

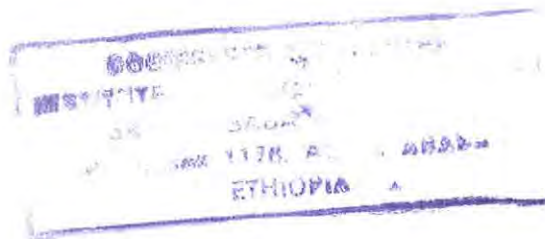
**Addis Ababa University
College of Development Studies of Environment,
Tourism and Development**

**CONTRIBUTION OF ETHIOPIAN AIRLINES FOR THE GROWTH
AND DEVELOPMENT OF ETHIOPIAN TOURISM**

By Emnet Hailegabriel

**A thesis submitted to the school of Graduate Studies of Addis Ababa
University in partial fulfillment of the requirement for the Degree of
Master of Art in Tourism and Development**

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**ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
INSTITUTE OF DEVELOPMENT STUDIES
(IDS)**

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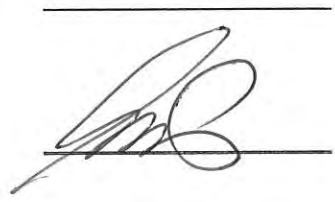
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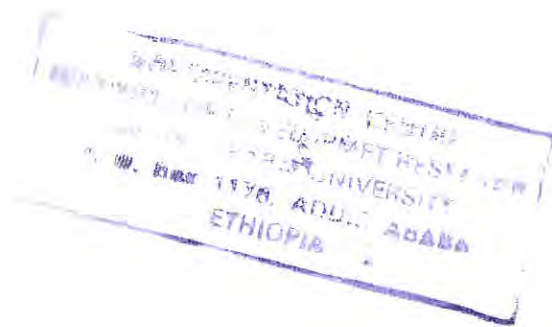
Acknowledgment

Thanks to Almighty God for His richness in mercy, because of His great love with which He loved us, even when we were dead in trespasses, made us alive together with Christ and raised us up together, and made us sit together in the heavenly places in Christ Jesus.

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ABBRIVATION

BIA	Bole International Airport
EAL	Ethiopian Airline
ET	Ethiopian Airline
<i>Ethiopian</i>	Ethiopian Airline
IATA	International air transport association
ICAO	International Civil Aviation Authority
MOCT	Ministry of Culture and Tourism
WTTC	World travel and tourism Council

Abstract

As transport is synonymous with travel and tourism, to be able to participate in tourism, people must travel; to travel, people must generally have access to some form of transport. Therefore, the evolution of various modes of transport has been integral to the growth of tourism in general, while the development of air transport is a pre requisite for mass market travel. This need has been met in the international context by developments within the airline sector (Ann Rowe, 2002). The main objective of this research is to understand Ethiopian airline contribution of tourism sector that is, the pattern and trends of Ethiopian in transporting tourists domestically and internationally, to assess the level of tourist satisfaction who were served by ET and, the opportunity and challenge the airline faces while providing its service. In order to carry out the study, both primary and secondary data was considered, the primary data collected through interview to department specifically Passenger Market Development of EAL and key informants of Marketing department of MOCT, a researcher completion questionnaire to accidental tourists was also conducted to have information on their demand and to estimate the level of their satisfaction with the service and facilities in using Ethiopian. Results indicate that for international flights, most tourists took Ethiopian airlines and few with other flights give different reasons for that price sensitivity of tourists was the dominant reason, awareness on the good will of ET and their membership for sheba miles were also account for their preference. Results also show there is a dissatisfaction of time schedule flights and some repeated intolerable delays. The researcher has studied Et's contribution and it concludes though the performance of Et is ahead of almost all other sectors in the country, it has not yet exploit its potentials well in regard to tourism related activities. And again its current contribution has to be understood, it has build tourist supply capacities stimulating entrepreneurship and attracting investment by giving better services. Building tourism supply capacities, stimulating entrepreneurship, and attracting investment is its priority. In order to achieve these, there should be effective sectoral policies and trade policies must be carefully formulated.

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the study

Tourism is one of the biggest and fastest growing industries in the world. According to the world tourism organization (UNWTO), in 2008, international arrivals reached 924 million. By the year 2010 international arrivals worldwide are expected to reach 1 billion. If domestic tourists are added to the above figure, total tourist arrivals can well be over 3 billion. UNWTO'S Tourism 2020 vision forecasts that international arrivals are estimated to reach nearly 1.6 billion by the year 2020. according to the world travel & tourism council (WTTC), tourism and related activities are estimated to generate some 9.6% of the world's gross Domestic product (GDP), while the tourism sector is the largest employer, accounting for some 225 million jobs or 10.7% of the global labour force (WTTC,2008). The benefits of tourism, mainly economic, have been enormous, especially for developing and poor countries that have limited sources of foreign currency. Nevertheless, with the non considerate development of the tourism industry at lot to negative impacts has arisen, causing environmental and cultural deterioration and concrete sustainable measures and policies to counteract and reverse the unfavorable situation.

The tourism sector in the modern globalize competitive and fast changing world is exposed to challenges that have to be addressed through a series of measures taken both by the public sector and the individual enterprises. They can't all pervasive economic crisis has spread rapidly all over the world and has adversely affected tourism more specifically it has resulted in a decline of the tourist flows both international and domestic of employment and tourist spending. More specifically, after a brief overview of the historic evolution of travel and tourism from the beginning, in ancient times, till today, global trends in tourism supply and demand are described, tourism grows and concentrating both geographical and seasonal are given the necessary emphasis. The advances in information and communication Technology (ICT), energy and Environmental Technological and innovation trends are examined in detail with cases studies of their application to the tourism industry, Building tourism supply capacities, stimulating entrepreneurship and attracting investment are priorities for most developing countries.

Many have successfully advanced the development of the tourism sector by mainstreaming tourism into national development and economic policymaking through comprehensive national

tourism strategies, this involves creating effective sectoral policies for infrastructure employment, trade investment, education, quality standards, and cultural and pro poor results. In addition, trade policies must be carefully elaborated to facilitate the passage of investors and tourists, globally and regionally, to national tourist market. Nine developing countries are active tourism suppliers in world markets. For them, the sector is a primary source of income-creating jobs and new development pathway tourism accounts for 7 per cent of their goods and services exports and 45 per cent of their commercial services exports, making it developing countries' largest single services export. For LDCs only, both of these figures were higher, at 9 and 65% respectively. For both country groups, tourism exports exhibit high export growth rates-between 2003 and 2008 15 per cent for developing countries and 21 per cent for LDCs. Air transport has contributed to huge expansion in the range of tourist destinations and there by plays a major role in determining the scale and diversity of tourism worldwide. Some scholars say that tourism is about being elsewhere and a major component of any tourist activity must necessarily be an element of transportation (Tamrat, 2007).

As such transportation forms an integral part of tourism and that an efficient system of transport is very much imperative in the sphere of tourism development. It may be noted that the transport requirement of the tourism differ from that of the other sectors in terms of quality, nature of services and cost. A tourist would require quick, comfortable, safe and fairly cheap transport facilities at the time of need. The relative preference of tourists is to the different modes of transport are also influenced by the places of travel availability of the particular mode of transport at the required time. Some of forty percent of international tourist travel by air. Tourism is accounting for higher in the national income for money under developed countries. For Ethiopia tourism accounts for even higher foreign exchange earnings and this earning is increasing from time to time. Tourism from into the country is increasing from time to time and air transport is an important element in the development of mass travel market in tourist infrastructure. Air transport is an important element of tourism infrastructure especially for the long haul tourism, which is almost carried out by airplane. The strong interdependence of both industries can be confirmed. A growth trend in both air transport and international tourism has been evident in the last years. Because the growth of air transport is generally faster than that of international travel, the conclusion that air transport constitutes an additional factor of induced demand in favor of tourism (Vellas, 2000) can be pointed out on the other hand.

In this research, the researcher is limited the study scope only on air transport of Ethiopian , its trends, pattern of flow of tourist who use Ethiopian airline and the opportunity and challenge it/ the airline encounters while rendering its service to tourists.

1.2 Statement of the problem

Ethiopia's travel and tourism market has enormous potential. However, despite its huge potential, the travel and tourism market has yet to develop to a point where it can make a significant contribution to Ethiopia's economic development.

Ethiopian airline is providing a good service but it may not be using it potential fully to enhance tourism in Ethiopia even better. To make further improvement on the service of the airline for tourists domestically and internationally; the pattern and trends, the challenge and the opportunity encountered by the Ethiopian airline has to be understood. This research tries to put some light on the potentials of the airline by examining and assessing its operational details with regard to tourism services.

1.3 Objective of the study

1.3.1 General objective

The overall objective of the study is to assess the contribution of Ethiopian airlines to Ethiopian tourism growth

1.3.2 Specific objective

- To assess the trends of Ethiopian airline in transporting tourists into and out of the country
- To assess the opportunities Ethiopian airline faces in transporting tourist
- To assess the level of satisfaction of tourists in the airline domestically and internationally
- To assess whether EAL is exploiting its potential toward tourism growth

1.3.3 Research questions

- What are the patterns and trends of Ethiopian in transporting tourists internationally and domestically?
- What are the opportunities of the airline in transporting tourists both on internationally and domestically?
- What is the level or extent of tourist satisfaction on the airline domestic and international flights?

1.4 Significant of the study

To understand the patterns and trends of Ethiopian service to tourists internationally and domestically.

To have knowledge on the opportunities and challenges to Ethiopian in providing its service for tourists in international and domestic flights

To have information on the level of tourist satisfaction on Ethiopian airline service while attending domestic and international flights.

1.5 Methodology

Data source were from both primary and secondary data;

1.5.1 for primary data,

Ethiopian airline officials, employees who are working in marketing departments specifically to W/o Yayneabeba who were working as a marketing manager in the head office of Ethiopian Airlines and with her recommendation letter an interview to Mr Solomon Dawit who is a manager in Passenger Market Development was conducted, because he is working in product or service development for passengers or tourists he is believed to have relevant information especially for issues like tourist and other passenger demands and their satisfaction. From MOCT under marketing department To Ato Woldegebriel; he not only provided me information but also some published materials and bulletin regarding the points of statistical inbound tourist movement to Ethiopia and Africa. Accidental tourists who used Ethiopian airlines who were available around the terminal while the researcher were conducting primary data collection. Note

were produced directly from a tape recording. The questionnaires were developed to answer priority stated research questions.

1.5.2 The secondary data

From archives of the Ethiopian, which believed to give information regarding what so far has been done and helps to see or measure the drawbacks and impacts of airline to tourism, different internal and external published books, brochures magazine; as available and mainly internet sources as some quantities of information are collected and stored by government and MOCT, other organizations as routine functions including visitor's numbers, income and expenditure. The secondary data in a compiled form presents data from Ministry of Culture and Tourism, Addis Ababa Region Tourism Bureau, World Tourism Organization, National Bank of Ethiopia and other tourism sector institutions like public hotels and international hotels. The main department for the immigration and Nationality Affairs serves as the source of statistics of overseas arrivals and departures and the main concern has been given to the inbound tourism since there is lower expectation toward outbound tourism activities.

Data Interpretation: - After the necessary data were collected, the responses were analyzed through descriptive technique, from the questionnaire (opinion pool) and from interview; few and simple quantitative questions are presented in bar and pie chart. And to arrive at a certain conclusion, data are edited, coded, classified, interpreted and presented in chapter three. Data from secondary sources that are with more weight are also selected and presented some directly and other with some editing.

1.6 Application of result

As air transport develops further in Ethiopia a greater variety of the country's attractions will become accessible to visitors--foreign tourists, Diaspora visitors, foreign residents and Ethiopians themselves.

The results from this paper can be applied to the activities of Ethiopian airline its participation and support for tourism sector to improve further even well. To acknowledge, motivate the Ethiopian airline's role. From this study the primary benefit is for airline then for the tourist and for the tourism sector of Ethiopia.

Tourist: They represent a good source of income for tour organizations, but they can also be demanding. They would prefer to visit a country with better and fair facility; one aspect is air transport facility.

Air transport organizations: the more a good facility and service one airline provides the more preferred will be by tourists and other passengers. From this paper the airline organization will be benefitted to evaluate its performance, opportunities, drawbacks and challenges to improve even better.

Tourism sector: for Ethiopia and other LDC as the facility they would provide is better, it is obvious that the demand for visiting tourist attracting destinations would increase.

1.7 Organization of the study

The project paper will be organized in four chapters:-

The first chapter includes the introductory part. It shows what this research is all about through describing statement of the problems, objective of the study, significance, delimitation, methodology, background and organization of the study. The second chapter is with the review of various tourism books, published materials and other related literatures from internet about the pattern and trends of Ethiopian to tourists, its opportunity and challenges while providing its service to tourists and other related issues. The third chapter includes the analysis, interpretations, and presents the primary and secondary data. The fourth and the last chapter is all about summary, conclusion and recommendation based on the findings from chapter three.

CHAPTER TWO

2. LITRATURE REVIEW

2.1 Air transport service

An airline provides air transport services for passengers or freight. Airlines lease or own their aircraft with which to supply these services and may form partnerships or alliances with other airlines for mutual benefit. Generally, airline companies are recognized with an air operating certificate or license issued by a governmental aviation body. Airlines vary from those with a single aircraft carrying mail or cargo, through full-service international airlines operating hundreds of aircraft. Airline services can be categorized as being intercontinental, intra-continental, domestic, or international, and may be operated as scheduled services or charters (T.wells, 1994).

2.2 Airline and tourists

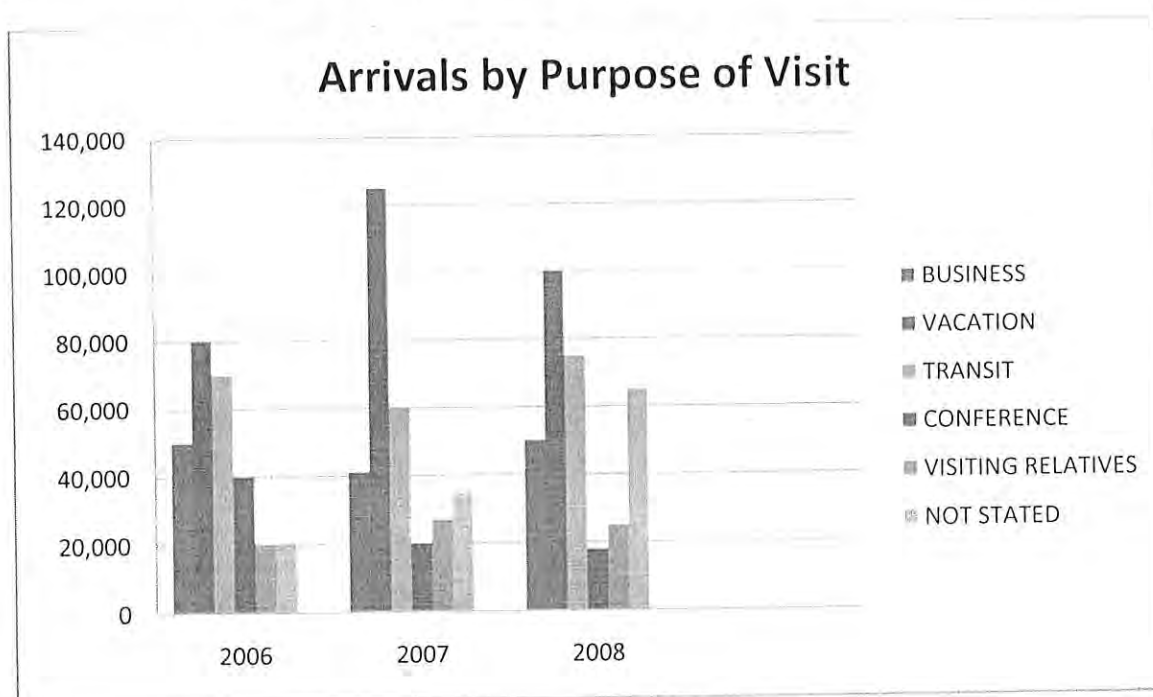
As *T.wells* (1994) stated on his book, the impact of the air age on personal and pleasure travel has been at least as great as it has been on business travel. Airline fares remain a bargain compared to price increases of other products and services over the past forty years. The combination of speed and economy has altered people's ideas of personal travel. In 1940, it was the very few wealthy individuals who travelled to places. Today, thousands of college students fly to Europe during the summer. Entire regions have developed into strong tourist –oriented centers because air transportation has made them accessible to vacationers for many areas.

Recently, a new advancement in this sector is the new policy of issuance of on arrival visa to tourists coming from different tourist generating regions. This courage tourists coming to the country by reducing border crossing formalities and contributes for the generation of foreign exchange earning to the country (Yared, 2007).

International Tourist Arrivals to Ethiopia

The information collected on tourism sector activities regarding inbound tourism is crucial in analyzing the characteristics of both the visitors and the trip and studying their motivations and behavior. These elements are at the basis of suitable marketing strategies and management plans;

statistics on inbound visitors are normally used to develop market segmentation to design promotional strategies (Tourism Statistics, 2010).



Source Tourism Statistics, 2010

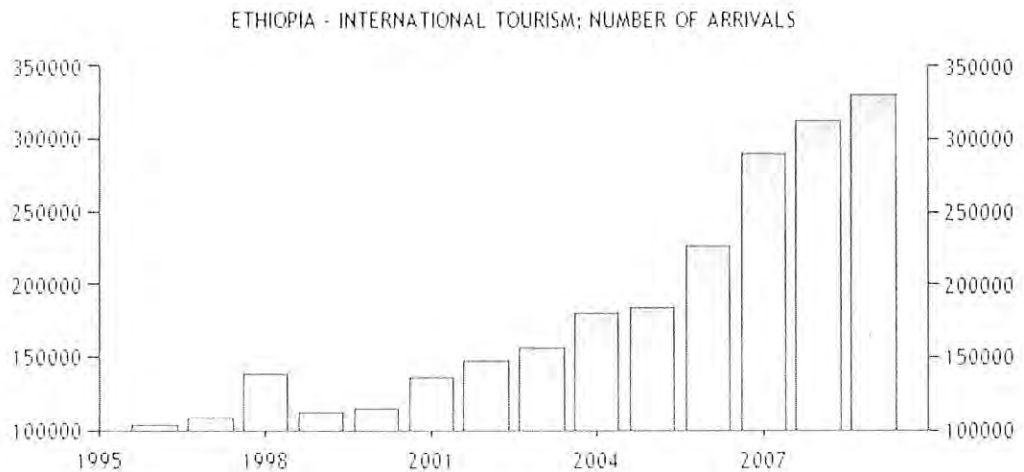
In 2006 overall 330,026 international tourist arrivals came to the country through Bole International Airport and other entry ports. During the year about 290,458 tourist arrivals came through Bole International Airport Addis Ababa while the rest enter through other ports. When we see BIA tourist arrivals by their continent of residence about 31%, 26.3%, 21.1%, 10.5%, 9.7%, and 1.4% came from Africa, Europe, America, Middle East, Asia and Oceania respectively. On the other hand the major two tourist generating countries for Ethiopia for the year 2006 were USA about 15%, UK about 5.5%. The highest numbers of tourist arrivals have been observed during the months of January, June and July (Tourism statistics bulletin, 2010)

2.3 Pattern and trends of Ethiopian Airlines in transporting tourist

Tourist flow trends and patterns in Ethiopia

The International tourism; number of arrivals in Ethiopia was reported in 2008, according to the World Bank. International inbound tourists (overnight visitors) are the number of tourists who travel to a country other than that in which they have their usual residence, but outside their usual environment, for a period not exceeding 12 months and whose main purpose in visiting is other

than an activity remunerated from within the country visited. When data on number of tourists are not available, the number of visitors, which includes tourists, same-day visitors, cruise passengers, and crew members, is shown instead. Sources and collection methods for arrivals differ across countries. In some cases data are from border statistics (police, immigration, and the like) and supplemented by border surveys. As seasonality affects Ethiopian tourism so is the pattern of the inflow of the tourists to the country (World Bank, 2008).



2.3.1 Trends of Tourist arrivals and Ethiopian Airlines Performance

Ethiopian airline is the pioneering African airlines Ethiopian airlines flies to 55 destinations worldwide. Ethiopian airlines internationally trustfully “any international carrier can’t be an island, operating such an industry of course to vote well varying degree, the impact and other development in the industry is going to impact the airline in the African markets in particularly in the intra Africa air port services we have not felt that so strongly but we feel that unless we do the right things very soon we will be increasingly feeling the pressure from or the effect as a result of the airlines or mega carriers more and more focusing on Africa so in order to prepare for this we are also in the process of discussing with the north America and middle east to form some necessary partnership” (Mr Bisrat Nigatu, Feb 1999).

Ethiopian airlines essential element for the development of Ethiopian tourism domestically and internationally and also the environment, politics, and culture of current situation of Ethiopian is attract and develop number of tourist in Ethiopia.

As the chief Executive of Ethiopia airlines says “I would like to bring their affection to a new in dependable and pioneering service that we started recently from the U.S to Africa, this is different and unique in the sense that it is the fastest way of reaching Africa. Because it does not require a layover in Europe, you don’t have to spend many times in hotels and with the risk of losing your luggage. You board our planes either in New York or Washington and you will be in Addis Ababa 16 or 17 hours later and you could connect anywhere in Africa. And we are ready to providing them, dependable service, they can rely on us they should give us a try and we look for word to bring then in our flights”

Trends of the main requirements for implementing sustainable tourism development include improving: awareness of how environmental deluge can radial the attractiveness of defiantness, Knowledge of principles and methods of an environmental management, including energy and water conservation strategies.

- A. Access of tourism firms to market in formation and financial recourse.
- B. Coordination between government entities and the private sector, and
- C. Improved infrastructure in isolated tourism sites.

Developing countries are active tourism suppliers in world markets. For them, the sector is a primary source of income creating jobs and new development pathways. Pathways Tourism accounts for 7% of their goods and service exports, making it developing countries largest single serves export, for LDC. Only both of these figures were higher, at 9 and 65 percent respectively, for both country groups tourism exports exhibit high export growth rates between 2003 and 2008 is for developing countries and 21 per ant for LOC.

Ethiopia is truly a tourist paradise beautiful, paradise beautiful, secretive mysterious and extraordinary. It is a country of great antiquity, with a culture and traditions dating back more than 3000 years. The traveler in Ethiopian makes a journey through time transported by beautiful moments and the ruins of edifies built long centuries ago.

As part of Ethiopian airlines pioneering effort to connect Africa with the rest of the world, Ethiopian airlines were the fires carver to fly to china nearly four decades ago creating the only links years thereafter, what started as a on in a fortnight flight then, has today reached a level that no one ever anticipated. In doing so we have been able to address customer concerns and take customer comfort and convinces to a higher level. As part of this continuous effort Ethiopian airlines have developed an exciting schedule for the coming summer.

To mention just a few, Ethiopia airport will start opening to Hangzhou in china and to Milan, Italy fashion capital fire times a week. Hangzhou, aside from being a major tourist attraction, is a key economic and technological development zone very close to shanghai, which is only 38 minutes away on a high speed train and other major industrial and business centers of china. The flight to Hangzhou will no doubt address the long standing quest for connection by most of African and Chinese customers. Ethiopian airlines existing service to Beijing 777-200 LR (long range) this compliments airlines daily non-stop flights from most African cities and Ethiopian airlines will now be able to connect customer to Beijing with only one stop and the shortest possible connecting time at Addis Ababa there by reducing customer total travel time significantly. EAL ensure customer comfort on its Boeing 777-200 LR aircraft, the first of its kind in Africa, fitted with state-of-the-art entertainment system with individual seat back screens to help customer view or listen to customer choice of video.

Benefits of Ethiopian airlines commercial cooperation

Ethiopian gets access to more east African Europe and north America, Lufthansa get access to more east African destinations, Secure additional traffic successfully linking the members network and each partner feeding traffic to the other, Increase in efficiency, improving their use of capacity and reducing expenses, Increase marketability and quality of their services offering more convenient flight schedules, Overcome regulatory constraints which would hinder the airline from entering and expanding in to the forging markets and enhance their ability to exercise market power and reduce the level of competition

Ethiopian plans to substantially increase its network world wide which will be supported by a technologically and environmentally advanced fleet. This move will enable Ethiopian to provide competitive and enhanced products and services to tourists and other its customers. Ethiopian Airlines 777. 200LRS are the longest range commercial aircraft in the world, currently operating nonstop from Washington to Addis Ababa.

Aware of the benefits, Ethiopian Airlines has implemented code share with other European carriers, such as Brussels Airlines middle East operators, such as Gulf air, Saudi Arabian Airlines and Kuwait Airways, and African operators such as south African Airlines in line with its growth strategy to join one of the Alliances in the near future, codeshare agreements with Asian operators are in the pipeline. Coming soon Ethiopian Airlines is Boeing 787-8 Dream liner. A super efficiently airplane with new passenger and pleasing features. It will bring the

economics of large jet transports to the middle of the market using 20 percent less fuel than any other air plane of its size. From the moment you step aboard Ethiopian airlines new 77-2002 LR you will experience a new standard in passenger comfort. The award winning cabin features large, easily accessible stowage bins, wider seats and a spacious architecture. In fact, the 777 was recently voted the most comfortable airplane in the world to fly on by frequent travelers for the third year in a row.

With a range of up to 7,395 km. the 777-200 LR will carry more than 300 passengers in style. The efficient design of the aircraft will offer Ethiopian Airlines real things in fuel costs, while also protecting the environment with lower noise and cleaner emissions. Blend the wonderful ambience of the 777-200 LR with the warly and inviting on board service of Ethiopian Airlines and you get a winning combination. Several years ago airlines mapped out a growth strategy for the Airline which became known as Ethiopian Airlines 2004 E.C. or 2012 vision. This was a blueprint for concerted action in a number of ways and the Ethiopian Airlines pleased to report that we are well on our way to meeting the objectives

Over the past five years, the Airlines passenger traffic has grow at a rate of 18% in the 2009 / 2010 fiscal year alone, the total profit new 2.53 million passengers Ethiopian Airlines have added new routes and increased the frequencies on existing ones. The expansion has involved the opening of at least two stations in every schedule season with a special emphasis on Africa. The opening if jub, Zanzi bar, Abuja, Ougadougou, Lubumbasli, Bahraih, Sanaa and Kueait is the result of this strategy.

Ethiopia Airlines have increased Capacity and as a result our east and southern Africa destinations are now served with a daily frequency in west Africa we have both increased the frequency and provided higher capacity aircraft. The same applies to Middle East and Asian destinations for example we have three flights per day to Dubai and Ethiopian Airlines fly times a week to china. Ethiopian has entered into code share partner ships with Lufthansa, Saudi, Arabian Airlines, Kuwait Airlines and British midland in preparation for star Alliance. There has been continual expansion of cargo services which included the addition of new cargo air craft, Ethiopian cargo provides services for customers in Europe, the middle East, Gulf and Asia to various destinations in Africa cargo uplift and review has shown a remarkable growth over the past six years, with the current years tonnage expected to be more than double that of 2003/2004.

With a vision to be award Africa cargo airline Ethiopian Airlines are working to from Addis Ababa into a major cargo hub. To achieve this objectives a new state of the cargo terminal was commissioned in 2006. One of the yard sticks for success of Airlines is its profitability and I am proud to report that, despite the difficult operating conditions world, Ethiopian increased its profit from & 15 million in 2006/07 to & 56 million in 2007/08 None of the above could have been achieved without the continues support of our valued customers. Our 2013 vision means much more than just meeting financial targets, it has enabled us to raise Ethiopia Airlines customer service to new levels, and we shall thrive to reach even greater heights in the future.

2.4 The Opportunity and challenge the airline encounter in transporting tourists domestically and internationally

As the airline is operating its service on highly changing world technologically, to satisfy the demand and needs of its customers in our case the tourist it should go through marketing research with considering it s operational costs. There will be continuous improvements and changes on its managerial and technical aspect internally and to cope up with external environmental changes outside the organizational environment, it should continually assess and deregulate and regulate organizational policies (www.goldenopportunityforAfrica.com).

As mentioned on the back ground of this proposal, a tourist would require quick, comfortable, safe and fairly cheap transport facilities at the time of need. So, how serious the airlines are in fitting in their travel-solution into the overall framework of tourism development by providing safe, quick, and efficient means of air transport is one challenge. The other is though Ethiopian airline performance is good it faces competition environment. Ethiopian dominates travel in North Africa and faces with relatively little competition from Kenya airways and South Africa airline. So, providing high quality service with lower price is another challenge (www.goldenopportunityforAfrica.com). Tourism has emerged as a driver not only for economic progress but also for social development. The tourism sector has deep roots in national economic and employment benefits in related serves, manufacturing and agricultural sectors, there by promoting economic diversification and strengthening developing country economies. Tourism contributes substantially to reducing poverty and empowering women. Youth and high rant workers with new employment opportunities. It also helps revive urban areas open up and develop remote rural areas, and promote the conservation of countries environmental

endowments and cultural heritages. However, developing countries encounter significant economic, social and environmental challenges in maximizing the linkages and reduce excessive revenue leakage from their national economies.

2.5 Level of Tourists satisfaction by Ethiopian Airline

The overall satisfaction is seen as the result or the sum of the relative importance and the level of satisfaction experienced of all the single attributes (Ajzen and Fishbein, 1980). A tourist's satisfaction with a trip can thus be the result of many aspects, such as the evaluations of the single elements/products tied to the journey, as well as the customer's expectations before and during the trip. Based on equity theory, Oliver and Swan (1989) argue that consumer satisfaction can be seen as a relationship between the costs of what the consumer spends and the anticipated rewards (benefits). As such, the Oliver and Swan study points to that if tourists receive benefits or value based on their time, effort and money for travel to the destination and activities performed there, they are worthwhile.

As *John Swarbrooke and Susan Horner* (2001), a recent survey conducted by *Conference and Incentive Travel* showed that airlines have tried to improve services to satisfy the tourists demand, particularly for conference organizers. For example, 32 per cent of airlines allow name changes for group travel passengers within three days of travel, and some 60 per cent of airlines questioned now have a department dedicated to conference and incentive travel. Therefore, Air transport is an important element of tourism infrastructure especially for the long haul tourism, which is almost carried out by airplane. Ethiopian airline provides services which it believes to satisfy the needs of tourists and other passengers. In-flight services: in-flight entertainment, Cloud Nine service. Policies: animal carriage policy, contact of carriage. Special needs: travelling with pets, travelling while pregnant and others. Ethiopian airlines is the pioneering African airline and flies to 55 destination worldwide. Ethiopian airlines is award winning airline and has high standards of quality, safety and customer satisfaction ([www. Ethiopian company profile.com](http://www.Ethiopiancompanyprofile.com)). High level of tourist satisfaction by the Ethiopian air lines because of the safety of our air plane and also the stability of the country in politically, Economically socially or culturally. Ethiopia airline increase the level of tourist and other passengers satisfaction (facility) by using Boeing 777 airplanes and giving some materials Example Bags, socks and providing duty free materials also by competing with in the world air lines. Ethiopian airline increase the

level of tourist satisfaction by its different and unique in the sense that the fastest way of reaching Africa (yared Aschale, 2007).

Ethiopian airline give satisfaction for tourists using new technology of airplanes and using its role of air transportation. Ethiopian airlines capture it's tourist satisfaction by giving full information for tourists and have more educated employees that worked in Ethiopian airline all employees have know how of English language and some of the world language.

Generally the standard of quality safety and customer satisfaction of Ethiopian airlines is outstanding

2.6 Tourism Policies and Their Importance for Industry development and National Economy

After reviewing salient trends in the global tourism industry, this note identifies major challenges and outlines policy approaches to meet them:

- **Tourism and development in developing countries**

A vibrant national tourism sector can serve to diversify the economy and generate social and environmental benefits of tourism are not automatic. Ineffectively managed, tourism can also result in social and environmental costs. Developing country governments must actively manage tourism through policies and actions aimed at maximizing the beneficial development impacts of tourism.

- **Tourism as a generator of employment**

Growth in the sector has made tourism a major generator of employment. As a highly labor intensive activity, tourism and tourism support activities create a high proportion of employment and career opportunities for poor, female and younger workers. The world travel and tourism council reports that industry currently provides over 220 million jobs and a bout 10 percent of GDP women make up p70 % of the labor force in the tourism sector. And half of all tourism workers are 25 or under. With an economic recovery, job growth in the sector is expected to resume with the creation of nearly 60 million new jobs. By 2020 the international labor organization (ILO) has estimated that unemployment induced by the financial crisis comprise and between 11 and 17 million workers in developing countries. The tourism sector can be an important source of employment for many of these unemployed workers.

Many workers in the global tourism industry are migrant workers. For many developing countries, tourism services provided by their nationals working abroad result in significant remittance inflows. Countries losing migrant workers also benefit from tourism and travel services exports generated by the expenditures of migrant workers in their economies reducing restrictions on temporary movement multilateral, regional and bilateral trade agreements could open win-win opportunities for both sending and receiving countries. Despite the sectors realized and potential employment gains, concerns have been raised over poor employment conditions in some countries for workers in the tourism sector. A number of countries work with ILO to sensitize tourism employers and workers to the importance of encouraging decent work in the tourism sector, addressing decent work deficits, promoting the sector as a viable avenue for employment and enterprise creation, and attracting and retaining workers. A key international initiative towards improving employment conditions in the sector is the UNWTO Global Code of Ethics for Tourism.

- **Fusing tourism in to the national economy**

Tourism linkages to other economic sectors are diverse and deep. The sector requires support. To example, to build and operate hotels, restaurants and other tourism related facilities through backwards linkages with basic infrastructure services such as energy telecommunicating and construction services agricultural, manufacturing and construction service. It also has a wide range of forward linkages with sectors supplying services consumed by tourists such as financial telecommunications, retail recreational cultural, personal, hospitality security and health services strong linkages catalyze a multiplier effect that generates broad-based economic benefits at the local level without strong tourism linkages such benefits do not materialize. During UNCTAD'S 2007 high level meeting on Trade and development Implications of International tourism for developing countries. Participants highlighted developing countries efforts to strengthen linkages. At the meeting, many countries including Ethiopia, Kenya, Madagascar, Mauritania and Swaziland referred to national efforts to strengthen linkages by promoting ecotourism and community tourism. The organization for Economic cooperation and Development (OECD) presented a study measuring tourism linkage in three developing countries (Brazil, India and Indonesia) it found that linkages were particularly strong for the tourism sector relative to linkage strength for most other sectors, confirming it as a sector capable of stimulating broad-based economic activity however the linkages make it difficult to attract private investment be

fore all relevant linkages can be developed It is thus seldom possible to rapidly develop a fully functional national tourism nor work, or even a single tourism site in many lower in many lower in come developing countries where sources of finance are scarce. Building linkages requires ensuring effective national stratifies comprising policy, regulatory and institutional framework is in place with sufficient comprising policy, development of supply capacity in national markets. Countries with strong linkages have developed tourism-supporting infrastructure (airports, ports, roads, hospitals and banks,) provide access to good quality basic services (financial, telecommunications, water, energy, sanitation and health services) and offer a tourism product at competitive prices.

- **Capturing a greater share of tourists expenditures**

High levels of leakage can seriously undermine the positive development impacts of tourism. Leakage is the process whereby part of the foreign exchange earnings generated by tourism rather than reaching or remaining in tourist receiving countries. Is either retained by tourist generating countries or other retained by tourist generating countries or other foreign firms the average leakages for most developing countries is between 40 and 50 % of gross tourism earnings and b/n 10 and 20% for developed and more diversified developing countries.

Economic leakage occurs when domestic firms in the destination country are unable to supply goods and services of adequate quality or in sufficient their import from abroad economic leakage can also occur when multinational tourism firms source inputs globally rather than in local markets. The net result is that substantial opportunities for income and employment multipliers in the tourism sector are lost. Structural leakage occurs due to the very structure of the tourism sector itself. International tourists necessity have their origin in foreign countries where they purchase their basic tourism product prior travel purchases are generally made through inter medians travel agents and tour operators operating in tourists countries of origin that often capture a substantial share of the their clients tourism expenditures, Even when strong linkages reduces economic leakages, structural leakage may still be significant because a large share of international tourism expenditures never reach the national economy, but are rather retained by foreign airlines, tour operators, travel agencies and hotel chains. Structural leakages results from anti competitive practices at an international level in the form of international cartels alliance, abuse of dominant power by monopolistic providers or abuse of buying power in

vertically integrated relationships. It tends to occur in the early parts of the tourism value chain, namely in the distribution of tourism services by international tour operators and the transportation of the tourists to the destination. In many developing countries-particularly LDCs and other countries and hotel chains, Economic diversification, including Some island Developing States (SIDS) – leakage remains a main challenge to be addressed. Some studies point to high levels of tourism in Gambia and the people’s Democratic Republic found large shares of tourists’ expenditures are absorbed by international tour operators, foreign airlines companies and foreign-owned hotels and restaurants, with only 14 and 27 per cent of total tourism expenditures reaching the poor living in destination areas. While the capture of even these small percentages of tourism expenditures has positive pro-poor impacts and is preferable to no tourism at all, emphasis should be placed on reducing leakage so that benefits can be increased. 8 30. Anti-competitive business practices in national markets can significantly reduce the net economic benefits derived from tourism. Economic leakages can be significant when tourism earnings are repatriated abroad, including by foreign firms.

Participation by the poor in Luang Prabang tourism economy, ODI import content in local tourism products is high. In addition, an uncompetitive local private sector may prevent an expansion of the local tourism value-chain and depress the tourism multiplier. To reduce economic leakage, destination countries need to build capacities for local investment and local production. Structural leakage results from anti-competitive practices at an international level in the form of international cartels/alliances, abuse of dominant power by monopolistic providers or abuse of buying power in vertically integrated relationships. It tends to occur in the early parts of the tourism value chain, namely in the distribution of tourism services by international tour operators and the transportation of the tourists to the destination. Such practices are well documented in previous research by UNCTAD and OECD.⁹ Although some degree of leakage is intrinsically associated with international trade transactions, and may be a necessary cost of conducting tourism, tourism, developing countries can take actions to reduce them. Governments and other stakeholders can strengthen the tourism sector’s backward and forward linkages within the national economy to significantly reduce economic leakage levels and ensure a greater proportion of tourism expenditures remain in their domestic economy. They can also reduce structural leakage by designing strategies to boost the bargaining power of smaller or domestically- owned airlines, tour operators and in terms of their negotiations with larger foreign

tour operators and travel agencies. Collaboration between competition authorities of origin and destination countries can also be strengthened, especially in areas where decisions taken by competition authorities of origin and destination countries can also be strengthened, especially in areas where decisions taken by competition authorities of origin countries bear on consumer welfare in the host countries and vice versa (World Bank, 2008).

- **Promoting sustainability to ensure future prospects**

In many developing countries with a sizeable tourism industry, large scale mass tourism poses a growing threat to the preservation of cultural and environmental resource. Growing demand for land for new tourism facilities and its increased use as a repository of wastes generated by the industry are reaching unprecedented levels in some tourism destinations. Tourism's high water and energy requirements may exceed local sustainable locales with fragile ecosystems; tourism negative environmental impacts can be irreversible, stressing the need for the prevention of negative impacts. There are a variety of ways that governments and tourism stake holders can make tourism more sustainable. Long term prospects for sectoral growth depend on building adequate infrastructure and supply chains, and strengthened policies and institutions to ensure that tourism activities are carried out sustainably, meeting economic social and environmental objectives and cultural preservation initiatives become increasingly important as the sector matures. Redesigning the tourism product itself can also minimize the negative impacts of tourism operations and activities on environmental resources. In this context, ecotourism is an attractive approach to sector development based on small scale, community led tourism operations. Ecotourism, commonly perceived to be tourism in natural surroundings is estimated to account for as much as 20% of the international tourism market. With its demonstrated success in recent years, ecotourism has received attention by policymakers. Developing countries are endowed with rich natural resources and attract attention by ecotourism. The variety in products offered and their linkage with other economic sectors can help host countries to strengthen and diversify their economy while promoting rural community development and generating profitable businesses that conserve natural resources.

International organizations and donors assist developing countries to promote ecotourism. For example, UNCTAD assists developing countries to develop and support community-based ecotourism in Ecuador, Peru and Colombia. Some LDCs are active in the ecotourism market. In

East Africa, most of the 1.5 million tourists who visited the region in 2000 were interested in wildlife watching. Uganda alone generated revenues of \$149 million that is mostly linked to safari and gorilla tourism. Gambia is promoting nature-based tourism (birds, butterflies and flora) from May to October during its low season for conventional tourism. In Nepal. Over 100,000 visitors per year visit the Chitwan National park for wildlife watching, while other apt for trekking in various national parks in the Himalayas.

- **Responding to the challenges of climate change**

The viability of some tourism destinations remains negatively affected by climate change occurring at the global level. Climate change is expected to progressively degrade amenities in destinations ranging from low lying small island states to mountain resorts in developing countries and LDC such as Bangladesh, Cambodia, Maldives and Myanmar, tourism activities based in coastal and river delta areas could be significantly affected by sea level rise in Nepal and Bhutan increasing temperatures are already beginning to melt the glaciers negatively affecting mountain tourism, The private sector is responding to climate change through efforts to transform their and transport offer opportunities for firms to reduce the carbon foot print of tourism. A growing number of hotels have adopted energy efficiency program to limit carbon dioxide emissions associated with tourists stays, several airlines offer passengers the option to offset the carbon dioxide emissions of their travel

- **Diversifying the tourism product**

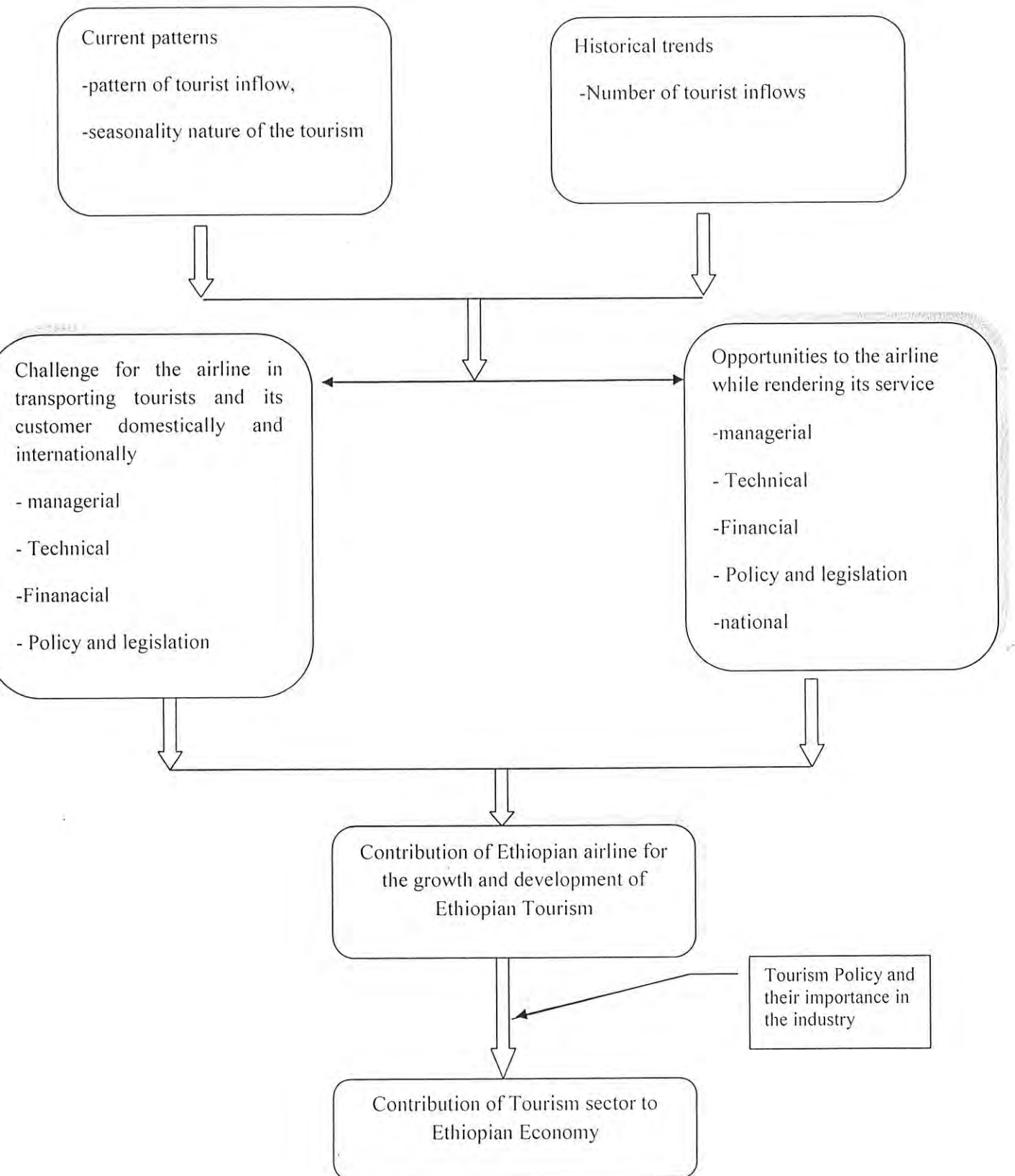
Although each country has unique selling points in its tourism product based on its cultural and natural assets, there is growing recognition of potential demand for complementary tourism products linked to health care, real estate, MICE (meeting incentives, conventions and exhibitions) etc. while each of these new tourism products strengthens linkages in the national economy and increases foreign exchange earnings, health-related tourism products have the advantage of being offered to individual tourists during a short visit. Increasingly, many individuals from developed countries seek medical treatment in developing countries which offer high-quality health care services at costs significantly lower than in their home country. Medical and health-related tourism is flowing in a number of developing countries (notably India, Thailand, Malaysia and Tunisia. In Thailand, for example, 1.4 million visitors sought medical care in 2007, up) from 500,000 in 2001, generating \$1 billion in revenue.

- -Meeting international standards

Growth of the tourism sector has led to increased demand for the development of international standard the international organization for standardization (ISO) established a technical committee in 2005 on tourism and related services to allow members to develop industry standards to date, its work has been limited to the development of standards for specialized activities related to tourism, such as adventure tourism and scuba diving. ISO members remain in disagreement and ISO 14000 for environmental management which many firms in the tourism industry strive to meet. For specific market segments such as ecotourism adventure tourism and community tourism a plethora of voluntary standards and associated certification scheme have emerged during the past decade voluntary standards and associated certification scheme have emerged during the past decade voluntary standards for sustainable tourism most notably green globe 21, certify tourism facilities environmental and social performance International efforts led by the rainforest alliance, an international conservation organization, currently seek to harm certification program and create an international accreditation body.



2.7 conceptual framework



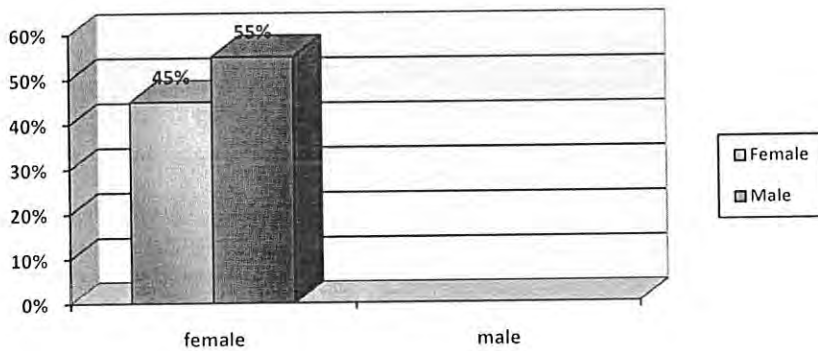
CHAPTER THREE

3. DATA PRESENTATION ANALYSIS AND INTERPRETATION

This chapter deals with analysis, interpretation and presentation of the collected data based on the methodology stated,

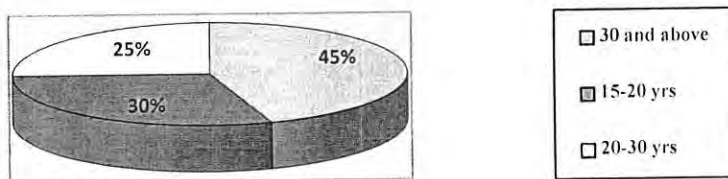
As indicated in the methodology part, the data were collected using questionnaires and interviews.

1. The background of respondent tourist sample characteristics to sex distribution of the respondent



It is prepared on chart graph, 45% of respondents were female and 55% were male, this shows the proportion of male and female tourists in the selected sample.

2. The age distribution



The above pie diagram shows the age distribution of the sample tourist arrivals.

As the diagram show most of tourists are within the range of 30 and above years old which covers about 45% of the respondent tourists. And the age between 20 -30 accounts for 30% of the respondents and the last share 25% falls between the ages of 15-20 years.

The researcher believes that the comments from the sample group are more reliable and representative because almost all age range is included with almost equal proportion or equal chance in the sample group.

3.

Have you ever attend flight on Ethiopian airline internationally?	No	%age
Yes	8	40%
No	12	60%

Most of the respondents took other flights but not attend Ethiopian airline for international flights accounts for 60% of the sample group and those who have taken EAL internationally are around 40%.

Under this question, there is a sub question that allows the respondents to explain their reason.

For those who answered ‘Yes’ there reason presented

- When the idea arose to visit Ethiopia, these tourists went to Ethiopian ticket office at homeland of the tourist and do the booking with EAL. Some say they just book through internet and they are Sheba miles members that motivates them to use Ethiopian frequently.
- Others say because EAL is known with its good will.

Those who answered ‘NO’ reason out

- It is there (the tourists) first time; psychologically are comfortable with former experience of other flights They [EAL] charge expensive for their service in relative to other airlines do.

4.

Have you taken domestic flight within the country (Ethiopia)?	No	%age
Yes	20	100%
No	0	0%

All respondents from the sample group had taken domestic flight within the country to tourist destination sites.

Most tourists came to stay for a short period of time they took air transport to tourist destinations especially long hour flights to Gondar and Bahirdar. It is from these destinations afterward they took road transport to other destinations.

3.1 CURRENT PRACTICES OF THE AIRLINE REGARDING TO TOURISM SERVICES

According to the interview conducted to the manager of EAL in the department of Passenger Market Development, Ato Solomon, ET has international network transporting tourists usually from and to South Africa and Europe. For this it has won many different awards and gained its good will. For the Ethiopian tourism as a stake holder element in platform, it will take national stand in tourist trade fare /TTF/, Exhibition and symposium and others to different countries in abroad. And it also plays its role by transporting tourists; usually inbound tourists. Participate in occasions like tourism trade fare, exhibition, symposiums etc locally. In this kind of program EAL facilitate by providing free cargo and ticket discounts for MOCT personnel. It also invites and gives sponsorship for foreign tour operators to promote Ethiopia to the world. Because for one to advertise and sell, first he/ she should know the tourist attraction resources of the country.

It prepares a program and sponsors Educational Tour for awareness creation and also brings writers to the country to have a report and introduce Ethiopia to the world. But the department is

there mainly for to meet its mission i.e. to be most competitive and leading aviation group in Africa by providing safe, market driven and customer focused passenger and cargo transport and it study potential markets in a continuous process; under this department is tourism related operation are carried out.

3.2 Contribution of Air transport for the growth of tourism sector

Air transport is one of the essential components of tourism. While tourism constitutes one of the most profitable scale lines for transport undertaking and may in future by the only offering scope for growth (Abiy Tamiru, 2003:27)

Air transport has contributed to huge expansion in the range of tourist destinations and thereby plays a major role in determining the scale and diversity of tourism worldwide. Some 40% of international tourists now travel by air, up from 35% in 1990, including business travelers, as well as those on leisure trips or visiting friends and relatives. At the same time, the WTTC estimates that foreign visitors account for just fewer than 25% of overall tourism spending around the world. 6.7 million Direct jobs in tourism are supported by the spending of foreign visitors arriving by air, taking into account both the importance of overseas visitors for tourism spending and the importance of air travel for overseas visitors. This includes jobs in industries such as hotels, restaurants, visitor attractions, local transport, car rental, etc. But it doesn't include air transport industry jobs. Indirect: A further 5.7 million indirect jobs in tourism (industries supplying the tourism industry) are supported by visitors arriving by air. Induced: These direct and indirect tourism jobs in other parts of the economy, through employees spending their earnings on other goods and services total of air transport's spin-off effect: These direct, indirect and induced tourism jobs add up to a total of 15.5 million jobs globally that are supported by the spending of foreign visitors traveling by air, contributing an estimated US\$ 300 billion per year to world GDP²⁶ (Yared Aschale 2007: 43).

Tourism accounts for higher in the national income for money under developed countries. For Ethiopia, tourism accounts for even higher foreign exchange earnings and this earning is increasing from time to time especially after the end of the civil war. Most European tourists are highly interested in visiting Ethiopia. Air and road are the major means of transport being used in Ethiopia. These modes of transport play a great role in moving people and freight within and out

of the country. Of all these modes of transport, the most important used by tourists within and to Ethiopian is air service infrastructure. The Ethiopian airlines, the only air transport service organization in the country, is the most important mode of transport in promoting tourism in Ethiopia (Yared Aschale 2007:44)

3.2.1 PROMOTING ETHIOPIAN TOURISM TO THE WORLD

Activities have been carried out for promoting Ethiopian tourism; in every destination (route) EAL provide its service has its ticket office and at these offices posters and brochures with beautiful and eye catching tourist destination of Ethiopia are available that were designed by Tourism commission of Ethiopia now currently turned to be Ministry of Culture and Tourism MOCT. This contribution of EAL to Ethiopian tourism is starting from Derg Period. And recently revised pictures, CD publication and other advertising materials prepared in Corporate Promotion department of EAL.

3.3 PATTERN AND TRENDS OF ETHIOPIAN AIRLINE IN TRANSPORTING TOURISTS IN DOMESTICALLY AND INTERNATIONALLY

EAL has no tangible statistical record for the patterns and trends of its experience in transporting tourists either internationally or domestically. But MOCT collects tourism statistical data on a range of tourism related activities such as tourist arrivals by working in partnership with key partners such as Immigration office, National Bank of Ethiopia and Central Statistics Agency. From the 9th edition of tourism statistics bulletin,

The tourist arrival statistics are available relate to the number of movements of travelers rather than the number of travelers, measuring the number and characteristics of overseas visitors arriving in Ethiopia. The main Department for the immigration and Nationality Affairs serve as the source of statistics of overseas arrivals and departures and main concern has been given to the inbound tourism since there is lower expectation toward outbound tourism activities. The most popular destinations for tourists traveling to Ethiopians in recent time could not be found because of the unavailability of data, therefore it is presented here the result of 2001 survey

According to that survey result, about 14% tourist arrivals visited the sites outside of Addis Ababa 8% of them visited the northern historic route- Lalibela, Axum, and Gondar and the southern lakes- Langano, Zwai and Abijata, Wendogenet and Awassa.

The rest about 6% of them visited the sites like eastern historic route – Harar and the surrounding, Awash Park, Semen Mountain Park, Bale Mountain Park, Omo Park, Nechsar Park, Mago Park, and Sodere. In the years under review the number of tourist arrivals and the amount of receipts obtained from the sector has increased compared with performances of the previous years. Average rate growth registered for the years 2006 to 2008 for tourist arrivals and receipts were 13.7% and 22.2% respectively.

Tourist Arrivals In 2006

In 2006 overall 330,026 international tourist arrivals came to the country through Bole International Airport and other entry ports. During the year about 290,458 tourist arrivals came through Bole International Airport Addis Ababa while the rest entry through other ports. When we see proportion of Bole International Airport tourist arrivals by their continent of residence about 31%, 26.6%, 21.1%, 10.5%, 9.7% and 1.4% came from Africa, Europe, America, Middle East, Asia and Oceania respectively.

On the other hand the major two tourist generating countries for Ethiopia for the year 2006 were USA about 15% UK about 5.5%. The highest numbers of tourist arrivals have been observed during the months of January, June, and July.

If we observe the number of arrivals via Bole International Air port by the purpose of their visit about 17.1%, 27.6%, 26.4%, 13.8%, 7.6%, and 7.5% came for business, vacation, transit, conference, visiting relatives and not stated respectively. During the year among the 290,458 international arrivals 7.5% didn't fill their purpose of International visit when entering the country.

When we compare tourist arrivals of 2006 through Bole International Airport with the achievement of 2005, 2004 and 2003 it has shown a growth rate of 27.5%, 57.8 and 61.6% respectively.

Tourist Arrivals In 2007

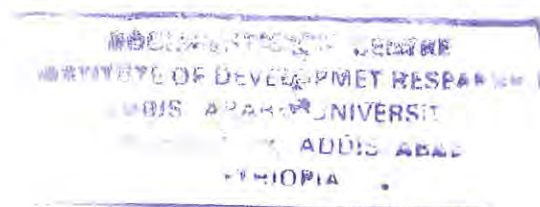
In 2007 a total of 357,841 tourists arrivals came to Ethiopia. Among them, about 311,943 came via Addis Ababa Bole International Airport while the rest which with estimated to be about 45,898 enter through other entry ports of the country namely Dire Dawa by air, Moyale, Galafi and Metema by road.

During this period the proportion of tourist arrivals that came through Bole International Airport were Africa 30.3%, Europe 26.3%, America 21.9%, Middle East 30%, Asia 10.3% and Oceania 1.2%. Therefore Africa, Europe and America were the main tourist generating countries for the year under review. Africa being the first due tourists coming for business and transit while from Europe and America most tourists came dominantly for vacation. When the year's performance is compared with the last two years, the rate for growth for tourist arrivals grew at a slower pace compared with 2005 and 2006 achievement.

Tourist Arrivals in 2008

The number of tourist arrivals in 2008 which is 383,399 has increased by 68.6%, 16.2% and 7.1% compared to 2005, 2006 and 2007 achievement respectively.

For the year as a whole, in spite of the economic crises in the world, Ethiopia has achieved growth in the sector. In 2008 the best performance was registered in the month of July, which is a 9% arrival of the year. The year 2008 witnessed a significant drop of tourists coming for vacation compared with 2007 achievement in which the case the reason could be attributed to the current world economic crisis. On the other hand, as seen on the table below vacation tourists for 2008 decreased by 22.7% which is a significant slowdown compared with 2007 accomplishment.



Year	Vacation	Yearly Increase/ Decrease compared with previous years
2001	41,083	
2002	49,339	20.1
2003	53,315	8.1
2004	56,790	6.5
2005	63,246	11.4
2006	80,184	26.8
2007	128,533	60.3
2008	99,394	-22.7

Although the Americas' is one of the major tourist generating country for Ethiopia, performance of 2008 has declined by 3.4% and 13.3% compared with 2006 and 2007 achievement; this could be attributed to the slowdown in America economy in the year under review.

Tourist arrivals forecast of Ethiopia

Based on the previous year's data, international tourist arrivals to Ethiopia will reach 551,621 by the year 2010 and 931,522 by the year 2020 showing an average annual growth rate of 7.9% over the next 12 years.

It's an opportunity for the airline to operate especially in international flights because mostly tourists move in group the booking and selling its seats would be easier.

3.4 LEVEL OF TOURIST SATISFACTION

Not only for the tourists but also for all passengers, to get feedback for their (EAL) service whether it satisfies their demand or not there is a department that prepares “Comment card” and this card distributed mostly while in-flight and few in ticket offices. The department collect these cards and react accordingly for further improvements in its service. EAL also gives major emphasis to schedule their flights according to their preference because most tourists prefer straight flight to destinations than to transit to any country in between. The other point is in domestic operation, the airline had a successful plan that is to replace or substitute the old “Fokker” aircrafts with the latest technology “Q-400” aircrafts. Q400 aircraft is already the most technologically advanced turboprop airliner for the twenty – first century. And because these new aircraft models are famous in Europe and America, people are familiar and comfortable when they find out EAL is using these aircrafts.

Punctuality

It is one of the key performance indicators in the airline industry and an important service differentiator. It is the percentage of flight departed/ arrived on time with a certain tolerance of 3 or 15 minutes delay. It used to assess the airlines reliability towards passengers. In addition, improved on time performance can help achieve significant cost saving. According to literature from an internet; airlines report delay costs from 0.6 to as much as 2.9% of their operating revenues. Research on performance of major airlines suggests that there is a positive correlation between on time performance and operating profit.

Delay can be caused by several factors: examples include weather, technical failure, and strike. It can also be caused due to lack of capacity. Delays were sorted out as recurrent and non recurrent ones. The principal is that recurrent delays were susceptible to management action and non-recurrent delays were more likely to have been unexpected events. Although a high proportion of delays can be attributed to increased congestion in air space, and the poor performance of ATC (Air Traffic Control) and airport services, it is ultimately the airline that the customer will blame. Such kind of criticism is hard for the airline in the face of competition for valuable high yield customers.

Dispatch Reliability

Dispatch reliability is also another measure of performance to meet the demand of tourists and other passengers. It is the percentage of flights not cancelled or delayed more than 15 minutes due to technical reasons. It is often used for evaluating the performance of the maintenance department reliability. This suggests a minor contribution of the reliability problem coming from the maintenance side.

Seat Load Factor (SLF)

Seat load factor measures the performance of airlines. It is the percentage of sold seat on a flight leg, on a group of flight legs or in the whole network. It is often used as performance indicator of sales unit, located at one end of a leg or a group of flight legs concerned. Therefore, the sales department increasingly focuses on selling.

Catering Costs per Available Seat Kilometer

This also measures airlines performance. It is defined as the network cost per available seat kilometer (sum of kilometers times seats for each leg flown). It is used as based on benchmarking with other airlines. It is used for defining cost reduction targets or for general evaluation of catering efficiency and quality.

Capacity

Capacity is an important factor in airline performance industry analyst measure capacity in available seat miles (ASMs) and utilization of capacity by an indicator labeled load factor equaled the proportion of aircraft seating capacity that was actually sold. Non used capacities are as costly as capacity short falls.

3.5 THE ETHIOPIAN AIRLINE OPERATE USING ITS POTENTIALS FULLY

Regarding to tourism related operations, EAL is working well. As mentioned earlier EAL has substituted the older Fokkers with latest aircrafts. They are trying to expand the network and frequency of their flights for example, daily flight to Arba Minch.

The other point he (Mr. Solomon) mentioned, as a stakeholder to tourism industry one cannot operate alone EAL has a potential to bring a greater number of inbound tourists but because we (Ethiopian) don't have tourist standard hotels around tourist destinations, its difficult for it (EAL) to exploit its potentials fully. The advent of globalization forwards the air transport sector, like other industries, to cater for the needs of a global market. That is, operate across boundaries. For the airline this means offering convenient service to virtually every destination in the world at a price passengers are willing to pay and with costs sufficiently below that price to be able to make a profit. But unlike other industries, air transport is a capital and labor intensive business which is dependent in technology and subject to high operating costs that lie mainly beyond the airlines control, a prime example being the price of fossil oil. The recourse required to build an extensive net work are enormous so that commercial agreements between other partners remain the best available way to deliver a worldwide network quickly, safely and inexpensively and to access new markets. The European Union and its 25 member states have a population of more than 450 million with high per capital income and total gross domestic product of close to that of the United States of America.

The European Union, considered as one block in its totality a deeper wider economic and business base is an important trade partner of the Africa continent. Moment of air traffic, passenger and Cargo from Africa to European Union is expected to continue in increasing. Ethiopian has identified the importance of traffic flow between Europe and east Africa and is enhancing its network with partners in order to participate more in the existing traffic flows as well as to profit from the continuously growing customer demand. From among the European union member states. Generally is one of the most important Ethiopian destinations with growth potential in gross domestic product as well as traffic movements to take advantage of the current and potential growth in leisure and business travelers Ethiopian has operated a Reciprocal free sale codes here Agreement with one the world's top airlines Lufthansa, on the trunk route Addis Ababa Frankfurt since 4 April 2008, the codes here Agreement includes some points beyond the hubs Amsterdam, Stockholm, Geneva, Los Angeles, San Francisco, beyond Frankfurt and Nairobi, Entebbe, Kigali, Kilimanjaro, Dares Salaam, Zanzibar beyond Addis Ababa. Lufthansa operates on the routes beyond Frankfurt, while Ethiopia will be marketing, and on the routes beyond Addis Ababa. Ethiopian will operate while Lufthansa will be marketing.

By signing a codes have agreement with Lufthansa, Ethiopian has committed itself to rendering the best possible service, equivalent to that of Lufthansa a, expectations of both the customer and the partner such quality of services, Ground and on. Board, it operated consistently and success fully, will enable Ethiopian to enter into code share agreements with other STAR with minimal additional effort, The code share agreement concluded and implemented with effect from 4 April 1 2008 has the following benefits for both.

Ethiopian gets access to more points in Europe and North America

Lufthansa gets access to more Ease African destinations

Secure additional traffic successfully linking the members network and each partner feeding traffic to the other.

In crease in efficiency improving their use of capacity and reducing expenses.

In crease marketability and qualify of their service offering more Convenient flight schedules.

Over come regulatory constraints Which world hinder the individual airlines form entering and or expanding into the foreign markets

Enhance their ability to exercise market power and reduce the level of competition.

3.5.1 The challenge to Ethiopian

Any challenge to the airline can be considered as a challenge of the airline while rendering its service to its customers i.e. tourists and other passengers.

High Technological turn over

As the airline industry is largely with mobile asset, technological advances and competition have forced the industry to undertake equipment modification, maintenance & replacement. In addition to high amount of capital spending, these cycles also require heavy exercise and training personnel and in modifying facilities to accommodate the new air craft and associated equipment.

Sensitivity to Economic Fluctuation

Impact of recession for service giving industries like air transport is slower to recover. This is because spending on air travel is discretionary. During recession, travelers tend to postpone long distance travel and companies tend to cut back on business trip or the number of employees sent on given trip.

Air line Cost

The airline industry gives different kind of services to passengers, cargo and other aviator related services. In order to provide these services the airline is also a major consumer of goods and services. This consumption leads to incur different kinds of expenses. In pricing the airline product cost is the major determinant. The price or the outrage revenue per passenger mile flown most is sufficient to average cost per passenger mile flown. Generally the airline cost can be categorized as operating cost and non operatic costs

Operating cost

Direct operating cost are all those expenses associated with the type of aircraft being operated, (flight crew salaries, fuel oil and others), all maintenance and overhaul costs and all air craft depreciation expenses.

Non operating costs

These are expenses that are not directly related to the operation of an airline own air transportation services. It includes: Losses arising from the depreciation of aeronautical property (this loss is incurred when the book value of the depreciated is lesser than the value it realized), other loss is from foreign exchange transaction or from sales of shares.

3.5.2 The opportunity

For any service it provides it creates revenue at least at breakeven point. And this revenue encourages the airline for a new rout and destinations. Because Ethiopian airline have been serving tourists and other passengers using its schedule from South Africa and/ to Europe this activity granted it with a good will which is again the reason or an opportunity for it to penetrate to a new market easily.

And this revenue can be classified operating and non operating revenue like that of airline cost. Operating revenue are those gained from the performance of air transportation and others like Excess baggage revenue, Freight revenue, Passenger/Tourist revenue: Revenue granted from a tourist who receive air transportation service.

Charter revenue: revenue from non- scheduled air transport services in which the party receiving the transportation obtains exclusive use of an aircraft. Tourist service revenue: it is generated from a tourist to who air transportation or related services are provided. The tourist becomes a passenger only when he or she boards an airplane for a flight. Non operating revenue gained from interest received from deposits, profits aroused from an airlines affiliated companies, direct government subsidies and others.

Market share of the Ethiopian Airline

Competence of an airline is one of the factor which contributes to the efficient, profitable and good will for the airline. The development and expansion of other carries, the coming of new technology like internet booking, internet check in, electronic ticketing made competition staff in the airline industry. According to an interview, in domestic flights, there is a minor operation of private participation not scheduled. So in market term, Ethiopian can be considered as monopoly structure in domestic flight but as to the law the airline is competitive. By the federal Democratic Republic and Ethiopians investment Number 37/1996, the domestic air transport has been moderately reopened to private participation. This proclamation declares this sector open for Ethiopian notions using air craft with a seat capacity up to 20 passengers or with a cargo capacity up to 2.700 kg. Air transport service using more than 20 seat or 2,700kg is exclusively reserved for the government. Other reason for the Ethiopian to have monopolistic nature in its domestic service is civil aviation authority restricted private operators not to station their aircraft as Addis Ababa Bole International Airport because of congestion in the old terminal for domestic flights.

Chapter Four

Summary, Conclusion and Recommendation

Summary

This paper tries to identify the contribution of EAL to Ethiopian tourism by evaluating its operation /activities related to tourism service. In order to carry out the study, both primary and secondary data was considered. The primary data collected through an interview to department specifically Passenger Market Development of EAL and Marketing Department of MOCT. And interviewer completion questionnaire to twenty/20/ accidental tourists at Bole Airport Terminals (old terminal is for domestic flights)

Conclusion

Air transport plays a vital role in economic growth and economic affairs of a country. It is most chosen for its unique features like time saving, speed & ability to break physical barriers. It makes a critical contribution to Economic development of a nation. EAL has contributed directly or indirectly for the development of the country's economy through supporting and working together with different sectors in this case, with tourism sector trade and revenue generating. This study has discovered a general overview of the currently going tourism related operation of EAL. The study is believed to reflect the current situation and problem according to the comments on the questionnaire and the researcher has tried to present the solution.

According to the evidence and findings in chapter three, the following conclusions are drawn:

Tourism flow into the country is increasing from time to time and air transport is an important element in the development of mass travel market. The new policy of issuance of on arrival visa to tourists coming from different country, encourages tourists coming to the country by reducing border crossing extended procedures which again contribute for the generation of foreign exchange earning to the country. The total revenue over the years shows an increasing trend and the operating expense too. The major contribution for the huge expense is fuel cost. On its performance, the fleet expansion, the seat kilometer availed and the revenue ton kilometer has

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shown a continuous increasing rhythm. This total revenue passenger and total kilometer availed has shown continuous increasing which can attribute to the simultaneous growth in passenger.

- Most tourists take EAL for international flight and almost all take domestic flight
- Most tourists have a good will for EAL in their mind
- Some tourists use other mode of transportation
- Some tourists believe EAL charges higher price than other airlines do
- EAL plays its role to Ethiopian tourism by transporting tourists; usually inbound tourists. Participate in occasions like tourism trade fare, exhibition, symposiums etc. In this kind of program EAL facilitate by providing free cargo and ticket discounts for MOCT personnel.
- EAL has no tangible statistical record either for the patterns and trends of tourists it provide its services to
- EAL gives due attention to reach the tourists demand. By arranging /scheduling their flight to be A to B i.e. from home straight to tourist destination without transit, provision of charter flight.
- For domestic flights, provide their transport service with latest technology air crafts
- EAL is ready to use its potential fully to tourism related operation but currently it put other tourist facilities of not tourist standard either in number and quality to be as a constraint no to exploit its potentials.

4.2.1 Strengths and Weakness

Strength	Weakness
Presence of maintenance department	Very high fare costs/ticket costs comparing to others
National flag carrier and innovative Product development strategies	Lack of standardized Customer Service and varieties
Presence of national and regional policies and strategies	Lack of coordination and cooperation within public and private sectors
Expansion of infrastructure and facilities in Bole International airport	Communication barriers and conflicts
Sense of belongingness by the community or national pride	Inappropriate and inadequate promotion
Newspapers and reading materials availability	Internal staffing problems and shortage of bilingual staff
Presence of well qualified professionals	Limited funding for regional airports expansion and to develop new ones
Code of ethics and practices of the airlines offices	Long waiting time and limited product lines
Friendliness of people/hospitality culture of the people	

Industry Contacts with different organizations	
Well mapped domestic and international destinations	
Long years of accountability experience	

4.2.2 Opportunities and Challenges:

Opportunities	Treats
Poorly managed competitors in some parts of the world	Aggressive competitors in similar businesses
Communication and infrastructure enhancement all over the world	Strained political and diplomatic relationships during the previous governments.
Getting government attention/political back up and follow ups from IATA, ICAO,...	Poor image of the country perceived by foreign people
Low Price Competitor Enters Market	Environmental radicals(i.e global warming, foggy, desertification, climate change)
Moderate competition from competitors	Political and economic instability with in and out side the country.
Expansion of educational colleges and universities producing professionals	Externally based mass tour operators and agents preferring other airlines
Support and cooperation with	intervention of government bodies

SMMTTEs by government, NGOs, private sectors	
Marketing opportunities getting the attention of many tourists all over the world	Outbreaks of epidemic diseases (i.e swine flu, hiv /AIDS, saars, bird flu...)
Resumption of regional partnerships like travel agents, tour operators,	Changes in international regulations
Introduction of latest planes with full equipments	Economic recession/ economic shock
Increased modern reserving/booking systems like internet, SABRE, CRS, GALLIELO,	Inflation and decrease in exchange rates
Availability of resources both natural and man made, Conducive climate	
Increased demand for air transportation	
Untapped market segment in different parts of the world	

To conclude, The government has given due attention to Ethiopian Airlines in fighting against poverty, image building and revenue generation which are becoming as bottleneck for the middle level income objectives in the upcoming few years.

In light of this, the government is working towards awareness creation, institutional establishments, infrastructural development, marketing and promotion.

- Inspirational to all government, tourism professionals, tour guides, travel agents, tour operators, owners of accommodation units, transportation sector and others, of Ethiopia has recognized Ethiopian airlines for its economic, social, cultural, environmental and other benefits it brings with itself for the GNP and GDP of the country.

To this effect all concerned parties' government, NGOs, local community, private sectors etc are expected to acknowledge, implement and pave the way for further investigation and researches on Ethiopian Airlines at large and marketing department particularly.

researcher believe that the marketing department functions have to be reviewed regularly and continuously as always there is uncertainty and market changes in this dynamics world because world is always in change.

- In addition to the above, there are high proliferations of new entrants in to the Aviation industry with modern services, having this in to considerations the marketing department of Ethiopian Airlines is always striving for new innovation and creativities in marketing functions(i.e. market research, product planning and development, promotion and sales and distribution channels) to be enough competent in these hey days where there are many emerging potential competitors starting from the neighboring countries to the developed world.
- The tourism sector could also has a vital role in alleviating poverty by creating plenty of jobs at medium and small level industries. There are drawbacks in some areas of the sector, shortage of reliable and up to date information, which can help the industry for proper planning, evaluation and monitoring activities.

Recommendation

Based on highly weighting findings, the researcher recommended the following points to be adopted by EAL

- To satisfy the tourists demand in relation to air transport service, they (EAL) should strongly consider the comments collected from comment card especially delay complaint is mostly repeated problem. So that it will keep its good will.

- The Airline need to take an action to have statistical record to identify the pattern and trends of tourist to exploit the opportunity from tourist related activities which helps to create a reliable decision and prediction. It should also increase closer relation with MOCT, other tourism related organizations and individual investors to attract additional tourist facilities invention historical sites
- EAL should also work together with other institutions that has direct relationship; for example: Bahirdar Airport is highly active route for tourists to take domestic flights yet with poor facility it does not even operate during the night time because no light in landing and takeoff area. But if night flight service would start it wouldn't interfere with natural environment of the endemic birds at the port and could minimize plane crash accidents. It's convenient for EAL to schedule its flight any time of the day. So, it should cooperate with Ethiopian Airports Enterprise in alleviating these problems. They should try to expand and improve ports and facilities around the country. To expand domestic terminals to eliminate the congestion caused by the increased number of passengers. Installations of latest security check equipment like x- ray detectors and avoiding tourist inconveniences.
- From the challenges point, the airline should work on cost reduction analysis. The operating expense is with continual increment so the management should get consult from other well to do airlines service providers and evaluate in Ethiopian economic context for feasibility then implement their strategy trends and their policy. One challenge is fuel cost which takes the highest proportion of operating expense it should introduce the use of fuel efficient aircraft.
- Government should encourage and work to create sectorial interdependency. As the tourists question will not only be the question of air transport but accommodation and other tourist facilities. It (the government) should attract and encourage private owners and investors to this income generating and promising industry. Since the sector has a vital role in alleviating poverty for the community and the country as a whole.
- Being as the flag carrier of Ethiopia during the past sixty plus years, Ethiopian

Airlines has become one of the continent's leading carriers, unrivalled in Africa for efficiency and operational success, turning profits for almost all the years of its existence needs strong co operations and collaboration with public, private, community and international airlines organizations for long term success. The operation should be at the forefront of technology, so it enables to continued being as one of Ethiopia's major industries and a veritable institution in Africa and it commands a lion's share of the pan African network including the only daily east-west flight across the continent. Developing new destinations and expansion of airports by themselves are not enough rather the government being as the main coordinator should develop periodical evaluations of the marketing performances and actively involving all concerned bodies to ensure the benefits of the community, long term competency and to generate the expected amount of foreign currency. The promotion and marketing activity of Ethiopian Airlines mainly the function of the marketing department should be realistic and achievable to avoid exaggeration, unachievable imaginations and to meet or exceed the expectations of the customers who have many choices in this hey days where there are many competent airlines all over the world.

- Comprehensive, scientific and marketing researches should be conducted continuously to maximize the advantages and to look for other course of actions in the development process of product planning and development, promotion and best distribution channels in the demand of the contemporary world. The government should be supportive by playing its roles and responsibilities in the well implementation of policy and strategies that is executed for the sector through capacity building, financial support, creation of diplomacy, ensuring stability and follow up. Integration should be there between private and public sectors as well as there should be standardized infrastructures, attractive working environments, discussion programs and facilities expansion to be enough competent in this rapidly growing sector. In regard to having up to date information, some countries in Africa, Europe, Asia, America and Middle east has implemented a system called Tourism Satellite Accounts which could give ways to prepare reliable data source for managing the sector. Therefore Ethiopia has also to follow the same path to tackle the problem of getting a reliable information across many tourism economic activities, so that the benefit of the sector could be understood in a better and concrete way.

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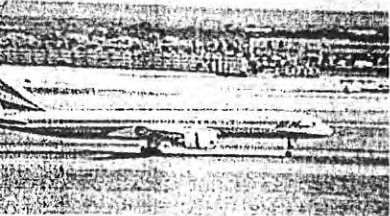
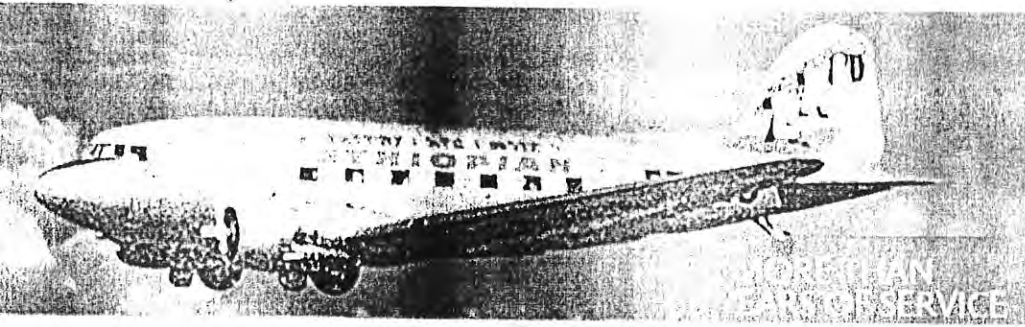
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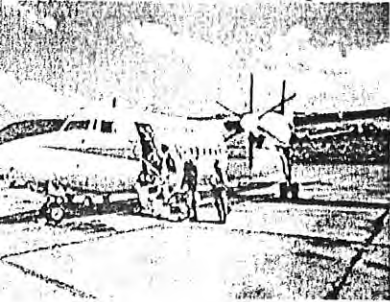
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APPENDICES:

thiopian
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Ethiopian Airlines Boeing 757-200 lands at London Heathrow Airport, England. (1998)



Ethiopian Airlines Fokker 50 in old livery.

Appendix II

Addis Ababa University
College of development studies, Institute of Environment,
Tourism and Development

Questionnaire on the contribution of Ethiopian Airline for the growth and development of Ethiopian Tourism

Dear Respondent,

The questionnaire has been prepared to conduct a senior essay in the partial fulfillment of the requirement of MA Degree in Tourism Development in Addis Ababa University.

It uses to gather an overview ideas and insight on the potentials of the airline and its operational details with regard to tourism services. In addition your clear response to the questions as well as your promote respond will be highly appreciated.

In the mean time I would like to express my gratitude for devoting your time.

Thank you,
Emnet Hailegabriel

Personal information of Respondents

1. Age How old are you
 15-20 yrs
 20-30yrs
 30 and above yrs

2. Sex
Male Female

3. Where are you from (optional) _____

የዕቅድና ጥናት ኮሌጅ
INSTITUTE OF DEVELOPMENT RESEARCH
ADDIS ABABA UNIVERSITY
P. O. BOX 1176, ADDIS ABABA
ETHIOPIA

Main Question

4. Have you ever attend flight on Ethiopian airline internationally?
Yes No

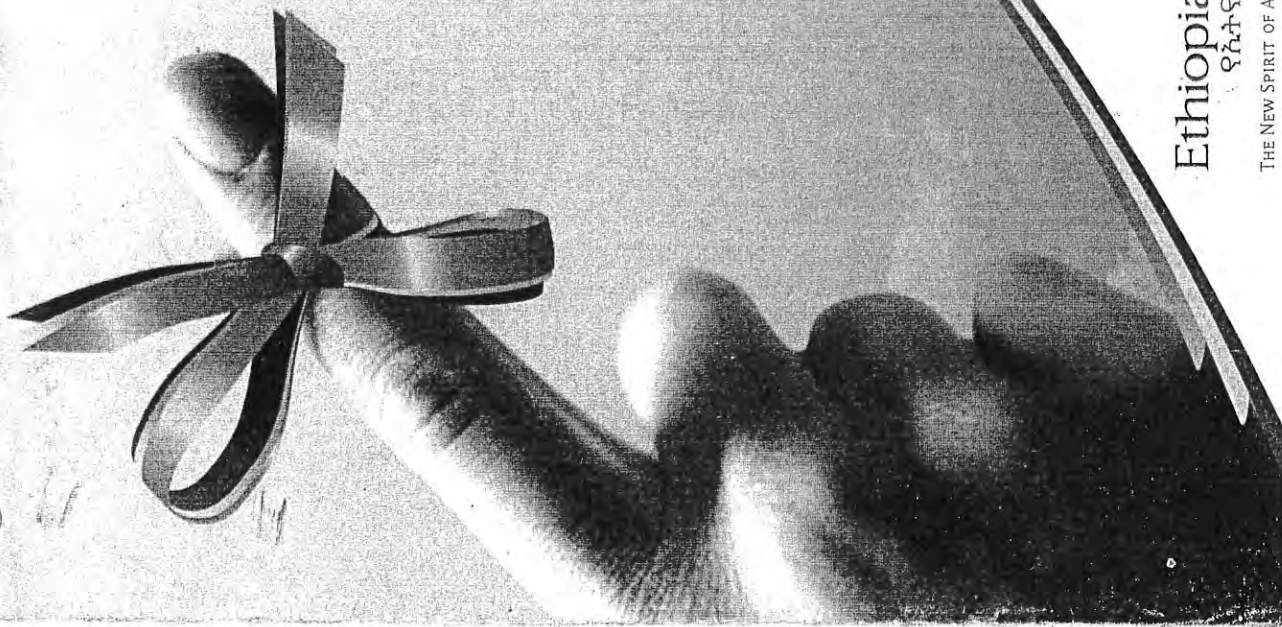
If yes, what is your reason for choosing *Ethiopian*? _____

5. Have you taken domestic flight within the country (Ethiopia)?
Yes No

6. How do you get *Ethiopian* service?

7. Do you have any comment to add? _____

Please give us
your score.



Ethiopian
የኢትዮጵያ
THE NEW SPIRIT OF AFRICA

opian
የኢትዮጵያ
SPIRIT OF AFRICA

Affix
Postage
Stamp
Here

CUSTOMER RELATIONS
ETHIOPIAN AIRLINES
P.O. Box 1755
Addis Ababa, Ethiopia

ET901-1618

Dear customer,

Welcome aboard Ethiopian Airlines.

Ethiopian airlines is committed to provide its customers with high standard products & services.

Realizing that there is always room for improvement and placing high value on your comments & feedbacks, we are kindly asking you to take a moment to fill out this form, seal and return it to one of the cabin crew.

If you have additional comments you may visit our website at WWW.ETHIOPIANAIRLINES.COM.

Thank you,



Dear valued customer,

In our continuous effort to ensure the service we offer meets your requirement, we kindly request you to take a few minutes of your time and give us your opinion by completing this questionnaire.

Flight Information

Flight No.: Date:

Seat Number:

Origin (City):

Personal Detail (Optional):

Name : (First).....

(Last):

Nationality:

Sex: Male Female

E-mail:

ShebaMiles membership No.

How did you book your flight?

- Online
- Through Travel Agency
- Through Ethiopian Ticketing Office

If you buy your ticket from Ethiopian Ticketing office, please indicate the City/Location:

What was your reason to choose Ethiopian (a maximum of three reasons)

- Suitable flight schedule
- Good reputation
- Low price
- Safety
- Good Service
- The only flight/choice
- Use of Frequent Flyer Program
- Corporate travel policy
- Other reason.....

Which class of service are you traveling today

- Cloud Nine
- Economy

What is the purpose of your trip?

- Business
- Visiting friends/relatives
- Leisure
- Others (Specify)

Flight Schedule

- | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. The departure/arrival of this flight is convenient. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. The frequency (number of flight per week) to this destination meets my travel requirements. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Ethiopian Airlines route network meets my travel requirements. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Punctuality of your flight

Was the flight on-time (within 15 minutes of displayed departure time)? Yes No

If the flight departed late,

How long was the delay (in minutes)?.....

Was sufficient delay information communicated at:

Airport (boarding gate)? Yes No

On-Board? Yes No

ShebaMiles (only for ShebaMiles members)

Are you satisfied with our frequent flyer program?

- Yes
- No

If you are not satisfied, what improvements would you suggest?

.....
.....

Lounge

Did you visit the lounge in the course of your trip today?

Yes No

What is your rating on the following services at the lounge?

- | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| • The lounge is easy to locate | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Sufficient seats were available | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • The drinks/snacks offered were to my satisfaction. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • The staff at the reception desk including other service staffs were friendly and helpful. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • The room temperature, ventilation & lighting were conducive. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • E-mail facilities were up and running | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Adequate reading materials were available | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

ON-BOARD PRODUCTS & SERVICES

Flight Attendants (Cabin Crew)

- | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|-----------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| • Friendly & helpful. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Attentive & within reach. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Efficient & competent. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Satisfied with the performance of the flight attendants | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
-
- | | Excellent | Highly satisfactory | Satisfactory | Fairly satisfactory | Unsatisfactory |
|------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| • Attitude and professionalism | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Personality/ Grooming | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Attentiveness/ Efficiency in answering calls | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Language Proficiency | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Cabin Environment

- | | Excellent | Highly satisfactory | Satisfactory | Fairly satisfactory | Unsatisfactory |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| • Cleanliness and orderliness of cabin | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Seat Comfort / leg space | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Hand luggage storage space | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Working conditions of aircraft facilities, utilities and equipment (light, toilet, toilet amenities, air conditioning, seat adjustment facilities, etc.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Meal, Drink, Duty free services

- | | Excellent | Highly satisfactory | Satisfactory | Fairly satisfactory | Unsatisfactory |
|----------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| • Choice of meal | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Quality of meal | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Quantity of meal | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Choice of beverages | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Availability of special meal requested (if you have ordered) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Availability and variety of duty free items. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Entertainment

- | | Excellent | Highly satisfactory | Satisfactory | Fairly satisfactory | Unsatisfactory |
|----------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| • Availability & Quality of In-flight magazines | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Availability & quality of reading materials | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Timing, selection, variety of movie / video show | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- | | Excellent | Highly satisfactory | Satisfactory | Fairly satisfactory | Unsatisfactory |
|------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| • Conditions and functionality of entertainment systems (video, audio, head set, entertainment controlling unit, etc.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Information

- | | Excellent | Highly satisfactory | Satisfactory | Fairly satisfactory | Unsatisfactory |
|------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| • Information given by cabin crew | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Information given by cockpit crew | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Clarity & adequacy of in-flight announcement | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Your experience with Ethiopian Airlines

- | | Excellent | Highly satisfactory | Satisfactory | Fairly satisfactory | Unsatisfactory |
|------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| • What is your overall assessment of Ethiopian Airlines service? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
-
- | | Certain | Probably | Less probable | Probably not | Definitely not |
|---------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| • What is the probability that you will fly Ethiopian again? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • Will you recommend Ethiopian Airlines to friends, colleagues, relatives and acquaintance? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

What aspects of our services do you like most?

.....

What was it that you were not happy about and that you want us to improve?.....

Any other comment on your experience on this trip

.....

.....

Thank you, for taking your time.

Declaration

I, undersigned, declare that the thesis is my original work, has not been presented for a degree in any other university and that all sources of material used for the thesis have been duly acknowledged.

Declared by:

Confirmed by:

Ernest Espinoza
Ernest

Candidate

Advisor