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ADDIS ABABA UNIVERSITY
CENTER FOR ENVIRONMENTAL AND DEVELOPMENT STUDY
TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

**HISTORICAL MONUMENTS OF ADDIS ABABA AND THEIR
POTENTIAL CONTRIBUTION TO THE DEVELOPMENT OF URBAN
TOURISM**

A THESIS SUBMITTED TO GRADUATE STUDIES OF ADDIS ABABA UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR MASTER'S DEGREE IN
TOURISM DEVELOPMENT AND MANAGEMENT.

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This is to certify that the thesis conducted by **Tarikua Debebe** entitled “**Historical Monuments of Addis Ababa and their Potential Contribution to the Development of Urban Tourism**” Submitted in partial fulfillment of the requirements for the Degree of Maste of Arts in Tourism Development and Management complies with the regulation of the University and meets the accepted standards with respect to originality and quality.

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Abstract

About seventeen historical monument are erected in Addis Ababa intended to commemorate heroes of the country and to keep collective memories in Ethiopian history. These monuments cultural heritages like Axum obelisk, Gondar castle or the walled City of Harar (the Jegol Ginb). However, historical monument of Addis Ababa are not promoted well and utilized as cultural heritages to foster tourism development. In other words, despite their tourism potential, the monuments were not given due attention as valuable relics contributing to the city's tourism development except serving as a landmark for roundabouts.

This study, therefore, tried to unravel the potential contribution of Addis Ababa's historical monument to the development of urban tourism. The researcher used both qualitative and quantitative approaches to gather the necessary data. The data gathering tools applied in this study were questionnaires, in depth interview, focus group discussion, observation and document analysis. Totally 102 individuals have participated in the research including international and domestic tourists, government officials, private tour and travel companies, individual tour guides and members of the host community.

The findings show that historical monument of Addis Ababa have a potential to attract tourists equally as other cultural heritages of the City. However, they are neglected by government tourism sectors as well as by private tour and travel companies. Both qualitative and quantitative analyses indicated that even if as a passing interest, international tourists do visit on selected historical monument of the city. To the opposite, due to weak promotion and under valuing trend, domestic tourists and host community do not visit historical monument except when there are events attached to the monument. The study found out several challenges facing historical monument: accessibility problem, lack of recreational facilities in the premises and around them, lack of promotion /adequate publicity, lack of descriptive narration and authentic information, negligence by tour agencies, locational disadvantage, lack of maintenance and restoration, lack of awareness among host community, cleanliness and hygiene problem and also controversial historical meaning and value. Government and privet tourism sectors, host community and academician are recommended to take historical monument of Addis Ababa as significant cultural heritage resources, which have wide range socioeconomic contribution to the city.

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List of Acronyms

AACTB: Addis Ababa Cultural and Tourism Bureau

AAITG: Addis Ababa Individual Tour Guides Association

AASGEDAA: Addis Ababa Sewerage and Green Environment Development Administration

Agency

ARCCH: Authority for Research and Conservation of Cultural Heritages

GETOA: Great Ethiopia Tour Operators Association

ICOMOS: International Council of Monuments and Sites

MoCT: Ministry of Culture and Tourism

UNESCO: United Nations Educational, Scientific and Cultural Organization

UNWTO: United Nations World Tourism Organization

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CHAPTER ONE

INTRODUCTION

The introduction part of the study dealt with the background of the study, the statement of the problem, the objectives of the study, the research questions, and significance of the study and scope of the study.

1.1 . Background of the Study

Named Addis Ababa, New Flower, turned out to be the third most important capital city in Ethiopia history, after Aksum and Gondar (Bahru, 2002). Since November 1886, Addis Ababa was selected as a destination by Emperor Menilek II and Empress Taytu due to its hot spring (*Fel-weha*), which had already a regular resort of the Entoto settler because of their warmth and curative value. Ibid. During Menilek II Empire several technologies and modernization were introduced to Addis Ababa. Some service sectors like modern education, hotel, bank, cinema, postal services, and hospital and ministry offices had begun, regarding technologies railway, automobile, telephone, photograph was entered to the city (Pawlos, 1992). It was the beginning of urbanization of the city. Then by, Addis Ababa was gone be famous and people from different provinces of Ethiopia were being attracted and settled around.

For more than 130 years, Addis Ababa served as capital since the Imperial monarchy (Menelik II, up to Haile Selasse I, socialist Ethiopia (Derge regime) until the present day EFDR. So, many historical, political, socio-economical and institutional phenomena have undertaken. The erection of monument in Addis Ababa traced back to the introduction of the Ethio-Djibouti railway line in 1917 which opened a new era of international trade and diplomatic activity to the city. The diplomatic relationship among Emperor Ethiopia and the government of France who made concession to construct rail way. For this reason, the first Historical monument, Lion of Judah was erected in Addis Ababa to commemorate Menelik II for his charismatic rule of the state under unity (Mersehe Hazen, 2010).

Most old cities have some monuments which represent the religious, military, political or economic powers of the past (Steinberg, 1996). Monuments are created by groups of people to memorialize persons and events (Bruce, 2007). Bellentani & Panico (2016) have explained that monuments are built forms erected to confer dominant meanings on space. They present

an aesthetic value as well as a political function. Historical monument of the city are intended to keep collective memory and to commemoration of historical events.

Giriwati (2017) have stated that urban environment offers social, cultural, physical and aesthetic aspects where tourist activity can exist. This urban form shapes experiences as visitors can interact with attractions and the infrastructure can be generally developed for non-tourism purposes, local residents and economic activity. The urban area is one kind of destination for tourists. As destinations, cities and towns are characterized by high densities of physical structures, people and functions, cultural and social heterogeneity, multi-functional economies and physical centrality within regional and inter-urban networks (Cave & Jolliffe 2012). Tourists visit cities for many purposes, but are largely economically and physically invisible (Ashworth & Page, 2011)

As Ray (1999) cited in Rahel (2014) says in most cities, cultural heritage tourism has turned as engine for fostering development strategies and creates local distinctiveness in the faith of globalization, developing their social economic vibrancy. The image of a city or region becomes based both on physical assets and a series of experiences built around those assets, generally extending to the living culture and the atmosphere of places (Rahel, 2014).

Now a day, Addis Ababa is often referred to as the political capital of Africa because of its rich cultural and historical archives and with diplomatic and political significance in the continent which can speeded up the development of urban tourism of the city. Even though Addis Ababa rich in cultural heritage, it is highly underutilized. That is why this research is conducted under the title 'Historical monument of Addis Ababa and their Potential Contribution to the Development of Urban Tourism'.

1.2 . Statement of the Problem

Tourism is an interface for cultural exchange, facilitating the interaction between communities and visitors both domestic and international (Npadmanabhan, 2008). It is generative in that it stimulates the creation and recreation of new meanings for traditional practices. Tourism is a cornerstone of a policy of urban development that combines a competitive supply able to meet visitors' expectations with a positive contribution to the development of towns and cities and the well-being of their residents (Nicolae, 2013).

In fact, cultural heritage had been, and continues to be, at the center-stage of tourism in terms of tourist motivation, tourist attraction, tourist demand, tourist product and, of course, tourism supply. ICOMOS is currently conducting a review of the 1999 Charter to ensure its continuing relevance over the next two decades given the massive expansion of both domestic and international tourism and increasing significance of cultural tourism, cultural and natural heritage conservation and heritage tourism destinations (ICOMOS, 2017).

Heritage tourism is highly undervalued and underutilized in Ethiopia and Addis Ababa in particular. Although Addis Ababa has a potential of diversified cultural heritages whether it is moveable or immovable, tangible or intangible, it fails to attract, retain and satisfy cultural tourists & the city could not able to use its resources efficiently and effectively to urban tourism. This problem has also reflected on monuments of Addis Ababa. Number of istorical monuments are erected in city however, as tourist attractions they have not yet to capture fully the economic benefits to be derived from tourism to the city and its residents. They are hardly visited by domestic and foreign tourists. The reasons for few tourists visit Historical monument of Addis Ababa are not known as there is no study so far conducted. These Historical monument are neglected by direct stakeholders both the government and private tourism industry actors.

Historical monument of Addis Ababa are not promoted well through different media outlets. The problems and obstacles facing the attractiveness of ancient monuments to tourists revolved around the lack of information regarding the importance and value of the sites, in turn causing a lack of interested visitors (Wasana et.al, 2013). Problems related to access and recreational facilities are also the main obstacles for Historical monument of Addis not to be among the most visited attraction which generate income to the city. These and other problems make Historical monument a center stone for roundabouts of Addis Ababa avenue rather heritage which can have a great significance and contribution to urban tourism.

The study strived to review research findings which is conducted on monuments in Addis Ababa particularly. There are number researches and journals which is related to historical buildings monuments, museums monasteries and churches found in Ethiopia, however there few works focused on monuments of Addis Ababa in particular. This implies the issue of monuments of the city as a part of cultural tourism has given little attention. Some work interested on monuments of Addis Ababa are,

Mulualem (2011) *The Political and Historical Representation of Statues in Three Ethiopian Consecutive Regimes (1889 - Present)*. The main purpose of Mulualem's study is to describe the political representations of monuments constructed in three (Imperial monarchy, Derg the military junta, and EPRDF the multiparty system) regimes in Ethiopia. Seyar (2015) *Impacts of Urban Development on the Heritage Resources of Addis Ababa, the case of Arada Sub City*. The purpose of thesis is to assess impacts of urban development on the heritage /resources of Addis Ababa, the case of Arada sub city. Fasil and Denis (2007) *Addis Ababa 1886-1941, The City and Its Architectural Heritage*. The purpose of this work is to assess cultural heritages of the city. Addis Ababa Culture and Tourism Bureau (2010): *A case study on Ye Addis Ababa Hawltoche Dassessa Tinat*. It strived to assess and give their historical foundation of eleven monuments of Addis Ababa and analyzed some challenges and constrain on monuments and their surrounding that prevent the monuments not to be tourist attractions. It came to conclude that some of monuments do not have permanent protection, some are also not conserved and the absence of owner who run them. In addition, it mention that some monuments become a cause for unpleasant appearance of the city due to street children settled around them.

Addis Ababa Culture and Tourism Bureau (2011) *Tourism linking Cultural Heritages Tourism in Ethiopia: A paper prepared by world tourism day team of 2011*. It aimed to strengthen the linkage between culture and tourism through creating awareness to the society about the great role that tourism can play in linking culture to the world. In this study the cultural tourist attractions of Addis Ababa are assessed. Monuments of Addis Ababa has also discussed. The paper argued that Addis Ababa has a potential cultural heritage resources which enable the city to be best destination of tourist attractions. Ethiopia Commerce, Industry and Tourism Bureau (no date) *ye turist meshib be Addis Ababa ena bakababiwa*. This paper strived to indicate some tourist attraction which is found in Addis Ababa and its sounding. All the above works assess historical monument of Addis Ababa. They mainly focused heritage value of historical monument. However, no works try to find out the

economic value of those monuments and problems which limits their contribution to urban tourism.

Thus, with this understanding of the purpose of the study is to identify the problems and challenges that stakeholders face to promote and utilize the Historical monument of Addis Ababa as a part of cultural heritage for the purpose of tourist attractions. It tries to assess the current practices for Historical monument run by those government tourism sectors and private tour and travel companies. It has also trying to indicate possible opportunities and solutions to be considered while providing compatible measures, and mechanisms to be implemented in promoting and utilizing Historical monument of Addis Ababa like other cultural heritages of the city which attract domestic and international tourists.

1.3. Research Questions

1. What are the selected historical monument of Addis Ababa?
2. What are challenges to utilize historical monument of Addis Ababa?
3. What is significance of historical monument of Addis Ababa to urban tourism?
4. What are the potential contributions of historical monument to urban tourism as a cultural heritage?

1.4. Objectives of the Study

1.4.1. General Objective

The main objective of the study is to assessing the historical monument of Addis Ababa and their potential contribution to the development of urban tourism.

1.4.2. Specific Objectives

The specific objectives of this study are:

1. to assess selected historical monument of Addis Ababa;
2. to identify challenges to utilize historical monument of Addis Ababa;
3. to examine the significance of historical monument of Addis Ababa to urban tourism;
4. to insight the potential contributions of historical monument to urban tourism as a cultural heritage;

1.5. Significance of the Study

First, the study would have valuable significance for academician and researchers as initial thought to conduct further study interested on cultural heritages of Addis Ababa and their contribution to urban tourism. Filling the gap of the existing literature on historical monument of Addis Ababa is the second significance of this research. Third, the findings of the study help the practitioners by indicating the extent of the problem and provide them initial recommendation to take corrective action and strategies to promote as well as to utilize well the historical monument of Addis Ababa and to be considered as potential cultural heritage resource. Finally, the developmental significance of the study is let the stakeholders work on tourism to take initiative and to have strategies which helps for the increment of economic contribution of monuments.

1.6.Scope of the Study

This study is confined in Addis Ababa that most historical and political events were accomplished, and it is a place where several historical monument of the state inaugurated. The study mainly focused on assessing challenge that impediment the utilization of and opportunities of historical monument of Addis Ababa and stakeholders' limitation to promote and utilize them to urban tourism as they become cultural heritage. The study has targeted the major stakeholders those who established to run the issues of culture, heritages and tourism as well as tourism sector as whole, private tour operators and tour guides who conduct tour in Addis Ababa. And domestic and international tourists who visits the cultural heritages of Addis Ababa.

1.7. Limitation of the Study

The study has faced limitations. The major limitation of the study was the difficulty to get diversified and more international tourists, since the outbreak COVID 19 pandemic all over the world following this government restriction of people's movement and closing of tourist attraction centers and institutions was major obstacle to the study. In addition to this, the schedule to conduct FGD with private Tour and Travel Company was cancelled because of COVID 19 pandemic. In addition, the new restructuring in MoCT and AACTB was source of limitation for the study in terms of getting the right responsible person in a given directorates. As result conducting interview with some directorates was difficult.

CHAPTER TWO

LITERATURE REVIEW

2.1. Conceptualizing Heritage and Monument

The term ‘heritage’ is often vaguely defined, and means different things to different people and organization. However, most researchers accept that “heritage is linked to the past, that it represents some sort of inheritance to be passed down to current and future generations, both in terms of cultural traditions and physical artifacts” (Hardy 1998; cited in Timothy & Boyd, 2003). Hall and MacArthur (1996) stated that “heritage is things of value which are inherited”. In a narrow sense, the UNESCO World Heritage Centre defines heritage as “our legacy from the past, what we live with today, and what we pass on to future generations (UNWTO, 2016). In broad concept, United Nation Education Scientific and Cultural organization define Heritage as cultural and natural heritage (UNESCO, 1972). Cultural and natural heritage are defined in Articles 1 and 2 of the World Heritage Convention.

Articles 1 “for the purposes of this Convention, the following shall be considered as "cultural heritage.

Monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science;

Groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science;

Sites: works of man or the combined works of nature and of man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological points of view.

Article 2 “For the purposes of this Convention, the following shall be considered as "natural heritage":

Natural features consisting of physical and biological formations or groups of such formations, which are of Outstanding Universal Value from the aesthetic or scientific point of view;

Geological and physiographical formations and precisely delineated areas which constitute the habitat of threatened species of animals and plants of Outstanding Universal Value from the point of view of science or conservation;

Natural sites or precisely delineated natural areas of Outstanding Universal Value from the point of view of science, conservation or natural beauty (UNESCO, 1972)

According to the proclamation of Ethiopia 209/2000: “Cultural Heritage means anything tangible or intangible which is the product of creativity and labor of man in pre- historical and history times, that describes and witness to the evolution of nature, and which has major value in its scientific, historical, cultural, artistic and handicraft content, a human work or a place that gives evidence of human activity or a place that has spiritual or cultural meaning, and that has been determined to be of historical value to the province, a community, or an aboriginal people”.

As to the term Monument, from the Latin *monumentum*, it derives from *monere*: to inform, to remind the memory. In the etymological sense of the term, it means all the artifacts, of any nature, shape or size, explicitly built for a human group so as to recall and commemorate individuals or events, rites or beliefs that are founded on a genealogy as to their identity (Leite, 2009).

Lite (2009) summarized that Monument and Cultural Heritage end up symbolizing a "collective knowledge", a "collective consciousness" or the "collective imaginary", thus they are collective representations that have been resistant over time and therefore constitute a social or collective memory.

As Burling (2005) has analyzed that most people use the terms “monument” and “memorial” interchangeably. so, a “monument” can be defined as “a statue, building, or other structure erected to commemorate a famous or notable person or event,” or “something that by its survival commemorates and distinguishes a person, action, period, event, etc.; something that serves as a memorial.” These can often be divided additionally into three categories of monument: “funerary monuments, monuments to ideas (e.g. “Liberty”) or events (such as a

victory or a peace treaty), and monuments to great men – rulers, military or political heroes, or ‘cultural heroes’ (who may be religious reformers, poets, musicians, etc.)”

2.2. Conceptualizing Heritage Tourism and Heritage Tourist

The term “heritage tourism”, like heritage, still lacks a single accepted definition within the tourism literature. There are problems with the definition of “heritage tourism” and “heritage tourist” because there are too many different definitions given by different scholars and researchers. The following are some examples.

Moscardo (2001) noted that heritage tourism as an experience which is produced by the interaction of the visitor with the resource. Timothy & Nyaupane (2009) stated that heritage tourism usually relies on built and living elements of culture, and refers to the use of both tangible and intangible past as a tourism resources. Garrod and Fyall (2000) argued that all tourists who enter a space categorized as ‘heritage’ area are seen as heritage tourists or taken to be engaged in heritage-related activities, even if they are not aware that the place being visited is a heritage site or have not observed the artifacts presented. However, Knudsen & Greer (2008) argued that heritage tourism is not only tourist activity in an area where historic relics are presented. It should also relate to motivation for visiting a site based on the place’s heritage characteristics according to the tourists’ perception of their own heritage. Poria et al (2001) further argued that heritage tourists include only tourists who are motivated by the heritage attributes of the sites and who consider the site to be part of their own heritage.

The two diverse approaches in defining heritage tourism are: the descriptive group of scholars (e.g. Ashworth), ‘concentrates its efforts on defining the material components of culture and heritage such as attractions, objects of art, artifacts, relics, as well as more intangible forms of culture and heritage such as traditions, languages, and folklore’, whereas the other group of scholars (e.g. Moscardo, 2001) defined heritage tourism from a visitor-experience perspective. This second group ‘is based on experiences derived from the consumption of heritage resources and thus this definitional approach is described as experientially based’ (Apostolakis, 2003). To sum up, heritage tourism refers to tourism in the natural, cultural and built-environment of an area providing the tangible links between past, present and future. It seems to fall into two categories – tourism to places of genuinely high esteem for their historical and environmental importance, and tourism to nostalgia where heritage tourism is more important as a marketing approach and a promotional theme than genuinely significance (Npadmanabhan, 2008).

The most interchangeable concepts with heritage tourism is Cultural Tourism. World Tourism Organization (UNWTO 2018) defined Cultural tourism as travelling outside the usual environment for the supply of cultural or cultural life, in order to visit or participate in cultural activities. For example, a visit to a museum, a concert, a historic landscape or monument but also active participation to/in folklore or a cooking course. Navrátil, et al, (2010) noted that Cultural Tourism is a form of tourism where participants are motivated first of all by the possibility of getting to know the cultural heritage and culture of a country and its citizens. The aim of visitors is to visit cultural attractions, particularly historical buildings.

2.3. Conceptualizing Urban Tourism

On one hand, World Tourism Organization (UNWTO) refers to urban tourism as trips taken by travelers to cities or places of high population density. The duration of these trips is usually short (one to three days) therefore it can be said that urban tourism is closely linked to the short – breaks market (Tourism 2020 Vision, UNWTO 2002). On the other hand, scholars argued that the conceptual definition of urban tourism also remains unclear. Although it can simply refer to tourism in cities, it is particularly apparent that such definition is not appropriate having already discussed the multiple characteristics of urban areas. The first researcher on urban tourism, Ashworth (1989) argues that urban tourism is an “integral, traditional and proper part of urban life”, but also reveals about the complexity of defining this phenomenon. Gârbea (2013) tries to conclude a definition as urban tourism represents all attractive tourist resources of a city aimed for attracting visitors and residents, in which various types of tourism are interfering and contributes to the development and regeneration of urban areas.

Ashworth and Page (2011) suggested three features characterizing urban tourism. Urban tourism is defined according to (a) the multi-purpose nature of city visits in a multifunctional context. (b) Visitors’ usage of urban facilities that are not necessarily built for visitors. Therefore, understanding urban tourism is dependent upon a prior understanding of the urban context in which it is embedded; (c) the diversity of the urban economy of which tourism is part. The co-presence of multiple economies in the urban context is fundamental for city tourism.

2.4. Theoretical Review of Tourist Motivation and Heritage Tourism

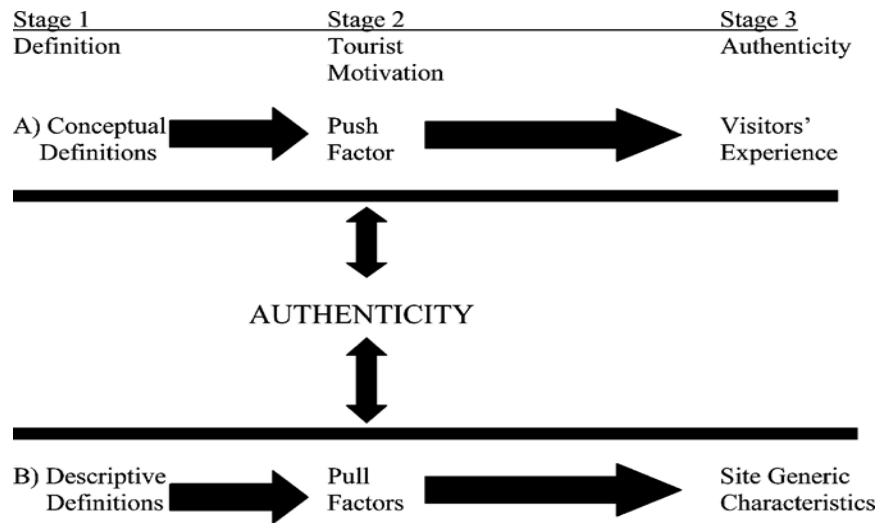
Tourist motivation is a hybrid concept; it is a term borrowed from the individual orientation of psychology and applied to a specific domain of human action (Pearce et al., 1998). Push and pull motivation theory studied by many researchers (e.g. Crompton, 1979) is useful for explaining tourist motivations. The concept behind the theory is that people are driven by internal motives (push factors) and attracted to destination attributes (pull factors) when making their travel decisions.

In the case of Heritage tourist motivations, Davis (1994) indicated that contemporary heritage visitors are motivated by an association of educational interests and relaxation. Similarly, Moscardo (1996) noted that most heritage visitors wish to learn about the site; however, some of them seek to be educated and understand while others prefer only to be informed about the site. Timothy & Boyd (2003) stated that people visit heritage places to enhance learning, satisfy curiosity and feel nostalgia, grow spiritually, relax and get away from home. Poria et al. (2004) found the reasons for visiting places in which heritage is presented can be placed in three main groups: 'heritage experience', 'learning history' and 'recreational experience' The first group is based on the link between the subject matter (i.e. heritage presented) and the tourists' perception of this material in relation to their own heritage. The second group is those with reasons that are linked to the site being a historic one where people are visiting to observe and learn. The third group identified contained those reasons that did not relate to the content of the material presented.

Nyaupane et al. (2006) categorized heritage tourists into three types based on their motivations: culture-focused, culture-attentive, and culture-appreciation. Culture-focused tourists had higher level of education and spent more time at the sites than culture-attentive and culture-appreciation tourists. While visiting the archeological sites was the primary activity for the culture-focused group, walking and taking photos were the most popular primary activities for the culture-appreciative group.

Apostolakis (2003) noted that the concept of authenticity is of pivotal significance in heritage tourism settings. This is so because authenticity is the attribute that rings the two component parts (tourist and attraction) together, under a unified model. He has presented the conceptual and theoretical framework consists the interwoven of definition, tourist motivation and authenticity of heritage tourism in the following model.

Two Chain Model of Heritage Tourism



Source: Adopted from Apostolakis

Terziyska (2012) has explained that “Authenticity: in tourism has long been a topic of interest, and one the most controversial ones indeed. The most prominent scholars who reviewed authenticity were Boorstin and MacCanell. They debated on tourist motivation or what the tourist really seeks – the inauthentic (Boorstin) or authenticity (MacCanell).

In Boorstin’s (1964) view, modern tourists do not seek authenticity. On the contrary, they are absolutely aware that they are presented with a pseudo-event, deliberately created for them and inauthentic, so what the modern tourist actually seeks is inauthenticity. Mac Cannell (1973) arguing that the main tourist motivator is the quest for authenticity. He declared the quest for authenticity the central driving force for tourist travel: “The alienated modern tourist in quest of authenticity hence looks for the pristine, the primitive, and the natural, that which is as yet untouched by modernity”. He also states that “All tourists desire this deeper involvement with society and culture to some degree; it is a basic component of their motivation to travel”.

Despite general agreement between Erik Cohen and MacCannell, Cohen argued that not all tourists quest for authenticity. From his identification of four types of touristic situations “authentic, staged authenticity, denial of authenticity and contrived”, Cohen (1988) suggests that authenticity may represent “communicative staging where tourist sites have not been transformed but the sites are presented and interpreted as authentic by their guides”.

Wang (1999) developed three theoretical notions of authenticity. It underpinnings critical to the understanding of authenticity in tourism experiences, these are objectivism,

constructivism, and existentialism. In tourism, authenticity is equivocally used. It can be used either to describe something local or to market a destination. More frequently “authentic” is used in the descriptions of “products, works of art, cuisine, dress, language, festivals, rituals, architecture, and so on...that are made, produced, or enacted by local people according to custom or tradition.

As a “museum-linked usage”, objective authenticity focuses primarily on the genuineness of objects, artifacts, and structures (Wang, 1999). Accordingly, it engages the following synonyms of authenticity: original, genuine, and real, such that no copy could ever be authentic. The objectivist theory states that reality is mind-independent; hence authenticity is inherent to the toured object and is not linked with the perceptions of the tourist (Rickly & Vidon, 2018).

Wang (1999) has explained that constructive authenticity is based on the subjective projection of the notion by tourists and the authentication of the gazed objects. It is socially constructed under a pluralistic and relativistic framework that is influenced by the constructivist worldview. Tourists and authorized agents construct various versions of authenticities of the gazed objects from their experiential, political, and social worlds. What is real, therefore, is symbolic, subjective or relative (Kuon, 2011). As Wang (1999) argued that Existential authenticity refers to a potential existential state of being that is to be activated by tourist activities. It can have nothing to do with the authenticity of toured objects. Postmodernists claim that authenticity can be totally detached from any existing object bearing the qualities of the real, original or true (Terziyska, 2012). Existential authenticity in tourist experiences is found in the tourist himself or herself or in the self, not in objects. Sharpley (2005) concluded that authenticity in tourism bears two meanings:

- a). It is a description of the tangible quality of something (for example, an artefact, a metal, a festival, a building) which is associated with production methods or cultural foundations that are perceived to be pre-modern or traditional.
- b). It is a socially constructed, intangible perception of destination societies and cultures, of forms of travel, or of overall tourism experiences.

MacCannell (1973) introduced and analyzed Stage Authenticity, he claims that what tourists actually receive is not authentic. A tour is characterized by social organization designed to reveal inner workings of the place: on tour, outsiders are allowed further in than regular patron. Hence, space developed especially for tourists and therefore false, inauthentic. This

space can be called a stage set, a tourist setting or simply a set depending on how purposeful worked up for tourists the display is. MacCannell (1973) summarized stage authenticity in to six stages by borrowing Goffman's original front-back dichotomy, he coined the concepts of “front stage” and “backstage”, denoting, respectively, the areas, developed especially for tourists, and the “true” local areas, where the hosts live and to which tourist usually have no access. It is the backstage where authenticity actually resides; front stage areas are considered totally inauthentic (Terziyska, 2012).

For the purpose of this research the objective authenticity theory is employed. Since historical monument are tangible heritages which have significant values for the current society as well as being relics of the past society, tourists travel to visit them what MaCannell argued that “tourist motivator is to seek authenticity.” Authenticity implies that the tangible origin of cultural objects and events is either real, genuine or authentic, or are false, or fake (Sharpley, 2005). In heritage tourism, this application, concerning the attributes of the displayed objects is related to objective authenticity.

2.5. Elements and Components of Urban Tourism

In a city one can distinguish a series of primary and secondary elements which plays an important role in increasing tourism attractiveness, increasing the curiosity of tourists to visit cities. Primary elements belong mainly to the public domain and consist from a mixture of attraction considered unique, the underlying motivation of tourists travel in urban areas. In this regard can be mentioned cultural and artistic facilities, sports facilities, cultural events intended for entertainment and leisure. Secondary elements include a range of urban facilities that support and complement the tourist experience (for example: hotels, restaurants, transport facilities, and so on). These elements are absolutely necessary and contribute to the smooth running of the entire tourism product (Gârbea, 2013)

The relationship between tourism and urban areas has been analyzed by many authors who distinguish several elements of city resources. The best-known classification expressing the relationship between tourism and urban space belongs to Christopher Law. Law (2002) makes a distinction between primary, secondary and additional elements of urban tourism. Primary element are the main reasons for visiting tourists. Secondary elements are considering comfort related tourism accommodations. The last group is represented by additional elements that are designed to facilitate access to primary and secondary element

Table 1: Christopher Law’s Elements and Components of Urban Tourism

PRIMARY ELEMENTS	
Facilities for activities	Factors of leisure and relaxation
<p>Cultural facilities</p> <p>Museums and Art Galleries</p> <p>Theaters and Cinemas</p> <p>Concert Halls</p> <p>Convention Centers</p> <p>Exhibitions</p> <p>Other Visitor Attractions</p> <p>Sports facilities</p> <p>Stadiums</p> <p>Multipurpose halls</p> <p>Leisure facilities</p> <p>Casinos</p> <p>Night clubs</p> <p>Organized Events</p>	<p>Physical characteristics</p> <p>Ancients Monuments and Statues</p> <p>Historic Streets Pattern</p> <p>Interesting Buildings</p> <p>Religious buildings</p> <p>Parks and Green areas</p> <p>Rivers, channels</p> <p>Ports</p> <p>Socio-cultural characteristics</p> <p>Cultural Heritage</p> <p>Language</p> <p>Local Customs and traditions</p> <p>Security</p> <p>Liveliness of the Place</p> <p>Friendliness</p>
SECONDARY ELEMENTS	
<p>Accommodation</p> <p>Catering Facilities</p> <p>Commercial facilities</p> <p>Markets/Shopping</p>	
ADDITIONAL ELEMENTS	
<p>Accessibility</p> <p>Transportation and Parking</p> <p>Tourist Information</p> <p>(Maps, signs, guides Information offices, tourist guides, & so on.</p>	

Source: Adopted from Christopher Law.

Cave, J and L. Jolliffe (2012) argued that urban tourism is made up of: primary elements such as visitor attractions with the ability to attract tourists, and secondary elements such as transportation used by tourists to travel to the destination or as services after arrival.

2.6. Historical Monument of Addis Ababa

2.6.1. Tourist Attractions in Addis Ababa

The tourist product can be analyzed in terms of its attraction, accessibility and accommodation. Tourist attractions are important to the tourism production process as they are usually the motivating factor to visit specific destinations or places (Thongmala, 2010). Unless there is an attraction, the tourist will not be motivated to go to a particular place. Attractions are those elements in a product which determine the choice made by particular tourist to visit one particular destination rather than another (Npadmanabhan, 2008). The attractions could be cultural, like sites and areas of archaeological interest, historical buildings and monuments, flora and fauna, beach resorts, mountains, national parks or events like trade fairs, exhibitions, arts and music festivals, games, etc.

The urban environment offers social, cultural, physical and aesthetic aspects where tourist activity can exist. This urban form shapes experiences as visitors can interact with attractions and the infrastructure can be generally developed for non-tourism purposes, local residents and economic activity (Giriwati et. al., 2013)

Addis Ababa is a home of tremendous tourist attractions that have various cultural, historical, architectural, aesthetic, economic, spiritual, political and symbolic values. These tangible and intangible heritages prove the city's potential to attract international and domestic tourists from different origins. These resources include; buildings, monuments, educational institutions, squares in the city; and the museums including National Museum of Ethiopia, The Institute of Ethiopian Studies (IES) Museum, Entoto Saint Mary Church Museum, Zoological Natural Museum, Read Terror Martyrs Museum Addis Ababa Museum and Churches like; Holy Trinity Cathedral, Entoto St. Mariam Church, Entoto St. Raguel Church (AACTB, 2016).

As Kidane-Mariam (2015) explained that most of the historic cultural sites, objects, structures of the corridor are found in and around the capital city. Such sites as the Grand palace, the national palace, the railway station, Adwa victory monument, liberation statue and monument, Arada's Minelik monument, Abune Petros statue, The trinity, St George, St. Mary, St. Gebriel, St. Michael churches and the Grand Anwar Mosque, the national museum, the national theatre, the national library, the old telecommunication building, Minelik's

Mausoleum, the piazza, Mercato, the Taitu, Ghion and Genet hotels are some of the cultural sites of historical significance

Table 2: Statistical data of attractions of Addis Ababa

No.	Types of attractions	Number of attractions
1	Historical monument	17
2	Museums	17
3	Historical houses	309
4	Churches & Mosques	63
5	Palaces	3
6	Historical places	6
7	Bridge	2
8	Caves	17
	Total	238

Sources: Addis Ababa Culture and Tourism data base (2019)

2.6. 2. Descriptions of Historical Monument of Addis Ababa

Addis Ababa Culture and Tourism Bureau registered about 17 historical monument are as cultural heritage of the city. Half of Historical monument are inaugurated in Arada Sub-city (the center of old city), the rest are found in different sub cities, three in Kirkos, two in Yeka, one in Lideta and one in Nifas Silk sub city. These historical monument had been erected with the willing of rulers of time and sculptured by different foreign professional architects in different time and place of the city. They have various motives to be inaugurated. As Mulualem (2017) stated that different historical monument have been erected to represent the country's history, culture, political and even statues of famous individuals from inside and outside Ethiopia are constructed to dedicate their contribution they made for Ethiopia at different historical juncture.

However, for the purpose this research only five selected historical monument of Addis Ababa have described well. The criteria for selection the following historical monument includes there: historical significance, aesthetic value, landmark value, political value and social value. And except Tiglachin monument all are public monument which are fund on road cross section of the city.

I. The Equestrian Statue of Emperor Menilek II

The statue is situated at the heart of the city on the hill top of Arada near the famous St. George Church. The bronze statue was made in Germany by a German architect Hartle Spengler ordered by queen Zewdtu. After the arrival of the statue in Addis Ababa from Germany, the queen, unfortunately, died in March 1930, shortly before she achieved to see her father's statue on platform. It was erected and inaugurated in March 1930 at the crowning ceremony of Emperor Haile Sillassie I. The statue was erected for the Memory of the ever great emperor Menelik II and to represent the victory over the Italians in the battle of Adwa. The inauguration ceremony was used to magnify the coronation of the Emperorship of Haile Sillassie. The horse and Menelik II having a spear on its back are shown facing to the north i.e. Adwa. (ARCCH, 2020)

It was from October 16-17, 1936 that the Italians were able to destroy the statue and taken to the Menelik II palace. It has been buried in the palace compound till the time of liberation. Later after the Italians left Ethiopia, the statue was reinstalled in its original place in April 1942. Basically, Italian fascists were destroying or looting the monuments mainly because they wanted to undermine the Ethiopian resistance against colonial rule by taking away their statues which were the symbol of patriotism and heroism. Special inventory didn't take place in the Menelik II statue (Authority for Research and Conservation Cultural Heritage, 2020).

Figure 1: Equestrian Statue of Menilik II at Menelik II Square



Source: Own photo, 2020

II. The Statue of Archbishop Abune Petros

Abune Petros monument is one of the memorials of the Italian Fascist public executions as a reprisal for the resistance of the Ethiopian patriots especially for two serious attacks on the fascist forces during the summer season of 1936. The statue was erected for the memory of the Martyred bishop, Abune Petros, who was encouraging the patriots' spiritual strength as a divine father of the resistance movement. Abune Petros was born in Fiche, Selale, in 1875. Primarily, his name was called Hailemariam. The childhood career of Hailemariam was familiarized with the monastery of Debre Libanos where he learnt church education and became renowned in Qine Mahlet (Authority for Research and Conservation Cultural Heritage, 2020).

Abune Petros was one of the four first native Ethiopians who were anointed as bishops by the Coptic Patriarch of Alexandria to serve under the Coptic born Archbishop Abune Kerilos of Ethiopia in 1932. Abune Petros was given the province of Wello as his diocese. In 1936, the Fascist armies of Benito Mussolini occupied much of Ethiopia, and Abune Petros traveled to the northern Shewan district of Menz to join the sons of Ras Kassa, Dejazmatches Wondwossen, Abera and Asfa Wossen Kassa and other resistance leaders to plan an attack on the Italians to drive them out of Addis Ababa. The attack failed in 1937, and the Bishop was captured. Defiantly refusing to submit to Italian rule, he was condemned to death. Shortly before his execution Abune Petros Bishop of Wello, dressed in his clerical robes, held up his hand cross and pronounced his anathema on the people and on the very earth of Ethiopia itself, if they were ever to submit to the invader. He was then shot to death in front of a horrified audience. Emperor Haile Selassie had the statue erected in the memory of this great Bishop upon his restoration to the throne. The spot of his execution on the western edge of this square is also marked by a memorial slab. The original statue was replaced by the present one which indicated the action of his murder with guns and chained hands. This statue is made by the Greek architect Georascose. It is 9.3 tone. Sadly, during the brutal rule of the Dergue regime, the bodies of many victims of the "Red Terror" were displayed in this square. (Fasil and Denis, 2007). According to ARCCH, the inventory work of Abune Petros monument is presented as follow:

Table 3: Inventory of Status of Archbishop Abune Petros

Name	Abune Petros monument
Ownership	Orthodox Church
Architect	Mikael Shiferahu
Address	Arada sub-city woreda 1
Elevation	2460m
GPS	09 02' 122N08 44'978E
Year of Construction	Originally on July 1945, renovated on Agu.28,2005
Current use	Memorial of Abune Petros
State of Preservation	Good but maintenance is needed
State of Protection	listed as National Heritage

Source: Authority for Research and Conservation Cultural Heritage, 2020.

Figure 2: Statue of Archbishop Abune Petros at Abune Petros Square



Source: Own photo, 2020

III. Victory Monument/Miyazia 27 Monument/

In 1935/36 Fascist Italy under the rule of Benito Mussolini invaded Ethiopia aimed to colonize the country. With the help of modern and superior army, they defeated Ethiopian troops and established their rule over Ethiopia. However, their rule was not peaceful way because the Ethiopian patriots resisted strongly and weakened the Italian force. Finally, with the help of the British army, the patriots defeated the Italian force and liberated Ethiopia in 1941. Victory monument stands for the commemoration of the victory of Ethiopians over Fascist Italians in 1941. Sometimes is also called freedom monument which erected at Arat Kilo Square. Victory of freedom day is celebrated every year in May 5 (*Miazia 27 E.C*).

Description of the Monument

The monument has two parts. The one which surround the central obelisk has circular shape and four entrances. The speech which was made by the Emperor at the day of liberation and his arrival from exile is carved on the monument. On the four sides of the monument, there are statues which are stood for the memory of patriots who were resisted the invaders Fascist Italy force during the five years occupation. To the northwest side of the monument, there is a statue representing a woman holding swards in her hands, stood to remember the patriots who were fought against the Fascist force secretly. On the south west part, there is another woman statue holding a spear and shield. It is stood for the memory of Ethiopians who were displaced due to the invasion and fought where ever they were against the Fascist rule. The diplomatic and political role played by Emperor Haile Sellasie to liberate Ethiopia was represented by the statue of him holding Ethiopian flag, and under him there is the Lion of Judah facing to south east. To the northeast side, there is a statue a woman holding swards stood for the memory of patriots who were perished in the five years of war.

The central obelisk has 15 meters long and it symbolizes the obelisk of Aksum. At the top the monument, there is the lion of Judah holding Ethiopian flag and faced to the north. On the western side there is a clock which indicates one o'clock; the time of arrival of patriots in Addis Ababa (Authority for Research and Conservation Cultural Heritage, 2020).

Figure 3: Victory Monument at Arat Kilo Square



Source: Own photo, 2020

IV. Martyr's Monument (Yekatit 12 Monument)

One of the historical monument found in Addis Ababa city is the monument of martyrs. It stands in memory of the innocent Ethiopians who were massacred by Fascist Italy in the year 1936. The massacre took place in the order of the Italian Viceroy Marshal Grazziani in response to an assassination attempt against him by two Ethiopians namely Abreham Deboch and Moges Asgedom. In response to the attempt of assassination, thousands of Ethiopian including pregnant women, children and old people were killed and their houses burnt. This event is narrated on the obelisk's sculptures. The first monument stood in 1942 had rectangular shape and 15 meters long. At the tip point of the obelisk there was the Star of David and at the bottom there was a description which stated that the monument stood for the memory of Ethiopians who were massacred in 1937. It was inaugurated by Emperor Haile Selassie. The renovated (the current) monument has 28 meters with triangle shape each side has sculpture made of bronze at the top and bottom. The content of those sculpture is

presented on curved stone around the monument in the form of open books to south, to north and to the west direction (Authority for Research and Conservation Cultural Heritage, 2020).

Figure 4: Martyr’s Monument at Sidst Kilo Square



Source: Own photo, 2020

V. Tigrachin Monument

The *Derg* seized power in 1974 overthrowing the Emperor exploiting the already erupted mass revolution. Three years after the demise of the monarchy, Ethiopia was invaded by Somalia backed USA. The invasion was carried out by the order of President Sied Bare in 1977 under the pretext of creating “Greater Somalia” in the horn of Africa. Nevertheless, Ethiopia as a country of various nation and nationalities and people with a long history is known for defending its sovereignty. As the USA was to Somalia, the Ethiopian communist military government got military support from Cuba to fight against the aggressor, Somalia lost the war and subsequently the country remained in chaos which led to become a stateless country till resent years. A number of Cubans died in the war fighting along Ethiopians.

The *Derg* has erected a monument in memory of the gallant Ethiopian soldiers who fight against the Somalia invasion. The monument is situated just in front of Black Lion Hospital.

The monument was inaugurated during the 10th anniversary in 1984 when it assumed power. The monument tells the story how the mass led the revolution to success. The statues show the movement of the military, students, workers, farmers and housemaid under the leadership of Coronel Mengstu Hailmaryam to the termination of the long and unstopped imperial tradition rule. However, revolution in reality, was betrayed and amputate. The compound where the monument of the martyrs lie as a whole is named as Ethio-Cuba Friendship Memorial Park (ARCCH, 2020).

Physical Description of Tiglachin Monument

Tiglachin is the tallest of all monuments in Addis Ababa. At the top of the monument there is a red color five star symbol which is supposed to reflect the socialist regime of *Derg*. A little down from the top, there another golden five star symbol that reflect the socialist regime with a sickle and hammer depicted in the middle. Underneath the main monument, there are inscriptions of a female and two male military statues with rifles and the Ethiopian flag having the usual star symbol at their back side and demonstrating something in a way that they uttered a socialist motto.

In the right and left of the monument, there are irregular shape monuments each with various statues attached on the front face. The inscriptions demonstrate the transition from feudal to socialist system and the development of the history of *Derg* regime with other aspects happened during that time. The irregular shape monument in the right side portrays the decayed feudal system and the movement of the revolution with its fruitful result. Here, the ex-president Mengistu Hailemariam, is portrayed as a leading figure among the human inscriptions. The inscriptions on the irregular shape monument found in the left side illustrate the economic and social activities carried out after the revolution. Like the right side, Mengistu Hailemariam is portrayed as a leading figure in this side. In general, the irregular shape monuments demonstrate about the situation of the feudal, revolution & post revolution socialist system (Authority for Research and Conservation Cultural Heritage, 2020).

Description of the Cuban Martyrs Memorial Monument

There are four memorial representations for the Cuban Martyrs who fell in the war of Korea. They are found in the left and right side of the main monument of Tiglachin. In each side, we found two square shape bronzes with two artistically made human figures in an abstract way. Each shape has 42 photos of Cuban Martyres, a total of 84 photos are presented (Authority for Research and Conservation Cultural Heritage, 2020).

Figure 5: Tiglachin Monument in Ethio-Cuba Friendship Park



Source: Owen photo, 2020

2.7. Significance of Historical Monument

Heritage buildings are the ones that commemorate the past and enlighten us with the past, provide chain of continuity between the past and the present. They have architectural, documentary, archeological, economical advancements as source that attracts social, political and even spiritual or symbolic values in any country to its national building heritage (Didas S. Lello *et al*, 2018). Monuments such as statues play an important symbolic role in people's lives, with each monument being built for specific reasons and intended to serve particular purposes or interests. Monuments are erected as part of a visual culture that continually reminds us of something or someone important; yet, the symbolic value of monuments may change. Such values may acquire or lose importance, depending on fluctuating socio-political dispensations and dispositions (Resane, 2018).

I. Historical Significance

Historical monument stands for the way in which the present can be associated with the place, people, event and aspects of life in the past. People in history, past and present, always built monuments to memorialize the achievements of either themselves or others such as their heroes Resane (2018). Marta (2002) analyzed that historical values are at the root of the very notion of heritage. The capacity of a site to convey, embody, or stimulate a relation or reaction to the past is part of the fundamental nature and meaning of heritage objects. Historical value can accrue in several ways: from the heritage material's age, from its association with people or events, from its rarity and/or uniqueness, from its technological qualities, or from its archival/documentary potential. By then, monuments and memorials are built forms deliberately erected to promote selective and dominant historical narratives (Bellentani & Panico, 2016).

II. Political Significance

Marta de la Torre (2002) explained that political value is the use of heritage to build or sustain civil relations, governmental legitimacy, protest, or ideological causes which is a particular type of cultural/ symbolic value. Political/civil value can be manifestly symbolic and it can be interpreted through a positive lens as a key contributor to civil society or, more cynically, it can be interpreted as a political tool used to enforce national culture, imperialism, post-colonialism, and so on. So, monuments embody discourses that inevitably express selective points of view on the past, focusing on convenient events while marginalizing what is discomforting for an elite. Political elites use monuments to represent their dominant worldviews in space. Consequently, monuments represent selective historical narratives focusing only on events and identities that are comfortable for political elites (Bellentani & Panico, 2016).

Bellentani & Panico (2016) conclude that monuments contribute to fix in space dominant "discourses on the past. So, they are essential for the articulation of the national politics of memory and identity. Monuments also present rulers and leaders or artists of particular significance to the (local) collectivity and its group identity.

III. Commemorative Significance

It is related to the meaning of a heritage for the people who are associated with it and whose collective experience or memory it maintains. Monuments and memorials emphasizing their

commemorative functions: whatever their appearance or size, monuments are built forms explicitly erected to remind people of important events and individuals (Bellentani & Panico, 2016). They reflected that monuments are considered as built forms erected to commemorate the events and the individuals that are significant for a group or for a community. Located in the centers of towns and cities, monuments refer to and commemorate national struggles for independence or depict leaders (in overwhelming number, male) who proved to be great warriors, battle strategists and heroes (Natalia, 2016).

IV. Aesthetics and Architectural Value

Aesthetics value is derived from human appreciation of the beauty of the heritage. It is usually the result of beautiful design, unique architectural style and another attractive feature of the monument. A monument is more than just the construction itself. It affects and is affected by its setting, and its relations with that setting are intrinsic to its artistic value. Even when standing alone, with no other constructions near, it always forms part of a larger composition, natural or man-made (UNESCO, 1972)

Architecture reflects man's needs in a way no other form of art does, and is thus the most complete and accurate witness to the material and spiritual conditions of an age. Architecture at its best represents a balanced, indissoluble symbiosis of the aesthetic values peculiar to works of art and the material requirements of practical utility. It is seen as a reflection of the evolution of technology and society (UNESCO, 1972).

Urban and art historians have considered monuments as physical and aesthetic objects presenting historical and artistic value. In this context, researchers have investigated the stylistic context in which monuments are erected with great emphasis on the visual dimension of monuments, describing in detail materials of construction, size and colors. Iconography has been broadly used to identify the conventional symbols represented in monuments (Bellentani & Panico, 2016)

VI. Economic value

There is no doubt that cultural heritages have economic significance. They can generate income both directly and indirectly from tourists and can create job opportunities for host community and tourist providers. Thilan (no date) define the economic value of cultural site that based on the theory that if a "product" has no "market" it has no value. Thus, the value of a cultural monument must necessarily be directly proportional to it, "marketability" or its

relative standing as a "marketable product". Accordingly, the economic value of a cultural monument would be a function of its archaeological/historical significance, relative degree of patronage by visitors as well as its potential for attracting visitors. Marta (2002) argued that economic valuing is one of the most powerful ways in which society identifies, assesses, and decides on the relative value of things. It overlaps a great deal with the sociocultural values (historical, social, aesthetic, and so on), and they are distinguished most because they are measured by economic analyses.

According to neoclassical economic theory, economic values are the values seen primarily through the lens of individual consumer and firm choice (utility) and are most often expressed in terms of price. Not all economic values, however, are measured in terms of market prices. The economic values include use value (market value), nonuse value (nonmarket value), existence value option value and bequest value (Marta, 2002).

Use Value (Market Value) are market value, the ones most easily assigned a price. Use values of material heritage refer to the goods and services that flow from it that are tradable and price able in existing markets. For instance, admission fees for a historic site, the cost of land, and the wages of workers are values. Because they are exchanged in markets, these values can be easily expressed in terms of price.

Nonuse Value (Nonmarket Value) are economic values that are not traded in or captured by markets and are therefore difficult to express in terms of price. For instance, many of the qualities described as sociocultural values are also nonuse values. They can be classed as economic values because individuals would be willing to allocate resources (spend money) to acquire them and/or protect them.

Existence Value: Individuals value a heritage item for its mere existence, even though they themselves may not experience it or "consume its services" directly.

Option Value: The option value of heritage refers to someone's wish to preserve the possibility that he or she might consume the heritage's services at some future time.

Bequest Value: Bequest value stems from the wish to bequeath a heritage asset to future generations.

VII. Land mark Value/Symbolic value

Monuments can also have a function of (local) landmarks, that is, conspicuous elements of space that are easily memorized by locals and guests and therefore functioning as commemorating tools. Symbolic landmarks are also vital for the place identification of the local community (Natalia, 2016).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Study Area

The study area is Addis Ababa. Geographically, Addis Ababa is located at an elevation of 2,200 meters above sea level and it rises to 3200 meters at *Entoto* hill. The city subtropical highland climate enhance it to have relatively cool and pleasant weather. The high altitude at *Entoto* provide wonder city viewing of Addis Ababa for international and domestic tourists. Addis Ababa is subdivided in to ten sub cities namely Arada, Addis ketema, Akakai kaliti, Lideta, Gulele, Bole, Kolfe Keranio, Nifas Silk LAfto and Yeka (AACTB, 2016).

Politically, Addis Ababa is the capital city of the Federal Democratic Republic of Ethiopia and a political capital of Africa. Both House of Federation and House of People Representatives are found in Addis Ababa. All ministry offices, Universities and research centers, international hotels, national libraries, all Television and radio station, headquarter of banks and insurances, referral hospitals, tour and travel operators and Agencies and Bole International Airport are located in Addis Ababa. It is also seat of headquarters the African Union (AU) and the United Nations Economic Commission for Africa (UNECA) and other international organizations. All ninety-nine Embassies, Diplomatic missions and Cultural Centers of foreign countries are found in Addis Ababa (AACTB, 2016)

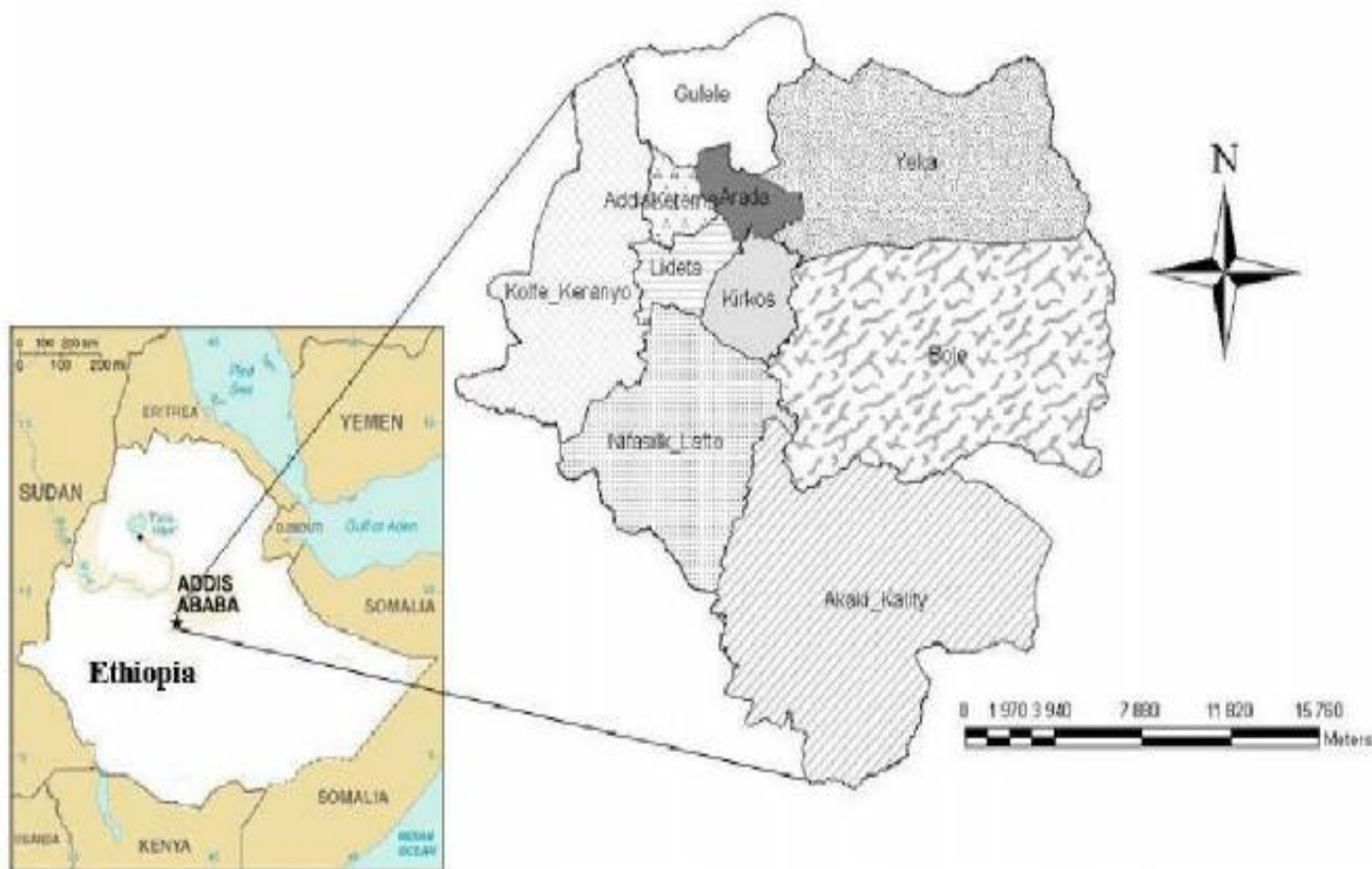
Socio-economic, as World Bank (2015) study Addis Ababa is home to 25% of the urban population in Ethiopia and is one of the fastest growing cities in Africa. It is the growth engine for Ethiopia and a major pillar in the country's vision to become a middle-income, carbon-neutral, and resilient economy by 2025. Addis Ababa's economy is growing annually by 14%. The city alone currently contributes approximately 50% towards the national GDP, highlighting its strategic role within the overall economic development of the country.

Addis Ababa serves as a home for all Ethiopian Nations, Nationalities and peoples. Moreover, it is the resident for foreigners and foreign communist such as chains, Indians, Arabs, Europeans and several from Africa several neighboring state peoples such as Eritreans, Sudanese and Somali could be mentioned. In additions thousands of refugees from neighboring countries are living in Addis Ababa. Most of import exporters, wholesalers, distributes and product and service givers are also found. The big open market *Mercato* and

other markets and business towers and real states are with in Addis Ababa. By this the city become preferable for meeting, incentive travel, conference and Exhibition (MICE tourism).

Regarding to tourism, Addis Ababa is a place where cultural and historical heritages treasures are found. These and other unmentioned resources provide access for Addis Ababa become urban destinations for businessmen, researcher, professionals, athletes, investors, diplomats, missionaries and tourists both domestic and international at large. It has also provided to Addis Ababa to host several major continental and international conference. Hence, the research area focused on Addis Ababa’s city to assess its historical monument and their contribution to urban tourism.

Figure 6: Administration map of Addis Ababa



Source: <http://www.google.com/search?q=map+of+addis+ababa+city>

3.2. Research Design

MacMillan and Schumacher (2001) define it as a plan for selecting subjects, research sites, and data collection procedures to answer the research question(s). The choice of which design to apply depends on the nature of the problems posed by the research aims. Each type of research design has a range of research methods that are commonly used to collect and analyze the type of data that is generated by the investigations (Nicolas, 2011).

To achieve the objectives of the study, mixed research approach, both qualitative and quantitative research designs are employed for the sake of enriching the result of research. It involves statistical and descriptive design with critical interpretation and analysis of the collected data. The rationale for the selection of qualitative and quantitative approach stems from the nature of the study as it requires both verbal description as well as numerical expression. Depending on the type of information sought, people are interviewed, questionnaires distributed, visual records made, even sounds and smells recorded (Nicolas, 2011).

3.3. Target Population

The population refers to the entire set of study participants to which results of the study are to be generalized (Levy & Lemeshow, 2008). The common characteristics of the members of the population, which is called units/ elements of the population, are measured (Tavakol & Sandars, 2014). The target population of this research were international and domestic tourists, and major stakeholders who concerned the issues of historical monument of Addis Ababa. These includes: Addis Ababa City Government Culture and Tourism bureau (AACTB), Authority for Research and Conservation of Cultural Heritage (ARCCCH), Ministry of Culture and Tourism, Addis Ababa City Government Environment Protection and Greenery Development Commission, Addis Ababa's Individual Tour Guides Association, Great Ethiopia Tour Operator Association (GETOA) and host community.

3.4. Sampling Procedure and Sample Size

Researchers use sampling procedures in order to choose a sample of the population in order to represent the entire population. There are two types of sampling procedures: random (or probability) and non-random (nonprobability) sampling (Tavkako & Sandars, 2014). For the purpose of this research no probability sampling was used to accomplish the set of objectives. In nonprobability sampling, each element does not have an equal chance of being selected. However, both Convenience / Accidental Sampling and Purposive sampling techniques were used in this research.

On one hand, the researcher applied convenience sample to take international and domestic tourists among tourists who visits Addis Ababa's tourist attractions. The reason to use this sampling technique is that the technique permits to take the target population if they meet certain practical criteria, such as easy accessibility, availability at a given time, or the willingness to participate. These tourists were selected at National Museum of Ethiopia and Institute of Ethiopian Studies Museum a place where both domestic and international tourists available at any time. From the international tourist 30 individuals and from domestic tourists 40 individuals a total of 70 individuals were selected as respondents.

On the other hand, for the qualitative part of the study, stakeholders were taken by purposive sampling. The rationale for using purposive sampling is the technique enhance freedom to researcher in order to gather best information to succeed for the objectives of the study. A total of 32 participants which includes senior officers, directorates, association presidents and owner-manage tour operators, individual tour guides and domestic tourists/local communities were selected as key informants. The selection of stakeholders were made based on the following three reasons: (1) based organizational purpose (2) Based on their responsibilities and authority (3) based on their field of specialty.

The participants were 2 directorate directors from Ministry of Culture and Tourism, 2 senior officer and 1 directorate director of Addis Ababa Culture and Tourism bureau, 2 directorates from Authority for Research and Conservation of Cultural Heritage (ARCCH), 1 directorate director from Addis Ababa Sewerage and Green Environment Development Administration Agency (AASGEDAA), 2 tour guides from Addis Ababa's individual tour guide Association and their president, 10 Tour and Travel Company from Great Ethiopia Tour Operators Association (GETOA) and their association president. In the case of the selection of private Tour and Travel Company only ten tour operators were selected purposively among thirty

three Tour Companies under this association. The criteria for their selection is that they mostly operate city tour in Addis Ababa they are also functional tour and travel company with permanent address and office which serves international tourists. Therefore, these 22 key informants were selected based on their responsibility and nearer to the issue. In addition, 10 local tourists and/or host communities were interviewed purposively during the observation were conducted around five Historical monument of Addis Ababa. These are Menilek II Memorial Monument, Abune Petros monument, Victory Monument/Miyazia 27 Monument/, Yekatit 12 Martyr's monument and Tiglachin Monument. In general, the total sample size of this research are 102 participants.

3.5 Data Sources and Data collection methods

The data for this study was collected from primary data and secondary sources of data. The primary data are the first and most immediate recording of a situation. These sources include questionnaire, interview (in-depth interview), Personal filed observation, and Focus groups: focus group discussion. In this study secondary sources of data include books, journals, articles, unpublished reports, magazines, different documents and manuals from government offices. Moreover, internet and audio-visual documentaries were sources.

Questionnaire

Questionnaires were prepared in the form of close-ended questions. The questionnaires were designed and distributed for international and domestic tourists. It was design mainly to generate data on demographic characteristics of respondents, to understand the general situation, the challenges in visiting Historical monument of Addis Ababa and to get their suggestions in order to insight its contribution to urban tourism development. Thus, questionnaire were prepared for those 70 individuals respondents.

Interviews: In-depth interviews

Most qualitative research studies are based on interviews (Britten, 1995). A qualitative research interviewer aims to explore and describe the experiences of the identified participants in relation to the phenomenon being studied. Specifically, In-depth qualitative interviews were used in this study. This approach is very useful when researchers have little knowledge about the topic of interest. During data gathering, officers and directorates of tourism development and marketing from AACT, officers and directorates of heritage registration & control department, directorates from Addis Ababa Sewerage and Green

Environment Development Administration Agency (AASGEDAA), Owner-managers from Great Ethiopia Tour Operators Association and association president, Ababa's Individual Tour Guides Association members and president were interviewed. Directorate from Authority for research and conservation of cultural heritage (ARCCH) were interviewed. Domestic tourists/host community were also interviewed

Focus groups: focus group interviews or discussion

This is one of the collection methods used for collecting qualitative data. A focus group is 'a semi-structured group session, moderated by a group leader, held in an informal setting, with the purpose of collecting information on a designated topic (Carey, 1994). So, the researcher organized and facilitated two focus group discussion among Know Your Country Club's members of Efoyta Secondary School and Millennium Secondary School, Addis Ababa.

Filed Observation

Observation is the other main instrument used to collected data and record important information to note and have photo about the existing situation (Patrick, 2003). Before conducting the actual filed observation, the researcher prepared observation check list which provide guide that important elements to be observed and recorded. Filed observation were conducted by the researcher only on those five selected historical monument of Addis Ababa in order to assess historical monument and their surroundings environment. In addition, the researcher observes activities of domestic, international around Historical monument of Addis Ababa. It also helps to support and verify the information collected through key informant interview and secondary data collection instruments.

Secondary Data (Documents)

The secondary materials are mainly based up on written materials such as books, magazines, newspapers, bulletins and other sources. Archival documents relevant to the study such as official reports and letters of correspondences of the authority at the federal and the city administration levels were collected by the researcher from different sources. The researcher will also collect information from published and un-published materials.

3.6. Data Analysis Methods

The gathered information through different tools is carefully examine to check their validity and reliability. The collected data were organized and analyzed using various methods such as descriptive statistical methods of analysis including percentage and frequency. The data were analyzed quantitatively and qualitatively, whereas SPSS version 23 was used for numeric data presentations mainly to produce frequencies and descriptive statistics. The findings were described and presented in the form of tables and figures. The qualitative data obtained using in depth interview and focus group discussion and field observations were analyzed in descriptive narration. Document analysis was also applied. Finally, conclusion was made based up on the findings of the research. Recommendations were also given based up on the identified findings.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRITATION

This part of the study is devoted to presentation, analysis and interpretation of data collected through questionnaires, interviews, focus group discussions and field observation to address the basic research questions. The chapter is organized in different sections based on the specific objective of the study and data obtained. To achieve those objectives the research has employed mixed research approach. In the quantitative part of the study, questionnaires had been developed and distributed for target population of the study. It was conducted by taking 70 international tourists and domestic tourists as respondents. It is presented by descriptive statistics, which involves frequency and percentage using SPSS version 23. With respect to qualitative part of the study, 32 key informants were interviewed. In addition, focus group discussions were conducted among selected high school ‘know your country’ club members. Both interview and focus group discussions were transcribed into text form to understand and carry out relevant interpretation. The observation result is also presented well.

4.1. Demographic Background of Respondents

4.1.1. Demographic Background of International Tourists

In this research among the units of analysis, one is international tourists. So, the background data characteristics of international tourists are essential. Their detail descriptive statistics data analyses were presented in table 3.

Table 3: International Tourists’ Respondents Background

		Frequency	Percentage
By Sex	Male	14	46.7%
	Female	16	53.3%
By Age	41-50	7	23.3%
	51-60	15	50%
	61+	8	27.7%
By Citizenship	France	6	20%
	German	7	23.3%
	Italy	6	20%

	England	5	16.7%
	Spanish	5	16.7%
	American	1	3.3%
By Education	Primary Education	-	0.0%
	Secondary Education	-	0.0%
	University Education	30	100%
By Occupational Category	Self employed	3	10%
	NGO	4	13.3%
	Retired	7	76.7%
Total		30	100%

Source: Own Survey (2020)

Distribution of International Tourists by Gender

In terms of gender distribution, table 3 shows more than half of respondents which is 53.3% were male, the rest 46.7% of respondents were female. This shows even though the number of male is greater than female, there is a relative balance between male and female international tourists who are motivated and actually participated in visiting Ethiopia. A key informant coded no.10 has explained most of the time international tourists who came to Ethiopia are almost in equal number between female and male with some more male tourists. Another key informant coded no. 09 stated that the sex distribution of international tourists is nearly equal; especially tourists from European country often come in faire proportion, the number of male and female being equal. Of course, the number varies depending on the situation, sometimes the number of male being greater than female while at other time the number of female tourists exceeds the number of male visitors. For example, most tourists from Italy are female. It is possible to conclude both male and female international tourists have visited Ethiopia.

Distribution of International Tourists by Age

In terms of age distribution, the above table indicates 50% of respondents aged between 51and 60, followed 26.7% of respondents also aged above 61 and the rest of respondents which is 23.3% aged between 41and 50. It shows about 80% of international tourists were fifty and above years old. The interview conducted with informant coded no.16 confirmed that most of foreign tourists are aged above fifty and it's rare to see the flow of young

tourists in large numbers. Key informants coded no. 09,10,11 and 21 have also stated that most of international tourists are aged above fifty years, with the exception of some adult tourists. This shows that most tourists plan to travel when they retire from formal duties and have ample leisure time to enjoy the pleasure of tourism. Compared to people above retirement age, the young and productive adults seldom travel as tourists. Their travel is rather related to other purposes than tourism including, research, business and conferences.

Distribution of International Tourists by Citizenship

In terms of citizenship, most of the international tourists who responded to the questionnaire came from France, Germany, UK, Spain and America. Even though they did not participate in this interview, there is a general tendency showing the rise of Asian tourists coming to Ethiopia (especially, Japanese and Chinese) in recent years. However, COVID-19 has taken its toll on the tourism industry restricting human mobility thus far, and the researcher is not in a position to include this category of international tourists in the current study. The number of participants of the study are 7 tourists from Germany, 6 tourists from France, again 6 tourists from Italy, 5 tourists from England, again five tourists from Spain and 1 tourist from America have responded to the questionnaire.

The above table shows that major international tourist generating countries for Ethiopian tourism market are Germany, France, Italy, England and Spain, these five European states comprise 23.3%, 20%, 20%, 16.7 and 16.7% respectively. In general 96.7% of international tourist respondents came from European countries and the rest 3.3% of respondents were Americans. Concerning the tourists who would like to visit historical monument of Addis Ababa, a key informant coded no. 10 indicated that:

Tourists from England are more interested in historical attraction, such historical monument because much of our past political and historical linkages. . The respondent argued that beginning from the reign of Emperor Tewodros II up to Emperor Haile Sellassie I, there is strong intervention of British with good or bad side. For instance, the Victory Monument at Arat Kilo is somehow a result of the help of British force against Italy. As result of this tourists from England have enough knowledge about Ethiopian History. The Spanish, the German, Italians and the French are also eager to visit historical attractions.

To conclude based on key informant coded no. 10, 11 and 21 explanation international tourists are more interested than domestic tourists and host communities at large with historical monument of Addis Ababa. The domestic tourists though familiar with the history,

are nonetheless not interested in visiting the monuments of the City. Local tour operators also do not make business out of monuments; mainly due to lack of awareness about the importance of historical monument in tourism attraction and inconvenience to access the monuments from closer proximity. That means, the location of the monuments though attractive, nonetheless lacks convenience in many respects: the surroundings of the monuments lack the necessary infrastructure to help tourists closely observe, take picture (photos) or to be adequately informed about them. There is also lack of deep rooted tradition in Ethiopia to advertise the monuments or sell their postcards as it is done developed tourist destination of the world.

Distribution of International Tourists by Educational Background

With regard to their education, all of my respondents stated that they have university level education and have made Ethiopia their choice based on their prior readings about the attractions of the country.

Table 3 shows that there is a direct correlation between the level of the development of tourist generating countries and the educational level of the tourists who participated in the survey. As expected, since all of them came from highly developed western European countries, no one was found to be without university education. The informants coded no. 21 and 16 described that these international tourists had a good understanding the country and were well informed as to what specific destination they need to visit before they departed from their homeland.

Given the above reality, informant coded no. 09 cautioned members of Great Ethiopian Tour Operators Association (GETOA) to be careful about the authenticity of the information they provide for tourists. Because such educated category of tourists need objective information that fits their level of education and interests. This in turn matches with the theoretical proposition of McConnell (1973) who argued that the main tourist motivator is the quest for authenticity.

Generally, it can be concluded that education is among push factors for tourists. As Crompton (1979) argued, the increasing knowledge, knowing different cultures and lifestyles, enriching self intellectually and knowing new places are some of intrinsic motives of tourists beyond relaxation.

Distribution of International Tourists by Occupational Background

In terms of occupational background, table 3 shows majority of respondents that of 76.7 % were retired, the rest of respondents were NGO worker and Self-employed which takes 13.3% and 10% respectively. This indicates the old and retired citizens of developed countries are more interested than young and productive citizens to seek new history, culture and nature from the rest of world.

A key informant coded no. 21 described most of international tourists are retired. As a result of their country's level of development, the retired people left their job with enough money that enhance them to tour the world. They don't have also such obstacle like family responsibility and economic crises although they left their job, Therefore, The want to relax and refresh themselves by and visiting the rest of world's culture and nature. As a key informant coded no.10 said that:

Sometimes there are foreign tourists who are in different occupational category such as researchers, self-employed, NGO worker, government employee and so on, however they are few in numbers and their characters of visit is differ when it's compared with the retired tourists. Tourists with retired come to totally intended recreation, therefore their length of stay in the country for about two weeks and more than. They have also tried to cover several historical and natural attractions of Ethiopia.

4.1.2. Demographic Background of Domestic Tourists

Another unit of analysis of this study are domestic tourists. The background data characteristics of domestic tourists become crucial, therefore their detail descriptive statistics data analyses were presented in table 4.

Table 4: Demographic Background of Domestic Tourists

		Frequency	Percentage
By Sex	Male	25	62.5
	Female	15	37.5
By Age	18-25	19	47.5
	26-35	12	30
	36-45	7	17.5

	46+	2	5
By Residence	Addis Ababa	35	87.5
	Debre Zeyit	3	7.5
	Debre Birhan	2	5
By Education	Primary Education	2	5
	Secondary Education	11	27.5
	University Education	27	67.5
By Occupational Category	Self employed	7	17.5
	Government employee	15	37.5
	NGO	6	15
	Retired	1	2.5
	Business owner	1	2.5
	Student	10	25
Total		40	100%

Source: Own Survey (2020)

Distribution of Domestic Tourists by Sex

In terms of gender distribution, table 4 indicates that most of respondents who visit historical monuments of Addis Ababa were males which is 62.5% and followed by females 37.5% of the respondents of the research. The observation which was made for the five selected historical monuments of Addis Ababa indicates that males are more interested and motivated to visit those places more than females.

Distribution of Domestic Tourists by Age

In terms of age distribution, the above table shows that almost half of respondents of domestic tourists age category of respondents falls in 18 to 25 years of age which is 47.5% of respondents, followed by 30% of respondents aged 26 to 35. About 17.5% of respondents were found between 36 to 45 years old and the remaining 5.0% was 46 and more than 40 years of age. These findings indicate that the majority of the age categories of respondents of domestic tourists were between 18 to 25 years of age, unlike international tourists in Ethiopia the

young generations are very interested to visit historical monument of Addis Ababa. The observation result shows that young peoples were visited being pair and in group of friends. As they become young, they were enjoying by capturing photo and selfie in group and individually.

Distribution of Domestic Tourists by Residence

In terms of residence distribution, the above able indicates most of respondents were the resident of Addis Ababa which is 87.5%, the rest 7.5% and 5.0% were come from Debre Zeyite and Debre Birhan respectively. The observation which is made at the day of Victory Adwa and day of Yekatit 12 Martyrs, the participant of the celebration who visit the Monument were people of Addis Ababa except some people who came from neighboring city of Addis Ababa. Hence, it indicates that there is weak tradition and motivation of visitation of historical monument of Addis Ababa among domestic tourists in Ethiopian. Unlike religious travel, the habit among hos community traveling to Historical place is found at low level.

Distribution of Domestic Tourists by Educational Background

In termes of educational background, table 4 shows that 67.5% of respondent had University education, followed by Secondary school respondents which is 27.5% and the rest of respondents 5.0% were primary school. The indicates that people with higher education have more interested to visit historical monument of Addis Ababa than people with less educational background. The result from observation and interview with local tourists indicates young university students have enough information on some of historical monument of Addis Ababa rather than secondary and primary school respondents. They also tried to know the historical back grounds of those monuments of through searching and observing the description around the monuments.

Distribution of Domestic Tourists by Occupational Category

In terms of occupational category distribution, table 4 indicates that 37.5% of respondents were government employees, followed by 25.5% respondents who students and 17.5% were workers of non-governmental organization, the rest of respondents were business owner and retired which had equal 2.5% of respondents. According to the observation at Menilek II Memorial Monumen, Yekatit 12 Martyr's monument and Tiglachin Monument shows the young government employees and university students were actively visit those Historical monument than other self-employed, NGO workers and business owners.

4.2. Information on Purpose of Visit/travel

In this section deals with the response of international tourists on the purpose of visit/travel. In order to analyses purpose of visit the researcher used three survey questioners for international tourists.

Table 5: Information on purpose of visit/travel

A. Type of visit

	Frequency	Percent
Recreational/leisure	23	83.3
Scientific/Educational	3	10.0
Business	0	0.0
Conference	2	6.7
Religious	0	0.0
Total	30	100.0

Source: Own Survey (2020)

Table 5(A) shows type or purpose of visit of international tourist, according to the survey 83.3% respondents' purpose of travel is recreation or leisure, followed the 10% respondents purpose of travel/visit is scientific or educational and the purpose visit of the rest of respondents about 6.7% is conference. It indicates majority of international tourists who visit Ethiopia are aimed to recreation. A key informant coded no. 10 mentioned it's clear that the purpose of visit of most of international tourists in Ethiopia is to recreation themselves except some tourists come for research purpose. The reason this majority of tourists become retired so they want to relax by seeking things in their life. As scholars put the push factors or motivation of tourists is mainly the desire for escape, rest and relaxation (Crompton, 1979).

According to the data there is no business and religious tourists. A key informant coded no. 11 argued that:

There are a lot of international tourists who came for the purpose of business and conference what we call MICE Tourism¹, however their travel are unique with scope, duration and target. Hence their total movement has also limited with conference hall as well as stare hotels of Addis Ababa, but rarely some tourists among the business and conference delegators, wants to visit attractions of the city individually with us.

¹ "MICE tourism" (Meetings, Incentives; Conventions; Exhibitions), including various Meetings, the Conventions, Incentive travels, Exhibitions and fairs, Festival and the anniversary celebrations, and other activities, integrated forms of tourism. By hosting these meetings and exhibitions it brings economic and social benefits.

A key informant coded no. 12 said religious travel is commonly practice by domestic tourists than international tourists. However the direction of travel from Addis Ababa to other regional states and cities. From our company experience we served domestic tourists who wants to visit Churches and Monasteries Such as Zion Mary, *Kulibi* Saint Gabriel monastery, *Gishen Debre Kerbe*, *Ziqal Abbo* etc. However as a tour and travel business men, we did not know any domestic tourists who contact us to visit Historical monument of Addis and other attractions of the city at large.

B. Travel type

	Frequency	Percent
Individual	7	23.3
Group	23	76.7
Total	30	100.0

Source: Own Survey (2020)

Table 5(B) shows travel type of international tourists, 76.7% of respondents travel/visit the city in group and only 23.3% of respondents travel/visit individually. It indicates the preference of international tourists is more collective travel/visit than individual. The observation result also shows foreign tourists visit mostly is a group of four or five up to ten. At list they are seen traveling in pair along the city’s attraction centers. A key informant coded no.16 described as a tour and travel operator and tour guide all of my company international tourist customers travel in group. Due to financial coast and service foreigners prefers to planned group tour rather than individual tour. Another key informant coded no.10 pointed out:

The reason for preferring group travel than individual’s tour is highly related to tourism sector financial factors including the cost of tour and travel operators/agency company, the cost of accommodation, transportation cost, and other tourist service providers. In our country all these sectors set high cost for each service which is mostly unfair for tourist while it is compared with other neighborhoods countries, like Kenya. Therefore, group travel would be minimized the tourists afford for the service they will use.

C. Visited Ethiopia

	Frequency	Percent
For the first time	19	63.3
For the second time	8	26.7
More than two times	3	10.0
Total	30	100.0

Source: Own Survey (2020)

Table 5(C) shows the frequency of international tourists to visit Ethiopia, 63.3% of respondents visit Ethiopia for the first time, and followed 26.7% of respondents visit Ethiopia for the second time and the rest 10% of respondents visit Ethiopia for the third time. This data indicates there is no a conducive tourism sector environment which influence international to visit at repeatedly. There is several problems among tourist service providers and the tourism sector at whole. According to a key informant coded no. 10 elaborated the reasons include scale up price of tourist of service suppliers, absences of tourist facilities, problem with accommodation and infrastructural problem and so on. He argued that we Ethiopian give little for tourist but they pay us much more. In addition he also said that we Ethiopian sell mostly nature but we did not add value on it yet. As a result international tourists are not attracted to come again in Ethiopia.

4.3. Experience about Historical Monument in Addis Ababa

This part deals with the experience of international tourists about historical monument in Addis Ababa. To analyze their experience survey questionnaires were prepared regarding to Sites most visited in Addis Ababa, visitation historical monument in Addis Ababa, source of information about the historical monument of Addis Ababa and aspects of the historical monument to attract international tourists.

Table 6: Experience about historical monument in Addis Ababa

A. Sites most visited in Addis Ababa

	Frequency	percent
Museums & Historical monument	25	83.3
Historical sites& urban neighborhoods	-	-
Slum neighborhoods	-	-
Modern Shopping malls/centers	-	-
Open-air market in Addis/Merkato	5	16.7
Beautiful scenery	-	-
Others	-	-
Total	30	100.

Source: Own Survey (2020)

Table 6(A) shows sites most visited in Addis Ababa, 83.3% of respondents preferred sites most visited in Addis Ababa is Museums & Historical monument in Addis Ababa and 16.7% preferred Open-air market/Merkato as a sites most visited in Addis Ababa. It indicates Museums & Historical monument of become the backbone of city tour o Addis Ababa. A key informant coded no. 16 explained that:

Museums are major tour packages in the city tour and the most frequently visited site by foreign tourists however the case of Historical monument is totally different but it's often is visited by foreign tourists. Museums have entrance fee to enter and visit so they are the main elements of city tour however Historical monument are not a site entered via fee because they are public and found at center of roundabout of road.

Hence, they are visited on the way and side by side while the tourists travel to museums or other attractions of the city. So the tour guides or the operators himself try to explain about monuments on their way. The explanation is depend on the interest of international tourists to know about those historical monument.

Another key informant coded no. 12 has also described that he *was working in tour and travel operating business for 15 years, Although it is difficult to tour historical monument by standing, we frequently tour them for foreign tourists by rounding two or three times while we are in the car because there is no place to stand or foreign tourists foreign tourists to take tea in order talk about the monuments and to conduct tour as like as museum and other sites.*

A key informant coded no. 14 explained that:

We do not sell historical monument of Addis Ababa alone. We tour them for international tourists while on our passway. The main reason for this shortage of the day and absence access to visit them. If tourist want to visit only them they can not to visit many attractions of Addis Ababa within half day or one day. Therefore, we incorporate and sell them with together other tour packages such as with, Museums, Entoto and Merkato open air market. In addition even if we want to sell them alone it's impossible to conduct tour properly, because they are found at roundabout of the city for instance Freedom monument at 4 Kilo, Martyrs monument at have no place for parking to tour well, so we just circling them while narrating the historical backgrounds. And tourists capture photograph and record through circling the Historical monument where they are in the car. I think it is possible to conduct tour in the case of Ethio-Cuba Friendship and Korea Marchers monument, but we did not try yet. In general we did not give concern for historical monument of Addis Ababa.

As one of key informant coded no. 20 summarized due to several infrastructural challenges and lack of preparedness by Tour and Travel Operators, historical monument of Addis Ababa, are not listed independently as most visited site of the city in city tour packages. They were not sell to international tourists yet. The tour is often conducted through oral explanation by tour guides without actual visitation including touching, capturing photograph and so on.

To the opposite of the above responses of Tour and Travel Company, a key informant coded no. 13 said that we incorporate some Historical monument of Addis Ababa with in our city tour package, these are the Equestrian Menelik II Monument, Victory Monument and Martyr's Monument.

In the case of some tour and travel operators, like key informant coded no. 15 explained that they did never conduct tour on historical monument of Addis Ababa. They are also not give concern on them. The same with this another key informant coded no. 17 expressed that their company is not working on historical monument of Addis Ababa that much because they thought that the place where monuments erected is not suitable to conduct tour.

B. Visiting any of Historical Monument in Addis Ababa.

The result shows whether international tourists have visited any historical monument in Addis Ababa or not, amazingly all of respondents that means 100% visited any of historical monument of Addis Ababa. It indicates historical monument of Addis Ababa have a potential to attract international tourists as like as other attractions which are found in the city. A key informant coded no. 13 argued that unlike domestic tourist or host community, almost all of international tourists have interest to visit historical monument of the city and they ask about them to know. The city tour itinerary have must pass through major old city's road cross so at this road cross the monuments were stationed, there for foreign tourists have opportunity to visit most of commonly known historical monument of the city. One of key informant coded no. 12 said that:

First of all we Ethiopian are not tourist which means we don't have a developed culture of visitation, as result of this my Tour and Travel Company did not tour domestic tourists about historical monument. So our customers are foreign tourists. In general international tourist are eager to know what they see on their passway, hence mostly they visit historical monument of Addis Ababa even if the situations are not accessible.

Another key informant coded no. 09 have strengthen that foreign people specially the white one are questioner in their behavior so that even if we leave Historical monument out of tour they ask us about them while we move along them. As a result with one or another reason, all of international tourists have a chance to visit those monuments of the city.

C. Historical Monument Specifically Visited

According to the survey result, respondents have visited the Equestrian Statue of Emperor Menilek II, the Statue of Archbishop Abune Petros, Victory Monument at Arat Kilo, Martyr's Monument at Sidist Kilo and Tiglachin Monument/ Ethio-Cuban Friendship Monument.

A key informant coded no. 16 said that along our city tour itinerary, most of historical monument are found, therefore international tourists visits them on their passway. For instance, if the city tour start from Arada/Piassa, tourists visits the Equestrian Statue of Emperor Menilek II because it is found in front of Saint Gorge Cathedral Church which is one of historical sites of the city with its own Museum, so tourist must visit this monument simply. Near to this monument, there is also Statue of Archbishop Abune Petros, so they visit it. Next to Arada, there is Churchill Street, along this street several historical monument of the city are found, these are Sepastopol Monument, Tiglachen Monument or Ethio-Cuba Frenidship Park, Lion of Judah of Haile Sellassie at national theater and Lion of Judah I at Lagar are also visited. The other city tour rout departure becomes Cathedral Sellassie, after the tour completed we take main road to National Museum, along this street there is Victory Monument at Arat Kilo roundabout so tourist visit it, again visiting National Museum is completed, the road to Addis Ababa University Institute of Ethiopian Study' Museum began and along this way we also found Martyr's Monument at Sidist Kilo roundabout, so tourist have a chance to visit it. In general the founding location of historical Monument and become public, it contributes to them to be visited/seen by international tourists.

It indicates that public monuments of Addis Ababa have a great chance to be visited by international tourists while they are moving in the city.

D. Source of Information about the Historical Monument of Addis Ababa

	Frequency	Percent
From different Web Site	9	30.0
From Video Documentary	4	13.3
From Articles/books	5	16.7
From Ethiopian Airlines Magazine	2	6.7
From tour guides	10	33.3
Total	30	100.0

Source: Own Survey (2020)

The table shows the sources information about the historical monument, 33.3% of respondents have found information about the monument from the tour guide, and followed 30.3% respondents have got an information from different web site, 16.7% of respondents found information from articles and books, 13.3 % of respondents have got an information from video documentary and the rest of 6.7% of respondents have got an information from Ethiopian Airline Magazine. This indicates most of international tourists about 67.7% (by merging 30.0%, 13.3% 16.7 % and 6.7%) have found an information about Historical monument of Addis Ababa before they arrived their destination from different sources. A key informant coded no. 09 explained that their company is trying to promote historical monument of Addis Ababa for international tourists with in each program. If it is called city tour, among the program monuments which are visited on the way the way beyond Museums. Throughout the tour the tour guides gives short description about historical background of historical monument of the city. Additional we also post short and summarized information and photos of monuments in our official website.

As a response of one of key informant coded no.12 answered for the question of do you promote historical monument of Addis Ababa via your website, he said that:

Of course we advertise them on our website. As it known we work on the three elements these are History, Nature and Culture. In general we work all tourism activity around those elements. Moreover we work documentary film focus on Addis Ababa's attractions and the whole country with Al-jazeera, BBC, National Geography, and currently we run some work with Japan TV, one of our site is capture video Lion of Judah of Haile Sellassie Monument. Foreign media wants to find such common symbol which is known by most people of the city while they conduct documentary of such city. Hence, we recommended them to capture this monument because it is a big land mark of Addis Ababa.

On the other hand, key informants coded no. 15, 17and 20 explained that their tour and travel company do not advertise any of historical monument of Addis Ababa with their website or other advertising means. The researcher's practical cross checking on targeted tour and travel companies' official website proved that except three of them the other did not post any pictures and historical background of historical monument of Addis Ababa. Although, All of these company accepted that historical monument of Addis Ababa have a potential tourist

attraction however they did not much focus on them and mostly they preferred to externalize the problems around monuments than doing little effort by taking responsibility on their side.

E. Aspect(s) of the Historical Monument which Attracted International Tourists.

	Frequency	Percent
Its historical significance	18	60
Its architectural value	7	23.3
Historical personalities it signified/symbolized	3	10
Events attached to it	2	6.7
Associated recreational facilities	-	-
Total	30	100.0

Source: Own Survey (2020)

Table 6 (E) shows aspects of historical monument attracted international tourists, 60% of respondents have attracted by historical significance of historical Monument, followed 23.3% of respondents have also attracted by architectural value of Historical Monument, 10% of respondents attracted by historical personalities it signified/symbolized and the rest 6.7% of respondents have attracted by events attached to historical monument of Addis Ababa. According to the above data the aspects of historical monument that attracts international tourists are mostly attached with history related issues. However, no respondents were attracted by the recreational facilities associated with historical monument of Addis Ababa. It also indicates that we did not do anything related to recreation around those monuments as attraction site.

A key informant coded no. 21 said that:

In my tour experience foreign tourist especially European have a good reading and searching habit about historical events which happened on the world, so when they visit historical monument Addis Ababa although they do not a chance to visit being close, they are very eager to hear from tour guide more about historical background of those monuments.so majority of international tourists attracted with historical significance than other aspects of monuments.

Another key informant coded no. 11 explained that international tourists attracted with different aspects of a given Historical Monument, it related to their interest, hobbies, educational and job background. Mostly tourists attracted with the historical background, others with its architectural beauty, or with symbolized historical personalities like Menelik II

Monument at Arad. And also some tourist attracted by the event attached with those monuments like ceremony of Victory of Adwa. In general foreign tourists will have various motive to visit historical monument of Addis Ababa.

4.4. Accessibility, Facilities, Attractiveness and Suitability of Addis Ababa’s Historical Monument for Tourism

This section deals with the accessibility, facilities, attractiveness and suitability of Addis Ababa’s historical monument for tourism. It looks that accessible to visit historical monument Addis Ababa easily from a closer proximity, attractiveness of historical monument Addis Ababa but not well promoted, availability of adequate and attractive recreational facilities around historical monument of Addis Ababa, possibility of historical monument of Addis Ababa being attractive tourist destination and source of revenue if well promoted.

Table 7: Accessibility, Facilities, Attractiveness and Suitability of Addis Ababa’s Historical Monument for Tourism

A. The Historical Monument Addis Ababa are easily accessible to visit from a closer proximity

	Frequency	Percent
Strongly agree	1	3.3
Agree	2	6.7
Strongly disagree	10	33.3
Disagree	17	56.7
Difficult to say anything	0	0.0
Total	30	100.0

Source: Own Survey (2020)

Table 7(A) shows accessibility of historical monument of Addis Ababa to visit from a closer proximity, merging rate scale 3 and 4 that of 33.3% and 56.7% respectively which is about 90% of respondents were strongly disagree/disagree with the historical monument Addis Ababa are easily accessible to visit from a closer proximity and the rest of respondents merging rating scale of 1 and 2 about 10% of respondents were strongly agree/agree with the accessibility of monuments to visit from a closer proximity. This indicates accordingly majority of respondents the historical monument of Addis Ababa are not accessible to visit from a closer proximity.

A key informant coded no. 18 answered for the question that is are accessible condition to tour historical monument of Addis Ababa?

Absolutely no! They are not accessible to conduct tour from closer, for instance at Arat Kilo, Sidist Kilo Arada and Abune Petros square , there is no place for walking and parking to stop car and to conduct tour. That is why we simply circle the squares and give description for international tourists. May be the only accessible place is at Lagar and National Theater but they are also not safe and crowd of pedestrian and cars.

The other key informant coded no. 19 answered for this question is no. As he said conducting tour on Addis Ababa' avenue is not safe as well as It is not hassle free atmosphere at all. It might be possible to visit Ethio-Cuba Friendship park's monuments but we did give much focus due to shortage of time to do long tour on historical monument of Addis Ababa.

A key informant coded no. 16 has answered that:

There is no access to tour properly around those public monuments. There is locational disadvantage at all, for instance its possible Equesetrian Menelik II monument being from Saint Gorge Church which found at top and there is bus and taxi station however it is prohibited for park tour and travel cars. In addition, although Lion of Judea at Lagar has walking distance, the place is not clean it is full of rush and human waste.

As result of these problems majority tour operators and guides tour historical monument of Addis Ababa simply passway through oral description rounding by car. A key informant coded no. 05 from Ministry of Culture and Tourism, Domestic Tourism expansion directorate said as it is known this department is new and it is six months since it is established by ministry. Our prior concern is not only in Addis Ababa, but it also the whole country. Among our task at city level is based historical monument. However the department did not accomplish such activities in accessible historical monument for tour. Another key informant coded no. 04 from Ministry of Culture and Tourism, Destination development directorate said making accessible historical monument of Addis Ababa is mainly a task of Addis Ababa Culture and Tourism Bureau, However the ministry give support. We are provide training focused on cultural and natural heritages of the country for all regional states and city government including Addis Ababa.

A key informant coded no. 02 from AACTB, Tourism development and marketing higher expert responded that:

The current historical monument are stationed at squares we did not do any activates to make them accessible rather protecting and conserving them not to be damaged, broken and to be transferred safely to next generation. Here, it is impossible to work accessibility tasks such as extra zebra cross for tourist in to monument and parking monuments because they are erected at the center of main rode cross of the city. Even to do these we must get permeation from Road and Transport Bureau or Authority, because road issues become its responsibility.

Another key informant coded no. 03 from AACTB, Tourism Destination Development Directorate. He argued that we did different activities for historical monument to be accessible for tour, for instance we accomplished maintenance works for Historical monument. Before one year and half we maintained the Equestrian Menelik Monument and Sebastopol Monument by spending about 2.5 million birr. He thought that the Bureau created accessibility situation for tourists to tour monuments by accomplishing this maintenance work. Generally, historical monument do not have accessibility problem, any tourists can see properly historical monument far away. Although most of monuments are found at roundabout, tourists can see them whether they are passing or standing somewhere. Therefore, He thought that historical monument of Addis Ababa do not have accessibility problem.

B. The historical monument Addis Ababa are highly attractive, but not well promoted.

	Frequency	Percent
Strongly agree	2	6.7
Agree	11	36.6
Strongly disagree	4	13.3
Disagree	5	16.6
Difficult to say anything	8	26.7
Total	30	100.0

Source: Own Survey (2020)

Table 7(B) shows historical monument Addis Ababa are highly attractive, but not well promoted, merging rating scale 1 and 2 about 43.3% respondents were strongly agree/agree with Historical monument Addis Ababa are highly attractive, but they are not well promoted, followed merging rating scale of 3 and 4 which is 29.9% of respondents were strongly disagree/disagree with historical monument Addis Ababa are highly attractive, but not well

promoted and the rest of 26.7% respondents were difficult to say anything about historical monument Addis Ababa are highly attractive, but not well promoted. It indicates that if historical monument of Addis Ababa promoted well, they are enough to be attractive.

A key informant coded no. 09 explained that there is no doubt on historical monument of Addis Ababa have a potential to attract tourists. Monuments are memory of events what happened in the paste and transferred to next generation to their history beyond being attractions. So they are heritages which have a testimony for nation history.

Another key informant coded no. 12 consolidated the above explanation that monuments of Addis Ababa are heritages which attract tourists. Moreover, they are not only attractions they are also land marks for Addis Ababa as like as Eiffel Tower for Paris, Coliseum for Rome if they will be promoted. If we promote them well for example Equestrian Menelik II monument or Martyr's Monument of Kilo, they can be serve as a symbol of Addis Ababa for tourists who visited the city or not in order to identify the city easily.

The interview result with tour and travel operators in the study they agreed with Historical monument being attractions because they are national heritages of the state. However they are not employed their effort in promoting with different means and opportunities while comparing their effort to promote Axum Stele, Gondar Castle, Lalibela Rock Hewn Church and cultural heritages found in the country. The observation result strengthened that the researcher couldn't found any posters, stickers and art product that show Historical monument Addis Ababa in any of tour and travel operators' offices and no maps shows where monuments of the city found. To the opposite, their offices are decorated with other natural and cultural heritages of Ethiopia, including posters of Omo Valley ethnic groups, such as Hammer's and Mursi's girls.

The researcher also observed some offices furniture are made of with Axum Obelisk style but no furniture with symbol of Addis Ababa's monument. This situation is common in souvenir shops of Addis Ababa, they do not have any product which have a touch of Historical monument of Addis Ababa for instance print t-shirt, pants, fine arts, sculpture, cultural clothes, furniture and so on. We can conclude since Historical monument are not promoted well as much as possible. As a result, their attraction value have been hidid.

C. The Historical monument Addis Ababa have adequate and attractive recreational facilities

	Frequency	Percent
Strongly agree	-	-
Agree	-	-
Strongly disagree	25	83.3
Disagree	2	6.7
Difficult to say anything	3	10.0
Total	30	100.0

Source: Own Survey (2020)

Table 7(C) shows historical monument Addis Ababa have adequate and attractive recreational facilities, 83.3% of respondents were strongly disagree with the historical monuments Addis Ababa have adequate and attractive recreational facilities and 6.7 % of respondents were also disagree, the rest of 10% of respondents were difficult to say anything. No respondents were strongly agree or agree with having adequate and attractive recreational facilities. Generally, about 90%of respondents agreed that the historical monument Addis Ababa have not adequate and attractive recreational facilities which enhance international tourists to spend more time around those monument. A key informant coded no. 17 said that:

Of course there is facility problem, even though café are available around monuments, they failed under question whether they are standard or not to serve international tourists. Beyond public monuments of the city, monuments like Tiglachen (Ethio-Cuba Friendship park) monument and Korea Marcher Monument which are found in parks has recreational facility problem such as they don't have café and internet service, no rest room, no article (souvenir) shops and no tourist information desk which provide some flyer about the historical monument erected under the park compound. In Addis Ababa, the only tourist information center is found at Meskel Square, this cannot be available for all tourists who tour Addis Ababa through different directions.

Another key informant coded no. 16 explained that there is facility problems around historical monument of Addis Ababa. Wherever you go whether 4 Kilo Victory Monument or Arada Saint Gorge Menelik II monument no parking, no café standard for tourists, and no security. In addition, it is prohibited to enter the fence of monument in order take photograph to read descriptions on the monument with closer proximity. The surrounding place of monument is also is insecure because there are people hassling foreign tourists. Facilities

such as enough walking distance, parking, café, parks, rest room, tourist information center, souvenir shops and so on are not available around historical monument of Addis Ababa.

Law (2002) summarized tourist facilities in to three elements these are primary, secondary and additional. Secondary elements are a range of urban facilities that support and complement the tourist experience. So urban tourism must full fill facilities which enhance the tour to be smooth as well as comfortable. Generally, recreational facilities are means that catch one tourist to stay more and spend his/her money in a given tourist destination.

A key informant coded no. 03 from AACTB, Tourism Destination Development Directorate. His response for the question, what kind of facilities around historical monument the bureau provides for tourism purpose? (Such as information center, photo, café, rest room, rest shed), he answered that:

There are no these kinds of facilities provide by the Bureau yet. Basically, these services are given to private sectors because tourism is a private business. For example photograph service is run by individuals around Lion Zoo so it can be the same with monuments, anyone can give tis service around those historical monument but there is no certainty that the Bureau to have its own personnel who give photograph service. In the case of tourist information, the Bureau has its own tourism information center, many customers take information by coming in to this came office. However, there is tourist information center which stationed in each Historical Monument of the city. According to the structure, these center are available in each Sub-cities, so both international and domestic tourists can get the service by going to there. Recreational facilities like café, restaurant and hotels, He thought that there is no problem in Addis Ababa comparing to region. He mentioned that there is no transport, banking, health service problems for tourists in the city. Hence, the nature of historical monument are stationed on places where there is no facility problems.

Another key informant coded no. 02 from AACTB, Tourism Development and Marketing Directorate. The response for above the question. He understood that the prevalence of accessibility problems but it is also difficult to construct different tourist facilities around Historical monument of Addis Ababa. They can't do anything because it is believed that doing extra construction work around monuments can be a cause for destruction of heritages. He also commented that if we see foreign tourists, their tour target is visiting Museums or Entoto Church, they do not come to visit Historical monument of Addis Ababa alone because

they see in their passway. Therefore, there is no need of providing facilities surrounding those monuments that much.

The same with questionnaire results, interview and observation results show the absence of adequate and attractive facilities around historical monument of Addis Ababa. To the contrast, directorates of AACTB denied the visible accessibility and facility problems of historical monument of Addis Ababa rather than recognizing the problem and being initiated to overcome situation.

D. The historical monument of Addis Ababa could be attractive tourist destination and source of revenue if well promoted

	Frequency	Percent
Strongly agree	12	40.0
Agree	18	60.0
Strongly disagree	-	-
Disagree	-	-
Difficult to say anything	-	-
Total	30	100

Source: Own Survey (2020)

Table 7(C) shows historical monument of Addis Ababa could be attractive tourist destination and source of revenue if well promoted, 40% of respondents were strongly agree and 60% of respondents were also agree with the possibility historical monument of Addis Ababa could be attractive tourist destination and source of revenue if well promoted. No respondents were strongly disagree/disagree with historical monument of Addis Ababa could be attractive tourist destination and source of revenue if well promoted. It indicates historical monument of Addis Ababa have a potential to be attractive tourist destination of the city with a great opportunity of income generating to the city and its youth if they are well promoted with responsible and concerned bodies of tourism sectors. A key informant coded no. 12 said that:

We can make the historical monument of Addis Ababa a source of revenue. To enhance this, we simply by creating small scale business activities around those monuments which intended to provide services and goods for both domestic and international tourists. Especially, foreign tourists have purchasing interest wherever

they go. By this many people of the city will get their livelihoods and the government has also collect taxes form those tourist supply providers.

Another informant coded no. 19 explained that historical monument of Addis Ababa can contribute as heritage attraction to urban tourism. They can extended the length of stay of tourists in Addis Ababa through visiting them. If tourist stay more days in Addis Ababa due to visitation of those monument, he or she expends more many because of this. As a result, the urban tourism could generate income. In addition if we use these monuments well, we can advertise Addis Ababa that means it prevents Addis Ababa being only transitory road to other final destination like Axum or Lalibela. Moreover, each monuments have their own history, these histories are not events in Addis Ababa only they are happened throughout the nation, therefore if tourists unable to tour by reach the right place of those events, he/she easily understand by visiting the historical monument of Addis Ababa. In general, it has economic advantage in value chain of urban tourism. The interview result with private tour companies shows that utilization of historical monument of Addis Ababa as like as other attractions of the city is still infant.

The interview result with destination development and domestic tourism expansion directorates from MOCT shows that the ministry did not work anything to make Historical monument being a source of revenue. A key informant coded no. 05 said that the institution has Marketing Department which was known Service Providers' Certificate of Competency earlier, it was more focused on foreign tourists because it was based on revenue from foreign currency, so all promotion strategies were intended to attract international tourists. However, currently domestic tourism expansion directorate is creating the way to look inside. So, as the department becomes new, using method of promotions we will try to use monuments as a source of revenue by creating other dimension.

A key informant coded no. 01 explained that different proposal had been presented by different bodies to AACTB, after we looked these proposals we sent letters for concerned stakeholders in order to solve the utilization problems of Historical monument of Addis. For example, an individual prepared project proposal on Abune Petros Monument specifically a place where Abune Petros's was scarified² which intended to make it tourist attraction. So we examined the proposal then after it was presented to Ministry of Culture and Tourism and

² The pace is found under fence of Addis Ababa University Journalism and Communication Facility little down to the monument. The scarification place of Abune Petros was ignored for long period as ordinary thing and its surrounding is full of human waste.

to ARCCH, finally we are going to implement the project by taking the responsibility. So currently the individual himself is working to get fund because our bureau does not cover the cost of project.

4.5. Challenges Facing Historical Monument of Addis Ababa

This part deals with major challenges facing historical monument of Addis Ababa relating with accessibility problem, lack of promotion /adequate publicity, lack of recreational facilities, lack of maintenance and restoration works, lack of descriptive narration and authentic information, negligence of monuments by tour agencies and tour guides to promote and locational disadvantage.

Table 8: Challenges facing historical monument of Addis Ababah

	Frequency	Percent
Accessibility Problem	7	23.3
Lack of Promotion /Adequate Publicity	5	16.7
Lack of Recreational Facilities in the premises and around them	6	20.0
Lack of Maintenance and Restoration works	2	6.7
Lack of Descriptive Narration and Authentic Information	3	10.0
Negligence by Tour Agencies and Tour Guides to promote them	2	6.7
Locational Disadvantage	5	16.7
Total	30	100

Source: Own Survey (2020)

Table 8 shows challenges facing Historical monument of Addis Ababa, respondents express different obstacles that are shown on Historical monument of Addis Ababa. Accordingly 23.3% of respondents have said accessibility problem, 20% of respondents said lack of recreational facilities in the premises and around them, 16.7% of respondents say lack of promotion /adequate publicity/, again 16.7% of respondents have said locational disadvantage, 10% of respondents said lack of descriptive narration and authentic

information, 6.7% of respondents said negligence by tour agencies and tour guides to promote them and again 6.7% of respondents have said lack of maintenance and restoration works. The data indicates multi problems become bottleneck of Historical monument of Addis Ababa not to be one of the main tourist attractions of the city.

The interview with tour and travel operators and tour guides shows the prevalence of several challenge facing Historical monument of Addis Ababa. They mentioned different problems these includes: lack of awareness among host community, weak security responsiveness, cleanness problem, no access to tour being closer, lack of recreational facilities, parking problem and begging. A key informant coded no. 16 explained that:

That when we try to tour foreign tourists around Historical monument of Addis or other places like open air market/Mercato, it is difficult to move them freely due to unwanted speech and action from street children and street vendors against foreign tourists. If you stand somewhere with tourists to capture, people gathered around and begging them money and if you tell them to go away, they think us as a greedy .It is a result of lack of awareness among host community. The other thing is robbery and hassling tourists, this is the serious problem in Addis Ababa, even though security bodies are available in each avenue, some of them are not serving in responsible manner.

Another informant coded no. 12 strengthened that the above response as follow: there is no awareness for urban tourism among host community at all. Evidences to prove this, accidental when you capture photo standing near to the monument, people asks you why you are capturing photo. Even the federal police asks you the same question and he prohibited you not to capture. At this we trying to explain as they are tourists coming to visit Addis and no other intention beyond tour however they do not understand you. In addition, public monuments of Addis are a bed for beggars, street children, addicted guys, gangs and mad. These people insulted you and tourists because the seen white tourist as enemy. If you try explain they call you delalaw (broker). You know tour guides have different Nike name in different city, for example in Harar they called fernje atalay (tourist cheater), and in Jijiga and Ogaden they called tourjuman (interpreter), in to the Northern part of the county they called angagariw (talker). Absolutely, it is not safe for tour. Therefore we prefer to tour these Historical monument by passway rather than by standing with close proximity.

The key informant coded no. 13 mentioned that:

You know most surrounding of Historical monument of the city is unpleasant, there is common cleanness problem especially around Abune Petros Monument and

Equstrian Menelik II Monument, many street children and others are using the place as rubbish basket and toilet. If you remember there is a poem wrote by Lorate Tsegaye Gebremedhin, he wrote the poem for Abun Petros after he got nerves because watching a drunk man is urinating over Abune Petros Monument, since then we Ethiopian have shameful habit. It is impossible thinking recreation around them, even no one want visiting some monuments with closer proximity.

A key informant coded no. 13 has also mentioned that Historical monument of Addis Ababa are not much descriptive by themselves such as Victory Monument of 4 kilo and Martyr's Monument of 6 Kilo, It is difficult to understand the statement on the monuments, where there is no tour guides. If we take Martyr's Monument, it had descriptions wrote in the form of four open books but currently some are taken off. So it advisable to have access for modern descriptive narration means near to monuments like screen which shows historical background of those monuments.

An interview with AACT, key informant coded no. 01 explained that:

The main reason that makes Historical monument of Addis Ababa not to be a major attractions the city is they became public monuments. The locations of monuments found are not accessible for tour. The second reason is related with financial problem. To make Historical monument of the city more attractive and accessible for urban tourism, it need capital, however, there is many constrain by the bureau to accomplish such infrastructural buildings and the third reason is that participation and sense of ownership of wealthy people of the city and host community at all very low. On the other hand, problem related to Private Tour and Travel Company could be mentioned. To have information about monuments in order to conduct tour around Historical monument of Addis Ababa, their relationship with AACTB is weak. Mostly they take international tourists in National Muzeum, Merkato or Etoto Saint Mary rather monuments. The other thing is this tour company prefer to move out tourist from Addis to others destinations of the country such as Harar, Gondar...etc. because those area are more lucrative and they get much profit as a business company. So there is negligence of monuments by tour agencies and tour guides to promote and tour. They also do not incorporate monuments in their tour package because they see things only regarding to business point of view.

An interview with AASGDAA, a key informant coded no. 08 response for the question that does the agency keep the cleanness and beatification of the park around of monuments of the city? He said that:

Yes, we clean the area every day and care the greenery part watering plant, digging removing weeds, adding fertilizers, replacing extinct plants and cutting grass. We use human labor for performing all these activities around Historical monument' parks. Even though we don't have modern machines and technology, our work is not under standard. I am not saying that our work is full enough, but it does not prohibit tourists from visiting. Every day we make public monuments and monuments inside closed parks attractive and beautified. As it seen openly the public parks of Historical monument are very clean as well as green. For instance, Martry's Monument, Victory Monument have moderate greenery although their area become smaller than Menelik II Monument. In the case of Abune Petros Monument, due to Addis Ababa light rail way, the greenery part is stationed on concrete. As a result the plant are exposed for drying up during summer season because it does have low water holding capacity, so it needs frequent watering day and night. However, there is no water pump line along this. Currently we are running this issue to Mayor of Addis Ababa City Government in order alleviate this problem. Tiglachen/Ethio-Cuba Friendship and Korea Marchers' Monument are within closed park so they are serving tourists and hos community by paying entrance fee. Unlike open park monuments, they have their own administrative structure including administrator, personnel, technical experts, security and gardeners. Hence, they do not have cleanness and beautification problem.

Another question that a key informant coded no. 08 was asked that to what extent the Agency make attractive the surrounding of Historical monument and full fill recreational facilities to attract visitors? He answered that it is impossible to provide recreational facilities in the case of open park Historical Monument, but regarding to closed park monument we planned and working to provide cafeteria service, Internet and wifi access, library, children game zone and playing grounds which intended to extended the length of tourists' stay.

However, the observation result of the researcher is disproved the response given by a key informant coded no. 08. Except library service in the compound of Tiglachen/Ethio-Cuba Friendship, most of recreational facilities are not provided by Addis Ababa Sewerage and Green Environment Development Administration Agency (AASGEDAA). In addition, although the informant mentioned that there is an entrance fee for close parks, the researcher proved that the absence of entrance fee for both domestic and international tourists her during frequent observation of researcher on Tiglachen/Ethio-Cuba Friendship Monument.

The other challenges mentioned by key informant coded no. 06 and 01 is looting of some objects from historical Monument such as takeoff expensive night light bulbs from the fence of monument and some decorative descriptions and images made of bronze. It is repeatedly happened on Victory Monument and Martyr’s Monument. This shameful action is done by university students from Addis Ababa University. The other problem is public monuments are frequently crashed by vehicles at night for instance Victory Monument was crashed four times within one year.

4.6. Touristic Values of Historical Monument of Addis Ababa

This part of the study present focused on the touristic value of historical monument of Addis Ababa. It deals with the current attraction capacity of monuments of Addis Ababa, local tourists’ trend to visit monuments, generating of commensurate revenue from historical monument and available products of historical monument for sale and revenue generation.

Table 9: Touristic values of historical monument of Addis Ababa

A. Historical monument of Addis currently represent attractive tourist attraction of the city.

	Frequency	Percent
Strongly agree	4	10.0
Agree	11	27.5
Strongly disagree	7	17.5
Disagree	13	32.5
Difficult to say anything	5	12.5
Total	40	100.0

Source: Own Survey (2020)

Table 9(A) shows that historical monument of Addis Ababa currently represent attractive tourist attraction of the city merging rating scale 1 and 2 is 37.5% out of total respondents which they were strongly agree/agree. Majority of respondents merging rating scale 3 and 4 which is 45.0% of respondents strongly agree/disagree for the historical monument of Addis currently represent attractive tourist attraction of the city. The remains rating scale 5 which is 12.5% respondents were difficult to say anything. It indicates the historical monument of Addis Ababa currently are not full represent attractive tourist attraction of the city. The FGD results shows basically these monuments are attractive but our community do not give much focus for them. Even people wants to visit them there is no accessible condition conduct tour.

They expressed by mentioning a local speech that” the gold which catches by hand, counted as copper” because the value we gave for Historical Monument is less.

The interview with private tour operators also strengthen that historical monument of Addis Ababa have a potential to attract tourists because they are heritages as like as other cultural heritages of the state however we did not exert such effort to make them tourist attraction of the city. Hence, there is high degree of ignorance for monuments by both by government tourism stakeholders and private tourism business sectors.

B. Addis Ababa’s Historical monument are frequently visited by local tourists

	Frequency	Percent
Strongly agree	6	15.0
Agree	7	17.5
Strongly disagree	15	37.5
Disagree	10	25.0
Difficult to say anything	2	5.0
Total	40	100.0

Source: Own Survey (2020)

According the response in (Table 9(B) Addis Ababa’s historical monument are frequently visited by local tourists, merging rating scale 1 and 2 is 32.5% of respondents were strongly agree/agree with frequently visitation of historical monument of the city by local tourists. More than half of respondents merging rating scale 3 and 4 that of 62.5% of total respondents were strongly disagree/disagree with that Addis Ababa’s historical monument are frequently visited by local tourists. The rest of 5.0% were difficult to say anything that whether Addis Ababa’s historical monument are frequently visited or not by local tourists.

The researcher’s observation indicates almost all of domestic tourists and the host communities at large are attracted with the event attached to historical monument of Addis Ababa than other aspects. The justification is the absences of domestic tourists who visit the public monument except monuments found in few parks in working days. However a lot of host community visit public monuments such as Equestrian Menilik II Monument, Martyr’s Monument and Victory Monument³ during their annual memorial day because Ethiopian

³ By this year Victory day was not celebrated with public ceremony because of Corona Pandemic. I could not found domestic visitors around Victory Monument during my observation.

Calendar registered as public holiday so school and work are closed as a result many people attend these days. In addition, Teglachen Monument⁴ is also memorized in public ceremony partially for the first time. To conclude the host community are more event oriented visitors than historical knowledge seekers like foreign tourists did so. During the working day there is no domestic tourists who visit public monuments except monuments found in the closed park these are Korea Marcher and Ethio-Cuba Friendship Parks.

The FGD results shows the Know your country club organize educational trip for selected students and conduct tour on Historical monument of Addis Ababa. They reason out that students become the future generation of the country, they should know major historical events of the country by visiting this kind of heritages because monuments are representative the exact events that happened in the past. Basically students' mind is questionable, they will ask the purpose of standing of a given monument while they tour, so that we simply inform them what their ancestor did for this country. As a result they will have fundamental historical knowledge about their own country. Hence, visiting Historical monument of Addis Ababa is better means of knowledge transferring method than direct lecturing in the class beyond recreation.

c. The city government and tour agencies are generating commensurate revenue from historical monument.

	Frequency	Percent
Strongly agree	4	10.0
Agree	4	10.0
Strongly disagree	9	22.5
Disagree	16	40.0
Difficult to say anything	7	17.5
Total	40	100.0

Source: Own Survey (2020)

Table 9(C) shows that the city government and tour agencies are generating commensurate revenue from historical monument, merging rating scale of 1 and 2 is 20% of respondents

⁴ This monument was ignored for the past 29 years since EPDRF government came to power while the downfall of Dereg regime.

were strongly agree/agree with generating commensurate revenue from historical monument by city government and tour agencies, And majority of respondents about 62.5% merging rating scale 3 and 4 were strongly disagree/disagree that income generating by those bodies from historical monument of Addis Ababa. The rest of respondent of rating scale 5 of 17.5% were difficult to say anything about the issue. The result indicates that in the case of domestic tourism both city government and tour agencies are not generating commensurate revenue from monument. Utilizing historical monument for the sake income generating is underestimated by stakeholders at all. The interview result with private tour and Travel Company shows most of them are not selling historical monument alone as a package in their city tour packages. However, mostly they use monuments as supplementary of other tour itinerary.

Key informants coded no. 01, 02 and 03 mentioned that AACTB did not have experience using Historical monument in terms of economic benefits and there is no specific statistical data which shows the revenue generating from monuments visitation to the city as like as revenue from visitors of museum or hotels in the city. The bureau is working focus on protection and conservation of monuments in order to keep its heritage value for the next generation.

D. There are postcards/ photos, sculptures, paintings & other replicas of the historical monument for sale and revenue generation

	Frequency	Percent
Strongly agree	2	5.0
Agree	7	17.5
Strongly disagree	19	47.5
Disagree	10	25.0
Difficult to say anything	2	5.0
Total	40	100.0

Source: Own Survey (2020)

Table 9(D) shows that there are postcards/ photos, sculptures, paintings & other replicas of the monument for sale and revenue generation, merging rating scale 1 and 2 which is 22.5% of respondents were strongly agree/agree, Merging rating scale 3 and 4 about 72.5% of respondents were strongly disagree/disagree with availability of postcards/ photos, sculptures, paintings & other replicas of the monument for sale and revenue generation. The remains

5.0% of respondents were difficult to say anything whether they are available or not. The result indicates that there are no products such as postcards/ photos, sculptures, paintings & other replicas of the monument for sale and revenue generation.

On the other hand, an interview with domestic tourists (code 28) as she said there is art products for sell which is available during the celebration of Victory of Adwa, a lot of t-shirt which bears an image of Emperor Menelike II and Empress Tayetu as well as an image of Equestrian Menelik II Monument which decorated with different colors but their price is expensive it is about 400 Ethiopian birr so it is not affordable for majority of people.

The observation results also consolidated this conclusion, we cannot have found any of crafts and art product which have an image, shape or symbols of Historical monument of Addis Ababa with in the whole city's article and souvenir shops, cultural cloth shops like at *Shromeda, Merkato, Felweha* and so on. With exceptional case, at the day of Victory of Adwa, different products are available for sell around Arada Saint Gorge, these includes t-shirts which bear an image of Equestrian Status of Menilek II, Ethiopian flag, painting face by Ethiopian flag, posters of Emperor Menelik II and his wife, scarf and hand and neck jewelries. However, all products are available for few days before and during celebration because these products are mostly event oriented not permanent. Moreover, the cost of those product is scaled up that makes difficult to be afforded by all local tourist/ host community who attend the event. At list this kind of trend is not practiced for other major public celebration such as at Victory Day and Martyr's Day. It is totally limited by Victory of Adwa.

E. The Historical monument bear little touristic value because they are not well known among domestic tourist.

	Frequency	Percent
Strongly agree	11	27.5
Agree	10	25.0
Strongly disagree	7	17.5
Disagree	9	22.5
Difficult to say anything	3	7.5
Total	40	100.0

Source: Own Survey (2020)

Table 22 shows the monuments bear little touristic value because they are not well known among domestic tourist, More than have of respondents about 52.5% merging rate scale 1 and

2 were strongly agree/agree with Historical monument of Addis have little touristic they are not well known among domestic tourist, followed 40.0% Of respondents merging rating scale 3 and 4 were strongly disagree/disagree with monuments bear little touristic value. The monuments bear little touristic value because they are not well known among domestic tourist. The rest 7.5% of respondents were difficult to say anything. The result indicates the promotion of Historical monument of Addis Ababa become weak with concerned stakeholders due to this those monuments couldn't contribute touristic value to the city from local tourists and other residents. An interview with domestic tourist coded no. 30 shows that he knows only few monuments like victory monument, Menelik II memorial monument and Martyr's Monument but he does not know the rest of monuments of the city. Another interview with domestic tourist coded no. 31 indicated that they do not know the exact name of the monument whit they are visiting⁵. During observation, the researcher seems like stranger for the city has asked many people the question "What is the name of this monument" standing around Historical monument. The response of majority of host community is skeptical with gesture expression not surly. It shown that host community do not have enough information about Historical monument of the city although they always see and cross them in their daily life. It seems that monuments of Addis stand only as sign of roundabout of the city and as indicators of relative location. To the contrary, an interview with Addis Ababa Culture and Tourism Bureau, a key informant coded no. 02 said that:

AACTB is working to promote Historical monument for the domestic tourists as well as the community using different means of advertisement such as brochures, magazines, newspaper, screen and mass media. The bureau has touch screen TV which shows information about historical buildings and monuments of the city including their descriptions. It is found at 4th floor of AACTB. And the bureau also have TV program at ETV₃ cooperate with government. Through this we present different program about heritages of Addis Ababa including monuments.

To sum up, the reality shown among community and the works done by AACTB that is told by directorate are not contradict each other. If the bureau had an effort to inform the society about Historical monument of Addis Ababa via different media outlet, the host community/domestic tourists will have an information like historical background, the reason

⁵ The interview was conducted while three youths were visiting Tiglachen Monument/ Ethio-Cuba Frenship Park. However none of them knew what the name of monument is, by what historical event it is erected by whom it was erected. They simply are looking the statues and capturing photo.

to stand or their naming their heritage and tourism value. Therefore, it is visible that the bureau does not accomplish its responsibility properly.

F. The historical monument are objects of political contestation and convey divided feeling for domestic tourists.

	Frequency	Percent
Strongly agree	8	20%
Agree	12	30%
Strongly disagree	4	10%
Disagree	9	22.5%
Difficult to say anything	7	17.5%
Total	40	100

Source own survey (2020)

Table 23 shows the Historical monument are objects of political contestation and convey divided feeling for domestic tourists, 20% of respondents were strongly agree and 30% of respondents were also agree with Historical monument become objects of political contestation and convey divided feeling for domestic tourists, followed merging rating scale of 3 and 4 about 32% of respondents were strongly disagree/disagree with Historical monument become objects of political contestation and convey divided feeling for domestic tourists. The rest 17.5% of respondents were difficult to say anything on this issues. It indicates half of respondents understood the prevalence of problem related to Historical monument of Addis Ababa due to the outbreak of several political parties in our country and their abnormal political orientation on Ethiopian History.

An interview with domestic tourist coded no. 25 explained that when I think as one of Ethiopian, monuments express us because they are the result of our fathers' scarification for identity because our fathers did not pay value by limiting themselves with nation and region. The current contestation on monument whether they are erected or deconstruct is not relevant and this kind if issues would not like to be continued for the future. Monuments are memories to remind the hagiography of our ancestors did for freedom. Another domestic tourists coded 24 said that:

Historical monument are results blood scarification in order to keep Ethiopian unity. For the last three decades some factions developed heating even Ethiopian's color because their political ambition therefore they are starting claiming the deconstruction of some symbolic monuments to be deconstruct and heat speech on the

role of Ethiopian hero. This situation could easily provoked some nation for protest against Historical monument. In my opinion this kind of movement is useless for all of us because it because it deformed our strong sense of nationalism.

4.7. Potential of historical monument of Addis Ababa as tourist attraction

Historical monument Addis Ababa have a potential to be tourist attraction. The section describes in which means monuments can have a potential of attraction and job creation and also compulsory activities should be done by Addis Ababa Culture and Tourism Bureau in order to enhance the tourism potential of the city historical monument.

Table 10: Potential of historical monument of Addis Ababa as tourist attraction

A. Potential of historical monument of Addis Ababa (Item 1-3)

		Strongly agree	Agree	Strongly Disagree	Disagree	Difficult to say.	Total
Historical monument of Addis Ababa have a potential to be good tourist attractions of the city if properly promoted.	Freq.	30	7	-	-	3	40
	Per.	70	17.7	-	-	7.5	100
Historical monument of Addis Ababa can create job opportunity for young people	Freq.	22	18	-	-	2	40
	Per.	55	40	-	-	5	100
It is quite imperative for tour operators to include them in Addis Ababa's tour itinerary	Freq.	11	25	1	3	-	40
	Per.	27.5	62	2.5	7.5	-	100

Source own survey (2020)

Item 1 (under table 10) shows Historical monument of Addis have a potential to be good tourist attractions of the city if properly promoted, 75% of respondents were strongly agree and 17.7% of respondents have also agree with historical monument of Addis have a potential to be good tourist attractions of the city if properly promoted. No respondents were strongly disagree/disagree with a potential of Historical monument of the city being a good tourist attraction if they are promoted .and 7.5% of respondents were difficult to say anything

on the issue. The data indicates 92.5% of respondents believed that historical monument of Addis can be good tourist attractions of the city if properly promoted well.

Item 2 (under table 10) shows historical monument can create job opportunity for young people, merging rating scale 1 and 2 which is about 95% of respondents were strongly agree/agree with Historical monument of Addis Ababa create job opportunities for youth of Addis Ababa, only % of respondents were difficult to say anything on this item and no respondents were strongly disagree/disagree with the creation of job opportunity by historical monument for youth of the city. It indicates almost all of domestic tourists have believed historical monument have a great role to eliminate unemployment problem of young people of Addis Ababa.

Item 3 (under table 10) shows tour operators must include historical monument in Addis Ababa's tour itinerary, 27.5% of respondents were strongly agree and 62.5% of respondents have also agree with the imperativeness of historical monument to be include in Addis Ababa's tour itinerary by tour operators. And merging rate scale of 3 and 4 which is about 10% of respondents were strongly disagree/disagree with the inclusiveness of monuments in city tour package of Addis Ababa. The data indicate about 90% of respondent think tour operator should incorporate historical monument of Addis Ababa in their tour itinerary.

The interview result with private tour operators consolidated that historical monument of Addis Ababa have a potential to be attraction if different access and facilities are provided. They explained these monuments become identity markers of the nation beyond they are cultural heritages. They also believed that Historical monument can create job opportunity for young people of the city. They suggested that youths can generate income create their by providing tea and coffee for tourists, artifacts which bears an image of those monuments, photograph service, tour guiding and so on. Hence, monuments can the livelihood for many unemployed young people of the city if the concerned stakeholders doing their assignment. A key informant coded no. 30 responded that Historical monument of Addis Ababa have attraction potential because they are part of our history. Another key informant coded no. 01 pointed out:

These monument have a great importance for urban tourism. It is possible to make both domestic and international tourists to visit Historical monument only by providing standardize facilities for them. For instance facilities related to catering, internet service, recreation, and restroom and so on. For an example if we see some western countries, they takeoff some monuments if they are not accessible to visiting and collected together under park which is accessible and more facilitated area. By

this they simply utilize their monument for urban tourism. As a nation it is possible to take this experience but we do have financial limitation.

B. Rate compulsory activities the Addis Ababa Culture and Tourism Bureau should do to enhance the tourism potential of the city historical monument (Item 4-8)

Activities		Strongly agree	Agree	Strongly Disagree	Disagree	Difficult to say.	Total
Improve physical accessibility	Freq.	27	10	1	2	-	40
	Per.	67.5	25	2.5	5	-	100
Provide recreational facilities	Freq.	22	13	3	2	-	40
	Per.	55	35.5	7.5	5	-	100
Promote them through diversified media outlet	Freq.	25	11	1	3	-	40
	Per.	62	27.5	2.5	7.5	-	100
Instruct tour agencies to include monuments in their tour packages	Freq.	8	10	6	9	7	40
	Per.	20	25	15	22.5	17.5	100
Protect and conserve Historical monument periodically	Freq.	21	13	-	-	6	40
	Per.	52.5	32.5	-	-	15	100

Source own survey (2020)

Item 4-8 (under table 10) shows compulsory activities that Addis Ababa Culture and Tourism Bureau should do to enhance the tourism potential of the city historical monument, for the first question 67.5% of respondents were strongly agree and 25% of respondents also agree with Addis Ababa Culture and Tourism Bureau should improve physical accessibility of historical monument of Addis Ababa, only 7.5% were strongly disagree/agree with this responsibility. Second, 55% of respondents were strongly agree and 35.5% of respondents have also agree with Addis Ababa Culture and Tourism Bureau should provide recreational facilities of historical monument of Addis Ababa and the rest of respondents about 12.5% (merging rate scale 3 and 4) respondents were strongly disagree and disagree with it. Third, 62.5% of respondents were strongly agree and 27.5% of respondents agreed with Addis Ababa Culture and Tourism Bureau should promote historical monument of Addis Ababa through diversified media outlet and the rest 10% (merging rate scale 3 and 4) were strongly disagree/disagree with the issue. Fourth, 20% of respondents were strongly agree and 25% of

respondents were agree with Addis Ababa Culture and Tourism Bureau should instruct tour agencies/ operators to include historical monument of Addis Ababa in their tour packages, followed 15% of respondents were strongly disagree and 22.5% of respondents were disagree with Addis Ababa Culture and Tourism Bureau should instruct tour agencies/ operators to include Historical monument in their tour packages. The rest 17.5% of respondents were difficult to say anything on this responsibility. Fifth, 52.5% of respondents were strongly agree and 32.5% of respondents were also agree with Addis Ababa Culture and Tourism Bureau should protect and conserve historical monument periodically the Historical monument of Addis Ababa and No respondents were strongly disagree/disagree with the Bureau should protect and conserve historical monument of the city periodically and, the rest 15% of respondents were difficult to say anything about the issue. To sum up the data indicates Addis Ababa Culture and Tourism Bureau must do activities to enhance the tourism potential of historical monument of the city by taking its initiative.

C. Potential of historical monument of Addis Ababa as tourist attraction

Activities		Strongly agree	Agree	Strongly Disagree	Disagree	Difficult to say.	Total
Historical monument of Addis Ababa can serve as unifying symbols and catalysts for intercultural understanding	Freq.	24	16	-	-	-	40
	Per.	60	40	-	-	-	100
.Historical monument of Addis Ababa can also be causes of conflict and discourage domestic tourism	Freq.	9	11	10	7	3	40
	Per.	22.5	27.5	25	17.5	7.5	100

Source own survey (2020)

Item 9 (under table 10) shows historical monument of Addis Ababa can serve as unifying symbols and catalysts for intercultural understanding, 60% of respondents were strongly agree and 40% respondents were agree with the role of Historical monument of Addis Ababa to serve as unifying symbols and catalysts for intercultural understanding. If all respondents agreed it is possible to conclude domestic tourists have good social value and meaning for historical monument of Addis Ababa.

Item 10 (under table 10) shows Historical monument of Addis Ababa can also be causes of conflict and discourage domestic tourism, 22.5% of respondents were strongly agree and 27.5% of respondents were agree so a total of 50% of respondents agreed with Historical monument of Addis Ababa become causes of conflict and as result it discourage domestic tourism, followed about 42% of respondents (merging rate scale 3 and 4) were strongly disagree/disagree with possibility of historical monument of Addis Ababa for causes of conflict that leads discourage domestic tourism and the rest 7.5% respondents were difficult to say anything on this issue. It indicates currently the erection of some of historical monument of Addis Ababa are taking only as symbol of the past kingship era Ethiopia and giving only fabric political interpretation by forgetting their social value, as result those monuments become cause of conflict among nation and people of Ethiopia which leads to discourage domestic tourism. A key informant coded no. 01) explained that:

Problems regarding to monuments is absence of a sense of mine and misinterpretation among the community. Some people came to office to conserve some heritages by themselves, others also ask to move the place that monument erected but other rejected to do this. In general, community's thought on monuments is under disagreement. The controversy on Historical monument in Ethiopia is big obstacles. For instance AACTB has gone further to takeoff Abebe Bikila monument from the current place which is found at Saint Yosef memorial center and to be public monument however after new place was selected and the permission of his family was got, the government bodies' comment and decision become vary. As a result Abebe Bikila's Monument project is aborted.

The typical example is Empress Tayetu Monument, there was a proposal prepared by Alemtsehay Wedajo⁶ to erect monument around Balderas for Empress Tayetu to memorizing her heroic contribution on the Battle of Adwa, and however when the actual construction was began, and it provoked serious controversy. Then by the project had been cancelled. In my opinion in the future it is difficult to erect monument for our heroes because we don't have common heroes, if somebody is so called hero for some group, he/she is not a hero others. There are people who bring proposal to erect monument for great Ethiopian who have a great place in history. We evaluate the proposal and write a letter for Addis Ababa City Administration to give response for those individual. However. AACTB doesn't give them a final response. Now a day it is impossible to erect new monument in Addis Ababa. Unless the

⁶ A famous Ethiopian poem writer.

present Equestrian Menelik II Monument was made in the past, we cannot erect monument for him in this era.

4.8. Registration, Ownership and Conservation Work of historical monument of Addis Ababa

In this part the study has assessed registration and ownership and conservation work issues about historical monument of Addis Ababa. The data was collected through interview and document analysis from directly responsible institutions, namely ARCCH and AACTB.

The registration and ownership issues of historical monument of Addis Ababa is presents as follow. A key informant coded no. 07 explained that:

Authority for Research and Conservation of Cultural Heritage (ARCCH) properly registered 17 monuments in Addis Ababa. The registration process has been done in detailed by professional experts using its immoveable heritage registration manuals and form. The registration process incudes measurement, location, architectural technology, conservation status and history. The locations of monuments is also registered by Geographical positioning System (GPS). The registration work has also involve the case study of historical background of monuments and the building materials to construct them. According to proclamation no.209/2000, the ARCCH does not administrate historical monument of Addis Ababa with ownership. The proclamation states that heritages can be owned by individuals, institutions like church or by government. As ARCCH becomes federal office, it is not administrated heritages as owner. However there are culture and tourism bureau within 11 regional states and 2 city administration, therefore these bodies have responsibility to conserve, maintain, protect and administrate heritages found under their administration zone. Here the role of authority is providing professional and technical support while registration, maintenance and conservation are conducted.

Another key informant coded no. 01 explained the ownership of Historical Monument of Addis Ababa is given to AACTB by proclamation no 209/2000. In this proclamation all cultural and natural heritages of the city are given to AACTB. When the proclamation given ownership to AACTB it has a right to protect, maintain, conserve, develop monuments and transform heritages to the next generation. For instance, if the owners of historical houses want to maintain, the bureau gives to them permission to do this. Otherwise, the proclamation state prohibition and punishment if someone doing structural change on heritages with sense

of carelessness or lack of awareness. So when we face take this kind of cases, we take them to law. In the cases of Historical monument for example, Although Ethiopian Orthodox Church is owner of Abune Petros Monument, it was this bureau maintained Abune Pertos Monument. The maintenance process included taking off the monument from its place due to Addis Ababa Light Railway Project, then moved it to temporary place and finally stationed it in its previous place after the railway is completed.

In terms of conservation work. A key informant coded no. 06 argued that:

ARCCH does not directly conduct maintenance and conservation work on Historical monument of Addis Ababa. However, AACTB takes budget and cover all financial expenses and ARCCH gave them technical support because they don't have professional experts in conservation and maintenance work. The procedure is we prepare documents that enhance them to invite contractor or consultant. Then after if the consultant or the contractor handover the bid, the authority evaluate the submitted document by bidders. After paper work is completed and when the actual work begins, we do supervision and provide support on the running work whether it follow heritage principle and law or not. Therefore, our involvement on Historical monument is the same and we participate is at a time when they need us. Proclamation no.209/2002 says any region or city government have an obligation to protect, conserve and develop heritages which are found under its administration zone. The administration of a given city or region is primary accountable for any issues related to heritages. So the federal authority conduct consultant and support works but it does not mean that it is not my concern heritages found in Addis Ababa. There is a trend that pointing fingers to the authority for any cases on heritages by different sectors. However, as a nation heritages are for all. The responsibility of protecting and caring heritages not only let down for a given institutions but also it is everyone's.

A key informant (code 01) said that AACTB have done conservation work by covering the total cost of maintenance. These includes, Abune Petros Monuement was maintained in 2015, The Equestrian Menelik II Monument was maintained in 2016, and Sebastopol Monument, Martyrs' Monument and Victory Monument were also conserved. In addition the bureau has planned to maintain Lion of Judah Monument at Lagar in 2020/2021. When the bureau accomplish the maintenance and conservation work there, is no the involvement of wealthy people and the community at all. Every single work is done by government expense. The government of Ethiopia able to maintain one or two Historical monument and buildings per

year. For example currently Menelik II High School is highly damaged, the estimated cost to conserve it is over 10 million Ethiopia birr. Therefore, it is impossible all heritages only by effort of government. If we see other states experience, when historical monument and buildings or museums are damaged or burnt down, the cost of conservation is covered by fund raising of wealthy men or celebrities and the community.

In general the conservation work for historical monument is so complex and costly. It is difficult to get the original material they made, cleaning chemical and also difficult to get contractor as well as professional who experienced with monument conservation from local market. Hence, most of materials and manpower are imported from abroad. Moreover, conservation work for historical monument takes long process, starting from study shortly it will take 6 month up to one year before the actual work is begun.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The findings of study mainly focused on attraction potential of those monuments as compare as other cultural heritages of the city which most international tourists and domestic tourists visit. Secondly, the level promotion as well as challenges for utilization of historical monument of Addis Ababa among private tourism industry actors and governmental tourism stakeholders in order to increase its contribution for urban tourism development. Thirdly, the opportunities of historical monument of Addis Ababa for young and host community at all. Fourth, the controversial historical meaning and value of historical monument of Addis Ababa among domestic tourists/host community. Finally, the issue of registration, ownership and conservation work of historical monument of Addis Ababa has discussed.

All respondents and interviewees of the study have agreed with historical monument of Addis Ababa become have a potential to attract tourists as like as other cultural heritages. However both government and private tourism sectors stakeholders did not utilize the economic value these historical monument regarding to tourism urban development. On one hand Ministry of Culture and Tourism and Addis Ababa Culture and Tourism Bureau they did not do any foundation to on Historical monument Addis Ababa to get their practical contribution for urban tourism, except taking them as heritage. On the other hand, private tour and travel companies are not providing historical monument of Addis Ababa for sell in their city tour package. They tour them for international tourists only passway because they do not bring tourists to monuments purposely. It is mostly conducted under moving tour car. Like government, tour and travel companies ignored the significance of Historical monument of Addis Ababa to generate more income in their business.

Visiting trend of historical monument of Addis Ababa is vary among foreign tourists and domestic tourists. Even though there is no well-organized tour, all respondents of international tourists have visited at list those five selected monuments in this study these includes Equestrian Menilek II Monument, Abune Petros Monument, Victory Monument, Martyr's monument and Tiglachin Monument. To the opposite, the observation and interview result with domestic tourists indicates historical monument of Addis Ababa are neglected by the most city dwellers. Hence, foreign tourists are eager to visit and to know historical monument of Addis Ababa better than domestic tourist as well as host community at large.

The host community are not initiated to visit and to know monuments which found in the city as a result most monuments are not know by the community properly even if their right name. The interview with private tour and travel companies have shown as they did not have domestic tourist customers who wants to visit Addis Ababa's attraction and domestic tourist have also undervalue historical monument of Addis Ababa because they thought as they know them due to their closeness to them in terms of location. The big opportunity for monuments to be visited by domestic tourists to visit historical monument is national public holidays to commemorate Battle of Adwa, Martyr Day and Victory Day at Equestrian Menelik II Monument, Martyr's Monument and Victory Monument respectively. Hence, domestic tourists are more likely event oriented rather conducting intended tour. In general visiting monuments is not habitual among host community.

Promoting historical monument of Addis Ababa by both private tour and travel companies and Addis Ababa Culture and Tourism as well as Ministry of Culture and Tourism is not done well enough. As result, monuments could not be major attraction of the city and the city has also not able to use its tourism resource.

Challenges facing historical monument of Addis Ababa not to be attractive tourist attraction and not to be fully utilized by stakeholders in order to contribute to urban tourism development. Several challenges were mentioned by international and domestic tourists, private tour and travel companies owner-managers, Addis Ababa Culture and Tourism Bureau, Ministry of Culture and Tourism and Authority for Research and Conservation of Cultural Heritage. However, the challenges could be categorized under the following problems. The includes accessibility problem, lack of recreational facilities in the premises and around them, lack of promotion /adequate publicity, lack of descriptive narration and authentic information, negligence by tour agencies and tour guides to promote them, locational disadvantage, lack of maintenance and restoration, looting of materials from monuments and crashing by car were mentioned. In addition, lack of awareness among host community, cleanliness and hygiene problem around monuments, and also hassling, robbery and begging of foreign tourist are serious headache for tour and travel companies which makes difficult for them to bring tourists to the monuments. The other phenomena and challenges for historical monument of Addis Ababa is controversial historical meaning and value. Opportunities of historical monument of Addis Ababa have multidimensional, especially they have a great job for youth and host community. Young people can establish their livelihood by products and services relating to monuments of the city such as producing

artifacts, sculptures, paint, traditional cloths and scarfs which have image of monuments and also by providing tea and coffee of soft drinks service for tourists, providing shed and rest room for tourists etc. For tour and travel companies it gives an opportunity to length the duration of tourists in Addis Ababa, by this they can make more income and for government it means of unemployment eradication in this city and can collect more revenue from working forces.

Historical meaning and values of historical monument of Addis Ababa among domestic tourists. According to survey, have of respondents agreed that Historical monument of Addis Ababa become political contestation and convey divided feeling for domestic tourists and they can also be causes of conflict and discourage domestic tourism. Simultaneously, all of respondents agreed with historical monument of Addis Ababa can serve as unifying symbols and catalysts for intercultural understanding. The interview results has also consolidate due to the current hot political outbreaks, monuments become tools of politician to attack some group or nation. As result there is production controversial meaning and narrations for Historical monument of Addis Ababa which produced by different extremist faction of politician and their follower people. Consequently, these narrations makes up set people and put them in to conflict. Finally, this new interpretation led to some group to counter monument movement against highly symbolic one. According to a speech of one of key informant, in Ethiopia we could not have neutral hero in the current situation and erecting monuments for hero becomes impossible to the future. However, majority of domestic tourists as well as host community historical monument can represent our past and able to build sense of nationalism as well as solidarity of people of Ethiopia.

5.2. Recommendation

According to the findings of the study, the researcher recommended the following important constrictive ideas to be implemented by whom may concerned stakeholders in efficient and effective manner. The recommendations intended to make tangible the contribution of Historical monument of Addis Ababa to urban tourism.

▪ Recommendation for Government Practitioners

The practitioners for this study are Addis Ababa Culture and Tourism Bureau (AACTB), Ministry of Culture and Tourism (MoCT), Authority for Research and Conservation of Cultural Heritages (ARCCH). All are primary responsible bodies to Heritages and Tourism sectors at federal and city level. Heritage and tourism are inseparable elements, if there is no heritages no tourism. Therefore, they should work collaborate with understanding. Under MoCT, especially tourism destination development and domestic tourism directorates should do practical works at the ground beyond they are organized. There must be well studied documents in the form of book which consists all about historical monument of Addis Ababa. In addition it should work with AACTB in all aspects of historical monument of Addis Ababa.

AACTB has given the ownership right to administrate historical monument of the city by proclamation No.209/2000. So it must take a lion share of responsibility to provide Historical monument of Addis Ababa to be listed among most visited cultural heritages of the city. Then by it enhance monuments to contribute tangible socio-economic value for urban tourism. Based on to the findings, AACTB should do the following compulsory activities to enable the tourism potential of the city historical monument. These include improve physical accessibility, provide recreational facilities, promote them through diversified media outlet, instruct tour agencies to include monuments in their tour packages, protect and conserve historical monument periodically and keep the cleanliness and hygiene the surrounding of monuments. Moreover, AACTB has to create awareness for the community of the city about all aspects of monument and their heritage as well as tourism value of Historical monument of Addis Ababa in order to have conducive visiting environment for both domestic and international tourists.

- **Recommendation for Private Tour and Travel Companies**

Private Tour and Travel Companies should develop strong communication with AACTB to work collaborate on Historical monument of Addis Ababa. Although the ultimate goal of private tour and travel companies is profit making, they must have participation with money, knowledge and problem solving business ideas in order to overcome the current unproductive situations by taking themselves as responsible stakeholder and beneficiary from heritages of the city. They must take initiative to utilize Historical monument as a source of revenue by providing monuments for sell in under their city tour packages as like as other cultural heritages found in the Addis Ababa. And also they practices purposeful tour on monuments rather conducting passway visitation. In addition they have to promote historical monument of Addis Ababa all over the world via their official business website. In general they put their effort to achieve the contribution of monuments for urban tourism.

- **Addis Ababa City Administration**

Since decade the population of Addis Ababa grown up rapidly due to uncontrolled immigration of people from country side to the capital city. As a result of this, unemployment rate is the most serious problem of Addis Ababa City Administration. Especially, young people have faced unemployment much. According to the findings, historical monuments of Addis Ababa have to create job opportunities for youth to as well as for city dweller at large. Hence the mayor of Addis Ababa city has turn its face to urban tourism, because it has potential to create wide range of job opportunities which are not extracted yet. In addition, all Small Scale Enterprises offices which are found in sub-cities of Addis Ababa must give a focus on historical monument of Addis Ababa and it surrounding for new job opportunity and entrepreneurship. To sum up the city government's poverty alleviation strategy and program should incorporate urban tourism in its plan. Moreover, According World Tour and Travel and tourism Council report of 2018, Travel & Tourism contribution is 10.4 %, it is about USD8, 272.3bn. Therefore, it must be put in to consideration by concerned ministry in order to produce more working powers in tourism sector.

- **Host Community**

The research findings shows the prevalence several problems among the host community. The one is knowledge gap on cultural heritages specifically for historical monument of Addis Ababa. Therefore, they must give value for historical monument because they are a testimony

of our history as well as they are a memory for our ancestors who sacrificed their lives to keep Ethiopian sovereignty.

Ethiopians are well known by warm reception for guests since the arrival of prophet Mohamed' followers in 615A.D. So, show this discipline for international tourists while come to tour Addis Ababa. Also we have to remove misbehavers such as begging, hassling, insulting and looting that shown by some dwellers of the city against foreign tourists while they visit public monument. By doing this, we can build our nation image positively.

On the other hand, the currently some narrow nationalist political factions are using history for their political arm, especially they targeted Historical monument by producing new narrations on the meaning and value of monuments which put people in to conflict. However we should not give opportunity for their narration because destruction of the erected monuments for the heroes of this country could not acceptable historically as well as morally. The findings has also proved that historical monument become a representation and symbol of our history so that they serve us to strengthen sense of nationalism and belongingness. Generally, Historical monument of Addis Ababa have social, political and economic significance like Axum obelisks.

- **Academician**

To make Addis Ababa among top city destination we have to explore what cultural and natural heritage resources of the city. Therefore, researches must be carried out by academician in order to utilize those resources. Even though the Addis Ababa has 17 registered Historical Monument, They are not provided for tourism market. So to sell them as they become cultural heritage, there is also need of scientific and research based solution. To do this, scholars must show the government effective way through out conducting research. Finally, the researcher provide this work as initial for anyone who wants to conduct research on historical monument of Addis Ababa.

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APPENDEX 1



ADDIS ABABA UNIVERSITY
CENTER FOR ENVIRONMENTAL STUDY
TOURISM DEVELOPMENT AND MANAGEMENT

I. Survey Questionnaire Designed for International Tourists

Dear Respondents,

My name is Tarikua Debebe. I am conducting a research work titled “Monuments of Addis Ababa and their Contribution to Urban Tourism” in partial fulfillment of Master of Arts degree in Tourism and Development at Addis Ababa University. As the success of this study highly depends on the type and amount of information gathered from relevant respondents and you represent those valuable informants, you are kindly requested to give genuine responses to each item in the questionnaire. I would like to assure you in advance that the anonymity and confidentiality of your responses are strictly maintained. All the information you provide is used only for academic purpose. Moreover, you can withdraw from your participation whenever you deem it important and feel uncomfortable at any time of the processes.

Thanks for your cooperation.

I. Personal Data:

1. Sex _____, Age _____

2. Citizenship _____

3. Educational background

A. Primary school B. High school C. University Education

4. Occupational category _____

A. Government employee B. Self-employed C. NGO D. Business owner
F. Retired G. Other

II. Information on purpose of visit/travel

1. Type of visit
 - A) Recreational
 - B) Scientific/Educational
 - C) Business
 - D) Conference
 - E) Religious
2. Travel type
 - A) Individual
 - B) Group
3. Visited Ethiopia
 - A) For the first time
 - B) For the second time
 - C) More than two times

III. Sites most visited in Addis Ababa

- A) Museums and Historical monument
- B) Historical sites/urban neighborhoods
- C) Slum neighborhoods
- D) Modern Shopping malls/centers,
- E) Open-air market in Addis/Merkato
- F) Beautiful scenery

IV. Your experience about Historical monument in Addis Ababa

1. Have you visited any Historical monument in Addis Ababa?
 - A. Yes
 - B. No
2. If your answer for the above question is yes, which monuments did you visit?
 - A) The Equestrian Statue of Emperor Menilek II
 - B) The Statue of Archbishop Abune Petros
 - C) Victory monument at Arat Kilo
 - D) Martyr's monument at Sidist Kilo

E) Tigrachin Monument/ Ethio-Cuban friendship monument

F) All of them.

3. Where did you find information about the monuments?

A) From different website

B) From video documentary

C) From articles and books

A)D) From Ethiopian Airline magazine

B)E) From tour guides

4. What aspect(s) of the monument attracted you?

A) Its historical significance

B) Its architectural value;

C) Historical personalities it signified/symbolized

D) Events attached to it

E) Associated recreational facilities

V. Accessibility, Facilities, attractiveness and suitability of Addis Ababa's historical monument for tourism?

1. The monuments Addis Ababa are easily accessible to visit from a closer proximity

A) Strongly agree

B) Agree;

C) Strongly disagree;

D) Disagree

E) Difficult to say anything

2. The monuments Addis Ababa are highly attractive, but not well promoted

A) Strongly agree

B) Agree;

C) Strongly disagree;

D) Disagree

E) Difficult to say anything

3. The monuments Addis Ababa have adequate and attractive recreational facilities;

A) Strongly agree

B) Agree;

C) Strongly disagree;

D) Disagree

E) Difficult to say anything

4 The monuments Addis Ababa could be attractive tourist destination and source of revenue if well promoted.

A. Strongly agree

B. Agree;

C. Strongly disagree;

D. Disagree

E. Difficult to say anything

VI. Challenges facing Historical monument of Addis Ababa

A) Accessibility problem;

B) Lack of promotion /adequate publicity;

C) Lack of recreational facilities in the premises and around them

D) Lack of maintenance and restoration works

E) Lack of descriptive narration and authentic information;

F) Negligence by tour agencies and tour guides to promote them;

A)G) Locational disadvantage

APPENDEX 2



ADDIS ABABA UNIVERSITY CENTER FOR ENVIRONMENTAL STUDY TOURISM DEVELOPMENT AND MANAGEMENT

II. Survey Questionnaire Designed for Domestic Tourists

Dear Respondents,

My name is Tarikua Debebe. I am conducting a research work titled “Monuments of Addis Ababa and their Contribution to Urban Tourism” in partial fulfillment of Master of Arts degree in Tourism and Development at Addis Ababa University. As the success of this study highly depends on the type and amount of information gathered from relevant respondents and you represent those valuable informants, you are kindly requested to give genuine responses to each item in the questionnaire. I would like to assure you in advance that the anonymity and confidentiality of your responses are strictly maintained. All the information you provide is used only for academic purpose. Moreover, you can withdraw from your participation whenever you deem it important and feel uncomfortable at any time of the processes.

Thanks for your cooperation.

I. Personal Data:

1. Sex _____, Age _____
2. Where are you from (region or city) _____
3. Educational background
 - A. Primary school
 - B. High school
 - C. University Education
4. Occupational category
 - A. Government employee
 - B. Self-employed
 - C. NGO
 - D. Business owner
 - F. Retired
 - G. Student

I. Touristic Values of Historical monument of Addis Ababa

1. Historical monument of Addis currently represent attractive tourist destination of the City

- A) Strongly agree
- B) Agree;
- C) Strongly disagree;
- D) Disagree
- E) Difficult to say anything

2. Addis Ababa's Historical monument are frequently visited by local tourists

- A) Strongly agree
- B) Agree;
- C) Strongly disagree;
- D) Disagree
- E. DDifficult to say anything

3. The City government and tour agencies are –generating commensurate revenue from Historical monument.

- A) Strongly agree
- B) Agree;
- C) Strongly disagree;
- D) Disagree
- E) Difficult to say anything

4. There are postcards/ photos, sculptures, paintings & other replicas of the monument for sale and revenue generation.

- A) Strongly agree
- B) Agree;
- C) Strongly disagree;
- D) Disagree
- E) Difficult to say anything

5. The monuments bear little touristic value because they are not well known among domestic Tourist.

- A) Strongly agree
- B) Agree;
- C) Strongly disagree;
- D) Disagree
- E) Difficult to say anything

6.The monuments are objects of political contestation and convey divided feeling for domestic tourists;

- A) Strongly agree
- B) Agree;
- C) Strongly disagree;
- D) Disagree

E. Difficult to say anything

II. Potential of Historical monument of Addis Ababa as tourist attraction

1.Historical monument of Addis have a potential to be good tourist attractions of the city if properly promoted?

- A) Strongly agree
- B) Agree;
- C) Strongly disagree;
- D) Disagree
- E) Difficult to say anything

2.They can create job opportunity for young people

- A) Strongly agree
- B) Agree;
- C) Strongly disagree;
- D) Disagree
- E) Difficult to say anything

3.It is quite imperative for tour operators to include them in Addis Ababa's tour itinerary

- A) Strongly agree
- B) Agree;
- C) Strongly disagree;
- D) Disagree
- E) Difficult to say anything

4. Rate compulsory activities the Addis Ababa Culture and Tourism Bureau should do to enhance the tourism potential of the City monuments.

1. Strongly agree 2. Agree 3.Strongly disagree 4.disagree 5.Difficult to say anything

<u>Activities</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
<u>Improve physical accessibility</u>					
<u>Provide recreational facilities</u>					
<u>Promote them through diversified media outlets</u>					
<u>Instruct tour agencies to include monuments in their tour packages</u>					
<u>Protect and conserve periodically</u>					

5. Monuments of Addis Ababa can serve as unifying symbols and catalysts for intercultural understanding.

- A) Strongly agree
- B) Agree;
- C) Strongly disagree;
- D) Disagree
- E) Difficult to say anything

6. They can also be causes of conflict and discourage domestic tourism

- A) Strongly agree
- B) Agree;
- C) Strongly disagree;
- D) Disagree
- A)E) Difficult to say anything

APPENDEX 3



III. Interview Guides for Private Tour and Travel Operators, Individual Tour Guides and Government Stakeholders in Tourism and Heritage Sectors and Domestic Tourist/Host Community

Dear interviewee

My name is Tarikua Debebe. I am conducting a research work titled “Monuments of Addis Ababa and their Contribution to Urban Tourism” in partial fulfillment of Master of Arts degree in Tourism and Development at Addis Ababa University.

This interview guide is prepared to obtain valuable information on Historical monument of Addis Ababa from the perspective of the stakeholders, domestic tourists and host community. Your genuine response for the questions is extremely important for the successful completion of this study. Therefore, you are kindly requested to take hours and minutes from your precious time and provide your responses to this interview. The information that you provide in this interview will be kept confidential and be used only for academic purpose. I would like to thank you in advance for your kind cooperation and your time.

I. Interview Questions Designed for Owner-managers of Private Tour

Operators/Company

1. Do you think that historical monument of Addis Ababa are potential tourist attraction of the city?
2. Do you incorporate historical monument of Addis Ababa in your tour package?
3. Do you visit historical monument of Addis Ababa?
4. How do you conduct visitation of historical monument of Addis Ababa for tourists?
5. Do you promote historical monument of Addis Ababa in means of adverting such as magazine, poster, stickers etc.?
6. Does your web page contain about the historical background and other general information of those monument?
7. Do your tour guides have enough knowledge about historical monument of Addis Ababa?
8. Do you utilize historical monument of Addis Ababa as like as other cultural tourist attraction of the city?
9. What are the challenges to conduct tour at historical monument of Addis Ababa?
10. What are the opportunities of historical monument of Addis Ababa to the city?
11. To what extent your company tries to work together with the concerned stockholders such as AACTB, ARCCH?

II. Interview Questions Designed for Addis Ababa Individuals Tour Guides

1. Who are the most visitors Addis Ababa's' of attractions especially Historical monument? (the domestic or foreign tourists)
2. From which countries foreign tourists came to Addis Ababa and from which regional state or city domestic tourists mostly visit attractions of Addis Ababa especially historical monument of Addis Ababa?
3. Which sex and age group tourist visit Addis Ababa's attraction in the case of domestic and international tourists?
4. What are the purpose of international tourists in Addis Ababa tour?
5. What is a travel type of both international and domestic tourists? Do they visit individually or in group?
6. What looks like the visitation frequency of international tourists visit to Ethiopia?

7. Which sites in Addis Ababa mostly visited by both tourists? If they visit Historical monument of Addis Ababa, what aspects of those monuments attracts both foreign and domestic tourists?
8. What aspects of Historical monument attract international tourists? And what is their response while visiting them?

III. Interview Questions Designed for Heritage Conservation Directorate, Tourism development and marketing directorate and Destination development directorate of AACTB Directorate Directors

1. How many historical monument registered by the bureau as an attraction of Addis Ababa?
2. Does the bureau have ownership right & mandate over historical monument of Addis Ababa?
3. What kind of access the bureau made around historical monument to make them easy to be visited by tourists? (such as parking, broad cross, shed for visitors)
4. What kind of facilities around historical monument the bureau provides for tourism purpose? (such as information center, photo, café, rest room, rest shed)
5. Does the bureau promote historical monument of Addis Ababa well as main cultural heritage of the city? What are the means of promotion? How is the budget to promotion?
6. What are the main challenges that the bureau faced to utilize these historical monument as element of urban tourism?
7. What measures are taken to overcome the challenges in order to get economic benefits from those monuments for the city?
8. Do you have a set of direction for tour operators to conduct tour on historical monument of Addis Ababa? What kind of preliminary works are doing to motivate them?
9. Does the bureau work together with ARCCH, AAEPGDC and AADWRA? In which area?
10. Does the bureau protect the monuments from different damage? (safety and security issue)
11. Does the bureau run conservation work for those monuments?

12. Do you think that historical monument of Addis Ababa are potential tourist attraction of the city? So, what are opportunities of historical monument of Addis Ababa as tourist attractions?
13. What are contribution of historical monument of Addis Ababa to urban tourism?
14. What are your suggestion to promote and utilize those monuments in order to scale up their contribution?
15. Have you ever adopted best experiences other cities/countries in utilizing historical monument of the city as an attraction of urban tourism? From which countries of the world?

IV. Interview for Domestic and International Destination Development Directorate

Directors of MOCT

1. Dose the ministry gave recognition for Historical monument of Addis Ababa as an attraction of cultural heritage of the state?
2. Dose the ministry incorporates Historical monument of Addis Ababa in its [tourism itinerary](#)?
3. [Please tell me types of](#) destination developments [activities currently being undertaken around](#) Historical monument of Addis Ababa
4. Does the ministry promote Historical monument of Addis Ababa for [tourism purposes](#)? [If yes, what are the means](#)?
5. Does the ministry utilize Historical monument of Addis Ababa as urban tourism resource?
6. What are the challenges to promote and utilize Historical monument of Addis Ababa?
7. To what extent the ministry tries to increase the contribution of Historical monument to urban tourism development?

V. Interview Questions Designed for [heritage registration and conservation directorate of ARCCH](#)

1. How many historical monument registered by the authority?
2. Does the authority have ownership right over historical monument of Addis Ababa?
3. Does the authority protect the historical monument from (such as from looting, urban renewal work)-?

4. Does the authority conduct conservation work for historical monument of Addis Ababa periodically?
5. Does the authority conduct inventory work for historical monument of Addis Ababa?
6. Do you think that historical monument of Addis Ababa ~~have the are~~ potential to enhance urban tourism? What are the challenge that the authority face on those monuments and their surrounding?
7. What measures are taken to overcome the challenges?

VI. Interview Questions Designed for Sewerage and Green Environment Directorate Directors of Addis Ababa Development Administration Agency (AASGEDAA)

1. What are the main activities of the Agency around the historical monument of Addis Ababa?
2. Does the agency keep the cleanness and beatification of the park around of monuments of the city? Is the method modern and technology based?
3. To what extent the Agency make attractive the surrounding of historical monument and full fill recreational facilities to attract visitors?
4. How the Agency protect the plant, fence of monument and part of monument from damage and looting?
5. Is there a haired guardian and security for historical monument who keep all day long?
6. Are there gardener for each historical monument? Are they professional guardian?
7. What are the challenges that the Agency found around historical Monument?
8. Does the agency think that historical monument and their park have potential to bring economic opportunities to the city? Such as wedding & graduation Photo program.

VII. Interview Questions Designed for Domestic Tourists/Local Community

1. Have you visited historical monument of Addis Ababa? Do they have a potential to attract tourist?
2. How many historical Monument do you know and their exact name? Have you enough information about the historical background of those monuments?

3. What aspect makes you attract to visit historical monument of Addis Ababa?
4. Currently there is a controversy on some Historical monument of Addis Ababa? What do you think on the representation of those monuments? Are they are symbols for our Ethiopian unity or not?
5. Is the standing of historical monument of Addis Ababa have a role in building of sense of nationalism in order to avoid conflict among factions?
6. Are Historical monument of Addis Ababa are accessible to be visited by domestic and international tourists and do they have recreational facilities?
7. Can Historical monument of Addis Ababa create job opportunities for youths of the city?
8. What should be the role of government bodies of tourism sector to make more attractive and accessible historical monument of Addis Ababa for visiting?

APPENDIX 4

Focused Group Discussion Questions prepared for High School know your country club members

1. Have you visit Historical monument of Addis Ababa through educational tripe prepared by your school Know your country club or privately? If yes, which monuments you visited?
2. Do you know the exact historical background of Historical monument of Addis Ababa? What is your sources of information about Historical monument?
3. What do you learn from visiting Historical monument of Addis Ababa?
4. How do you visit Historical monument of Addis Ababa? Do you have access to look the monument well?
5. What is your comment for the school community and society at large regarding to develop their visitation culture? What will be the role of government and mass media in promoting Historical monument of Addis Ababa?

APPENDEX 5

Observation Checklist

The observation will be conducted for those five Historical monument of Addis Ababa.

	Monuments to be observed	Aspects of monument observed	Remark
1	The Equestrian Statue Emperor Menilek II	-Location, -Workmanship, -frequency of visit by tourists, -Activities carried out in the premise and around the monument,	
2	The statue of Archbishop Abune Petros	-Location, -Workmanship, -frequency of visit by tourists, -Activities carried out in the premise and around the monument	
3	Victory(Freedom) monument (Miyazia 27 memorial)	-Location, -Workmanship, -frequency of visit by tourists, -Activities carried out (events taking place) in the premise and around the monument	
4	Martyr's monument (Yekatit 12	-Location,	

	memorial)	-Workmanship -frequency of visit by tourists, -Activities carried out (events taking place) in the premise and around the monument	
5	Tiglachin Monument (Ethio-Cuban friendship monument	- Location, -Workmanship, -frequency of visit by tourists, -Activities carried out (events taking place) in the premise and around the monument	

No.	Name of Informants	Institution	Position	Phone/email	Code
1.	Ato Derje Seyume	AACTB	Heritage conservation directorate senior officer	0911995614	01
2.	Ato Kassahun Asmamaw	AACTB	Tourism development and marketing directorate director's representative	0926106331	02
3.	Ato Samson Hayelache	AACTB	Destination development directorate director		03
4.	Ato Dembelash Adane	MoCT	Destination Development directorate senior officer	0946330620	04
5.	Ato Tewodros Habtamu	MoCT	Domestic Tourism expansion directorate coordinator	tedemak@yahoo.com	05
6.	W/ro Selamawit	ARCCH	Higher Architect of Heritage conservation directorate senior officer		06
7.	Ato Desalegne Abebaw	ARCCH	Heritage Inventory directorate directors	0911156175	07
8.	Ato Getenet Bezu	AASGEDA	Sewerage and Green environment preservation directorate director's representative	0911867947(it is Sisay Atnafu's phone, director)	08
9.	Ato Nahom Admassu	GETOA	Association president of Great Ethiopia Tour Operators Association	0930014600	09
10.	Ato Beyene Araya	AAITGA	Addis Ababa Individual Tour Guide Association president	0911249349	10
11.	Ato Mikias	AAITGA	Tour guide	0913398496	11
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13.	Mr. Getnet Tilahun	Direct Link Ethiopia Travel	Owner manager	info@dlethiopiatravel.com	13
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19.	Ato Biniyam Hailu	Passion Ethiopia Tours	Owner manager	info@ethiopiaancient.com	19
20.	Ato Eshetu	Moses Convent	Owner manager	0911612245	20
21.	Ato Daneil		Tour Guide		21
22.	Patriot Chane Worku		Patriot		22
23.	Lij Daniel Jote		Ethiopian Patriot President		23
24.	Ato Solomon		Domestic Tourist		24
25.	Ato Tewodros		Domestic Tourist		25
26.	Ato Tewodros Seyum		Domestic Tourist		26
27.	Wr/t Qelebet		Domestic Tourist		27
28.	W/rt Fasica		Domestic Tourist		28
29.	No name		Domestic Tourist		29
30.	No name		Domestic Tourist		30
31.	No name		Domestic Tourists		31
32.	No name		Domestic Tourist		32

Plagiarism test result: Tarikwa Debebe Gashaw

Analyzed document	TARIK'S FINAL RESEARCH 2020.docx (D75156764)
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