					

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➤ Questionnaire for Souvenir Sellers

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Dear Participants

This survey questionnaire is prepared to conduct study on **“The Role Souvenir as Broker in Promoting Ethiopian Tourism Destination in Addis Ababa City”**. The main purpose of this questioner is to gather firsthand information about souvenir sellers’ perception on the role of souvenir as cultural broker in promoting Ethiopian tourism destination in the city of Addis Ababa.

As you are a key stakeholder in Ethiopia’s tourism industry, you will have valuable insights that can assist the researcher to achieve the study objectives. In this regard, I kindly request you to fill up all the questionnaires honestly and return it to the researcher. The researcher would like to assure you that the data collected would only to be used for the purpose of the research. Just provide me your genuine answers by putting a tick mark “√” when appropriate for your choice.

Lastly, I would like to thank you for your kind cooperation in advance.

The Researcher, Maraki Yeneshet

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Part I. General Information of the Respondent



Part II. Question related to souvenir seller perception.

The questions in this section focus on souvenir seller perception about Ethiopian souvenir.

How would you rate souvenir seller perception towards the role of souvenir products in promoting Ethiopian tourism destination. Please rate each of the statement in the table below and mark tick (√) under your best choice using the following rating scale.

Scale: **1= Strongly Disagreed**      **2= Disagree**      **3= Neither Agree nor Disagree**

**4= Agree**

**5= Strongly Agree**

Souvenir seller perception on cultural role of souvenir

No	Items	Scale				
		1	2	3	4	5
1	International tourists often prefer to purchase pictorial souvenirs (poster, postcard, Traditional and religious painting)					
2	International tourists often prefer to purchase Icons or model of destination or attraction (wooden carving, stone carving)					
3	International tourists often prefer to purchase products with brand of destination (key holder, T-shirt with logo, Fridge magnet)					
4	International tourists often prefer to purchase local products (Handwoven scarfs, Traditional clothing, jewelry, Pottery, Basketry)					
5	International tourists often prefer to purchase publication (Book about area, history, and attraction)					
6	International tourists often prefer to purchase souvenirs that remind them the place they have visited in Ethiopia.					
7	International tourists often prefer to purchase souvenirs that shows Ethiopian destination they have not visited before.					
8	International tourists often prefer to purchase souvenirs that give					

	cultural information.					
9	International tourists often prefer to purchase souvenirs that gives historical information.					

Part- III. Questions related with Ethiopian souvenirs as cultural broker.

The questions in this section focus on representing, mediating, and responding characteristic of Ethiopian souvenirs in promoting Ethiopian tourist destination from souvenir seller side.

Please rate each of the statement in the table below and mark tick (√) under your best choice using the following rating scale.

Scale: **1= Strongly Disagreed**      **2= Disagree**      **3= Neither Agree nor Disagree**  
**4= Agree**                                      **5= Strongly Agree**

### Souvenir as cultural broker

NO	Items	Scale				
		1	2	3	4	5
1	Ethiopian souvenirs portray regional culture					
2	Ethiopian souvenirs represent famous icon (Lalibela, Axum, Gondar Castle)					
3	Ethiopian souvenirs represent the country's social image.					
4	Ethiopian souvenirs reflect the work and art of local people					
5	Ethiopian souvenirs are made with local materials					
6	Ethiopian souvenirs have trademark to identify the product is made in Ethiopia.					
7	Ethiopian souvenirs have picture & remind of historical place.					
8	Ethiopian souvenirs have cultural linkage.					
9	Ethiopian souvenirs are unique					
10	Ethiopian souvenirs are authentic cultural representation					
11	Ethiopian souvenirs have identification related to the place.					
12	Ethiopian souvenirs have Labeling that interpret the culture well.					
13	Ethiopian souvenir sellers provide knowledgeable information about the souvenirs.					
14	Ethiopian souvenirs are easy to handle or carry on the trip.					
15	Ethiopian souvenirs are ease of packaging and taking back home by international tourists					
16	Ethiopian souvenirs price fit with quality.					
17	Ethiopian souvenirs have various color,					
18	Ethiopian souvenirs have various size					
19	Ethiopian souvenirs have various design					
20	Ethiopian souvenirs have attractive design.					

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- Semi structured Interview for  
(Tourism Ethiopia Marketing & Promotion Department)  
(Cultural Value & Handicraft Products Development Directorate)
  
- Semi Structured Interview for Souvenir products producers in  
Addis Ababa city (Ethiopian Tourist Trading Enterprise)

The purpose of this interview is to enable the researcher to collect data about “The Role of Souvenir as Cultural Broker in Promoting Ethiopian Tourism Destination; The Case of Addis Ababa”. You are requested to respond to the questions carefully and depending on your knowledge, experience, and skills. I would like to ensure you that the information provided will be used for academic purpose only. Thank you in advance. I appreciate for your participation in this study.

**Interview guide for souvenir producers in Addis Ababa**

1. what type of cultural souvenir products do you produce?
2. What kind of production process do you use to produce culture representing souvenir products? (Raw material, manpower, production place)?
3. What kind of socio-economic benefit you gained from cultural souvenirs that promote Ethiopian tourist destination?
4. Does the cultural souvenir you produce promote Ethiopian tourism destination to international tourist? If yes, how?
5. Do you think your cultural souvenir are self-explanatory to promote Ethiopia tourism destination for international tourist?
6. Do you think your product has aesthetic and modern-looking to be purchased by international tourist?

7. What are the major challenges in your production process? What kind of solution you propose to solve?

## GOVERNMENT OFFICIALS

### **Interview guide for Marketing and Promotion Department of Ministry of Tourism**

1. What is your role/support in marketing and promoting cultural representing souvenir products to promote Ethiopian tourism destination?
2. How do you describe the souvenirs in Addis Ababa market that represent culture and history of Ethiopian tourism destinations?
3. What needs to be done by souvenir producers and souvenir sellers to market and promote souvenir product of Addis Ababa that represent tourism destination/attraction/culture of Ethiopia?
4. Is there any activity conducted by your organization (department) related to the demand of international tourist in marketing and promoting souvenir products in Addis Ababa?
5. How do you explain your offices responsibility to keep souvenir intermediary role between souvenir supplier and international tourists in promoting Ethiopian tourism destination?
6. In your opinion what is the socio-economic contribution of the cultural souvenir in marketing and promoting Ethiopian tourism destination for international tourist?
7. What are the major challenges in promoting and marketing cultural souvenirs to promote Ethiopian tourism destination?

**Interview guide for cultural Value & Handicraft Product Development Directorate  
of Culture and Sport Minster**

1. What is your department role on souvenir product development in promoting Ethiopian tourism destination?
2. Do you think that Ethiopian culture representing souvenirs have the potential to attract international tourists? If your answer is yes, how?
3. Is there any training provided for the souvenir producers to produce souvenirs that represent the destination culture, history, and attraction?
4. How do you explain your offices responsibility to keep souvenir intermediary role between souvenir supplier and international tourists in promoting Ethiopian tourism destination?
5. How do you understand international tourists' demand for Ethiopian souvenir products? (Package, price, quality)
6. Does cultural souvenir in relation to tourism business contribute for improvement of community livelihood? If so, how can you describe it?
7. What are the major challenges of cultural souvenir development in promoting Ethiopian tourism destination? What solution do you recommend solving these problems?

### Observation Checklist

Check list for assessing the potential of souvenir to promote Ethiopian tourism destination.

No	Items	Yes	No
1	Souvenirs gives cultural information of the place.		
2	Souvenirs gives historical information of the place.		
3	Tourists purchase pictorial souvenirs (poster, postcard, Traditional and religious painting)		
4	Tourists purchase Icons or model of destination or attraction (wooden models)		
5	Tourists Purchase products with brand of destination (key holder, T-shirt with logo, Fridge magnet)		
6	Tourists buy local products (Handwoven scarfs, Traditional clothing, jewelry)		
7	Tourists buy publication (Book about area, history, and attraction)		
8	Portray regional culture.		
9	Represent the social environment		
10	Represent of famous icon.		
11	Ethiopian souvenirs reflect Place		
12	Produced by local people in Ethiopia		
13	Made with local materials.		
14	Made in the state of Ethiopia.		
15	Symbolize culture of different ethnic groups.		
16	Remind of historical place		

17	There are unique souvenirs.		
18	Advocate authentic culture		
19	Identify production place		
20	Properly labeled.		
21	Knowledgeable salespeople provide information about souvenirs		
22	Souvenirs reflect the real image of Ethiopia.		
23	Easy package to taking back home		
24	Souvenir price and quality fit		
25	Appealing Design		
26	Various size		
27	Various color		

**Appendix □: List of participant responding to the interview**

Code	Institute	Role
C01	Ethiopian Tourist Trending Enterprise	Handicraft and Artistic production Department Senior Expert
C02	Ethiopian Tourist Trading Enterprise	Handicraft Production and Marketing Department Director
C03	Culture and Sport Minster	Cultural Value and Handicraft Product Development Team Leader
C04	Culture and Sport Minster	Cultural Value and Handicraft Product Development Expert
C05	Addis Ababa Kirkos Sub-city	Cultural Value and Handicraft Product Development Team Leader
C06	Ministry of Tourism	International Tourism Promotion Desk Head
C06	Ministry of Tourism	Digital Marketing Expert