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

FASHION PRACTICE FOR TOURISM DEVELOPMENT IN ADDIS ABABA,
ETHIOPIA

THE CASE OF 8 FASHION ENTERPRISES

BY:

GENET RUFAEL G/MEDHINE

JULY, 2022

ADDIS ABABA, ETHIOPIA

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DECLARATION

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

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This thesis has been submitted for examination with my approval as university supervisor

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APPROVAL

The under signed certify that they have read and here by recommended to the Addis Ababa university to accept the thesis submitted by Genet Rufael entitled “**Fashion practice for tourism development in Addis Ababa, Ethiopia In The Case of 8 Fashion Enterprises**” in partial fulfillment of the requirement for the award of Master of Arts in Tourism and Development.

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LIST OF ACRONYMS

TV	Television
DSF	Dubai shopping festival
COVID -19	Corona Virus December, 2019
DMOs	Destination Marketing Organizations
FT	Fashion Tourism.
CFDA	Council of Fashion Designers of America
NYCEDC	New York City Economic Development Corporation
GDP	Grosse Domestic Product
HAFW	Hub of Africa Fashion Week
EFF	Ethical Fashion Forum
BPR	Business Process Re-engineering
A.A.	Addis Ababa
AACAT bureau	Addis Ababa Cultural and Tourism Bureau
FDRE MoC&T	Federal Democratic Republic of Ethiopia Ministry of Culture and Tourism
LC	Local Community
FDRE	Federal democratic Republic of Ethiopia

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Abstract

Addis Ababa is the hub of Ethiopian different society culture with their life style and its dwellers had world fashion trend exposures, which make the city fashion tourism industry development more fertile. Therefore, this study was conducted to investigate the role of fashion for Addis Ababa city fashion tourism industry development. Both probability and non-probability sampling methods were used to select 248 sample informants from the total 800 sample sizes of the study. Descriptive research design with mixed approach was implemented that used questionnaire, semi-structure interview and personal observation to collect data from seven study area population units. Primary data was collected from 240 (didn't collect from interview 2 and questioner 6 of the informant) informants of the study that include: modern fashion designers, traditional weavers/designers, fashion event organizers, fashion retailers, fashion enterprise owners, visitors (customers) and concerned government offices. Both qualitative and quantitative data were collected and analyzed thematically and by using descriptive statistical methods of analysis. Thus, the study reveals the following major findings; Addis Ababa has long existed fashion tourism industry development resource potentials that include; local community weaving and wearing clothe style, city designers (both modern & traditional) fashion product reflects/represent local community customs and traditions which highly attract international visitors of the city. Because of that city fashion tourism product qualifies global fashion market high level quality demand. Fashion tourism benefits of Addis Ababa city different level dwellers for instance, from children up to adult that mainly engage women & youths, it also benefits local community social well-being and their global competitiveness. Fashion and tourism mutually benefit each other that contribute a lot fashion tourism industry sustainable development. Fashion tourism contributes city image building & branding that attract international tourist to the city. The serious challenges were AA city FT industry lacks government strategy and incentive mechanism, which result serious FT raw material import shortage, loose cooperation among stakeholders and below market demand quantity supply of FT product. AA city Culture, Art and Tourism (AACAT) bureau shall formulate particular FT strategy and lay incentive mechanism, which together solve FT investors' bottle-neck and that support FT sustainable development. City FT stakeholders shall form association which strength their cooperation and significantly influence the government to address their issues. Although, stakeholders shall strive to produce reasonably enough quantity FT products that able to satisfy market demand of the city. To conclude, minimizing the challenges and maximizing city FT potential advantages in the global profitable market system will result AA city FT sustainable development. This ultimately benefits city FT actors, dwellers and the city entire development.

Keywords: cultural/traditional-clothe, fashion, fashion tourism, modern-designers, traditional-designers/weavers, tourism, wearing-style.

CHAPTER ONE: INTRODUCTION

1.1 background of the study

This chapter of the study contains background of the study, statement of the problem and objectives of the study as well as the scope and the limitations of the study.

Tourism industry main feature its different business package and entertainment activities which connect to several sectors in the tourist destination attraction. Fashion is a phenomenon that cuts across every area of life that passes through generation to generation. Current fashion trend development of the world depends on society culture, with high innovative competency rate, toward fashion tourism industry development (Kavaratziz, 2017).

Because of that fashion lovers, designers and market actors from different parts of the world travel too far to attend/visit fashion events that backed with world-wide satellite media coverage. In the world such fashion connection travel trends considered fashion tourism destination attraction development of the host city and its country (Zhao and Min, 2019).

Ethiopia is the largest and most populated country in the Horn of Africa. The country lies completely within the tropical altitudes and is relatively compact, with similar north-south and east-west dimensions. The capital Addis Ababa (“New Flower”), located almost at the center of the country. Most businesses activity runs in the capital of Ethiopia, the city dwellers also have a big potential when it comes to the economics aspects of capacity and access to worldwide exposure experience new fashion development trends globally. Both in traditional and modern fashion designers of the city, using such potential able to present, Ethiopia long existed unique traditional clothe making culture and wearing style in the market (Renkel, 2019).

Like different city of the world society tradition and culture, Addis Ababa being the hub of Ethiopia, the country long existed traditional weaving and wearing clothe styles according to specific local community customs were the potentials of the segment fashion tourism (FT) development. Therefore, the experience of such traditional and modern clothe design trends could be, the best fashion tourism industry development of Addis Ababa city destination attraction.

1.2. Statement of the Problem

Fashion is a phenomenon that cuts across every area of life from generation to generation. Among the society fashion ideas were starting according some finding it was started in the world from 15th century. But since 18th C western civilization life was influenced in fashion style (Hawkins, 1992), Fashion industry in the all African country was unique art part of local community traditional clothe it was back of early civilizations of the region, which is part of their local community traditional clothe fashion culture (Mould-Iddrisu, 2016).

Fashion tourism is defined as a phenomenon whereby people travel to and stay in places outside their usual environment to enjoy experience and possibly consume host city fashion product that mainly implies three types of fashion tourism activity: creative, cultural and shopping tourism (Nourhan, 2019). For some time now there has been an evolution of the 'new tourist' who requires and willing to pay for more than the regular typical tourism packages. Depend on that worldwide host city attraction tries to repackage and diversified their tourist product using their life style and clothing culture in artistic and innovative manner. So that fashion tourism is another alternative form of tourism that attract tourists from different parts of the world, such trends gradually become one of the most sought niche tourism markets (Rogerson, 2016).

Tourist seek destination that fulfils their needs and desires for new tastes in garments, shoes, bags and other wearing accessory shopping, that overall experienced them destination culture which reflects creativity, innovation and intricate tapestry skills of host city attractions. As a matter of fact, fashion is constantly evolving, new tourists will not left behind as they want to get on board with the latest trend fashion tastes, especially leisure tourists for the purpose of viewing and consuming fashion (Aikaterini, 2018).

In fashion tourism, shopping festivals and fashion weeks were the main market opportunity which by host city to increase their economic growth advantages, while presenting good quality fashion product and service that usually depended on their respective cultures (Neda and Homa, 2020). In the world the most known shopping festivals were Dubai and Hong Kong shopping festivals where tourist's from different parts of the world held such FT destination attractions for different reasons. Dubai shopping festivals started in 1996 which has a purpose to revitalize retail trade in UAE and promote the country to be Middle East best FT destination attraction. Hong Kong shopping festival is also a destination that usually referred (as) a place where east

meets west; because of those fashion lovers from all over the world traveled to Hong Kong in the month of June and August (Ric and Salkova, 2020).

Therefore, host city create shopping festivals to increase economic growth of their city by providing good quality product (fashion) and service that usually depend in their respective culture, while tourists held such festivals in order to make consume, experience and visit such goods and services available from every regions. If you like something from particular place/city/region, you do not need to travel all the way for it, at shopping festival those things provided for you in cheaper prices (Istyan, 2017).

As a result in the world shopping in FT industry development become the most tourist activity. According to the US travel and tourism office, shopping ranked the top FT actor's participation activity in their market: 90% Asian, 86% & 85% western and East European country respectively participate in US shopping festival FT markets (Fletcher, 2018). Detailed profiles of country origin shows that, the top among all other FT tourists activity European countries: Ireland 93%, Spain 82% and Italy 79% could take the first to third ranks, while among Asian country Taiwan 93% and Japan 92% ranked among highest participants of such FT world markets. So that the data implies the demand of FT segment shopping for European and Asian tourist continue its highest demand (Xinran, 2018).

In current global development, fashion week considered the most FT market event showcases. The popular fashion week is an event of fashion industry that lasts about one week. But in Addis Ababa most city fashion week's display showcases last within three days (Vaid, Puri and Kedia, 2016). In these events, fashion design brand names of the world come out to display their latest collection in such run way showcases. Visitors, buyers and various media outlets attend such event to take a first look at the latest trends of fashion in the world. But the most important thing in such event is, it creates opportunity for FT industry actors to know what is trendy in the fashion world (Nourhan, 2019 and Kavaratziz, 2017).

The most important fashion week takes place in the four big popular fashion capital of the world which includes: New York, London, Milan and Paris. Recent development shows that Australia, Berlin, Toronto, Madrid and other cities of the world started to hold such fashion week events (Morgan and Birtwistle, 2019). In Africa some country's started to host this important event

showcases with their indigenous local clothe design cultures, within and outside the continent. In this regard Nigeria and South Africa could be mentioned with their promising react in world big fashion market. Especially Nigerian designers FT product with African prints make big waves in the world largest runway event showcases. South Africa also embedded their names in the peers of Paris, while Ethiopian fashion designers individually able to compete in such world big fashion week markets and become fruitful though the system lugs too far behind to support FT industry development of the city. While several other African destinations take the new trend advantage and tried their best to join world FT industry markets (Maisa and Gugulethu, 2018).

In fashion tourism industry, is part of the process that goes side by side items after it left in the hand of the designer the new fashion must go through to be available in large quality to world fashion consumers by fashion merchandises and retailers. So that merchandisers and retailers come from different parts of the world to purchase goods for the purpose of selling to the end users (Montazer and Bidoki, 2018). For instance, the most popular fashion manufactures today is based in China with the most clothing labels and many world big name having designers based their labels manufacturing company in China. In effect it become important source of tourist influx from different parts of the world for the purpose of retail and its numbers continue in double over the years as people see this line of FT business become profitable (Istyan, 2017).

Fashion tourism industry holistic host city development impact was seen vividly in the four big city Fashion week tourist destinations of the world. In Paris fashion week bring more revenue than France's automotive and aeronautic industries together, having direct sales worth 150 billion Euros, from that 33 billion Euros exported around the world, and it shares 2.7% of the country total GDP (Morgan and Birtwistle, 2019). Fashion week total economic impact per year in the four big fashion city accounts: in New York (540 million), London (306.7 million), in Paris (102 billion) and Milan (50.5 million) Euros, which become evident both city become highly profitable in FT markets system of the world (Nourhan, 2019). Although, individual visitor's spent reached between 2404 & 1941 Euros in New York and Milan fashion city visitors respectively that indicate FT industry how fast progressive growth exhibited (Xinran, Fletcher, and Aikaterini, 2018).

As a result fashion tourism industry investment capitals of Paris recorded 150 billion Euros when New York registered 98 billion Euro fashion industry investment. In Paris their fashion company

generates 70 billion Euros turnover in one fashion week events. In Milan each fashion week generates approximately 12.3 million Euros. Furthermore, London fashion tourism jobs opportunity creation reached 72,000 people per year for their fashion week event management showcases. So that in the world fashion tourism markets were highly regarded host city development stimulating effect, in addition to its direct economic impact (Ibid).

In Africa, fashion is an integral part of African society culture; in the continent each country has own traditional clothe style and material culture that make them unique. Although fashion has long history since identity expressions of African society, African fashion designers global market impact was recent phenomenon in the eyes of world fashion tourism markets actors (Olubukola, 2013).

Currently fashion tourism industry is a multibillion dollar investment in few African countries which able to compute big world fashion markets and their product get popularity with African fabrics. Nigeria, South Africa, Ghana and Kenya somehow respectively lay fashion tourism industry development strategy and join global markets (Maisa and Gugulethu, 2018). In Africa fashion tourism is a viable option for the countries to increase their economic gains. Moreover, Fashion tourism allows local designers to show their talent in the global markets, which highly attract international visitors and investment capitals in their city development (Mould-Iddrisu, 2016).

Tourism packages are being altered to meet these needs, which are resulting in an economic growth that increase due to these higher-paying tourists. The fashion shows in African countries geared towards these tourists, and so they show only the highest quality products that represent the culture of the country. Which now result African fashion tourism product reputation outside the continent global fashion tourism destination markets of shopping festivals and fashion week event showcases? Because African fashion tourism actors (designers and investors) had rich resource indigenous colors, textile marks that reveals African unique fabric (Vaid, Puri and Kedia, 2016).

Culture and tourism are linked because of their obvious synergies and their growth potential. Cultural tourism is one of the largest and fastest growing global tourism markets and the cultural and creative industries are increasingly being used to promote destinations and to increase their

competitiveness and attractiveness. The increasing use of culture and creativity to market destinations is also adding to the pressure of differentiating city identities and images. A growing range of cultural elements are being employed to brand and market cities. Culture and tourism are therefore essential tools to support the comparative and competitive advantage of cities in global markets.

In this regard Ethiopia had long history in cottage textile; people make traditional dresses using cotton and, weaving has been a way of life in Ethiopia for a century. Ethiopian cloth tradition that make unique from African fabrics was its common features of white outfits which has usual decorative border, called Tibebe. But fashion industry in Ethiopia was the product of modern age, which still not progressed in quality and quantity wise traditional fashion product production, in the global markets (Renkel, 2019).

Therefore, Addis Ababa has immense FT industry development potentials, that able to make significant economic contribution in the city destination sustainable development. But it depends on clear FT industry development policy & strategy as well as effective market promotion. In Addis Ababa city currently 8 FT industry private enterprises were established, including SME traditional cloth making associations. These actors tried to penetrate global fashion markets without clear supportive government strategy mechanisms. What make city FT industry development features bright is that traditional/modern fashion designers products of the city get high level acceptance in the global markets, which spark light for FT industry development of the city (Maisa and Gugulethu, 2018).

The untapped tourism resources of the country as well as the city have could not bring expected economic and social benefits to the local community. This can be evidenced by the fact that Ethiopia's tourism sector generated not more than over \$3.32billion in revenue from less than 1million tourists (UNWTO, 2018). This means comparing with neighboring countries, Ethiopia has poor performance. To enhance the tourism industry, government has tried to implement a number of changes in the tourism sectors. One of these changes is the establishment of alternate form of fashion tourism at country, city and local level. Tough its formation was breakthrough for tourism sectors, the issue of fashion have not addressed very well in the country in general and particularly in Addis Ababa and local level. Even if concerned bodies like MoCT and AACATB have not awareness about 'the role of fashion for tourism city destination

development of A.A. city'. Currently 8 fashion enterprises were existed in A.A. city. However, the researcher as a policy/strategy formulation and implementation of fashion tourism sector of practitioner in Addis Ababa has initiated to conduct this research to see the affirmation issues above in one of City in Addis Ababa where several services and attraction site are found. Unlike other regions of the country, Addis Ababa is the first state of administration next to Federal, implementing fashion tourism as a tourism sector at city level of A.A (AACTBT, 2010). But no one investigates its performance at the city level in general and city level in particular. So there is a knowledge gap about fashion tourism sector whether it succeeded or not.

According to Ethiopian researchers who studied, fashion for tourism sector sustainable development of Addis Ababa city; even they failed to address its importance. Messele (2013) studied “competitive model development for Ethiopian traditional fashions in the global market” focusing A.A. city traditional fashion development to compute global market, Messele finding indicated that, performance measures of weavers and garments were affected by quality, flexibility and customer behavior as well as its price effect and technology which hinder their competitiveness. Their productivity also extremely affected by lack of special training/education, raw material shortage, technology deficiency and finance problem. Those problem decrease weavers efficient resource utilization, that un-able them to satisfy customers market demands of the area.

Bethlehem (2016) studied ‘Part family formation of Ethiopian cultural clothing by using group technology coding system’ which focus Addis Ababa Gullele sub-city in the main areas of family weaving locals. In the study she finds out production benefit can be achieved through developing part classification and coding system. So that such act bring family cultural cloth product design retrieval that minimized both drawing duplication and operational time.

Getu (2018) studied ‘The art of hand weaving textiles and crafting on socio-cultural value in Ethiopia. His finding indicated that, cultural cloth is mandatory in Ethiopian society rituals that considered the sign of cleanness. Because of that the market demands of such product continuously consistent. Moreover, such small industry (hand weaving) does not release horrent air to the environment that negatively affects biodiversity. On the other hand, several studies were conducted focusing on fashion tourism around the world and in Africa some of them are,

Hadyeo' caldero'n, Martina Gonzalaz Gallorzo, TersaFoyos –Gardo' and Pauline Osulian, (2016) have studied on fashion tourism under the title:-“Tourism and fashion: factors affecting trip length “ in France, using quantitative methodology and found, the model found the six of the nine variables proposed were predictive involvement in fashion, shopping, enjoyment ,service quality, cognitive, age and income. These variables were valid to estimate trip length probability.

Mais C. Adinolfi, TembimTichuawa and Guglethu Banda, (2018) have studied on fashion tourism under the title:-“The Importance of the Fashion Industry in the South African Tourism Context in South Africa, using quantitative methodology are found, creative fashion industry attract both domestic and international crew participants, who have a high earning power and spend money on shopping and visiting local attraction.

Zmuntaza and F Zara Bidoki,(2017) have studied on fashion tourism under the title: - “Traditional, fashion and new perspective on fashion tourism” using qualitative methodology are found, there is room for fashion industry to open the new contribution to tourism the development of separate framework for fashion tourism in Iran.

Bada, Olubukola Industry to make a vital contribution to tourism in Lagos. Olubukola Bada, (2013) has studied on fashion tourism in Lagos under the title: - the emerging role of fashion tourism and the need for a development strategy in Lagos, Nigeria Case Study: Lagos Fashion and Design Week, the main objective of the researcher is The case study of Lagos fashion and design week unveiled the emerging role of the fashion tourism industry in Lagos. Gather information as well as analyses the direct impact of critical look of in tourism fashion using qualitative method and found the study emphasized the fact that there is room for the fashion.

Therefore, the above study researchers didn't address the role of fashion for tourism development in Addis Ababa, Ethiopia.

As far as this study researcher reading there is no other study to the area, so that promising to the readers, this study researcher would contribute ‘the role of fashion for tourism development of A.A. city’. Currently 8 fashion enterprises were existed in A.A. city which they actively participate in domestic and international fashion design and event organizing markets. Therefore it can be said that this there is a research gap that needs to be filled with empirical evidence. So

this study will see the investigating the practice, contribution and challenges of fashion for tourism sector development of A.A. city.

1.3. Objectives of the Study

1.3.1. General Objective

The general objective of the study was to investigate the role of fashion practice for tourism sector development in the case of 8 fashion enterprises of Addis Ababa, Ethiopia.

1.3.2. Specific Objectives

The specific objectives of the study were:-

1. To illustrate the practice of fashion for tourism attraction development.
2. To make out the contribution of fashion for tourism sector development.
3. To investigate the challenges of fashion for tourism sector development.

1.4. Significances of the Study

The study was believed to have three main areas significances; these were academic, policy, and development significances.

Concerning the academic significance of the study, it could serve other researchers as a source in regard to fashion role for tourism destination development. Moreover, the study would provide an insight about fashion tourism and would serve as an eye opening and a springboard for further study in the area.

In regard to policy significance, current global tourism strategy development of the city using fashion becomes so dynamic and competitive. Therefore, the study would have significance in devising strategies for fashion tourism development. In addition to this, the study result would initiate relevant government organs and concerned institutions to introduce proactive measure to develop the segment parallel to the current global dynamic world fashion tourism strategy development competition. Although, it would creates awareness for interested potential bodies to work in the area.

The developmental significance of the study could be seen mainly in the above two mentioned significances of the study. Creating awareness for the government bodies, private organizations as well as local communities about the roles of fashion for tourism sector development was one of developmental significances of the study. Thus, private enterprises and government bodies could use the study result as a guide line to develop fashion tourism destination attractions of the city which benefits the local community, stakeholders, and actors of tourism sectors.

1.5. Scope of the Study

The scope of the study was delimited depending on three dimensions which were the study area coverage, the theme and the units of observation in the study area.

1.5.1. Delimitation by Study Area

The study area coverage was limited to eight fashion enterprises which considered tourism destination attraction of AA city. Addis Ababa is both the political and socio-cultural capital city of Ethiopia. It is also the head quarter of the African Union and the seat of many international organizations including more than 80 state embassies. Because of its convenient environment and high business interaction, the city hosts a lot of fashion tourism visitors in these destination attractions. The study area destination attraction includes visiting fashion events, shopping fashion designs, participating/organizing fashion fairs and festivals.

Therefore, the study researcher was restricted to those eight fashion enterprises visitors and actors of the city fashion tourism destination attraction.

1.5.2. Delimitation by the Theme

The main theme of the study was the role of fashion for tourism sector sustainable development. Therefore, it emphasized investigating fashion role focusing on the practice, contribution and challenges of Addis Ababa city tourism sector development. So that the study researcher was restricted thematically analyzing the study area fashion-design, innovation and local community artistic culture reflection in the city fashion-designers works of the market.

Here the study researcher analyzed whether the city fashion designers work satisfy their visitors/customers demand of traditional own color fashion products of the city fashion tourism destination attraction. Hence, the result may not be applied to the whole tourism sectors

development in Addis Ababa rather it explores some aspects of the city fashion tourism development.

1.5.3. Delimitation by Units of Observation

The third delimitation of the study was units of observation. In this study, the units of observation were the participants of the study from eight fashion enterprises of the city visitors and actors of fashion tourism destination attraction and from which the relevant data were collected. Because of this, modern fashion designers, traditional weavers/designers, fashion event organizers, fashion enterprise owners [schools, media outlets, TV broad casters], fashion retailers, customers/visitors [both local & international], ministry of culture and tourism, A.A. city CAT bureau were the study researcher's units of observation.

1.6. Limitation of the Study

As a research work cannot be free from limitations, this study had also some limitations. Since the study was confined itself to eight fashion enterprises visitors and actors of city fashion tourism, the findings of the study may not perfectly represent the full sense of the city's fashion tourism destination attractions. Although fashion tourism is an emerging cultural tourism segment part of the sector, it was difficult to find adequate literature resource. In addition to that, the diversified nature of potential stakeholders in fashion tourism development of the city make the study researcher data collection too much time consuming.

The other limitation of the study was the negative impacts of COVID-19 which limited the number of city fashion consumers/visitors and this in turn limited study researcher not to deeply explore customers/visitors level of satisfaction in the city fashion designers works of the market. Therefore, the readers of this study shall recognize the possible impacts of these limitations on the overall results of the research.

CHAPTEWO: LITRETURE REVIEW

This chapter of the study contain review of literature that focus in conceptualizations of fashion tourism developments of the city Addis Ababa. Traditional fashion weavers and designers and its contribution global fashion markets system with the benefits of actors and the city; challenges of city FT development, Ethiopian fashion policy review. Finally the chapter introduced conceptual frameworks of the study that developed based on review literature.

2.1. Conceptualization of Tourism, Fashion and Fashion Tourism

2.1.1. Concept of Tourism

McIntosh and Goeldner (1986) defined tourism as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors. The central focus of this definition here is the interaction of tourism resources' demanders and suppliers. Tourism also regarded as a palace- creating and place altering acts due to the interaction among diverse actors: tourists, local community institutions, operators or agents, and private or government tourism structures (Tesfaye, 2015, cited in Wirth and Freestone, 2002). So for this study, the definition shows tourism is the interaction among tourism actors.

2.1.2. Principle and Concept of Fashion

The Principle & concept of fashion is what most people accepted the way of dressing or doing something at a given time. It is a style or trend which is accepted by a mass number of people at a particular period. Through fashion we express our behavior and fashion. Fashion reflects our society and culture.

The concept of fashion is what most people accepted the way of dressing or doing something at a given time. It is a style or trend which is accepted by a mass number of people at a particular period. Through fashion we express our behavior and fashion. Fashion reflects our society and culture.

2.1.3. Concept of Fashion Tourism

The best way to analyze the phenomenon of Fashion in tourism would be firstly to analyze the definition and then categorize it into three. Fashion in tourism is a niche market segment which can be defined as the phenomenon of people traveling to and staying in destinations in order to enjoy, shop, experiment and finally consume fashion. Fashion tourism is a niche market segment categorized into three sectors which are Creative, Cultural and finally Shopping Tourism (Rogerson, 2016 and Nourhan, 2019). Moreover, Fashion Tourism is correlated with the interaction between Destination Marketing Organizations (DMOs), tourism suppliers and host communities, but with also people visiting a destination in order to discover, study, experiment, exchange information about history and cultures, communicate people with different background and beliefs, share their experiences via social media (Zhao and Min, 2019).

It is a common knowledge that cities and Destination Marketing Organizations are trying to boost their economy and their image in order to attract more visitors annually using the cultural industries in order to develop tourism. The need and the importance of the adoption of Fashion tourism in several destinations has been underlined as fashion has been promoted in many cities; like city of London and New York which are the biggest showcase and events in their fashion week (Aikaterini, 2018).

The Destination Marketing Organizations of both London and New York have been leading the way internationally to use their fashion credentials to attract visitors and boost their economy. Moreover, London and New York fashion weeks are considered to be one of the biggest events globally and one of the main sources that generate money. The economic impact and the contribution of fashion in tourism that London and New York generates internationally, locally, and nationally is a motivator for tourism development (Kavaratziz, 2017).

In order to underline how important is to create events the case study of Seoul (in Taiwan) is worth mentioning as long as Seoul persuaded to attract both locals and international visitors to experience and consume fashion by supporting and organizing fashion events. Seoul in the last 2016 and 2017 created and supported two fashion weeks, and managed to attract more than two million visitors per year. Moreover, in terms of the growth of economy Seoul designed and created shopping malls due to the great number of visitors who are willing to spend their money on shopping. All in all Seoul managed to prolong its tourism season by the creation of fashion

events and a great amount of local people and they got more employment opportunity (Istyan, 2017).

Singapore is another really interesting and underlines that the phenomenon of organizing event boosts the economy directly and indirectly. Singapore also supports the fashion week in every year. The Singapore Tourism Board includes fashion as one of the high profile component for boosting the city's attractiveness. This fact highlights the value of the events both in the economy and the contribution of tourism locally and internationally (Rogerson, 2016).

Shopping as a tourism trend and motivator

In fashion tourism shopping is the main manifestation in the experience of actors, the case study of Seoul taken as best scenarios of shopping as tourism trend, a motivator and a major tourist activity visitors to choose shopping as a way to consume fashion and experience the local culture. The connection with the locals and the fact that visitors are willing to buy local products and consume fashion are some of the reasons that many destinations provide special tourist shopping activities (Montazer and Bidoki, 2018). even in places which are not tourist spots in order to attract visitors. Therefore, the special tourist shopping activities, festivals, bazaars and shopping malls that were created in the need of shopping helped at the regeneration of destinations and gave job opportunities to locals

Underline the economic importance of fashion in tourism as a niche market segment, the case study of the Bicester shopping village which is located outside London is characterized as the third largest shopping destination in the United Kingdom. Bicester shopping village includes not only shopping boutiques but also restaurants and bars and many events are taking place in order to attract visitors. Furthermore, fashion brands attract many visitors and play a crucial role in fashion tourism marketing. "Visit Britain, the UK's tourism board, recently stated that the luxury clothing brand "Burberry" has almost played a lone hand in attracting lucrative high spending Chinese tourists to the UK" (Morgan and Birtwistle, 2019).

Fashion Event as a tourism trends and experience

Events have always played a figurative role in societies' history and evolution throughout the centuries. From the pre-industrial city, this was designed around event spaces, such as the Greek

Agora or the Roman Forum, to the growth of the industrial city, which progressed and moved away from the pillar of religious events and rural traditions, establishing its own culture in more formalized spaces. Festivals, rituals, performances and all sorts of events have always been an inextricable social component. The timeless function of events as means of social cohesion and their newly, especially after World War II, the role of leisure facilitator, international communication founder, as well as economic and urban revitalization tool, has given a unique momentum to event planning and organizing nowadays (Hawkins, 1992).

The concept of fashion week as an event began in Paris where marketers hired models to wear haute couture clothes and show them in public places so as to inspire other women to shop the collections. The concept of fashion week is characterized as a fashion industry event. During the event fashion designers and brands demonstrate their latest fashion collections in runway fashion shows to buyers, fashion bloggers, designers and to the media. These events are mainly held at historical building of highest important both for local people and international visitors. The aim of the fashion events is to influence customers and visitors to buy trends for the current and upcoming seasons (Marzieh, 2007).

Hence, fashion tourism is a type of tourism which interlinks two major activities, shopping and visiting host city fashion event attractions.

2.2. World Fashion Tourism Development Experience

2.2.1. Europeans and Americans Fashion Tourism Development Experience

In world fashion tourism development experience, events and showcase related business activity taking more and more ground. There are many notable fashion weeks that are taking place around the world, but the ones which are known as the ‘Big Four’: Paris, Milan, London and New York, was the first city that established fashion shows in 1945. Moreover, Paris fashion week was coordinated in 1973 by the French Fashion Federation, and later on, in 1984 London fashion week was founded by the British Fashion Council. Despite the fact these key organizations still organize the main fashion shows; there are many independent events and producers in all cities that are taking place. The big four are the most eagerly awaited fashion events of the year and they attract visitors from all over the world. Visitors and fans of the fashion shows are increasingly choosing to attend fashion shows as a way to experience culture,

fashion, shop and combine the shows with tourist activities. Nowadays, there are mainly two kinds of shows presented: women's wear and menswear. There are also shows particular to each location. For example, most haute couture shows are held in Paris, while most bridal shows are held in New York (Aikaterini, 2018 and Nourhan, 2019).

The 2017 economic impact of New York fashion week is estimated at \$887 million. The importance of the economic impact is underlined on the facts tourism attractions during the period, hotel occupancy and accommodation incomes are key factors that influenced the economy both directly and indirectly. Furthermore, annually New York fashion week brings more than 200,000 attendees in each spring and fall, fashion week generates close to \$900 million in total economic activity each year. Fashion trade shows, showrooms and fashion shows also attract more than half million visitors annually to the city. As a result according to analysis that was conducted by the New York City Economic Development Corporation (NYCEDC) visitors spend during the period of fashion shows more than \$500 million directly in the economy. The huge economic impact is irrefutable and it goes further than just monetary terms, as there is a simultaneous impact on culture, commerce jobs and statute of New York City (Zhao and Min, 2019).

In 1958 established one of the Italian city of Milan fashion week is also a part of the global 'Big Four fashion weeks'. The event is moderately organized by Camera Nazionale Della Italiana which stands for the National Chamber for Italian Fashion. Italian Fashion and the whole events of Milan fashions week is coordinated and promoted by non-profit association which was set up in 1958. Nowadays Milan's fashion week which includes more than 40 shows during each season is characterized by transforming the city into an eventful city and tourism hotspot by creating different and amazing venues for the shows by selecting the most stylish and influential places to become the stage for design (Xinran, 2018).

Moving in to the financial impact Milan as a city, annual fashion showcase generate approximately 12.3 million Euros that totally brings about 50.5 million Euros per season. Therefore, the success of the value generated can be attributed to the difference in unique visitors. In addition, undertaken researches indicated that, hotels profit reached at least 17 million Euros during the fashion week. Accordingly the average hotel occupancy was reached 88% that mean nine have been sold out during the event (Ric and Salkova, 2020).

London fashion week was begun in 1984, as the global capital of creativity holds one big fashion week every year which is one of the Big four fashion weeks. The fashion week held each year during autumn and it's known as the most glamorous and prestigious event where the most captivating designers have the opportunity to present their collection and influence buyers as well as fashion bloggers. Along with the evolution of technology and the customer's behavior this fashion event is very crucial to develop the industry. In 2012 London introduced the opportunity for designers to broadcast their catwalks and shows live on the internet in order to attract more people. It's estimated that approximately 105,000 visitors visit the city of London each year to attend the fashion show. The total income that generated by London fashion week is 306, 7 million Euros. Moreover, it was estimated that in 2017, 72,000 people were employed in event management so as to organize the fashion show and the events that took place around London (Fletcher, 2018).

Another key aspect for London fashion week is the use and importance of social media. Social media have fundamentally changed the way people share their personal and professional lives and the way they experience things. Researchers showed that there were uploaded more than 75,000 images during the fashion week at the instagram social media platform. People tagged at their posts in the London fashion week so as to everyone around the world could have access at the photos and finally share them. In Paris a series of shows and presentations which take place at special venues through the city. It is known that the first fashion week took place in New York but the origins of the event itself derives from "salon shows" which literally means Fashion parades in Paris couture salons. The first Paris fashion week was established in 1945. Where the Chambre Syndicale entrenched some updated rules in order to determine and regulate Haute Couture Houses. The biannual events of Haute Couture houses in accordance with the new guidelines set by the Chambre Syndicale de la Haute Couture have been seen as the first pair of fashion weeks in Paris (Kavaratziz and Istyan, 2017)

Paris fashion week nowadays is part of the global 'Big four' that brings more revenue than France's automotive and aeronautic industries combined. Paris' fashion weeks, which include bi-annual women's and men's ready-to-wear and haute couture, generate 102 billion Euros in revenue from visitors who stay in the city's hotels, use its restaurants, taxis and other services and its spend in stores. (Neda and Homa, 2020).

2.2.2. African Fashion Tourism Development Experience

In Africa for many years ago textile industry were seen primitive and ‘touristy’ but thanks to the influx of fashion tourists to the continent during the various fashion weeks across Africa, these textiles and designs are now being taken seriously in the fashion industry. African textiles and fabrics are now being used in catwalks across the world, from Paris to New York, which in turn increase the amount of fashion tourism to the Africans itself. International designers now become interested in travelling to the textile creators in the countries of origin to purchase materials for their next line, which is also encourage the economic growth of the area contributions (Olubukola, 2013).

Fashion tourists often call for the finer things in life, which means that the quality of service needs to be extremely high. This can benefit a restaurant or hotel in the long run, as they will need to appeal to other high-paying tourists if their standards remain high throughout the year. These tourists often enjoy sampling local cuisine and culture, which allows artisans to increase their income during the fashion weeks. Beyond value chain transaction benefits impacts such experience persuade Africans (local citizens) to grow their demand in their own color and fashion products of their soils. One of the problems facing African fashion designers was the fact that not many local design houses and buyers are interested in their offerings. This could be due to the fact that large brands do not trust local designers to be on par with their international counterparts. Fashion tourism from international names will increase the trust in local brands and so the local demand for locally produced clothing will grow in strength. In order to further encourage this demand, some designers have taken to branding their clothing as being ‘proudly South African’, ‘Nigerian’ and so on. International *fusionist* as enjoy taking home souvenirs of their travels and such brands are ideal (Mould-Iddrisu, 2016).

African textiles are still produced in the traditional method of rolling the cloth through copper rollers with patterns etched on the surface. Without the new-found popularity of these materials both locally and internationally, these artisans would soon be out of work. Traditional fabric producers need the fashion tourism industry to continue growing, as the designers are their market. Artisans in the textile industry are in desperate competition with mass-produced fabrics, but with the new focus on African materials in the fashion industry, these artisans are able to continue their work and have an increasing market to provide for (Maisa and Gugulethu, 2018).

The challenges and market opportunity as well as such global competition experience enable African fashion tourism actors and designers creativity to grow its podium which they inherently endowed the resource potentials. As a reason, the fashion industry is one that is inherently creative, requiring designers to produce new ideas on highly regular basis. African designers are known for meeting and exceeding this bill, drawing on their personal experiences for inspiration. Often the societal issues of their country are interwoven in their pieces, which showed the world that Africa is a continent that, despite its issues, is flourishing using fashion tourism global market system advantages (Alexandra, 2014).

2.2.3. Experience of Fashion tourism development in Ethiopia

Ethiopian fashion industry is the result of modern age, prior to the mid-19th C most clothes was custom made. But, Ethiopia had a long history in traditional cottage textile sub-sector. Since long, people make traditional dresses from cotton supplied by small holder farmers using home spun yarns. This traditional cloth making was inherited and being performed by generation to generations (Renkel, 2019).

Furthermore, weaving has been a way of life for centuries, in the old era all the traditional clothes was made from hand woven textiles. Commonly these outfits are white and prepared from locally grown cotton. They usually feature it a decorative border called 'tibebe'. Tibebe is decorative weaved which is a distinctive feature to Ethiopian traditional clothe unlike other African fabrics. In Addis Ababa, Shiro-medea a sub-district located the northern parts of the city, at the foot of Entoto hills is the home of some Ethiopian's the most respected hand loom weavers, and is weaving. In the area several weavers are found, one of them is, Mirco and Small Scales textile industry called Gundish Meda traditional fashion clothes production and selling centre. In addition to this there are also private traditional cloth weavers, designers and garments in different parts of the city Addis Ababa (Messele, 2013).

Though fashion industry in modern approach is nearly few years' experiences of the city in Addis about eight fashion area investment enterprises were exist These fashion industry enterprises tried to connect the city in the world fashion system, developing their own color using LC traditional and culture customs as a resource. To see some best case scenario city fashion tourism industry development; Hub of Africa fashion week (HAFW) and African Mosaic is best example for the city A.A. FT industry current development (AACATB, 2012).

Hub of Africa fashion week is created with the understanding that there is a need for an event that can highlight the growing talents of African designers and brand to the international market. From its conception in 2010 it has been always transferring richness to the global view of the continent and its fashion, not as just the needy but the creative and amazing all aspects of history. Over the years HAFW witness is the growth of fashion industry and that of designers. Now the recognition of Africa as a true FT destination become the sector actors achievements as sourcing manufacturing textiles, leathers and labels and designers (Vaid, Puri and Kedia, 2016).

African Mosaique is a premiere platform that promotes and celebrates African fashion and design. It's a luxury-fashion and clothes production enterprise that oriented in international fashion market export. It designs, manufactures and markets high-end, value-added garments, with fabrics and other raw materials sourced primarily from African textile mills. In that regard, African Mosaique focuses on three elements: sourcing, manufacturing and developing talent in Africa. The Company employs mostly women who are young trainees from low-income segments, providing mentorship. In addition, it collaborates with young designers and entrepreneurs in the fashion and apparel industries in the city and abroad (Renkel, 2019).

2.3. Fashion Tourism Sustainable Development Benefits

In the world system fashion tourism industry development and its sustainable contribution lies in to two approaches, slow fashion and fast fashion.

Slow fashion, in common with slow food, stands in opposition to industrialization and homogeneity, or “Mc Donaldization”. In the ideology of slow fashion, artisanship and long-term utility trump fast fashion’s catering to short-term gratification, with consumers experiencing constant demand for new products. Producing clothing quickly and cheaply inevitably devalues human labor and ecologically responsible production materials and methods. To devotees of fast fashion, the environmental and social costs embodied by such clothing, as they are in fast food, are immaterial (Chan, 2012).

According to Clark (2016) views slow fashion as “sustainable fashion solutions, based on the repositioning of strategies of design, production, consumption, use, and reuse, which are emerging alongside the global fashion system, and are posing potential challenge to it. Slow fashion approach offers more sustainable and ethical ways of being fashionable that have

implications for design, production, consumption, and use”. Moreover, an ideology of attentiveness and mindfulness of the various stakeholders involved in fashion production encourages identifying fashion’s underlying values and economic priorities (Fletcher 2016).

While seemingly infinite varieties of products are on offer, economies of scale and industrial production limit what can actually be produced. Thus, cotton and polyester dominate, even as a sustainable fashion industry requires greater fiber variety, such as organic cotton, hemp, bamboo, and lyocell. Polyester is dependent on oil as its source; moving away from petroleum may be essential in fostering sustainable production. Fast fashion elicits contradictory consumer behaviors in the context of sustainability. Consumers who diligently select food products based on ethical, health, and environmental concerns may have no such concerns for apparel products (Rogerson, 2016). Why consumers would be more concerned with the provenance of what they eat versus what they wear is a conundrum, a display of cognitive dissonance; while media downplay awareness of social and environmental issues in apparel production (Morgan and Birtwistle 2019).

Hence, FT industry development, as a sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resource in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems, (Neda and Homa, 2020).

2.4. Challenges of Fashion Tourism Development

Lack of formal skills, financial sector constraints, and lack of investment incentives were the main challenges of FT industry developments. Lack of formal fashion design education prevents many designers from breaking out international system. At the same time Ethiopia’s successful fashion designers are predominantly women who grow up surrounded by traditional woven cotton fabrics and did not need to be taught the tailor and embroider skills that require making beautiful and delicate clothing. For instance few Ethiopian institutions teaching fashion designer run courses that are far shorter than the typical three year fashion degree taught in the west, and need to better impart the skill needed to complete internationally (Renkel, 2019).

another side there is no patent right which is no documented and showing that it is one part of heritage and a unique way of expressing Ethiopian people for example China start using traditional cloth fabricated pillow case and through time there is a possibility of losing our own patent right. Banking restrictions in the international arena conduction transaction is the most other challenges of the industry. There is no foreign exchange in Ethiopia and international customers that often creates suspicious in paying African/local account. For example African design Hub a USA based online store founded in 2013 by Western expatriates to showcase African designs to bridge the market. But the gaps in the market linkages and knowledge sharing between the industry and global consumers is still visible, while in the international arena yet global interest in Ethiopia's fashion scene is undoubtedly growing (Vaid, Puri and Kedia, 2016).

According to the field scholars Ethiopia has some wonderful and interesting craftsmanship, which result growing demand in the international recognition for Ethiopian designers, in addition to partly increased demands for ethically produced fashion designers, so is not yet enough it has recognitions. But a new concept in Ethiopian designers agrees that international demand is essential for the significant business as well as FT industry growth. Hence, Ethiopian fashion industry is changing the image of Ethiopia, showing the diversity and beauty of Ethiopian culture and providing some of the world's best hand-woven cotton fabrics (Renkel et al. 2019).

2.5. Fashion Tourism Theoretical Review

Fashion is by definition “ephemeral and elusive,” always moving, and therefore a critical component in the global clothing economy and a critical source of power. Fashion through this self-conscious change plays an important role in characterizing cultures, classifying people, marking affiliation, and creating a sense of belonging through cultural attainments. This relation between culture and fashion has implications for personal identity, bolstering the idea of fashion as more than just a superficial concept, and rather as a means of expression and importance in daily lifestyle (Rogerson, 2016).

Fashion is a form of art in which a country's culture and identity can be expressed. Traditionally, fashion has been viewed in opposition to tradition, the two concepts inherently conflicting. Tradition is associated with non-Western dress, that which is unchanging (Maisa and Gugulethu, 2018), while Western dress is fashion because of its ability to transform constantly and project individuality. Yet, ironically, in the sense of tradition that propels styles and forms of fashion

into the fashion market. It is through this association with fashion that tradition is revived and current stays in culture and trends (Fletcher, 2010).

There are practical uses for fashion in addition to aesthetic values. While fashion is adornment and can be beautiful to look at along with giving erotic appeal, it does keep us warm. Fashion also has value in research and practicality. Like art, fashion expressed through clothing can provide historical reference, and like architecture, fashion fulfills primarily functional dimension (Mould-Iddrisu, 2016). Fashion gives us creative outlet, which can create physical attraction, express emotions with how we are feeling, and give an outlet for religious expression. Fashion also depicts identification and tradition, from military uniforms to the robes worn by judges. Fashion can be used as a political weapon, as with communist uniforms in the 20th C, showing the power of fashion. And fashion is of course a business that employs millions of people in buying, selling, and production of clothes (Nourhan, 2019).

There are also downsides to the concept of fashion as it interplays in societies today which are important to list in order to fully grasp any negative results that come from using fashion as a variable for development. Critics classify fashion as vanity and folly, as philosopher Immanuel Kant did. Kant described fashion as a social custom pertaining to the imitation of others, resulting in fickle comparison which leads to vanity. Fashion through this lens has no inner value, giving into the folly of trying to compete against others in society (Rogerson, 2016). Fashion also fuels this vice of consumerism while creating an anxiety over what one possesses. This causes concern over whether these things are 'up-to-date' or 'new' enough and how this compares to what others have. Fashion pressures us to buy not for style but for a pulsing desire to conform to what others view as 'fashionable' (Svendsen, 2015).

More affirmative views of fashion interpret the concept much more differently, exploring all of the positives that result from fashion. On the opposite side of vanity there is happiness that ensues from appearing attractive to others. Philosopher Curt John Ducasse places appearance at the center of human happiness, because personal happiness is derived from the attitudes of people we interact with. Clothing in the form of fashion is an embellishment, that which creates this fascination, and therefore this state of happiness (Xinran, 2018). This link between fashion and happiness can be an important value that arises from FT industry to improve quality of life.

Viewing fashion as a power tool with cultural significance in support of our values helps to rationalize towards development (Ric and Salkova, 2020).

The nonprofit Ethical Fashion Forum (EFF) is dedicated to sustainable fashion and works to support thousands of fashion professionals globally, recognizing that “every single fashion professional has the capacity to influence and change lives for thousands of people behind fashion supply chains, and address environmental challenges, through sourcing decisions,”. EFF’s goal is to transform social and environmental standards in the fashion industry within a decade. EFF works through the fashion industry to reduce poverty, create sustainable living, and reduce environmental impact. EFF recognizes that the global fashion industry generates one trillion dollars annually, and works to change the poor working conditions, low wages, and environmental damages that exist as a result (Chan, 2012).

Africa Inspires links African designers and communities to international fashion designers and retailers to facilitate sourcing from Africa within mainstream collections. EFF and Africa Inspires aim to reduce poverty with sustainable trade relationships for Africans through ethical fashion (Mould-Iddrisu, 2016 and Olubukola, 2013). Therefore it’s crucial the integration of sustainable tourism development with the economic, socio-cultural, political and environmental contributions in the fashion tourism industry development strategy (Renkel, 2019).

2.6. Review of Fashion Tourism Empirical Studies

Empirical review of the study depend on other researchers previous study, which was discussed in the first chapter section 1.2, fashion tourism as a potential source for tourism sector sustainable development. In this study area, very few indirect studies were conducted, which implied the study area (fashion tourism) was not Ethiopian academic entertainment. As a result, the concept of fashion tourism was not well studied, besides that existed studies were focused on traditional fashion and its technology development aspect.

The empirical review focused on objectives, methodological approach and main findings of these conducted study. Finally, research gaps of the study outlined, that could be addressed this study researcher.

In fashion tourism attraction, Messele (2013) studied ‘competitive model development for Ethiopian traditional fashions in the global market’ using mixed research method; his finding

reveals that, performance measures of weavers and garments highly affected by quality, flexibility and customer behavior that reflect in the price of product market value. In addition to, raw material shortage, lack of special training and update technology access. These problems decreased weavers and garments efficient resource utilization to compete global fashion markets.

Bethlehem (2016) studied 'part family formation of Ethiopian cultural cloth by using group technology coding system' which focus Gullele sub-city's of Addis Ababa in the main family weaving local areas, using mixed research approach. Her finding indicated that, family cultural cloth small and micro enterprises spent too much time looking for exact product and negotiating as well as explaining characteristics of certain product which result estimating inaccurate price. So that developing part classification and coding system would help such small and micro family enterprises, cultural cloth product design retrieval that minimize both drawing duplication and too much operational time. Getu (2018) studied 'the art of hand weaving textiles and crafts in socio-cultural values of Ethiopia' using qualitative research method. His finding justified, local communities prefer products of indigenous weavers and they respect it. Because of it viewed as holy that used in ritual celebration. Similarly the skill reveals creative ability, identity, culture and history of users and weavers. Furthermore, it played great role to preserve cultural heritage, employment opportunity and tourist attraction.

In cultural fashion tourism , Hadyeo' caldero'n, Martina Gonzalaz Gallorzo, TersaFoyos – Gardo' and Pauline Osulian, (2016) "Tourism and fashion: factors affecting trip length" in France, using quantitative methodology and found, the model found the six of the nine variables proposed were predictive involvement in fashion, shopping, enjoyment ,service quality, cognitive, age and income. These variables were valid to estimate trip length probability. Mais C. Adinolfi, TembimTichuawa and Guglethu Banda, (2018) studied about :-"The Importance of the Fashion Industry in the South African Tourism Context" in South Africa, using quantitative methodology are found, creative fashion industry attract both domestic and international crew participants, who have a high earning power and spend money on shopping and visiting local attraction. Bada, Olubukola, (2013) studied about "The emerging role of fashion tourism and the need for a development strategy" in Lagos, Nigeria Case Study: Lagos Fashion and Design Week, the main objective of the researcher is The case study of Lagos fashion and design week unveiled the emerging role of the fashion tourism industry in Lagos. Gather information as well

as analyses the direct impact of critical look of in tourism fashion using qualitative method and found the study emphasized the fact that there is room for the fashion.

Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resource in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems, Federica (2015).

According to scholars of the field like Pennings (2015), sustainable tourism development concerns to an economic, social and environmental tourism development, this aims at the continuous improvement of tourists' experience. Tourism industry obviously has a potential to contribute for sustainable development, particularly by job creation, including employment for women and marginalized groups, Micelli and Moretti (2002). The purpose of sustainable tourism development can be making a balance between protecting the environment, maintaining cultural integrity, social well being and promoting economic benefits, notwithstanding to meet the needs of the host community including to improve their living standards. Although sustainable issues seen both in the short and long term perspectives, which apply for all levels of the country development, Fereshte and Mousayi(2016). Hence, Sustainable tourism development guidelines and management principles apply to all forms of tourism in all types of destination, including cultural art tourism and the various creative tourism segments.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism should be a continuous process that requires constant monitoring of impacts, by introducing the necessary preventive and/or corrective measures whenever necessary. Although, sustainable tourism maintain a high level of tourist satisfaction that ensure meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices among them. Sustainable tourism concerns particularly important aspects such as competitive and socially responsible tourism businesses, the opportunity to participate in tourism for all citizens, good employment opportunities in the sector and benefit from tourism activities for the local community, Chang Bin (2007).

While city's hosting a huge modern fashion weeks and festivals they contribute to the sustainable development to the host city, and its country. Such advantages include changing global perceptions about the host destination, improving infrastructure, and enhancing city promotion brands. In particular, for developing economies, the advantage of hosting modern fashion weeks and festivals; make possible to earn billions of dollar in the economics of the city, in addition to relocation of international multi corporate company investment attraction; that stimulating business environments of the host city.

Therefore, cultural fashion tourism, contributes for stainable tourism development in Addis Ababa Ethiopia.

In regard to the study area who works what; in Cultural fashion tourism as a potential to tourism attraction for tourism sector development, speaking of other researchers in Ethiopian academics, even though the study area not addressed; in addition to cultural fashion tourism around the world some of there , Hadyeo' caldero'n, Martina Gonzalaz Gallorzo, TersaFoyos –Gardo' and Pauline Osulian, (2016) "Tourism and fashion: factors affecting trip length" in France, using quantitative methodology and found, the model found the six of the nine variables proposed were predictive involvement in fashion, shopping, enjoyment ,service quality, cognitive, age and income. These variables were valid to estimate trip length probability. Mais C. Adinolfi, Tembim Tichuawa and Guglethu Banda, (2018) studied about :-"The Importance of the Fashion Industry in the South African Tourism Context" in South Africa, using quantitative methodology are found, creative fashion industry attract both domestic and international crew participants, who have a high earning power and spend money on shopping and visiting local attraction. Bada, Olubukola, (2013) studied about "The emerging role of fashion tourism and the need for a development strategy" in Lagos, Nigeria Case Study: Lagos Fashion and Design Week, the main objective of the researcher is The case study of Lagos fashion and design week unveiled the emerging role of the fashion tourism industry in Lagos. Gather information as well as analyses the direct impact of critical look of in tourism fashion using qualitative method and found the study emphasized the fact that there is room for the fashion.

Zmuntaza and F Zara Bidoki,(2017) have studied on fashion tourism under the title: - "Traditional, fashion and new perspective on fashion tourism" using qualitative methodology are

found, there is room for fashion industry to open the new contribution to tourism the development of separate framework for fashion tourism in Iran.

Nevertheless, the above mentioned studies didn't investigate the practice, contribution and challenges of fashion for tourism attraction development in Addis Ababa. Therefore, this study would fill the gaps, which investigate the practice, contribution and challenges of fashion tourism for sustainable tourism development of Addis Ababa, Ethiopia.

2.7. Fashion Tourism Policy Review

Ethiopian tourism policy of 2009 serve Addis Ababa city administration tourism sector as a framework. It's government commitment expression for the tourism sector sustainable development. The vision of the policy states that, government seeks to see Ethiopian tourism development that led in responsible and sustainable manner which contribute the country development focusing poverty alleviation. Because of that the policy emphasized direct benefits of local community; to realized women and youth active participation; that enable to encourage public and private tourism sector actors' cooperation.

Therefore, all tourism planning activities should be conducted within this framework. The main policy issues and strategies were expressed in six pillars of the policy document: Among the six pillars: developing new and existed tourist destination attractions to diversify tourism market potential and expansion of tourism industry infrastructure was the most important, in the development of fashion tourism industry (Ethiopian Tourism Policy, 2009).

Even though the policy and its strategy framework seem functional for all tourism segment development, in ground it didn't able to address the issues of fashion tourism. Particularly, cultural policy and strategy would cover the whole aspects of fashion tourism was creating serious challenge for expected potential development of fashion tourism. So that, these gap of fashion tourism strategy and/or policy should be addressed, to benefit fashion tourism holistic development advantage of the city.

2.8. Conceptual Framework

Conceptual framework of the study was developed based on preceding chapter literature review. FT in Addis Ababa would have four main area benefits that include: economic, socio-cultural, political and environmental benefits together which result city tourism sustainable development.

Therefore, in this conceptual framework study researcher tried to show fashion tourism role for sustainable tourism development of the city Addis Ababa.

Sustainable tourism development concerns to an economic, social and environmental tourism development, this aims at the continuous improvement of tourists' experience. Tourism industry obviously has a potential to contribute for sustainable development, particularly by job creation, including employment for women and marginalized groups (Chan, 2012). The purpose of sustainable tourism development can be making a balance between protecting the environment, maintaining cultural integrity, social wellbeing and promoting LC economic benefits, notwithstanding to meet the needs of the host community including to improve their living standards. Although; sustainable issues seen both in the short and long term perspectives, which apply for all levels of the country development. Hence, Sustainable tourism development guidelines and management principles apply to all forms of tourism in all types of destination, including fashion tourism and its various types like creative, cultural and shopping fashion tourism segments (Barnes and Greenwood, 2016).

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable FT should be a continuous process that requires constant monitoring of impacts, by introducing the necessary preventive and/or corrective measures whenever necessary. Although, sustainable FT maintain high levels of tourist satisfaction that ensure meaningful experience to their visited destination, raising awareness about issues of sustainability and promoting sustainable FT practices among them. Which particularly concern FT Sustainable aspects such as competitiveness and socially responsible FT business? The opportunity to participate in fashion tourism for all citizens, better employment opportunity in the sector and benefit from fashion tourism activities for the local community (Fletcher, (2018), Morgan and Birtwistle, 2019).

In fashion tourism, while city's hosting huge fashion week events and showcases they contribute to the sustainable development of the host city, and its country. Such advantages include changing global perceptions about the host destination, improving infrastructure, and enhancing city promotion brands. In particular, for developing economies, the advantage of hosting fashion week events and showcases; make possible to earn billions of dollars in the economics of the

city, in addition to increasing local community competitiveness advantage and creativity skills, new investment attraction; that stimulate business environments of the host city.

Fashion tourism stakeholders and the city government strategically organized fashion week/event which enables to show them their environment unique features and advance green policy implementation. The result promotes their city in the eyes of global fashion market investors to invest host destination attraction development (Yao and Jun, 2019). Such kind of strategy enables the host city to re-generate their declined development. In addition to that fashion investment main aspect of brown field site emergence was the segment contribution of sustainable development of the host city.

Hence, cultural fashion tourism result environmental benefits for host city destination attraction sustainable development (Pennings, 2015).

Therefore fashion tourism main four area benefits to develop conceptual framework of the study summarized in the following way.

□ Economic benefits of fashion tourism segment of the city include: -

Enhancing generate hard currency, attract new investment, create LC employment/job opportunity, stimulate city development and able to create different market plat from.

□ Socio-cultural benefits of art tourism segment of the city include:-

Result cultural integration, local community social well-being, increasing LC global competitiveness, and creativity skills.

□ Political benefits of art tourism segment of the city include:-

City identity expression, LC cultural representation, city image building and increasing city brand in the international actors.

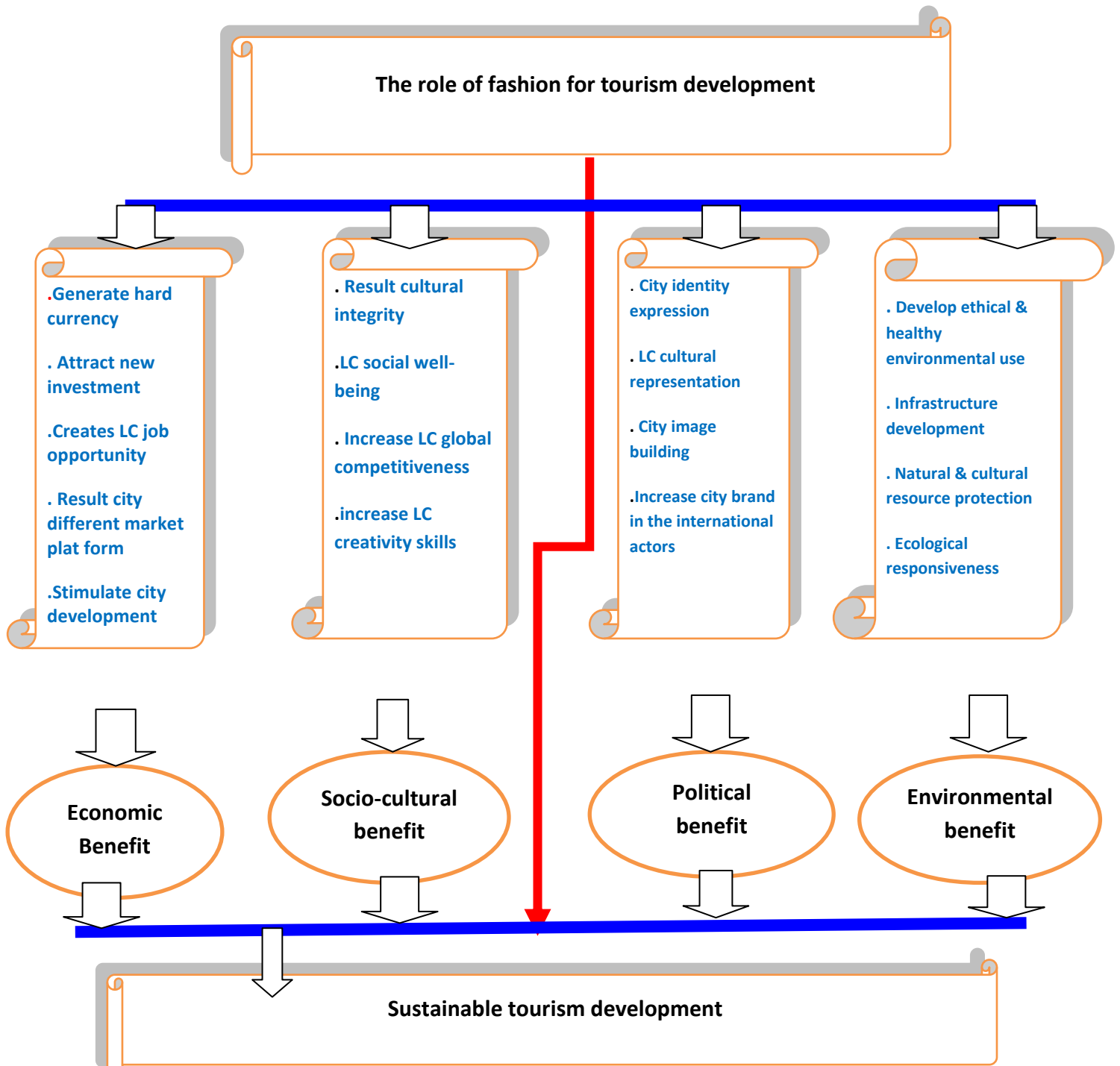
□ Environmental benefits of art tourism segment of the city include:-

Develop ethical & healthy environmental use, Infrastructure development, Natural & cultural resource protection and ecological responsiveness.

Therefore the following conceptual framework would show the role of fashion tourism for sustainable tourism development of Addis Ababa city.

Consequently, the following conceptual framework tries to show all aspects of fashion tourism (FT) role for sustainable tourism development. (Indicators towards that the given conceptual farm work)

Figure 1. Conceptual framework



Source: adopted from (Kavaratziz, 2017) and (Renkel, 2019)

CHAPTER THREE: RESEARCH METHODS

This section of the study tried to describe the methodology employed to conduct the study and the descriptions of the major fashion tourism attractions of Addis Ababa city where the study area carried out.

3.1. Description of the Study Area

Addis Ababa is one of the first African cities to attract tourism starting from its early foundation 1887 especially after the battle of Adwa. Geographically as well, it's admired by exotic attraction features which made hub of creative living cultural center. Fashion designers works of the city qualify local community pure esthetic culture which makes visitor (customer) main attraction. Recent development revealed the city host fashion events which make fashion business of the city increase time to time. These events mainly organized by fashion market sponsors and fashion enterprise owners. The practice delight feature sustainable development of the city fashion tourism (Renkel, 2019).

The above plain fact paved the way for the opening of 8 fashion enterprises by fashion business actors in the city. This indicates the emergence and development of fashion tourism investment of the city. In addition to that, the city has many cultural and historical buildings including churches and mosques as well as great palaces which can make fashion tourist visitors time more joyful (AACATB, 2012).

3.2. Research Design

In this study, descriptive research design with mixed research approach was employed to investigate the role of fashion for tourism sector development via fashion tourism visitors/customers and actors/stockholders of Addis Ababa city. According to one of the research scholars like Kothari (2014), descriptive study enables the narration of facts and characteristics of individual as well as groups to achieve his/her objective. While mixed approach helps to collect quantitative and qualitative forms of data in a single study and neutralizes the biases of inherent limitation either of single method of study (Creswell, 2003).

The study area encompasses seven population units which include modern designers, traditional weavers/designers, fashion event organizers, fashion enterprise owners, fashion retailers, visitors

(customers) and pertinent government offices [ministry of culture and tourism; and A.A. city CAT bureau].

According to the nature of the population, both purposive and non-purposive sampling techniques were implemented. The techniques were applied to select 248 informants from the 800 total city fashion tourism industry visitors/customers and actors of the study area. Using questionnaire, interview and observation data were collected, from that quantitative data were analyzed in percentage and frequency while the qualitative data analyzed in thematic and narrative ways.

Depending on the finding facts, study researcher defined fashion tourist visitors their characteristics like patterns, traits/qualities and behavior using the information. The researcher also measured data trends of different fashion tourist demography which was analyzed statically over a period of time. In addition to this, the researcher made comparison among different groups of fashion tourist visitors' perception response in regard to designers fashion products of the city's destination attractions. Hence, the researcher tried to draw conclusions by investigating the major role of fashion practice, contribution and challenges for the city fashion tourism destination attraction development.

3.3. Sampling Techniques

Research scholars argued that the way we select sample individuals to be research participant was critical for there was no one best sampling strategy/technique. Choosing the best technique depends on the objective and the context of study. In social science research, there are two common sampling designs which were called probability and non-probability sampling designs (Hamed, 2016). Therefore; the researcher applied both probability and non-probability sampling designs based on the nature of the population units of the study.

The first stage was using probability, simple random sampling technique for the selection of 248 city fashion industry actors and visitors from the total 800 population units of the study. Because 8 city fashion enterprises organized 2 events in a year, which 50 fashion industry participants/customers/visitors visited in a day their fashion events [$8 \times 2 \times 50 = 800$];

In the second stage, the researcher applied probability (non-purposive) sampling technique. Among the probability sampling techniques, complex random sampling was selected because it

allowed the researcher to use purposive sampling in some restricted instances (Kothari, 2014). Thus, the researcher applied stratified sampling technique to select 216 sample sizes of the four study area population units which includes modern fashion designers, traditional weavers/designers, fashion event organizers and fashion retailers of the city Addis Ababa. This was because stratified sampling has an advantage for the researcher to obtain representative sample if the population of a sample does not contain homogeneous group. Depend on this fact, modern fashion designers, traditional weavers/designers, fashion event organizers, fashion enterprise owners of the city were stratified sampling population units of the study area. The researcher did this based on his experience and practical examination of the appropriate stratification.

The third stage was sampling of the other population units of the study area which includes fashion enterprise owners (for instance: design school, media outlets and TV broad cast owners), customers/visitors and pertinent government offices. The researcher used purposive/judgment sampling specifically quota sampling technique. Therefore, from those 32 total samples size of the population units each stratum share eleven sample size of the population units.

3.4. Sample Size

In order to get sufficient information and reach at a reasonable conclusion, taking adequate and representative sample size from the population was decisive. Owing to this, defining the exact population of the study area and clearly indicate representative size plays crucial role for the researcher to draw sound conclusions. Therefore, the researcher applied the following steps to take appropriate sample from the population.

First stag, there are 800 fashion industry actors and visitors/customers of the city fashion tourism destination attraction.

Among 800 actors and visitors, 248 were selected using the following formula:

$$n = \frac{N}{1 + N(e)^2}$$

Here, n = is the required sample size; N = is the total population that would be studied, and

e = is the precision level which was = ($\pm 0.1\%$); where the confidence level was at 90%.

$$n = \frac{800}{1 + 800 (\pm 0.1\%)^2}$$

n = 31% of the total 800 fashion tourism industry actors and visitors of the city which was equivalent to 248.

Table 1. List of Addis Ababa city fashion enterprises

No	Name fashion enterprises
1	Hub-Africa fashion
2	African mosaic fashion
3	Mafi-readymade fashion
4	Fikir design
5	Unique fashion school
6	Genet fashion
7	Yohannis sisters fashion
8	T-G fashion

Source: Own survey (March, 2021).

Second stage, using probability stratified sampling technique as indicated in the above (3.3.) identified the four strata groups of the population units which include modern fashion designers, traditional weavers/designers, fashion event organizers and fashion retailers of the city Addis Ababa. From the 216 population size, the researcher took sample from stratum by using the formula:

$$i = (n/p_i)$$

Where, i = is the number of elements selected from stratum

n = is the total sample size, and; p_i = is represented proportion of the population. That means, $n=216$; $p_i = 4$.

Therefore: $-P_i = 216/4 = 54$, if it's proportional; the sample size of the population units would be: modern fashion designers sample size=54; traditional weavers/designers sample size=54; fashion event organizers sample size = 54, and fashion retailers sample size = 54.

Third stage, from fashion enterprise owners [of designer schools, media outlets and TV broad casters], customers/visitors and pertinent government office, the researcher selected eleven informants out of 32 sample size by applying judgment, specifically quota sampling technique.

Hence, the following table indicated the final selected sample size of all population units of the study that encompass 248 informants from those 8 Addis Ababa city fashion tourism industry actors and visitors of the study area.

Table 2: Sample size of the study area population units

Population units		Selected sample size
Modern fashion designers		54
Traditional weavers/designers		54
Fashion event organizers		54
Fashion retailers		54
Fashion enterprise owners		12
Customers/visitors		12
Government	Addis Ababa CAT bureau	4
Office	FDRE ministry of culture & tourism	4
Total		248

Source: Own survey (May, 2021).

3.5. Source of Data

To achieve the objectives of the study, the researcher used primary and secondary sources of data. Primary data as they were major source of information collected through questionnaire, interview and personal field observation. In order to supplement data collected from primary sources, the researcher also used secondary data sources such as written documents of the study area.

3.6. Data Collection Tools

The researcher applied different data collecting instruments that she believed appropriate to gather relevant information for the study. Therefore, the researcher used pre-prepared questionnaire, interview and field observation check list as primary data collecting tools. In addition to these, data collection materials like photo camera, recording device and note-books

were used contextually depending on the nature of the data. The collected data were arranged and re-arranged systematically in the way they meet the objective of the study.

3.6.1. Secondary Sources

Relevant documents such as Business Process Re-engineering (BPR) documents, official reports and corresponding letters at the different levels of the city (A.A.) administration as well as federal levels were collected and analyzed by the researcher. Moreover, secondary data were also collected from published and unpublished materials such as books, bulletins and newspapers which were relevant to the study.

3.6.2. Structured Questionnaire

The researcher prepared and implemented 216 structured questionnaires both in Amharic and English that administered to the selected sample of the study. Modern fashion designers, traditional weavers/designers, fashion event organizers and fashion retailers were selected as informants of the questionnaire. The contents of the questionnaire focus on the emergence of fashion and fashion tourism product development and its practice, city designers' product quality of the city fashion style development in the eyes of customers/visitors. In addition to that traditional weavers/designers work which reflect city different local community culture in the eyes of city fashion tourism destination attraction actors/visitors. It also contains the main challenges for fashion tourism industry developments of the city. Finally, the data were analyzed quantitatively.

3.6.3. Semi-structure Interview

Semi-structure interview questions were prepared in English and implemented for 32 study area informants that were identified in (3.3. and 3.4.) parts of the study. The interviewees were hold on fashion enterprise owners (of designer schools, media outlets and TV broad casters), customers/visitors and pertinent government offices. The interview aimed to get updated information about the city's fashion tourism and its industry investment situation as well as strategy/policy existence which backed the city fashion industry investment for sustainable tourism development. The questions posed to fashion enterprise owners and customer/visitors. Moreover, a particular emphasis were given for government office informants to investigate the informants' awareness about the entire sector sustainable development and the strategy or/and

other mechanisms implemented for the city's fashion tourism cultural segment development. Finally, the data were analyzed qualitatively.

3.6.4. Personal field Observation

The researcher made pre-planned field observation in the city 8 fashion tourism destination attractions of the study area. Personal field observation was done based on systematic, pre-prepared check list, supporting instruments like photo camera, note-books and video recordings where necessary. The main points depicted in the check list were city fashion collection types, FT actor's product different local community cultural reflects/representation and city FT foreign customer main focuses while they order designers of the city. Therefore, dates were collect depend on city designers fashion product themes, patterns and trends that help to understand city FT product level of global fashion market standard implementation. Finally, analyzed data goes to qualitative parts of the study which enable to developed thematic analysis of study finding.

3.7. Methods of Data Analysis

The researcher used various tools to collect relevant data for the study and then organized the data to make analysis. The researcher used thematic and descriptive statistical methods for analyzing the data. The descriptive methods of analysis used for quantitative types of data which was expressed in percentage and frequency by applying 22.0 SPSS version. The thematic parts of the study focused on themes, trends and patterns of qualitative types of data. Hence, the findings of the study were presented in the form of tables and figures. Finally, conclusion and possible recommendation were made based on the findings respectively.

CHAPTE FOUR: DATA PRESENTATION AND ANALYSIS

4.1. Introduction

In this chapter study researcher presented and analyzed collected data through different tools. The study was about the role of fashion for fashion tourism developments of A.A. city, and tried to investigate city traditional weaving and design for fashion product quality performance standard in the global fashion market system, as well as visitor's attraction impact in the city destination attraction. Therefore, the practice, contributions and challenges of fashion tourism development was investigated, according to city fashion industry actors, working environments and cultural traditions of the local community, toward fashion tourism industry development implementation of the city Addis Ababa.

Study area has 7 population units which includes modern and traditional fashion designers, fashion event's organizers, fashion retailers, fashion enterprise owners, visitors (customers) and pertinent government offices. To select 248 sample informants from the total 800 population units, study researcher employed probability and non-probability sampling technique.

4.2. Background of the Study Informants

Addis Ababa city fashion development role focused on, fashion designers and enterprises, fashion event organizers, retailers and visitors (customers) for fashion tourism industry development of the city. Study researcher tried to collect 240(6 from questioner and 2 of from interview aren't collected see in table;-3) informant responses from 248 selected total sample size of the study. The total informants were selected from 7 study area population units that include city fashion tourism actors/stakeholders and pertinent government bodies which indicated below the table.

Table 3: Informant distribution among population units

Types population units		No of distributed Questionnaires	No of returned questionnaires		Frequency	Percentage
			No	%		
Modern fashion designers		54	52	96.2%	52	21.7%
Traditional weavers/designers		54	54	100%	54	22.5%
Fashion event organizers		54	53	98%	53	22%
Fashion retailers		54	51	94.4%	51	21.25%
Fashion enterprise owners		12	12	100%	12	5%
Visitors (Customers)		12	12	100%	12	5%
Government office	AACAT bureau	4	3	75%	3	1.25%
	FDRE MoC&T	4	3	75%	3	1.25%
Total		248	240	96.8%	240	100% %

Source: Own survey (May, 2021).

As it was indicated in the above table from the total 248 selected informants of the study 240 informant responses were collected which account 96.8% of the total population sample size of the study. Only 6 questionnaires and 2 interviewee informants were missed in the field work of study researcher data collection time.

Table 4: Gender distribution of the study informants

Sex	Frequency	Percentage
Male	117	48.7%
Female	123	51.3%
Total	240	100%

Source: Own survey (May, 2021).

As it was indicated in the above table, 51.3% of the informants were female and 48.7% were male. Fashion tourism industry in its main feature the business is more likely urban business which engaged females and its more attracted female fashion business actors in the industry, for instance in A.A. two fashion design school owners are female who actively promote the business and able to get positive response in the area.

There for, fashion tourism business highly accommodate women job opportunity creation, which enable the very target groups of society in tourism sector policy main strategy objective achievement.

Table 5: Age category of study informants

Category	Frequency	Percentage
<25 years	55	22.9%
25-35 years	92	38.4%
36-45 yeas	65	27%
46-55 years	22	9.2%
Above 56 years	6	2.5%
Total	240	100%

Source: Own survey (May, 2021).

Current development of fashion in the city is more about global fashion market trend reflections because of that more youths are actively participate in different capacity. The above table, finding indicated this fact about 65.4% of the study informants were between 25-45 years old; and about 23% were less than 25 years. Fashion design schools of the city fully engaged by these groups of city dwellers which opens job opportunity in the area as well as some outstanding trainers automatically start their business while they graduate in their schools. Others enter such fashion design school having per-informed plan to become professional entrepreneur and they had already started their business. Therefore, the finding indicated that fashion tourism industry positive impacts of city youth job opportunity creation and global fashion market competition capacities of city fashion actors.

Table 6: Educational attainments of study informants

Level	Frequency	Percentage
< Level four (TVET)	52	21.7%
Level four(TVET)	74	30.8%
B.A.	64	26.7%
M.A.	46	19.2%
PHD	4	1.6%
Total	240	100%

Source: Own survey (May, 2021).

The main findings of the study especially the field observation parts indicted that more of the fashion tourism industry actors who engaged in modern as well as traditional fashion designers were as such least minimum educated. As it was indicated in the above table about 60.5% of the informants were level fore and less-level four education levels. But fashion is currently global and high level business which needs at least minimum knowledge to survive the global market competition so that such weakness cloud take as one challenge of the fashion tourism industry sustainable development of the city.

Table 7: Informants number of year experience in the area

Number of visits	Frequency	Percentage
<2 years	46	19.2%
2-4 years	92	38.3%
5 & above	102	42.5%
Total	240	100%

Source: Own survey (March, 2021).

Study informant experiences of the area, about 42.5% were long existed in the fashion tourism industry which could take best opportunity for the future city fashion tourism industry development. Because they know well different local community traditional custom and wearing style with best suitable choices of their customer demand and satisfaction. Although modern trainings and other current introduced traditional fashion design and fashion schools were account 38.3% of the data finding, which is 2 up to 4 year experience of fashion tourism industry in the city; which make more variety potential choices of the sector holistic development.

4.3. Fashion Tourism (FT) Industry Development of A.A. City

Tibeb is one of the main traditional clothes of Ethiopian society with decorative weaved according to specific society custom in different design and color development that make atypical Ethiopia from other African fabrics.

In A.A. the place called Shiro-meda is the most respected hand loom weavers located, they still weaving/produced city traditional and modern design fashion clothes to the market; forming small scale textile industry associations. In addition to Shiro-meda about **eight** fashion enterprises were established in the city that includes modern and traditional fashion designers,

fashion design schools, fashion TV program owners and fashion event organizers for the city fashion tourism industry development resource potentials.

Fashion is an important means of expression for social identity to the local community. So that it's obvious local fashion industry needs clear policy/strategy to the FT industry development. International experience shows that fashion become their city key economic development strategy, which increasingly linked with tourism sector development.

Because fashion tourism would help fashion industry for the globalization of styles, sharing knowledge about fashion world systems, presenting local cultural identity distinctiveness for its global brands; which result host city image buildings and branding, foster local community competitiveness advantage and increase host city number of visitors.

Depending on the above facts, study researcher questioned informants of the study area their know-how about fashion tourism (FT), whether or not city long existed traditional cloth making (weaving) experience contribute fashion tourism industry development as well as A.A. as a city started to experience fashion tourism like some African countries and world big fashion cities and; city traditional fashion clothes foreign visitors attraction power, whether or not city modern designers work reflect local community different custom/culture and; city designers product would qualify global fashion actors demand standards and other related issues about actors interaction and policy/strategy existence or not with its impact for fashion tourism industry development of the city. The next two tables' shows how informants of the study responded such facts as an actor's/stakeholders and customers/visitors of fashion tourism industry development of the city Addis Ababa.

Table 8: Respondents response on: fashion for fashion tourism development of A.A. city

Question	response	Frequ ency	percenta ge
Do you think A.A. city has long existed traditional clothes making (weavers) experience which contribute current fashion industry development of the city?	Yes	197	93.8%
	No	13	6.2%
	Total	210	100%
Do you have mansion your knowledge about city fashion tourism?	Yes	115	55%
	No	95	45%
	Total	210	100%
Do you think A.A. city started fashion tourism visiting	Yes	99	47%

experience like other fashion cities of the world, for instance: like Paris, Milan, in Africa Nigerian Lagos cities?	No	111	53%			
	Total	210	100%			
Do you think traditional cultural clothes of the city highly admire/ attract foreign visitors of the city?	Yes	179	85%			
	No	31	15%			
	Total	210	100%			
Do you agree city modern designers work reflect local community different wearing style which make fashion for the global market demands of fashion lovers/followers?	Yes	193	91.9%			
	No	17	8.1%			
	Total	210	100%			
Do you agree there is policy/strategy framework which is functional for the fashion tourism industry development of the city/country?	Yes	73	34.7 %			
	No	137	65.3%			
	Total	210	100%			
Scale category question						
How do you evaluate/judge current fashion designers work products of the city according to standards of global market fashion actors/followers demands of the product? Encircle the appropriate standard ranks of city fashion product: 1. Very Low standard 2. Low standard 3. Medium standard 4. High standard 5. Very high standard						
Scale category response						
	1	2	3	4	5	total
Frequency	6	30	82	46	46	210
Percentage	2.9	14.3	39	21.9	21.9	100%
Do you think fashion industry actors collaboratively work together for the development of FT industry of the city? Encircle the appropriate levels of their cooperation: 1. Very Low level 2. Low Level 3. Medium level 4. High level 5. Very high level						
Scale category response						
	1	2	3	4	5	total
Frequency	11	60	78	31	30	210
Percentage	5.2	28.8	37	14.7	14.2	100%
Do you agree fashion industry and tourism sector actors and stakeholders understand each other value (mutual benefits) and work together? Encircle the appropriate levels of their cooperation: 1. Very Low level 2. Low Level 3. Medium level 4. High level 5. Very high level						
Scale category response						
	1	2	3	4	5	Total
Frequency	14	80	67	34	15	210
Percentage	6.8	38.2	32	16	7	100%

To what extent government played expected role for fashion tourism industry development of the city? Encircle appropriate levels of government current action: 1. Very low level 2. Low level 3. Medium level 4. High level 5. Very high level						
Scale category response						
	1	2	3	4	5	Total
Frequency	103	46	29	29	3	210
Percentage	49	22	14	13.7	1.3	100%
To what extent existed policy/strategy framework is functional to the city fashion tourism industry development? Encircle appropriate level of its functionality ranks: 1. Very low level 2. Low level 3. Medium level 4. High level 5. Very high level						
Scale category response						
	1	2	3	4	5	Total
Frequency	89	83	26	9	3	210
Percentage	42	40	12	4.8	1.2	100%

Source: Own survey (May, 2021).

According to study area informants response A.A. city has long existed traditional clothe making experience like weaving which could contribute city fashion tourism industry future development (that supported by 93.8% of the respondent); although modern designers fashion product of the city reflect different local community custom/culture (91.9%) which is the main attraction source of global fashion actors to the city. In addition to that, foreign visitors of the city highly admired or attracted by traditional and cultural clothes of the city according to 85% of study area informant responses; which confirmed ‘city current fashion designers product’ qualify global fashion market actor’s demand in high and very high level of standard that supported by 44% of scale category informant responses of the study.

Because of such local and global fashion experience about 55% of the study informants has know-how about global development and current city Fashion tourism industry situations; which could take as encouraging fertile ground for the future A.A. city fashion tourism industry development.

Contrary to that, A.A. as a city did not start fashion tourism experience like world big fashion cities and some African city recent Fashion tourism development; which confirmed by 53% of the respondent. The main reasons that considered city Fashion tourism development hindrance is no government functional strategy/policy for city fashion tourism industry development that

supported by 65.3% of study area respondent; the seriousness of the issue revealed by scale category responses of the study, about 82% of study informants believed that government policy & strategy functionality toward fashion tourism industry development is very low and low which considered non-existence. In addition to that current government position to play expected role is very low and low according to 71% of scale category informant responses of the study.

The development challenge exacerbated by city fashion tourism industry actors/stakeholders below average and low level collaboration among them in the sector development; and they didn't understand their mutual benefits and each other's communal business development advantageous, according to 71% and 77% of the scale category respondents of the study response respectively.

Therefore, considering potential advantage like city long existed traditional clothe making experience, modern & traditional designers fashion product high standard quality which satisfy global fashion market actors demand and city foreign visitors perception which they admire city Fashion tourism products were the main feature to fashion tourism industry development potential advantage of the city.

While, government policy & strategy low and below average functionality toward city fashion tourism industry development, which is highly expected government fundamental and mandatory role; and actors/stakeholders low level cooperation and miss-matched understanding their mutual benefits to their business development is the serious challenges of city Fashion tourism industry development.

Picture 1. AA city girls/women traditional clothe with modern fashion design showing.



Source: Study researcher field survey collected from photo album (May, 2021)

Picture 2. AA city Men's traditional cultural clothe with modern fashion design showing



Source: Study researcher field survey collected from photo album (May, 2021)

African country future Fashion tourism market development potentials based on local community variety traditional cloth customs that include: cloth making, wearing style, cloth-design experience and its color selection. In Ethiopia, Addis Ababa beyond that facts traditional cloth making experience reveal high level artistic-design according to different local community/society cloth making culture. Moreover, Addis Ababa city traditional and modern fashion designers highly sophisticate their Fashion tourism product which was seen in picture one and two. Because of that both girls (women) and boys (men) of the city more than global fashion product/clothes, they preferred to wear these traditional fashion design clothes of their city in their day to day activity as well rarely occasion program, including top fashion followers like artists and film actress.

Picture 3. AA city girls with traditional cultural fashion designer clothes of the city



Source: Study researcher field survey collected. From photo album (May, 2021)

Picture 4. AA city dwellers different age groups and LC culture wearing style showing pictures



Source: Study researcher field survey collected from photo album (May, 2021)

One sign of A.A. city Fashion tourism emergence was all age category and both sex groups traditional cloth availability with modern fashion design. Before two decades you can't find children traditional cloth in the city market like in the current more variety choices. So that mainly nobles or high class societies were advantageous to get (wear) such traditional cultural fashion clothes of the city, which were uniquely prepared by their family weavers. But, now as it was seen in picture 3, current city traditional cultural cloth with modern fashion design for small girls and boys in different color, design and different local community cloth traditions were

produced by city Fashion tourism designers. Furthermore, picture four strengthen the idea as it was seen different cultural background couples, young boys and girls with variety traditional fashion clothes wearing styles. In regard to Fashion tourism industry development such experience considered the main attractions of foreign visitors of the city.

Picture 5. AA city nobles old fashion traditional clothes wearing style showing picture



Source: Ethiopian cultural cloth 1960s women and girls web site (May, 2021)

Picture 4. AA city 1960s men and women cultural modern suit fashion clothes style



Source: Study researcher field survey collected. From old photo album (May, 2021)

Since long Ethiopia had traditional cloth making experience which was evolved to the current fashion design cloth production. For instance picture five indicates nobles/ high class society

men and women traditional fashion cloth wearing styles, which is highly organized or complete dressing, from capes to over-coat for men and crown with high quality traditional fashion women's noble loose dressing. Although, such high class dressings were reflected in the mass (ordinary citizens) as it was seen in picture six, city 1960s men and women traditional fashion clothing experience.

Picture 5. AA city girls typical modern fashion dress with traditional cultural fabrics.



Source: Study researcher field survey collected from photo album (May, 2021)

For long existed traditional cloth making experience, current city fashion designers (both modern & traditional designers) reached such brand level global fashion market product production, that still keep local community cultural tradition as it was seen in picture seven and eight. The product highly attracts global fashion market actors as well as foreign visitors of the city. In addition to that, below shown picture eight reveals city Fashion tourism product (clothes) not only for usual wearing styles but also for rarely unique ceremony celebration clothing styles like wedding, both men and women experienced such traditional fashion design cloth in its modern approaches. So that such experience becomes city future Fashion tourism industry development potentials are in human skills aspect and resource wises.

Picture 6. AA city couples traditional fashion clothes with modern design *Source: Study researcher field survey collected. From photo album (May, 2021)*

4.4. Fashion Tourism Benefits for A.A. City Tourism Destination

Attraction Development

Fashion industry plays great role for the host city destination attraction development which, cultivate the image of the city, foster local community competitive advantage and increase its appeal as a tourist destination; that result millions of fashion lover tourists to visit host city destination attraction within short period of time. So that Fashion tourism is a niche segment of market that mixes creative, cultural and shopping tourism all together.

Fashion weeks are the starting point for many destination marketing organizations to take fashion as a new anchor for their Fashion tourism industry development and its significant impact in their city economy development. By constantly pushing fashion week trade events into the public awareness about the locations of fashionable credentials that encourages visitors to consider traveling to those specific places.

When visitors travel increasingly consider shopping to be a way to experience local culture through an engagement with local products, having a motivation to commerce, fun, pleasure and fashion study. Therefore, in Fashion tourism tourists looking to be familiar with world fashion designers, fashion trends, the color of the year, new designs of major brands of the world, traditional clothes design, culture and products of the city. In this regard traditional textiles and its fashion could reveal a lot about Local community history and culture; which enable to introduce traditional arts as a new perspective in fashion tourism industry.

Consequently, Fashion tourism industry result host city benefits that include; increasing Local community global competitiveness and its fashion creativity as well as innovative skills that empower Local community employment advantage which improve standard ways of life, attract host city new investment, import hard currency and diversify Local community income resources.

Depending on the above facts, study researcher questioned informants of the study about, fashion and tourism mutual importance, fashion tourism (FT) industry impacts of city future sustainable development, city fashion product current global market values and its prospective, fashion tourism whether or not benefits different levels of city dwellers, and attract new investment,

result social well-being and global competitiveness to the local community, city Fashion tourism product whether or not reflect different local community custom and cultures, and result city image buildings. The next two tables show study informant perception of the question.

Table 9: Benefits of fashion tourism industry for A.A. city development

Question	response	Freque ncy	Percent age			
Do you think fashion and tourism mutually important each other?	Yes	204	97%			
	No	6	3%			
	Total	210	100%			
Do you agree fashion product of the city has high value in the current global market system?	Yes	149	70.9%			
	No	61	29.1%			
	Total	210	100%			
Do you agree fashion tourism industry would benefits different levels of city local community/citizens?	Yes	187	89%			
	No	23	11%			
	Total	210	100%			
Do you agree fashion tourism industry would attract new investment in the city development?	Yes	189	90%			
	No	21	10%			
	Total	210	100%			
Do you agree fashion tourism industry of the city result, city dwellers social well-being, skill-fullness and global competitiveness?	Yes	195	92.8%			
	No	15	7.2%			
	Total	210	100%			
Scale category question						
To what extend do you agree fashion tourism industry income would significantly impact city future sustainable development? Encircle your appropriate expectation impact: 1. Has very low impact 2. Has low impact 3. Has medium impact 4. Has high impact 5. Has very high impact						
Scale category response						
	1	2	3	4	5	Total
Frequency	9	20	52	53	76	210
Percentage	4.4	9.6	24.7	25.2	36.1	100%
Do you agree city fashion tourism industry product result positive city image building in the other (foreign visitors & actors) worlds? Encircle accordingly the rank of your answer its image building positive results/impacts 1. Result very low impact 2. Result low impact 3. Result medium impact 4. Result high impact 5. Result very high impact						
Scale category response						
	1	2	3	4	5	Total

Frequency	4	21	51	44	90	210
Percentage	2	10	24.2	21	42.8	100%
To what extent fashion product of the city represent/reflect local community culture and tradition? Encircle your appropriate answer its level of representation/reflection local community culture & tradition: 1. Very low level 2.Low level 3. Medium level 4. High level 5. Very high level						
Scale category response						
	1	2	3	4	5	Total
Frequency	5	18	57	34	96	210
Percentage	2.4	8.6	27	16	46	100%
To what extent fashion tourism benefits the local communities of the city? Encircle your appropriate answer its level of benefits the local communities of the city: 1. Very Low level 2. Low level 3. Medium level 4. High level 5. Very high level						
Scale category response						
	1	2	3	4	5	total
Frequency	4	28	73	48	57	210
Percentage	1.8	13.2	35	23	27	100%
To what extent fashion tourism would result city dwellers social well-being, skill-fullness and global competitiveness? Encircle your appropriate answer its level of benefit results: 1. Very Low level 2. Low level 3. Medium level 4. High level 5.Very high level						
Scale category response						
	1	2	3	4	5	Total
Frequency	12	20	73	48	57	210
Percentage	5.6	9.4	35	23	27	100%

Source: Own survey (May, 2021).

As it was indicated in the above tables, 97% of the study informant response confirmed that fashion and tourism has mutual importance which justified the main reasons of fashion tourism future sustainable development of the city in the first place. And then 92.8% of informant response argued that FT would result city dwellers social well-being, global awareness and their competitiveness in the second place, but 35% of scale category response of the study informant answers fouts FT has medium level socio-cultural impacts, and 50% argued it has high and very high level of impact that indicate the issues needs further organized work which backed with clear and smart strategy/policy development and enforcement from concerned government bodies of the city.

Fashion tourism attract new investment got third place (90%) according to informant responses of the study, in A.A. the long existed traditional weaving and fashion experience, with different local community cloth making custom and culture were the main potentials which asserted by study area informants. Because of that 89% of informant response arguments were aligns with city fashion and fashion tourism industry would benefits different levels of city dwellers. But equally scale category 50% respondent argued that the benefit is below average and as such not mature enough to speak confidentially it would benefits different levels of city dwellers; while 50% of them believe Fashion tourism would have high and very high benefits to different levels of city dwellers. Behind the issue is that, there is no government strategy supportive mechanisms which enable to develop the sector fashion tourism (FT) in its expected potential manner, in addition to stakeholders not understand their mutual importance as a main factor for study area informants some reservations.

Fashion is the result of nature, culture and existed environ which make actors innovative and creative as a main factor for Fashion tourism industry development of the host city, as a matter of fact A.A. city in this regard its deeply rich cultural resources including arts and historical legacies of Fashion tourism industry inputs were abundant which supported by 70.9% of the respondent. Because of that 79% of scale category respondents of the study argued that city Fashion tourism products reflect and represent city Local community different custom and their cultures, in high and very high levels. In addition to that such potential facts has another main contributions which is city image building in the other worlds or international tourists of the city, that also 63.8% of respondent (scale category) asserted Fashion tourism result in A.A. city image building in high and very high levels.

Fashion tourism main features to become current global city tourism promotion strategy focus is that, it give visitors and actors to global fashion industry status awareness and enable to communicate world people in fashion. The elements which transit such important aspect as a conduit is Fashion tourism product represent local community (LC) history, religion, arts and experience of ways of life which visitors wants to enjoy more from host city destination attraction.

In some cases fashion shows and exhibitions strive to attract attention to the nature, architecture and handicrafts of a place. This creative exhibition attracted attention to raw materials and other

local natural resource used for clothing and invited visitors to think about fashion materials and architecture that inspires in cloth design. Selling clothes in auctions and galleries especially seasonal clothes are another strategy which promotes city fashion tourism. Furthermore turning villages into Fashion tourism destination is also another strategy which could help local economy to be flourished. In addition to that via celebrity it introduces traditional arts and crafts of host society culture, which improve city destination image that increased cultural credibility of the local community.

According to study finding reveals, these all facts together found as A.A. city Fashion tourism industry development potential advantages, since some years back Addis fashion designers started to compete and present their fashion product in the global fashion market which result unexpected reputation and great admire. Although time to time cultural and traditional clothe market centers of the city like Shiro-meda highly visited by international visitors who mainly need to experience and enjoy the culture of city mosaic society, besides aggressively buying traditional clothes of the city.

For example below picture nine shows city local community long existed cloth types which is called gabbi. Gabbi wear mainly by elders as it was sign of respected cultural clothes of the society.

Picture 7. Traditional weaving ‘tibebe’ in Ethiopian flag colors.



Source: Study researcher field survey collected. From photo album (May, 2021)

Picture 8. AA city traditional weavers/designers fashion product high level quality expressions



Source: Study researcher field survey collected. From photo (May, 2021)

Apparel Product Quality: Its Nature and Measurement

- 1) Performance, 2) components, 3) garment care, 4) appearance, 5) construction/workmanship, 6) style/fashion, and 7) fit. Dale Rayman, David J. Burns & Cherilyn N. Nelson (2011)
- 2) Although city fashion tourism product qualifies global fashion market demands in its design quality and input materials

<https://doi.org/10.1080/20932685.2011.10593084>

Among many promotion activities of fashion products of the city one of them is fashion event organization, the above picture ten shows, one of the city fashion enterprise fashion event presented fashion tourism products of the city. The level of the fashion design and its variety asserted how much city fashion tourism product qualify global fashion market actor's demand. Although, some fashion enterprise started to promote their product using web-site which make them easily access their customers, as it was seen below picture eleven and twelve.

Picture 9. AA city women different LC traditional clothes trends with modern design



Source: Study researcher field survey collected. From photo album (May, 2021)

Picture 10. AA city traditional clothes old to modern fashion evolution patterns



Source: Study researcher field survey collected. From photo album (May, 2021)

4.5. Fashion Tourism Development Challenges of A.A. City

Fashion tourism has tremendous positive impact for the host city sustainable development, which result local community global competitiveness, brand city fashion tourism product in the global market and attract new investment to the area, in addition to significantly increase number of host city visitors. So that fashion tourism industry development needs effective government strategy (policy), coordinated fashion industry input supply and convenient manufacturing conditions that support by global fashion system update information. Besides host city fashion tourism integrated destination development promotion.

Because fashion tourism economic importance is crucial over the destinations, these trends of fashion as a leisure tourist increased the number of participants and over the years it developed into an important travel form of fashion seasonal venues in the worldwide tourism.

As a challenge fashion tourism industry development face, lack of fashion business skills mainly among small business actors, limited awareness to diverse global fashion market opportunities as well as limited investment access for manufacturing/design sector. Low level stakeholders cooperation to work together including government bodies of the area were often expected challenges of fashion tourism industry development of host city destination attraction.

Depending on the above facts study researcher questioned study area informants about, Whether current government strategy (policy) toward fashion tourism industry development is the sector main development challenge or not, both (modern and traditional) fashion designers limited quantity product production would satisfy the market demands or not, city fashion tourism stakeholder not-closely working together and miss-matched understanding to their business mutual importance, including lack of investment incentives would or not considered the main challenges of city fashion tourism industry development. Study area informant responses of the question would present in the next two

Table 10: Fashion Tourism industry development challenges

Question	response	Frequency	Percentage			
Do you think A.A. city FT industry development has policy/strategy problem?	Yes	168	80%			
	No	42	20%			
	Total	210	100%			
Do you think A.A. city fashion designers not able to produce FT product according to the demand size of the market is problem of the sector fashion tourism (FT) industry development?	Yes	187	89%			
	No	23	11%			
	Total	210	100%			
Do you think city modern designers and traditional weavers/designers not-closely working is problem of city fashion tourism industry development?	Yes	183	87%			
	No	27s	13%			
	Total	210	100%			
Do you agree Fashion Tourism (FT) industry actors & stakeholders low level co-operation is one of the challenge of city FT industry development?	Yes	185	88%			
	No	25	12%			
	Total	210	100%			
Do you think lack of investment incentive is the main challenges of city fashion tourism industry development?	Yes	185	88%			
	No	25	12%			
	total	210	100%			
Scale category question						
To what extent lack of policy/strategy is city fashion tourism industry development problem? Encircle the level of the problem criticalness situation: 1. Very low level critical 2. Low level critical 3. Medium level critical 4. High level critical 5. Very high level critical						
Scale category response						
	1	2	3	4	5	Total
Frequency	7	23	48	60	72	210
Percentage	3.2	11	23	29	34	100%

<p>To what extent city designers fashion product not able to produce according to the size of the market demand quantity is problem of fashion tourism industry development of the city? Encircle the level of the problem criticalness situation: 1. Very low level critical 2. Low level critical 3. Medium level critical 4. High level critical 5. Very high level critical</p>						
Scale category response						
	1	2	3	4	5	Total
Frequency	11	22	56	58	63	210
Percentage	5.3	10.5	26.6	27.6	30	100%
<p>To what extent city modern designers and traditional weavers/designers not-closely working is problem of city fashion tourism industry development? Encircle the level of the problem criticalness situation: 1. Very low level critical 2. Low level critical 3. Medium level critical 4. High level critical 5. Very high level critical</p>						
Scale category response						
	1	2	3	4	5	Total
Frequency	9	23	53	56	69	210
Percentage	4.3	10.7	25	27	33	100%
<p>To what extent city Fashion Tourism (FT) actors/stakeholders low level cooperation is a challenge of city FT industry development? Encircle the level of the problem criticalness situation: 1. Very low level critical 2. Low level critical 3. Medium level critical 4. High level critical 5. Very high level critical</p>						
Scale category response						
	1	2	3	4	5	total
Frequency	11	21	52	51	75	210
Percentage	5	10	24.8	24.2	36	100%
<p>To what extent lack of investment incentive is main challenges of fashion tourism industry development of the city? Encircle the level of the problem criticalness situation: 1. Very low level critical 2. Low level critical 3. Medium level critical 4. High level critical 5. Very high level critical</p>						
Scale category response						
	1	2	3	4	5	Total
Frequency	7	23	35	45	100	210
Percentage	3.4	10.6	17	21	48	100%

Source: Own survey (May, 2021).

Fashion is seasonal, especially in Addis Ababa most fashion product market demand raised in the time of public and national holidays like eve of New Year, Easter, Ephfany (Timket) and

different group of society traditional custom celebration which the demand of traditional fashion products were highly scarce in the market. According to 89% study area informant response such facts get the first challenge of the city fashion tourism industry development, which support the fact the problem is highly critical by 57.6% scale category respondents of the study. The second challenges were the root causes of the first problem, which is lack of investment incentive and low level fashion tourism industry stakeholders' co-operation among them, which confirmed by 88% study area respondents.

Furthermore scale category responses of the study justified the level of the problem (lack of investment incentive) is highly critical by 60% and stakeholders loose co-operation among them is 69% highly critical, which un-able them to challenge the challenge for the development of the city fashion tourism industry.

Any sector development needs proper government policy/strategy orientation backup which is crucial for sustainable development of the industry, in regard to A.A. city fashion tourism industry development the other main challenge is this fact. According to 80% study area informant response and it's levels of criticalness the problem is 63% high, that erg quick intervention. Fashion main feature is its dynamism with the global actors favor tendency and their celebrity choice, which needs more flexible and dynamic approach in regard to Fashion tourism industry sustainable development and to benefits the market advantage. Both stakeholders and pertain government body side weakness were repeated by modern and traditional fashion design producers of the city. Traditional weavers as the same time designers and modern designers of the city not work closely together sharing new information and ideas about current global fashion market situations which affected them negatively their advance market opportunity advantages that supported by 87% respondents of the study; And the problem level of criticalness according to scale category informants is 60% as a main challenges of city fashion tourism industry development.

In fashion tourism industry practice, more production of fashion product in the market is creating more money or profit which also attract more visitors in the destination. The logic behind is clear, city fashion tourism industry stakeholders need to solve such critical limitations; fashion market demand huge gaps, that may open the door to get proper attention from government side, if they (actors) pressurized the issues properly. In developing country system 'association'

impact is not easily seen which pave the way to actors including government to come to the normal track. So that both traditional and modern city fashion designers, fashion event organizers, fashion enterprise owners and retailers shall form association to solve existed obstacles.

Hard currency availability limitation to import fashion input materials including latest fashion tourism industry machines of the area need government serious consideration to incentive to the sector, which hindered seriously actors competitive advantage capacity in the market and its impact result vicious circle. Because, current global experiences of fashion tourism industry development shows, A.A. city has huge advantage in the market that benefits a lot from it. Therefore, city government shall consider the strategy aspects of the sector which is current hot issues for such potentially existed advantageous fashion tourism industry development.

4.6. Finding Discussion

Practices of fashion tourism in Addis Ababa city

Addis Ababa city fashion tourism development study area informant's background finding shows that, fashion business is more likely urban business that highly engaged females. Study finding asserted that about 51.3% of informants were female, who engaged themselves in the city fashion tourism industry with different business activity; to the extent establishing fashion design schools and media out lets/TV broadcast program.

Study researcher finding indicated that, more youths are actors of the city fashion tourism industry development that make the segment future development more bright because of these actors potential advantage in the global fashion market system competitive business advantage. In addition to that respondent's (actors) experience in the area fashion tourism (FT) were so rich which they developed the business skills through global practical market challenges. So that such experience enable them to qualify in knowing local community different traditional fashion custom and culture with their historical and cultural values as well as know-how current fashion global development trends. These two qualities make them more advantageous in the city fashion tourism business system that transcend to global fashion tourism market advantage.

But more of the study area stakeholders' educational backgrounds according to study finding were too low, which needs concerned government body interventions. Because, fashion is global

trend and international business that need at least minimum knowledge to understand and compute global fashion tourism market system.

Addis Ababa city fashion tourism industry development according to study finding has the following main potential advantages which includes: city weaving different local community (LC) traditional culture existence, modern as well as traditional fashion designers product high quality that qualify global fashion market actors demand highly. In addition to that, the perceptions of global fashion market actors or foreign international fashion tourism visitors of the city admire city fashion product which they highly attracted them were the main potential advantages of the city fashion tourism industry sustainable development.

Fashion tourism industry Contributions in the City of A.A.

Fashion tourism industry is a mixture of niche markets which encompass cultural, creativity and shopping tourism that mainly used fashion week as starting points of the sector market development. So that pushing fashion weeks and events to extend the time and opportunities of the event, the host city Addis Ababa can make visitors to experience local community culture and holiday tourism destination attraction development. In addition to that individual luxury fashion choice brand our city fashion market that highly considered one main positive impacts of city fashion tourism development. Because, in the experience of fashion tourism, cultural tourism considered subset of fashion tourism which concerned city culture fashion product that tourist wants to live it.

Fashion tourism creates interaction opportunity between internal and external actors, business associations and host societies, including visitors as well as fashion tourism product consumers. Its motivation was mainly commerce, fun, pleasure/experience and study fashions. Therefore, tourist looking familiar with our local community fashion designers, city fashion trends and the color of the year as well as new design brands of the city Addis Ababa that result our city local community culture, history and arts revealed on it. Hence, the finding of the study shows that:

Fashion and tourism mutually benefits each other according to study finding confirmed, that make city fashion tourism industry feature development more sustainable. Such facts also prevails in the global fashion markets systems, the two industry marriages (fashion and tourism) current global market trends were full of wealth transaction which improve city economy diverse

development. Although, A.A. city fashion tourism development attract new investment, which has stimulating effect other sectors of the city.

The above two main benefits of city fashion tourism make the segment to benefit different levels of the city local community or dwellers which found in different educational and economic status, especially traditional weavers and designers. The area accommodates more city youths and women which they actively engaged them in fashion tourism business.

Study finding indicated that fashion tourism result socio-cultural development of the city dwellers which includes global fashion system awareness, local community competitiveness advantage and societal well-being though it needs government side clear strategy enforcement. Fashion tourism product in its main feature being innovative and creative becomes more crucial because of that its use as a resource host city environ history, arts and architectures. The result was city image building, local community cultural reflection and representation that played great role for holistic development and benefits of the host city. In addition to that fashion is international phenomenon, the industry communicate the world people that considered main advantages of the host city societies of Addis Ababa.

Challenges of A.A. city fashion tourism industry development

Contrary to that, the major challenges of city fashion tourism industry development were concerned government policy/strategy list level (zero) functionality that consider non-existence, lack of incentive to the extent fashion tourism product producers faced serious difficulty to import some minor raw materials which comes mainly from western markets like united kingdom (UK), were the main government side problem of the area. In regard to fashion tourism actors/stakeholders their miss-matched mutual importance understanding and loose co-operation among them were also main challenges of fashion tourism development of the city. The other major problem findings of the study indicated that: very low quantity product production of city fashion tourism actors according to the demand size of the market which is the most critical weakness city fashion tourism product producers. So that, having these facts, A.A. city fashion tourism actors and stakeholders including concerned government bodies need to strive to solve such critical bottlenecks of the sector.

To conclude, A.A. city fashion tourism industry development has rich potential resources, both in human capacity and input resource wise. Traditional and modern fashion tourism designer's products highly qualify global fashion market standards and their reputation which was so admirable to brand the city in fashion tourism destination attraction development. Though, fashion tourism actors limited quantity production and their miss-matched understanding to their business development mutual importance considered their weakness. Government lack of proper attention as well as visible gaps leading expected roles adds further city fashion tourism industry development main challenges. Hence city vested fashion tourism resource potentials would be upscale and best experiences of global fashion markets of the city shall encouraged, for the city entire sustainable development.

CHAPTE FIVE: CONCLUSION AND RECOMMENDATION

5.1. Conclusion

Fashion tourism is mixtures of niche market that encompass cultural, creativity and shopping tourist experience in the host city destination attraction. Ethiopia had long history in traditional and cultural clothe making which was inherited generation to generations, both in rural and urban areas for livelihood and income generations.

Addis Ababa is the capital city of the country and the seat of regional and international organizations including hundreds of different country ambassadors. At the same time in regard to the country, Addis Ababa is the home of different groups of society that they reflect their own way of life, custom and tradition according to their specific culture. Because of that A.A. considered small-villages of the great Ethiopia; which has mosaic local community cultural tradition. Among that wearing style and clothe making tradition is one of them which prevailed rich, diverse and unique features of the city.

Since long weaving is parts of life for the city dwellers, traditional clothe making that made by hand woven textiles. Tibeb is one of the main city traditional clothes of city local community culture which is “decorative-weaved” cloth design and colors; according to specific local community custom and tradition that make Ethiopia peculiar unlike other African society fabrics. Altogether, it becomes city fashion tourism industry development resource potentials including city; modern and traditional fashion designers, fashion design schools, fashion media/TV broad cast programs and fashion event organizers of the city.

Fashion tourism industry is an important conduit for the expression of social identity, aesthetic tastes and political ideas of the times; though the market depends on desire of the customers in the world. Beyond that fashion tourism creates local community wellbeing, creativity and connects local community to global communities in the world.

So that, A.A. city extending fashion event days/weeks can create opportunity to the visitors of the city to experience our local culture that increase leisure and holiday tourism destination attraction development. In addition to that individual luxury fashion choices brand the city in the international world that impact highly city fashion tourism industry development.

Addis Ababa city has long existed fashion tourism industry development potentials, different local community weaving and wearing style and both (modern & traditional) fashion product producers works of the city reflect/represent these local community customs that highly attract international fashion visitors of the city, was the main study finding fertile grounds of city fashion tourism industry development.

According to findings indicated that city fashion tourism industry benefits different levels of city dwellers which engaged mainly city women and youths. The practice reveals that fashion and tourism industry is mutually important each other to the development of fashion tourism industry. As a result fashion tourism industry benefits the city local community, social wellbeing including their competitiveness advantage in the world fashion market system and their creativity to the area, that attract new investment, city image buildings and branding the city in the international visitors and global fashion tourism industry actors.

To conclude, even though the city fashion tourism industry development has both high level human skills experience in the city fashion tourism actors/stakeholders, rich local community custom and artistic-cultural resources which get high level acceptance in the global fashion market system. But city fashion tourism lacks strategy and incentive mechanism from concerned government bodies of the city. In addition to that, city fashion tourism actors' loose cooperation among them that didn't recognized their mutual importance. Because of that below market demand quantity fashion tourism product productions were city fashion tourism actors' serious challenges in their business progress as well as entire city fashion tourism industry sustainable development.

5.2. Recommendations

The finding of the study showed that Addis Ababa city has tremendous potentials resource that include long experience of city traditional fashion clothe making, individual indigenous/local skills and environmental, historic and mosaic local tradition wearing customs/style, that creates conducive ground for sustainable developments of the city fashion tourism industry.

The study also shows the challenges of city fashion tourism industry development. So that, to benefits this emerging global fashion market opportunity advantages, city fashion tourism industry actors/stakeholders including concerned government body shall strive to minimized the

challenge and maximized opportunity advantages at hand which enable to change current fashion tourism industry weak contributions of city tourism sector sustainable development, and local community as well as actors high level benefits from the segment. Fashion tourism industry impact goes to the extent different level city dwellers job opportunity creation, enable local community to be competitive in global fashion market advantage and branding the city in the international world, including attraction of new investment. Therefore based on the findings of the study, potential opportunities and challenges to develop city (A.A.) fashion tourism industry, the following recommendations were forwarded:-

- A.A. city CAT bureau at least shall formulate fashion tourism development particular strategy and forward policy idea inputs to the FDRE ministry of Tourism; which the result enables city fashion tourism industry compute in global fashion market system.
- A.A. city fashion tourism actors/stakeholders shall form association that creates strong co-operation among them, for their recognized mutual importance, that increase their acceptance in the eyes of concerned government bodies of the sector and their market opportunity benefits from the system.
- A.A. city CAT bureau shall lay effective and efficient devise mechanism for the city fashion tourism business investors, which solve serious input import problems of fashion tourism business actors.
- Fashion tourism industry actors of the city shall strive to produce too much/enough fashion products to the market, that enable to satisfy customers/visitors high quantity demands of the city fashion tourism product, which is the main challenges of city fashion tourism industry development.

Finally, the study did not investigate the role of foreign fashion investors' impact in the city fashion tourism industry development; that considered significant positive impact in the city fashion tourism industry development; due to time, cost and COVID-19 limitations. Hence, future study researchers may fill this gap, by investigating the role of foreign cottage and textile investors for A.A. city fashion tourism industry development.

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APPENDICE

QUESTIONNAIRE FOR MODERN FASHION DESIGNERS, TRADITIONAL WEAVERS/DESIGNERS, FASHION EVENT ORGANIZERS AND FASHION RETAILERS OF THE CITY ADDIS ABABA

General Guidelines

Please tick (✓) or (X) sign in the appropriate boxes for the closed ended questions

Part one: this part mainly focus on personal details.

1	Where are you from?	City	
		Country	
2	Sex	Female	
		Male	
3	What is your age?	Less than 25	
		25-35	
		36-50	
		More than 50	
4	What is your highest education level?	Less than Diploma	
		Diploma	
		BA degree	
		MA degree	
		PHD	
5	How many years' experience you have in this area	Less than 5	
		6-10 years	
		11-20 years	
		Above 20 years	

Part two: Close ended questions on the developments of fashion for tourism industry developments of Addis Ababa City.

No	Questionnaire	Respondent Response	
		Yes	No
1	Do you think A.A. city has long existed traditional clothes making (weavers) experience which contribute current fashion industry development of the city?		
2	Do you have an idea about city fashion tourism?		
3	Do you think A.A. city started fashion tourism visiting experience like other fashion cities of the world, for instance: like Paris, Milan, in Africa Nigerian Lagos cities?		

4	Do you think traditional cultural clothes of the city highly admire/ attract foreign visitors of the city?		
5	Do you agree city modern designers work reflect local community different wearing style which make fashion for the global market demands of fashion lovers/followers?		
6	How do you evaluate/judge current fashion designers work products of city according to standards of global market fashion actors/followers demands of the product? Encircle the appropriate standards ranks of city fashion product: 1. Low standard 2. Medium standard 3. High standard 4. Very high standard	1	2
		3	4
7	Do you think fashion industry actors collaboratively work together for the deployment of fashion industry of the city? Encircle the appropriate levels of their cooperation: 1. Low level 2. Medium level 3. High level 4. Very high level	1	2
		3	4
8	Do you agree fashion industry and tourism sector actors and stakeholders understand each other value (mutual benefits) and work together? Encircle the appropriate levels of their cooperation: 1. Low level 2. Medium level 3. High level 4. Very high level	1	2
		3	4
9	To what extent government played expected role for fashion tourism industry development of the city? Encircle appropriate levels of government current action: 1. Low level 2. Medium level 3. High level 4. Very high level	1	2
		3	4
10	Do you agree there is policy/strategy framework which is functional for the fashion tourism industry development of the city/country?		
	If your answer is “Yes” to what extent existed policy/strategy framework is functional to the city/country fashion tourism industry development? Encircle appropriate level of its functionality: 1. Very high level 2. High level 3. Medium level 4. Low level	4	3
		2	1

Part three: Close ended questions in the benefits of fashion tourism industry for Addis Ababa city development

No	Questionnaire	Respondent Response	
		Yes	No
1	Do you think fashion and tourism mutually important each other?		
2	Do you agree fashion product of the city has high value in the current global market system?		
3	Do you agree fashion tourism industry income would significantly impact city future sustainable development? Encircle your appropriate expectation impact: 1. Has Low impact 2. Has Medium impact 3. Has High impact 4. Has Very high impact	1	2
		3	4
4	Do you agree city fashion tourism industry product result city image building in the other worlds?		

5	To what extent fashion product of the city represent/reflect local community culture and tradition? Encircle your appropriate answer its level of representation/reflection local community culture& tradition: 1. Low level 2. Medium level 3. High level 4. Very high level	1	2
		3	4
6	Do you agree fashion tourism industry would benefits different levels of city local community/citizens? If your answer is “Yes” to what extent it benefits the local communities of the city? Encircle your appropriate answer its level of benefits the local communities of the city: 1. Low level 2. Medium level 3. High level 4. Very high level		
		1	2
7	Do you agree fashion tourism industry would attract new investment in the city development?	3	4
8	Do you agree fashion tourism industry of the city result, city dwellers social well-being, skill-fullness and global awareness? If your answer is “Yes” to what extent it would result city dwellers social well-being, skill-fullness and global awareness? Encircle your appropriate answer its level of benefit results: 1. Low level 2. Medium level 3. High level 4. Very high level		
		1	2
		3	4

Part Four: Addis Ababa city fashion tourism industry development challenges

No	Questionnaire	Respondent Response	
		Yes	No
1	Do you think city fashion tourism industry development has policy/strategy problem?		
	If your answer is “Yes” to what extent its problem is critical? Encircle the level of the problem critic situation: 1. Very highly critical 2. Highly critical 3. Medium critical 4. Low critical	4	3
2	Do you think city designers fashion tourism product low quality is problem of the sector/industry development of the city?	2	1
	If your answer is “Yes” to what extent the problem is critical? Encircle the level of the problem criticalness situation: 1. Very highly critical 2. Highly critical 3. Medium critical 4. Low critical	4	3
3	Do you think city modern designers and traditional weavers/designers not-closely working is problem of the city fashion tourism industry development?	2	1
	If your answer is “Yes” to what extent the problem is critical? Encircle the level of the problem critical situation: 1. Very highly critical 2. Highly critical 3. Medium critical 4. Low critical	4	3

4	Do you agree fashion tourism industry actors and stakeholders low level co-operation is one of the challenges of city fashion tourism industry development?		
	If your answer is “Yes” to what extent the challenge is critical? Encircle the level of the problem criticalness situation: 1. Very highly critical 2. Highly critical 3. Medium critical 4. Low critical	4	3
		2	1
5	Do you think lack of investment incentive is the main challenges of city fashion tourism industry development?		
	If your answer is “Yes” to what extent the challenge is critical? Encircle the level of the problem criticalness situation: 1. Very highly critical 2. Highly critical 3. Medium critical 4. Low critical	4	3
		2	1

Appendix 2

OPEN ENDED INTERVIEW FOR FASHION DESIGNERS, FASHION EVENT ORGANIZERS, FASHION ENTERPRISE OWNERS, TRADITIONAL WEAVERS (DESIGNERS), FASHION RETAILERS AND GOVERNMENT OFFICES.

1. How do you see fashion (industry) development of A.A. city? Or, Can you specifically mentioned when fashion started in the city?
2. What types of design product considered fashion market product in the city?
3. Do think fashion and tourism has mutual benefits each other?
4. What are the relationship traditional weavers (designers) and modern fashion designers?
5. Do you think traditional weavers [local designers and its society clothes making culture] were factors to modern/current fashion industry development? Or, Is traditional clothe making society knowledge/culture become step-stones to current fashion industry development of the city A.A.?
6. Is there any policy/strategy back-up supporting mechanism for fashion industry development of the city from the government?
7. What are expected government role for fashion and tourism industry development of the city?, And which government office/body particularly concerned fashion industry development of the city/country?
8. Is there any organization/association among fashion industry actors of the city?
9. What are fashion industry contribution/benefits of the city sustainable development? If possible please mentioned; fashion area initial investment capitals, fashion industry tax earnings, other fashion related market investment transaction which impact highly city benefits from the fashion industry?
10. Do you think foreigners highly attracted by city fashion design product in the city as well as in the global market?
11. What are city fashion industry product brands and its place in the global market?
12. Do you think Addis Ababa is among one of fashion destination city; like Nigeria: Lagos, South Africa: Johannesburg; Ghana: Akra and Kenya....etc? If not what is the reason?
13. What are the major challenges of fashion industry development of the city?

14. Who are city fashion industry development main actors/stakeholders; including concerned government bodies?
15. Is there any value/importance A.A. city being the seat of different local community artistic culture and traditional custom?

ውድ የዚህ ጥናት ተሳታፊዎች ይህ ጥናት በአ.አ.ዩ. በሀገር ልማት ጥናት ኮሌጅ፤ የቱሪዝም ልማትና አስተዳዳሪ ትምህርት ክፍል፤ ተማሪ በሆነችው በተማሪ ገነት ሩፋኤል የሁለተኛ ዲግሪ የማሟያ ጥናት የሚሰራ ሲሆን፤ እርሷም “ ፋሽን ለቱሪዝም እድገት ያለው አስተዋፅኦ በአ.አ. ከተማ” የሚል ነው።

ለዚህ ጥናት የሚሰበሰቡ መረጃዎች በሙሉ ለጥናቱ ግብአትነት ብቻ የሚውል መሆኑን እየገለፅኩኝ፤ግዜዎትን ሰጥተው መጠይቁን ለመሙላት ስለተባበሩኝ በቅድሚያ እጅግ አመሰግናለሁ።

ክፍልአንድ :- ይህ ክፍል መጠይቁን የሚሞሉ አካላት የግል መረጃን የያዘው፤

1	የሚኖሩበት አካባቢ?	ከተማ	
		ሀገር	
2	ፆታ?	ወንድ	
		ሴት	
3	ዕድሜ?	ከ25 ዓመት በታች	
		ከ25- 35 ዓመት	
		ከ36- 45ዓመት	
		ከ 46 -55 ዓመት	
		ከ65 ዓመት በላይ	
4	የደረሰብኩት የትምህርት ደረጃ?	ከዲፕሎማ በታች	
		ዲፕሎማ	
		የመጀመሪያ ዲግሪ	
		ሁለተኛ ዲግሪ	
		ዶክተሬት (ፒኤችዲ)	
5	በተሰደማሩበት የሥራ መስክ ምን ያህል ጊዜ ቆዩ?	ከ2 ጊዜ በታች	
		ከ2- 4 ጊዜ	
		ከ5 ጊዜ ከዛ በላይ	

ክፍል ሁለት፡ ይህ ክፍል የፋሽን ኢንዱስትሪ እድገት ለቱሪዝም መስህብነትን የተመለከት የያዘ ጥያቄ ነው

ተ.ቁ.	ጥያቄዎች	መልሶች	
		አዎ	አይ
1	የአ.አ. ከተማ የቆየ ባህላዊ የልብስ አሰራር ጥበብ አሁን ለተፈጠረው የፋሽን ኢንዱስትሪ እድገት አስተዋፅኦ አለው ብለው ያስባሉ?		
2	ስለአዲስ አበባ ከተማ ፋሽን-ቱሪዝም እውቀቱ/ግንዛቤው አልዎት?		
3	አዲስ አበባ ከተማ ዓለም ላይ ለምሳሌ እንዳሉ ትላልቅ የፋሽን ከተሞች የቱሪዝም መስህብ መሆኑን ጀምራለች ብለው ያሳባሉ፤ ለሳሌ እንደ ፓሪስ፤ሚላን ከአፍሪካ የናይጄሪያ ከተማ ሌጎስ?		
4	የከተማዋ ባህላዊ አልባሳት፤ ጥበብን ጨምሮ የውጪ ዜጎችን አድናቆት ያተረፉ ለቱሪዝም መስህብ መሆን ይችላሉ ብለው ያስባሉ?		
5	የከተማችን ፋሽን ዲዛይነሮች የሥራ ውጤቶች የመሀበረሰቡን የተለያዩ ባህላዊ እሴቶች/ጥበባዊ ቱፊቶች (አለባበስን ጨምሮ) የሚያንፀባርቁ ለዓለም ገበያ ሲቀርቡ ፋሽን ሆነው የፋሽን ተከታዮችን ፍላጎት ይሰባሉ ብለው ያስባሉ?		
6	የከተማችንን የፋሽን ዲዛይነሮች የሥራ ውጤቶች ከዓለም ገበያ የምርት ጥራት አንፃር/እስታንደርድ አንፃር/ እንዴት ያይታል ወይም በደረጃ እንዴት ያስቀምጡታል? ትክክለኛ ነው የሚሉትን ደረጃ ይምረጡ፤ 1. ዝቅተኛ ደረጃ 2. መካከለኛ ደረጃ 3. ከፍተኛ ደረጃ 4. በጣም ከፍተኛ ደረጃ	1	2
		3	4
7	የከተማዋ የፋሽን ኢንዱስትሪ ተዋናዮች ተቀናጅተው/ተባብረው ለፋሽን ኢንዱስትሪው እድገት እየሰሩ ነው ብለው ያስባሉ? ትክክለኛ መልስ ነው የሚሉትን በደረጃ ይምረጡ፤ 1. ዝቅተኛ ደረጃ 2. መካከለኛ ደረጃ 3. ከፍተኛ ደረጃ 4. በጣም ከፍተኛ ደረጃ	1	2
		3	4
8	የከተማዋ የፋሽን ኢንዱስትሪ እና የቱሪዝም ሴክተር የሚመለከታቸው አካላትና ተዋናዮች ተናበውና ተደጋግፈው ለጋራ እድገት እየሰሩ ነው በሚለው ሀሳብ ይስማማሉ? ትክክለኛ ነው የሚሉትን መልስ በደረጃ ይምረጡ፤ 1. በዝቅተኛ ደረጃ 2. በመካከለኛ ደረጃ 3. በከፍተኛ ደረጃ 4. በጣም በከፍተኛ ደረጃ አብረው ይሰራሉ	1	2
		3	4
9	የሚመለከተው የመንግስት አካል ምን ያህል የሚጠበቅበትን አስተዋፅኦ ለፋሽን ቱሪዝም ኢንዱስትሪው እድገት አስተዋፅኦ እያደረገ ነው ብለው ያስባሉ? ትክክለኛ ነው የሚሉትን መልስ በደረጃ ይምረጡ፤ 1. በዝቅተኛ ደረጃ 2. በመካከለኛ ደረጃ 3. በከፍተኛ ደረጃ 4. በጣም በከፍተኛ ደረጃ አስተዋፅኦ እያደረገ ነው፤	1	2
		3	4
10	የፋሽን ቱሪዝሙን የሚያሰራና የሚደግፍ ሥራ ላይ የዋለ የህግ ማእቀፍ አለ (ፖሊሲና እስተራቴጂ) ብለው ያስባሉ?		
	ለ10ኛ ጥያቄ መልስዎ አለ ከሆነ፤ ውጤታማነቱን በደረጃ ያስቀምጡ፤ 1. በዝቅተኛ ደረጃ 2. በመካከለኛ ደረጃ 3. በከፍተኛ ደረጃ	1	2
	4. በጣም በከፍተኛ ደረጃ ውጤታማ ነው፤	3	4

ክፍል ሶስት፡ ይህ ክፍል የፋሽን ቱሪዝም ለአ.አ. ከተማ እድገት ያለውን ጠቀሜታ የሚመለከት ጥያቄ የያዘ ነው፤

ተ.ቁ.	ጥያቄዎች	መልስ	
		አዎ	አይ
1	ፋሽንና ቱሪዝም አንዳቸው ለአንዳቸው እድገት ጠቀሜታ አላቸው ብለው ያስባሉ?		
2	አሁን ባለው የዓለም የፋሽን ገበያ የከተማችን የፋሽን ውጤት/ምርት የተሻለ ዋጋ አለው ብለው ያስባሉ?		
3	የፋሽን ቱሪዝም ኢንዱስትሪው የሚያመነጨው ገቢ የወደፊት የከተማችን እድገት ላይ ጉልህ አስተዋፅኦ ያበረክታል በሚለው ሀሳብ ምን ያህል ይስማማሉ? ሀሳብዎን/መልስዎን በደረጃ ያስቀምጡ 1. በዝቅተኛ ደረጃ 2. በመካከለኛ ደረጃ 3. በከፍተኛ ደረጃ 4. በጣም በከፍተኛ ደረጃ አስተዋፅኦ ያበረክታል፤	1	2
		3	4
4	የፋሽን-ቱሪዝም ኢንዱስትሪና ምርቶቹ ለከተማችን የገፅታ ግንባታ አስተዋፅኦ ያበረክታሉ በሚለው ሀሳብ ምን ያህል ይስማማሉ? መልሶትን በደረጃ ያስቀምጡ፤ 1. በዝቅተኛ ደረጃ 2. በመካከለኛ ደረጃ 3. በከፍተኛ ደረጃ 4. በጣም በከፍተኛ ደረጃ አስተዋፅኦ ያበረክታል፤	1	2
		3	4
5	የከተማችን የፋሽን ኢንዱስትሪ ምርቶች ምን ያህል የመሀበረሰቡን ባህልና ወግ የሚወክልና የሚያንፀባርቅ ነው ብለው ያስባሉ? መልሶትን በደረጃ ያስቀምጡ፤ 1. በዝቅተኛ ደረጃ 2. በመካከለኛ ደረጃ 3. በከፍተኛ ደረጃ 4. በጣም በከፍተኛ ደረጃ የሚወክልና የሚያንፀባርቅ ነው፤	1	2
		3	4
6	የፋሽን-ቱሪዝም ኢንዱስትሪ በየደረጃው ያሉ የከተማችንን ነዋሪዎች ተጠቃሚ ማድረግ የሚችል ነው ብለው ያስባሉ? ለ6ኛ ጥያቄ መልስዎን ”አዎ“ ከሆነ ምን ያህል ተጠቃሚ እንደሚያደርግ መልስዎን በደረጃ ያስቀምጡ፤ 1. በዝቅተኛ ደረጃ 2. በመካከለኛ ደረጃ 3. በከፍተኛ ደረጃ 4. በጣም በከፍተኛ ደረጃ ተጠቃሚ የሚያደርግ ነው፤		
		1	2
		3	4
7	የፋሽን-ቱሪዝም ለከተማችን ልማትና እድገት አዳዲስ ኢንቨስትመንት የመሳብ አቅም አለው ብለው ያስባሉ?		
8	የከተማችን የፋሽን-ቱሪዝም ኢንዱስትሪ ለከተማችን ነዋሪዎች ማህበራዊ እድገት፤ ክህሎትና ዓለማዊ ተወዳዳሪነትን ጥቅም ያስገኛል በሚለው ሀሳብ ይስማማሉ? ለ8ኛ ጥያቄ መልስዎን ”አዎ“ ከሆነ ምን ያህል እንደሚስማሙ መልስዎን በደረጃ ያስቀምጡ፤ 1. በዝቅተኛ ደረጃ 2. በመካከለኛ ደረጃ 3. በከፍተኛ ደረጃ 4. በጣም በከፍተኛ ደረጃ ጥቅም አለው፤		
		1	2
		3	4

ክፍል አራት፡ ይህ ክፍል ፋሽን-ቱሪዝም እድገት ዋናኛ ተግዳሮቶችን የተመለከቱ ጥያቄዎችን የያዘ ነው፤

ተ.ቁ.	ጥያቄዎች	መልስ	
		አዎ	አይ
1	የከተማችን የፋሽን-ቱሪዝም ኢንዱስትሪ የፖሊሲና እስተራቴጂ ችግር አለበት በሚለው ይስማማሉ?		
	ለ1ኛ ጥያቄ መልስዎት ”አዎ“ ከሆነ ምን ያህል ችግሩ የከፋ ነው የሚለውን በደረጃ ያስቀምጡ፤ 1. በዝቅተኛ ደረጃ 2. በመካከለኛ ደረጃ 3. በከፍተኛ ደረጃ 4. በጣም በከፍተኛ ደረጃ ጥቅም አለው፤	1 3	2 4
2	የከተማችን የፋሽን-ቱሪዝም ምርት ደረጃው ዝቅተኛ መሆን ለዘርፉ እድገት አንዱ ማነቆ (ችግር) ነው በሚለው ሀሳብ ይስማማሉ?		
	ለ2ኛ ጥያቄ መልስዎት ”አዎ“ ከሆነ ምን ያህል ችግሩ የከፋ ነው የሚለውን በደረጃ ያስቀምጡ፤ 1. በዝቅተኛ ደረጃ 2. በመካከለኛ ደረጃ 3. በከፍተኛ ደረጃ 4. በጣም በከፍተኛ ደረጃ ማነቆ/ችግር ነው፤	1 3	2 4
3	የከተማችን ዘመናዊ የፋሽን ዲዛይነሮችና ባህላዊ የሽመና ሥራ የሚሰሩ አካላት ተቀራርቦ አለመስራት ለፋሽን-ቱሪዝም እድገት አንዱ ማነቆ (ችግር) ነው በሚለው ሀሳብ ይስማማሉ?		
	ለ3ኛ ጥያቄ መልስዎት ”አዎ“ ከሆነ ምን ያህል ችግሩ የከፋ ነው የሚለውን በደረጃ ያስቀምጡ፤ 1. በዝቅተኛ ደረጃ 2. በመካከለኛ ደረጃ 3. በከፍተኛ ደረጃ 4. በጣም በከፍተኛ ደረጃ ማነቆ/ችግር ነው፤	1 3	2 4
4	የከተማችን የፋሽን-ቱሪዝም ተዋናዮችና ባለድረሻ አካላት ዝቅተኛ የሆነ የጋራ ትብብር መኖር ለፋሽን-ቱሪዝም እድገት አንዱ ማነቆ ነው በሚለው ሀሳብ ይስማማሉ?		
	ለ4ኛ ጥያቄ መልስዎት ”አዎ“ ከሆነ ምን ያህል ችግሩ የከፋ ነው የሚለውን በደረጃ ያስቀምጡ፤ 1. በዝቅተኛ ደረጃ 2. በመካከለኛ ደረጃ 3. በከፍተኛ ደረጃ 4. በጣም በከፍተኛ ደረጃ ማነቆ/ችግር ነው፤	1 3	2 4
5	የኢንቨስትመንት ማበረታቻ አለመኖር ለፋሽን-ቱሪዝም እድገት አንዱ ማነቆ ነው በሚለው ሀሳብ ይስማማሉ?		
	ለ5ኛ ጥያቄ መልስዎት ”አዎ“ ከሆነ ምን ያህል ችግሩ የከፋ ነው የሚለውን በደረጃ ያስቀምጡ፤ 1. በዝቅተኛ ደረጃ 2. በመካከለኛ ደረጃ 3. በከፍተኛ ደረጃ 4. በጣም በከፍተኛ ደረጃ ማነቆ/ችግር ነው፤	1 3	2 4

Appendix 3

List of interview informants

No	Name of interviewee	Place of interview	Date of interview	Position
1	Mahlet Afework	Addis Ababa	On 10/09/2021	owner
2	Fikirte Addis	Addis Ababa	On 29/09/2021	Owner
3	Sara Mohammed	Addis Ababa	On 05/10/2021	Owner
4	Genet Kebede	Addis Ababa	On 07/11/2021	Owner
5	Yohannes Abreham	Addis Ababa	On 26/10/2021	Owner
6	Fikado Tsegay	Addis Ababa	On 15/09/2021	Designer and Teacher
7	Tewodros Alemu	Addis Ababa	On 12/10/2021	AACATB Supervisor
8	Meseret Aboye	Addis Ababa	On 11/10/2021	AACATB team leader
9	W/o Fikrta seyfa	Addis Ababa	On 10/11/ 2021	FDRE MoC&T Team leader
10	W/o Dagmawit Takele	Addis Ababa	On 17/11/2021	FDRE MoC&T supervisor