



**ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING MANAGEMENT**

**The Impact of Political Unrest on Tourism Marketing Performance:
The Case of Selected Tour Operators**

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August, 2020

Addis Ababa, Ethiopia

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This is to certify that the thesis is prepared by Samuel Bogale Habtemichael, titled as “The Impact of Political Unrest on Tourism Marketing Performance: the Case of Selected Tour Operators,” in partial fulfillment of the requirements for the award of the degree of Master of Arts in Marketing Management.

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DECLARATION

I, the author of this thesis, have written the thesis titled as “The Impact of Political Unrest on Tourism Marketing Performance: the Case of Selected Tour Operators” to be submitted to St. Mary’s University as a partial fulfillment of the Master of Arts in Marketing Management. I declare that it is my original work prepared under a close supervision of my advisor Hailemariam Kebede (PhD). All sources of materials used for this thesis have been duly acknowledged and I confirm that this thesis has not been previously submitted either partially or fully to any higher learning institute.

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August, 2020
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ENDORSEMENT

This thesis titled as “The Impact of Political Unrest on Tourism Marketing Performance: the Case of Selected Tour Operator” prepared with my supervision by the graduating student Samuel Bogale Habtemichael is submitted to St. Mary’s University, School of Graduate Studies for examination by my approval as a university advisor.

Hailemariam Kebede (PhD)
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August, 2020
Date

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ACRONYMS

ETO	Ethiopian Tourism Organization
GDP	Growth Domestic Product
ITA	International Tourist Arrivals
ITR	International Tourist Receipts
LDC	Least Developed Countries
MoTC	Ministry of Tourism and Culture
SPSS	Statistical Package for Social Sciences
TDCA	Tourist Destination Competitiveness and Attractiveness
UNESC	United Nations Economic and Social Council
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organizations
WTTC	World Travel & Tourism Council

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ABSTRACT

Given that peace and stability is the major requirement for tourism development of a country aside from the availability of tourist destinations and infrastructure, tourists require peaceful environment on their destination areas for their visit to happen well. By taking the case of tour operators functioning in Ethiopia, this thesis assesses the impacts of political instability on Ethiopia's tourism market performance. The thesis contemplates for assessment the country's overall tourism market during three years period of political unrests that happened in Ethiopia from around end of 2015 until 2018. This study applied quantitative research approach and data was collected by various means with strict procedure. Secondary data supplemented by primary data using questionnaire was collected and used for the analysis. A total of 100 tour operators showed interest to be participated in the questionnaire of which 96 have participated, and only the responses of 93 participants were eligible for the analysis. Determining factors such as civil disobedience, state of emergency, unrest and safety concerns on the tourists were all taken into consideration on the questionnaire and adequate responses were given that have been analyzed on SPSS version 20. As per the findings, all the four tourism market affecting factors have been shown to have a negative influence on tourism market. And on overall conclusion of the research negative influence on tourism have been shown by the various variables (civil disobedience, state of emergency, unrests and inconveniences regarding safety of tourists).

Key Words: Political Unrests, Instability, Peaceful Environment, Tourism Marketing and Tourists Safety.

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

People take tourism as a discretionary activity without being required to consider it as a basic need to survive, but it is increasingly related with the quality of life since it provides the opportunity for people to take a break away for relaxation and feast from their everyday pressures of life and work, (Stephen J. Page, 2009). Travels for the purpose of recreation and education is believed to exist as early as the time of pharaohs in Egypt, and also in the later times evidences such as writings in Egypt tell that there had been different trips of the privileged groups from their usual life in search of amusement and relaxation, (Ueli Gyr, 2010). On his article titled The History of Tourism: Structures on the Path to Modernity, Professor Ueli Gyr from University of Zürich also mentioned that the ancient Greeks had similar traditions of experiencing the tourism activities as they used to travel to Delphi (the 4th Century B.C old town in Greece) from around the corner to participate in the Python Games and the ancient Olympic Games.

Currently global travel for all classes of people in the world is becoming accessible aside the visa restrictions of some countries over the citizens of another countries. In addition to the constraints on information sharing and communication, transportation was also one of the huge limitations for mass tourism in the early days with the airlines having limited capacity and vehicles not becoming accessible to all places, but these problems currently have become less of the concerns given that air transportation developed massively and technology booming.

“Technology such as the internet has made booking travel related products easy and placed it within the reach of a new generation of computer-literate consumers,” states Stephen J. Page (Page 05). “Such technology now opens many possibilities for national and international travel at a click of computer mouse,” he adds. Recreational products such as tourism and travel are being perceived by consumers as a less costly item to spend, and also much easier to purchase tourism with the availability of cards in the developed countries (Stephen J. Page, 2009).

As per the aforementioned definition of tourism, it involves movements of people to countries or places outside their environment, thus for people to move to places outside their environment the stability and peacefulness of their destination with no question is significant. To show how tourism is affected by political instability and violence in a country, an article by Sarah JR Ryu, a Victory University professor, Melbourne, Australia, exemplifies how China lost in tourism in 1989. After strong student protests happened in China in 1989, the authority began to forcefully suppress by threatening the civilians with military tanks on a prime time news coverage, this a result gave negative opinions by the world about the country and tourism earning of Beijing decreased by 30 per cent, (Sarah JR Ryu, Political Instability and its Effects on Tourism). Sarah also mentioned on her article that similar political turmoil on the same year in Tibet had heavier consequences on the country's tourism activity.

Although Ethiopia is one of the least economically developed nations in the world, the country's richness with natural and historical tourism attractions puts it on the forefront among other nations in the world. Tourism can have a massive potential for the economic and social advancement of the people and country in general. However, having a strong relationship with the stability of a given country, tourism industry could also be affected by any political unrest or instability. The recent years' political unrest in Ethiopia is also believed to have had a huge negative impact on the country's tourism industry, the degree of impacts which this research assesses.

To the knowledge of the researcher, academic researches related to the topic of this thesis haven't been done in Ethiopia and it has been hard to find out the real impact of political unrests in Ethiopia's tourism industry. Thus, this research try to dig out what impacts have the three years political unrests in Ethiopia done to the country's tourism performance.

1.2. Statement of the Problem

On an overview report about tourism titled as Tourism in Africa, Harnessing Tourism for Growth and Improved Livelihoods, 2013, the World Bank stated that tourism is an influential tool for the betterment of world economy. This report by the World Bank points the facts that the tourism industry directly or indirectly is linked to 8.8% of the world's jobs, 9.1% of the world's GDP, 5.8% of the world's exports and 4.5% of the world's investment.

Ethiopia possesses nine tangible tourism sites registered on UNESCO (United Nations Education, Scientific and Cultural Organization), which represent the country culturally, historically and naturally. Among the country's plenty of cultural and religious festivals, Ethiopia also has three of its festivals including the recently added one, Timket (Epiphany), registered as intangible world heritages by UNESCO.

It was in the early 1960s that the potential of tourism for economic growth started to be given emphasis by the imperial administration in Ethiopia, which led to the foundation of tourism office in 1962. Ever since the country started to attract tourists despite the political unrests and civil wars, with the government owned tour operator National Tour Operation (NTO) functioning as the only tour operator until the mushrooming of private tour operators in the last 25 years. The tourism business generally was developed and started functioning in Ethiopia for the last 50 years gaining the country multiple economic advantages.

However, in spite of the economic advantage of tourism in Ethiopia, a professor of Edinboro University of Pennsylvania, Tadesse Kidane-Mariam described on his journal that tourism industry in Ethiopia "is still in its infancy." In fact, although Ethiopia holds enormously amazing tourist sites and even ranks top in Africa sharing the rank with Morocco on the number of UNESCO registered world heritage sites, the country is not on the top list getting benefit from the tourism industry as compared to other nations even in Africa.

Numerous reasons can be listed for the low performance of tourism industry in Ethiopia. Among them can be low level of infrastructure, development policies, weak promotion, lack of trained manpower, financial problem, knowledge issue and management capacity, (Tadesse Kidane-Mariam, 2015). On a journal of tourism and hospitality, writer Nafbek Solomon Kebede assesses the destiny of Ethiopian tourism during and in the aftermath of the political instabilities. On the journal, the writer mentioned that the state of emergency declared in Ethiopia in 2016 had a huge role for the decrease of tourism arrivals and booking cancellations no matter the government and Ethiopian Tourism Organization by that time disclaimed this (Nafbek Solomon Kebede, 2018).

The state of emergency, together with the root cause of it, public protest, had contributed for a less performance of tourism and many booking cancellations. The weakening of tourist

movements in the country had also visibly been seen on the major tourist destination of the country, Lalibela Rock-Hewn Church. Mentioning a research he had read, the journal's writer Nafbek Solomon found out the fact that around 75% of bookings had been cancelled at Dinsho Lodge in Bale Mountain National Park during the time state of emergency had been declared, (Nafbek Solomon Kebede, 2018).

This research is conducted to know the impact of the three year political instability on tourism industry, by identifying factors that contribute towards tourists' safety. The study is unique in its regard that no study has been conducted before till date in Ethiopia. Hence, the researcher believes it will bridge this gap & serve as a foundation work for future researchers interested in the area. The study aims to understand commuters' concern and identify areas that need improvement that will have a direct impact on increasing the satisfaction level of customers.

1.3. Research Questions

1.3.1. General Research Question

What were the impacts of the three years (2016-2018) political unrests on the country's tourism industry?

1.3.2. Specific Research Questions

- Were there civil disobediences during this period and was tourism activity affected because of that?
- Did the state of emergencies declared during this political instability affect the tourism market?
- What impacts did the unrests have on the safety of the tourists?
- Was the safety of tourists compromised during the unrests and did any inconveniences happen on the tourists?

1.4. Objectives of the Study

1.4.1. General Objective

The general objective of this study as the title indicates is to assess the impacts of the three years political unrests on the country's tourism industry. The thesis focuses on the cases of tour operators.

1.4.2. Specific Objectives

Specifically, the study has below lists of objectives, which are:

- To assess if there was civil disobedience and if tourism was affected by it.
- To examine if declaration of state of emergency affected the tourism market.
- To inspect what impacts did the unrests have on the safety of the tourists.
- To assess if there were inconveniences regarding safety of tourists.

1.5. Hypothesis of the Study

The paper basically studies the relationship between the political situations of the country at a certain time and the tourism market. Given that tourism has different types and conditions, the paper also tries to study how the different types of tourism were performing during the political instabilities in Ethiopia. Below hypothesis are what have been put:

H₁: There were civil disobediences during the three years unrests and tourism market was affected because of that.

H₂: Declaration of state of emergency affected the tourism market.

H₃: There was an impact on safety of tourists travelling here by that time.

H₄: Safety of tourists was compromised during these protest periods.

1.6. Significance of the Study

The findings of this research will help outline the impact of the three year political unrests on the tourism industry and will suggest on improvements. This will help tour agents and companies that participate in such business to acquire a good knowledge about the perceptions of their customers, evaluate current performance and develop a strategy effectively. Besides enhancing the knowledge of the researcher, the study will lay a ground for future researchers to build on it for further studies on similar topics. Furthermore, the results of the study will provide valuable information for policy makers in setting policies.

1.7. Scope of the Study

The scope of the study covers the effect of the three years political instability on the performance of tourism sector as a whole and its stakeholders. The questionnaire was distributed to selected

tour operators in Addis Ababa where experienced tour operator personnel, guides and tour operation supervisors are found. Variables in this research are limited to the effect of the three year political instability on the performance of tourism sector as a whole.

1.8. Limitation of the Study

Given the hard time the world and our country in specific is at and how everything is being put on hold due to COVID-19, there were some limitations the researcher faced while preparing the thesis. Among them was deficiency/lack of other studies and proper data especially for the empirical literatures was the main limitation on preparing this paper. The other main limitation was finding tour operators who would be willing to fill the questionnaire and out of the many tour operators only 100 showed willingness finally, out of which 96 responded and 93 of the responses were valid. As mentioned, COVID-19 pandemic also stranded the world and partially offices in our country too, I had some hard time collecting data and meeting people for the research because of that.

1.9. Organization of the Study

This thesis encompasses five chapters that are arranged to guide readers from the introduction into the main contents. The first chapter contains the introduction part starting with a briefed background of the study, a clearly stated problem, well-articulated research questions, defined main and specific objectives, detailed significances expressed, scope and limitations of the study mentioned.

The second chapter comprises literature reviews related to the topic (both theoretical and empirical), and also definitions of terms to give a good understanding of the tourism works. The third chapter is about the methodologies on how the research is done, which include the research approaches, design, sampling frames, techniques and size, data collection methods and also analysis methods.

Fourth chapter will analyze the collected data and also discusses the findings. At the end, the fifth and last chapter contains the summary, conclusions, and also researcher's own recommendations.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1. Theoretical Review

2.1.1. What is tourism?

Tourism is the act of travel for the purpose of recreation and business, and the provision of services for this act. Tourists are persons who are "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited" (UNWTO, 2011).

2.1.2. Types and Forms of Tourism

Countries tourism resources can be broadly classified into natural tourism resources such as fauna, land escape and lakes and non-natural tourisms resources such as historical places, cultural heritages, and museums. There exist more than twenty tourism types having a great advantage to economic growth. Some of the common types are listed as follows:

2.1.2.1 Inbound tourism

Inbound tourism has gained popularity and so has the number of inbound tourists who may be of different types (Chaudhary, 2009):

- Inbound international tourist: a tourist who spend the nights in a place outside his/her country of residence.
- Inbound domestic tourist: a tourist who spend the nights in a place inside his/her country of residence but outside his/her usual environment.
- Same day visitor: a visitor who does not spend the night in collective or private accommodation in the place or country visited.
- Inbound international same day visitor: a same day visitor who does not spend the night in the place visited, which is outside his /her country of residence.
- Inbound domestic same day visitor: a visitor who does not spend the night in the place visited, which is inside his/her country of residence but outside his/her environment.

2.1.2.2 Outbound Tourism

Outbound tourism consumption comprises the consumption of resident visitors outside the economic territory of the country of reference and provided by non-residents. It does not include goods and services acquired for or after the trip within the country of reference (Chaudhary, 2009).

2.1.2.3 Ecotourism

This is responsible travel to natural areas that conserves the environment and improves the wellbeing of local people (TIES, 1990). According to Clare Gunn and TurgutVar (2002), ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement and participate in ecotourism activities should follow certain ecotourism principles. Some of these principles include things like building environmental and cultural awareness and respect, providing financial benefits and empowerment for local people, promoting moral and ethical responsibilities and behavior by all players, etc.

2.1.2.4 Cultural tourism

Cultural tourism (or culture tourism) is the subset of tourism concerned with a country or region's culture, especially its arts. It generally focuses on traditional communities who have diverse customs, generally unique form of art and distinct social practices, which basically distinguishes it from other types/forms of culture. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and life style. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular thought Europe (Chaudhary, 2009).

Cultural tourism gives visitors the opportunity to understand and appreciate the essential character of a place and its culture as a whole. This includes history and archaeology, people and their lifestyle (including the ways in which they earn a living and enjoy their leisure), cultural diversity, arts and architecture, food, wine and other local produce, social, economic and political structures, and landscape of the area.

It gives access to information, experience and activities which can help the visitor feel involved with a place, its people and their heritage. Creating a relationship between the visitor and the host community is an important feature of cultural tourism. Concepts of sustainability, authenticity, integrity and education are as central to cultural tourism as they are to ecotourism.

Not all cultural products was tourist attractions. The ability to attract visitors depends on the extent to which they meet, or are able to meet certain criteria. According to Chaudhary (2009), the following are the criteria necessary for tourist attractions in a given place or region: Perceived quality of the product, awareness of being a tourist attraction, market awareness of the product, customer service attitude - provides level of facilities and services that meets the needs of its visitors, sustainability, extent to which the product is perceived as unique or special, extent to which the product is perceived to provide a pleasurable experience and an enjoyable way for customers to spend their leisure time, development and presentation to realize this potential, community support and involvement, management commitment and capability.

2.1.3. Economic Contribution of Tourism

Tourism's contribution to economic growth has been well documented in the literature for many developing countries, which were traditionally dependent upon primary products in export earnings; tourism has become a major source of foreign exchange earnings. This has been vital for such countries given their prevailing economic conditions.

Least developed country (LDC) or developing country: is the name given to a country which, according to the United Nations, exhibits the lowest indicators of socio economic development, with the lowest Human Development Index ratings of all countries in the world. The concept of LDCs originated in the late 1960s A country is classified as a Least Developed Country if it meets three criteria (www.wikipedia.org).

- Low-income (three-year average GNI per capita of less than US \$905, which must exceed \$1,086 to leave the list)
- Human resource weakness (based on indicators of nutrition, health, education and adult literacy) and
- Economic vulnerability(based on instability of agricultural production, instability of exports of goods and services, economic importance of non-traditional activities,

merchandise export concentration, handicap of economic smallness, and the percentage of population displaced by natural disasters).

Many developing countries have experienced severe deficits, particularly in the current account of the balance of payments during past few decades. Furthermore, they have experienced an increasing burden of foreign debt. A relatively high percentage of GDP and of the budget is allocated for foreign loan settlement. With ongoing civil unrests in some of these countries, the situation results in high defense budgets. In view of this volatile economic background, foreign exchange earnings from tourism have been important contributions to economic development.

However, whether tourism actually contributes to the economic development depends, to a large extent, on how efficient these countries are in allocating earnings from tourism. Balaguer and Cantavella-Jorda (2002) argued that, in a more traditional sense, foreign exchange brought by international tourism could well be used to import capital goods in order to produce other goods and services, leading in turn to economic growth. This means that international tourists to a particular destination might contribute significantly to finance the country's imports. Further, they argued that, "if those imports are capital goods or basic inputs for producing goods in any area of the economy, then, it can be said that earnings from tourism are playing a fundamental role in economic development".

Currently, tourism sector is frequently justified on the bases of its potential contributions to economic growth and development. It is widely assumed that tourism can help to eliminate the widening economic gap between developed and less developed countries and ensure the steady acceleration of economic and social development in particular in developing countries (WTO, 1980 cited in sharply and Telfer, 2006). Available evidence suggests that many developing countries are able to raise a significant proportion of government revenue from international tourism. For instance, the World Trade Organization (1998) claimed that these countries (most of them are highly specialized tropical, tourist countries) raise 10 to 25 percent of government revenue from the tourism sector. In some cases, more than 50 per cent of government revenue has been generated by the tourism sector.

Statistics show that tourism in LDCs is still limited: 2.6% of the world market share in terms of international tourist arrivals (ITAs) and of international tourism receipts (ITRs). However, the

growth in ITAs has been faster in LDCs than in the developing countries as a whole: 42.5% in the former and 30.8% in the latter between 2001 and 2005 (15.8% for the world). Also in terms of ITRs: 50.3% growth in LDCs and 40.6% in the developing world between 2001 and 2004 (33.2% for the world).

According to WTO (2010), there are several reasons that make tourism an especially suitable economic growth sector for LDCs. First, tourism is consumed at the point of production; the tourist has to go to the destination and spend his/her money there, opening an opportunity for local businesses of all sorts, and allowing local communities to benefit through the informal economy by selling goods and services directly to visitors.

Moreover, most LDCs have a comparative advantage in tourism over developed countries in that they have assets of enormous value to the tourism industry - culture, art, music, natural landscapes, wildlife and climate, including World Heritage Sites. Visits by tourists to such sites can generate employment and income for communities as well as helping in the conservation of cultural and natural assets. Second, tourism is a more diverse industry than many others. It has the potential to support other economic activities, both through providing flexible, part time jobs that can complement other livelihood options, and through creating income throughout a complex supply chain of goods and services.

Tourism is labor intensive, which is particularly important in tackling poverty. It also provides a wide range of different employment opportunities especially for women and young people - from the highly skilled to the unskilled – and generally it require relatively little training. It creates opportunities for many small and micro entrepreneurs, either in the formal or informal economy since the start-up costs and entry barriers are generally low or can easily be lowered.

Tourism provides not only material benefits for the poor but also cultural pride. It creates greater awareness of the natural environment and its economic value, a sense of ownership and reduced vulnerability through diversification of income sources. Third, tourism has a spillover effect on countries economic growth and development. The importance of tourism to a country's economy can be measured by looking at the proportion of national income created by tourism commonly known as tourism income multiplier (TIM). In an economy with a low proportion of leakages, such as low tax rates or low import levels, TIM was high and tourism may in total contribute a

great deal more income than that originally spent by tourists themselves (Holloway, 1989).

2.1.4. General Overview of Tourism Sector in Ethiopia

2.1.4.1 History of Tourism Sector in Ethiopia

Ethiopia's territory includes seven UNESCO World Heritage Sites, four important national parks, a source of the world's longest river (the Blue Nile), and sites revered among adherents to Christianity, Islam and Judaism and diverse African traditional societies. Ethiopia has very distinct cultural and historic products based on (a) ancient Axumite civilizations and the Ethiopian Orthodox Church; (b) the walled Old City of Harar with its seven gates considered as the fourth holiest city in Islam; (c) as a cradle of civilization, with fossilized evidence of the ancestors of homo sapiens as old as 4.4 million years B.C., and the much more famous Dinknesh, or Lucy. (www.tourismethiopia.org)

Though Ethiopia faces an image problem for tourists, it is worth noting that this was not always the case. Ethiopia was one of the first African countries to establish a tourist industry. Modern tourism in Ethiopia can be said to have started with the formation of government body to develop and control it in 1961. In common with many other countries (notably Morocco, Tunisia, Egypt and Kenya that also started investing in tourism in the late 1960s), tourism was considered a key economic growth sector in Ethiopia as early as 1966 when the first Tourism Development Master Plan was developed. Guided by the plan, the government invested heavily in tourism infrastructure in the subsequent decade including establishing Ethiopian Airlines for international and domestic air access, building airfields around the country at key tourism sites, building hotels at or near these sites, and establishing a national tourism operation to take tourists to the hotels and attractions. The main attraction was the "Historic Route" which at the time (1968-73) Ethiopian Airlines was servicing with seven flights per day. The "Historic Route" included Addis Ababa, Lalibela, Gondar, Axum and Asmara (www.tourismethiopia.org).

From 1974, for two decades, the Ethiopian tourism industry suffered from the adverse effects of a prolonged civil war, recurrent drought and famine, strained government relations with tourist generating countries, and restrictions on entry and free movement of tourists during the military government from 1974 to 1991. During this period, apart from periodic upgrades of the infrastructure (such as airports and roads), there has been little investment and successive

governments have largely overlooked the sector. The tourism sector is in urgent need of reinvestment, in particular, the cultural and natural attractions, and human resources that form the basis of the tourism product, have been completely neglected. Linkages to international tourism networks, both for marketing and research purposes, have also been neglected (www.wikipedia.org).

Lack of coordination between stakeholders and the government resulted in poor infrastructure development and under developed tourist sites as well as a shortage of skilled workers in the sector. Generally, there was lack of marketing and promotional strategy as well as low awareness of tourism by local communities. During the last few years, however, tourism has once again emerged as a growth industry taking advantages of the current peace and stability in the country (www.wikipedia.org).

2.1.4.2 Trends in International Tourist Arrivals

The direct contribution of Travel & Tourism to GDP is expected to be ETB 20,628.5 million in 2011 (4.6% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists (WTCC, 2011).



Figure 2.1: Number of tourist arrivals from 1963-2005
Source: MoCT (2010)

As can be seen from figure 2.1: the number of tourist arrivals rise from 19215 in 1963 to 73,662 in 1973. The number of tourists went down to 50,220 in 1974 and 30,640 in 1975. This has been due in part to natural phenomena such as droughts and famine. The other reason can be attributed to the political and ideological expediencies of the military government that took power by overthrowing Emperor Haileselesie in 1974. Though the number started to grow to above 60,000 after the year 1981 its rate was low. Due to the famine occurred in 1984, the number of tourists has declined from 64,240 in 1983 to 59,552 in 1984. From 2000 onwards, the number of tourist arrivals showed an increasing trend, due to the political stability and the market liberalization that attracted large number of business, conference and vacation tourists. Besides, the ongoing infrastructural development, especially road projects, can be mentioned as a major factor. When ascertaining tourism demand for the purposes of tourism planning or strategy development, it is critical that the total demand figures are further segmented by purpose of visit as this gives a more accurate picture of tourism demand (Yabibal, 2010).

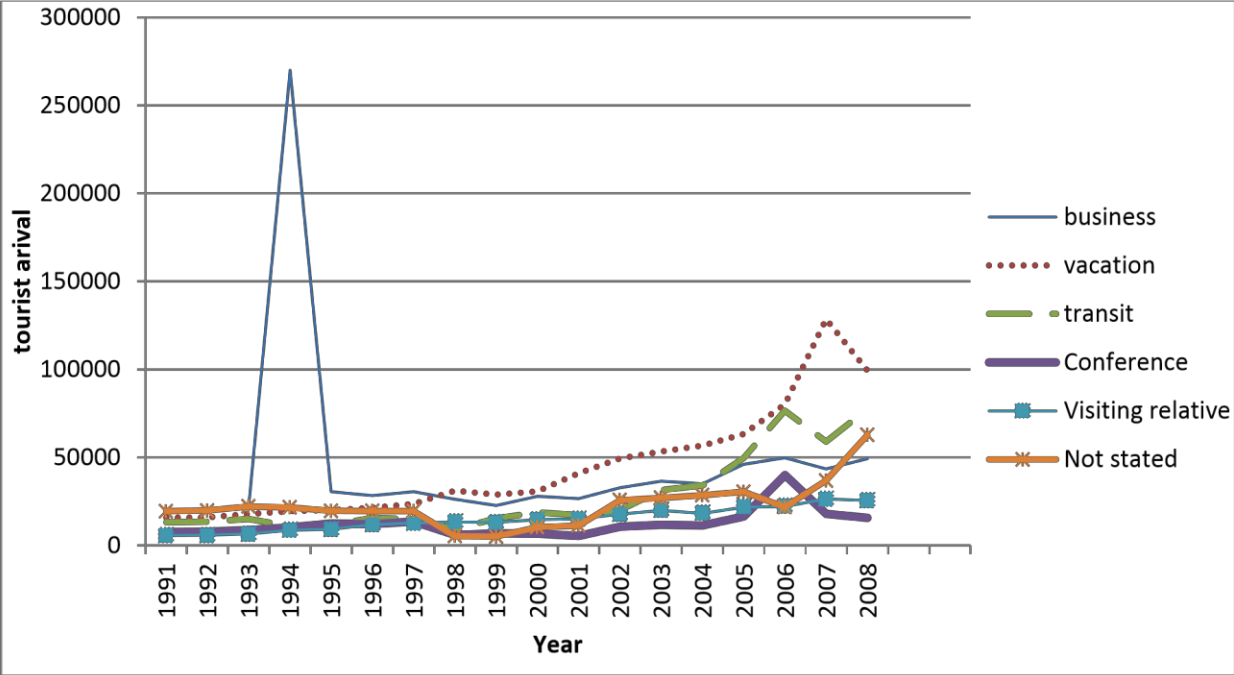


Figure 2.2: Tourist arrivals by purpose of visit from 1991-2008

Source: MoCT (2010)

As can be shown from Figure 2.2 Business was the leading motive to visit Ethiopia from 1991 up to 1997. But in 1998 because of the Ethio-Eritrea war, business travelers to Ethiopia considerably decreased in number and they were replaced by vacation tourists, whose steady increase was only temporarily halted during the war. They showed significant increase after the war by threefold during the period under consideration. In general, business tourism increased slowly to double in 2005 compared to the number it had in 1991. Conference tourism has been the least contributor to tourism with sluggish growth and falling share from the total tourist arrivals.

The number of transit visitors in Ethiopia is directly related to airport efficiency, strong security and growth of the Ethiopian Air Lines (Yabibal, 2010). And except during the Ethio-Eritrean war and its aftermath (1998-2001), this number has grown steadily to register a five-fold increase in 2005 from the 1991 record. The recent growth is mainly explained by the growth of the Ethiopian Air Lines as one of the best airlines in Africa (World Bank, 2006). Almost every year, the number of visitors whose purpose was to visit relatives showed a continuous but slower increase. Still more than 10% of the tourists' purpose of visiting Ethiopia is not known (Yabibal, 2010).

2.1.4.3 Trends in Tourism Receipts

The data on tourism receipts is available from 1971 onwards. The receipts show a stagnant and sometimes a falling trend throughout the Derg period. Figure 2.3: shows the trends in tourism receipts and the percentage growth starting from the year 1997.

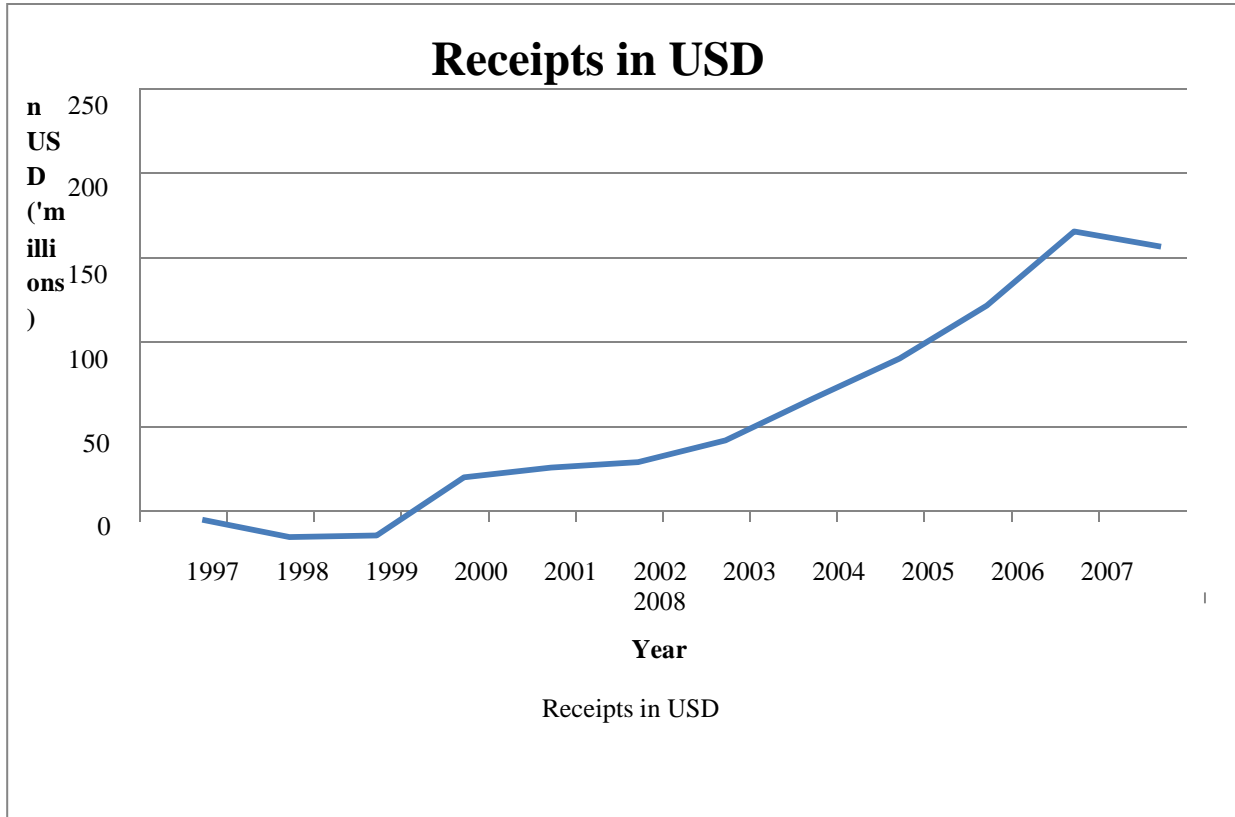


Figure 2.3: Tourism receipts from 1997-2008

Source: MoCT (2010)

In the year 1998 the receipts dropped by 24 percent. That was due to the decrease in the number of arrivals because of the Ethio-Eritrea war. However, from the year 1998 onwards the receipts showed an increasing trend.

Specially starting from the year 2003, the receipts percentage growth remained double digit till it dropped to 4.2 in 2008. This was mainly due to the world economic crises. Despite this, Ethiopia managed to receive 204,855,489 US\$ out of the sector.

For this the Ethiopian Millennium Celebration was considered as one of the main factor that increased the number of tourists.

2.1.4.4 Distribution of Tourist Standard Hotel Accommodations and Transport Facilities

Tourism is to a great extent dependent on the type and quantity of accommodation available. Hotel accommodation is one of the major components of tourism development. A major weakness of Ethiopia compared to its competitors is its hotel supply. In Ethiopia where tourist attraction places are scattered all over the different regions, the distribution of hotel accommodation specially the tourist class ones are a bit unbalanced.

Table 2.1: The distribution of tourist class hotels by region: a comparison between the year 2004 and 2008

Regional states	2004		2008	
	Number of Hotels	Rooms	Number of Hotels	Rooms
Addis Ababa	38	2420	88	4449
Afar	4	109	9	174
Amhara	15	552	66	1781
Benshangul	1	26	6	122
Diredawa	5	294	16	551
Gambela	1	22	4	61
Harari	4	140	9	251
Oromia	44	1629	115	3083
Somali	13	434	11	215
SPNN	4	104	70	1661
Tigray	28	561	43	1335
Total	157	6291	437	13683

Source: MoCT (2010)

Ethiopia has a limited supply of tourist quality hotel rooms, especially outside of Addis Ababa and the neighboring Oromia region. In fact, in five of the 11 regions there were five or fewer hotels considered of tourist standard in the year 2004. During the four years period, this situation changed but still most of the high class and luxurious hotels were located in big cities and there were few big hotels around tourist destination areas especially in Tigray and Amhara region.

The other issues that can be raised along with hotel accommodations are transportation facilities and marketing and promotion activities. Transport is one of the basic components of tourism. Availability of transport is a necessary condition for a tourist to travel to different tourist attraction areas. In Ethiopia, transportation is one of the most important components of the tourism value chain. All other components depend on transportation as a key variable. The two modes of transportation to the cultural heritage areas are by car and by airplane. The route is from Addis Ababa through Debre Markos, Bahrdar, Gondar, Debarq, Axum, Adigrat, Mekele, Woldiya, and Lalibela back to Addis.

Almost all visitors arrive in Ethiopia by flying into Bole International Airport. The airport handles over a million passengers a year and was up-graded in 2000 to a level that is more than adequate for current demand. Of the 400 or so scheduled flights into Addis Ababa each week, 290 (72%) are Ethiopian Airlines. Passenger numbers come close to those in Nairobi while

Ethiopia has about an eighth the number of tourists of Kenya i.e. the number of tourists in Ethiopia were one eighth of tourists in Kenya. Air transport is also one of the primary means of accessing the historical sites, which are all accessible by air. Amongst the national parks, only Nechisar National Park, which is very close to Arbaminch, is accessible by air with a 52-seater plane, while Bale Mountains has a landing strip that can cater to a 17-seater plane.

While air transport is the primary means of getting to the historic sites, easy and fast access by road will always be cheaper. A cheaper and quicker means of reaching certain sites will stimulate tourist demand by drawing in those tourists (including domestic tourists) that cannot afford the higher cost of air travel. Currently the road transport in the country, both asphalt and gravel roads, originate from Addis Ababa to important cities, towns and centers of commercial, industrial and agricultural sites.

International high way links Addis Ababa to neighboring countries like Djibouti, Kenya and Sudan. Travelling by road allows tourist to experience Ethiopia's wonderful scenery, topography and land escape.

Marketing and promotional activities of Ethiopian tourism sector has been performed by Ministry of Culture and Tourism, Ministry of Foreign Affairs ,Ethiopian Airlines and private sectors specially tour operators. Some strong tour operators promote the country's attraction by

offering their services through their websites, printed materials and by attending different international tour trade fairs.

Ministry of Culture and Tourism has promoted the country's tourism attractions by using its different publications, brochures and others, also the Ministry has its own website to promote the country's attractions. The Ministry has accomplished different tourism marketing and promotion activities by participating and facilitating different international tourism related trade fair. Due to very limited skilled staff, inadequate budget and poor marketing policy the country's tourism resources are not adequately promoted at desired level.

2.1.5. Safety and Security

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

2.1.5.1. Tourism Safety and Security

In fact that all humans are threatened with both safety and security issues not only in their routine life situations, like driving a car, going to work and doing sports, they are also confronted with them in their social environment, in private and public surroundings as well as while going

on vacations. Specifically, In relation to tourism and its ranges of tourist activity assuring safety and security are undoubtedly part of the most important aspects of this industry (Neumayer, 2011). As Pizam and Mansfeld (2006), Tourism safety and security depend on the four possible generators of the given security situation that might harmfully affect the tourism system are: crime-related incidents, terrorism, war, and civil/political unrest. On the other hand, Mavondo, (2006) Terrorism; war and political instability; health risks; cultural and language difficulties; and crime are among the five Major risks associated with tourism; upon these, there is an absolute (actual) and perceived personal risk tourists experienced.

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

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

2.1.5.2. Destination Safety

Safety or perceived safety of a destination has unhidden reason for preference of holiday; No people want to be concerned about the possibility of violence when they were on holiday. Consequently, tourists are more likely to choose a destination where risks to safety are perceived to be minimal (Allen, 2000). According to Reisinger, (2005) believes, to create a favorable environment for tourism development; it is important to understand how potential tourists experience their environment in terms of safety; Since safety and security is one of the five pillars that essentially complimented to tourism development if an area which is under suspension of hazards or crime tourism either couldn't be developed or managed following this

tourist will never have demand for such area. According to Fofie, (2014) in his study findings, safety, and security attributes never been generalized; continent as a single destination, since individual destinations may have its own features specifically the Africa continent in contradiction of many studies generalization that Africa as a single destination as risky for tourists.

2.1.5.3. Tourists' Perception of Destination Safety

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

2.1.5.4. Pre-trip perception of the destination's safety

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

On warding 1990 safety and security in tourism become very multifaceted by its nature following its high integration in global communication media, trade, internet web, traveling security, destination safety; it also stagnantly affected by the region so common action and approaches are necessary needed to the tourism safety & security to reach this very complex nature with integrated provision (Istv, 2011). So in the pre-trip with no arguments every tourist demand which is safe & secure destinations for their holiday. Following this the researcher intended to reach, either tourism activities in Ethiopia affected by the regions political turmoil or not, since Perceived risks were generally stronger predictors of avoiding regions than of planning to visit them.

2.1.6. Risk Perception

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

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

Most recent study papers, by Lori and Pennington-Gray, (2016) on international tourists' perception of safety and security suggested seven categories of travel risks, which include crime, disease, physical, equipment failure, weather, cultural barriers, and political crises. There is no ultimate list of perceived risks as scholars have been revisiting the risk classification from time to time to better reflect the changes of the external settings of tourism. According to Allen, (1999) study findings contented that, harassment, intimidation, as biggest risk and theft are next highest risk; violent crime like assault or robbery are at minimum risk experience from the survey scored. Studies emphasize that tourists risk perception with attachment of specific region

has well studied with connecting sub Saharan Africa in Addition to a variety of health risk that tourists developed about the area Political instabilities like demonstrations, pick-pocketing; robbery, theft, as well as bag snatching, are also risked tourists perceive in connection with sub Saharan region (Neumayer, 2011).

2.1.6.1. Determinants of Risk Perception

Tourists' risk perception is shaped by both internal and external factors Um and Crompton, (1992), believed Internal factor refers to determinants that are closely related to tourists themselves whereas external factor is the risky image of a destination, which includes information retrieved from travel advisory, mass media, travelogue, the social media network, and word of mouth (Heung *et al.*, 2001). More specifically, these internal factors include travel experience, prior experience with risk, travel motivation, preference for novelty, age, gender, and nationality. The selection of determinants was referred to the common independent variables adopted in past studies (Kozak *et al.*, 2007; Lepp & Gibson, 2003; Sönmez & Graefe, 1998b; Williams, 2013).

2.1.6.2. Demographic Factors and Risk Perception

The influence of gender on risk perception have advanced as contradicting view which investigated in Past studies (Lepp & Gibson, 2003; Kozak, 2007; Park & Resigner, 2010).

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

Humans are grown in diversified area and adapt different environment in the way it affects them Following these persons as traveler may perceive varied environment as their behavior so researchers have believes, Variables such as profession, education, age, gender, or residency have no direct correlation with fear of travel (Korstanje, 2015). Whereas, regarding where they from and their risk perception empirical Results have shown significant differences in travel risk

and safety perceptions, as well as anxiety level and intentions to travel among international tourists from different cultures /countries. For instances, Tourists from the United States, Hong Kong, and Australia perceived more travel risk, felt less safe, were more anxious and reluctant to travel than tourists from the United Kingdom, Canada, and Greece (Mavondo, 2006).

2.1.6.3. Travel Experience and Risk Perception

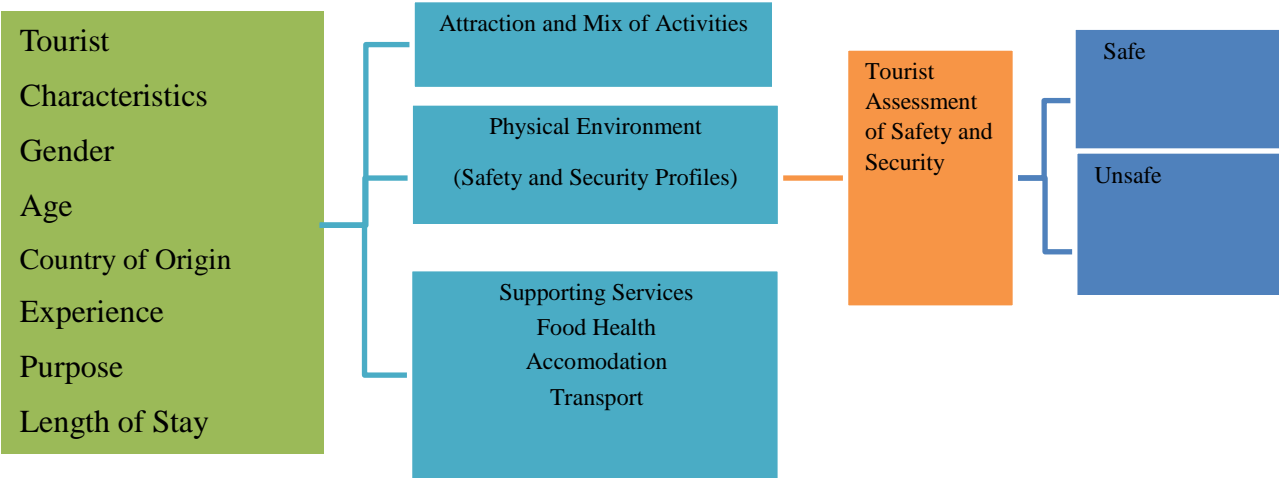
Existing literature suggests that travel experience is likely to downplay risk perception. Drawing on Maslow's hierarchy of needs, Peirce's, (2011) Travel Career Pattern (TCP) theorized the influence of travel experience on travel motivations. Based on Peirce's model, less experienced tourists seek to satisfy lower order of needs such as safety and food before they accumulate enough travel experience to climb up the travel career ladder and seek higher needs. Likewise, Kozak *et al.*, (2007) and Lepp and Gibson, (2003) also found that experienced tourists perceive lower risks. In the same way, Bongkosh Rittichainuwat, (2009) further found that less travel experienced tourists notice with multiple and higher health risks, financial risks, and satisfaction risks than experienced tourists. Graefe *et al.*, (1998) and Lori-Pennington-Gray, (2016) contented that, tourists who had past travel experience in general and in specific at the region they want to go has significant influence for their future or present travel decision the influence may be positively or negatively upon the experience they encountered on their past experiences.

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

2.1.6.4. Visit Purpose and Risky Decision

According to Evans, (1992) statement, tourists may have reasonable imagination for some degree of protection by governments and the industry. However, persons are responsible for their own decisions and actions individually. The introduction of risk into touristic decisions has the likely to disturb routine decision-making by tourists themselves simple concern without considering the area they want to go in this different aspect. It is automatically logical for prospective international tourists to compare destination ranges according to noticed benefits and costs. In addition to usual vacation expenses (i.e., transportation, accommodation, food, entertainment), they can acquire psychological, social, and time costs (Another cost, particularly international,

involves risks associated with the trip such as sickness, accident, crime, or terrorism-tourism can involve varying degrees of risk, from simple dissatisfaction to seriously hurt, even death (Enders, 1999). It is rational to be certain that the threat of terrorism at a particular destination will cause it to be supposed as more costly than a secure destination. In the other hand if the destination choice is tightened down into two substitutions and which could provide similar benefits, the less costly one and relatively safe from threat will likely to be preferred (Sönmez, 1998). In research works identifying that, the relationship between risk perceptions and leisure tourism, destination choices was risky when the decision's consequences are unreliable and information search behavior was recognized as a common risk reduction strategy (Roehl, 1992).



Source: (Roehl, 1992)

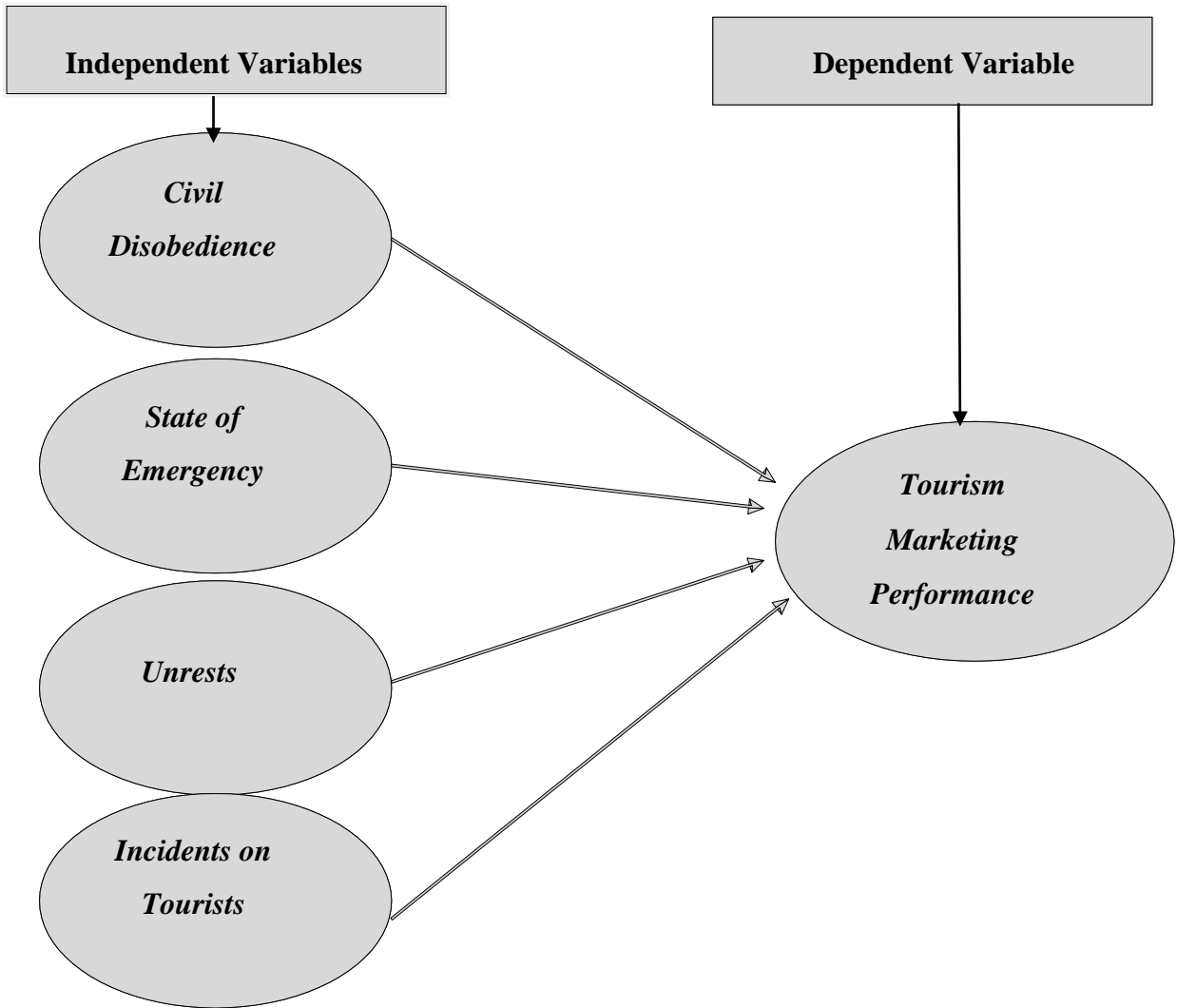
At first, this model was used to study tourist destination competitiveness and attractiveness (TDCA). It identified factors that are crucial in determining a destination’s competitiveness and safety was dominant. Safety, security, and assembling form the environmental and physical experience as safety influences the environmental, social and physical attractiveness of destinations. The physical experience coupled with additional services and the main tourism product and activities affects tourists’ satisfaction which translates into destinations competitiveness. Safety, therefore, has an effect on tourist’s choice of destination as well as outdoor activities undertaken. When the physical environment is perceived safe, then more tourists would prefer that destination. Tourists assess safety before and after the purchase of tourism product; their pre-assessment would reflect in choice of destination and their post assessment would influence future travel decision. Tourist’s assessment of safety are subjective

and influenced by intervening variables paramount among them is the background characteristics. In Figure, assessment of safety and security influenced by both destination's characteristics and socio-demographic characteristics in turn demographic characteristics impact on the perception of destination characteristics.

The destination characteristics highlight services that are relevant in enhancing tourist's experience at the destination and it determines whether the destination is safe or unsafe.

2.2. Conceptual Framework

Assessing the impacts of political unrest on the country's tourism marketing being the main objective of the study, the researcher tries to see and measure the economical and imagery impacts this political conditions have brought to the country's tourism performance overall. Thus, the conceptual framework was developed to depict the relationship between the dependent variables and the independent variable. In doing so, the researcher tries to show how the independent variables mentioned below were going under the country's political instability mentioned and impacted the country's tourism performance overall, which is stated as dependent variable below. The below graph can be reviewed for a more clear picture and understanding.



2.3. Summary

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

CHAPTER THREE

3. METHODOLOGY

3.1. Research Approach

There are specific questions that the researcher wants to address which include about possible impact of political unrests on the tourism industry. As objectivity is reflected here, quantitative research approach was employed. It involves collecting and converting data into numerical form so that statistical calculations can be made and conclusions drawn.

Data is collected by various means following a strict procedure and prepared for statistical analysis. A quantitative approach is a means for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures (Creswell, 2008). Collecting and analyzing of data using quantitative approach requires an understanding of the relationships among impact of civil disobedience on tourism industry using inferential statistical approach, the assumptions that generalize to the population from a selected sample (Trochim, 2006).

3.2. Research Design

Research design refers to the structure of an enquiry. It is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem. Design is a logical task undertaken to ensure that the evidence collected enables us to answer questions or to test theories as unambiguously as possible. (Cresswell, 2014).

A quantitative research was used to examine the impact of political unrest on tourism industry by using numbers and statistics to explain and analyses its findings.

In this study, cross sectional research design was applied where by data are collected from the pre-defined population only once. This is a research design tailored to investigate association between a set of independent variables and a dependent variable (Frankfort-Nachmias and Nachmias, 1996).

The study was an explanatory that seeks to explain the subject matter being researched and tries to answer the question how the independent variable affects the dependent one. It was conducted in order to identify the extent and nature of cause-and-effect relationship between the two variables.

Questionnaires were distributed to collect a quantitative primary data from tour operators and secondary data from authorized stakeholders of the industry.

3.3. Target Population of the Study

Initially the subjects of this study were international tourists particularly visitors who have visited Ethiopia during the years of the unrests and also the tour operators. The plan to get in touch with the tourists were through the operators who have served them here in Ethiopia, but given that none of the operators were willing to provide contacts of the tourists they served from their database due to the confidentiality reason they claim, the idea of interviewing tourists was abandoned. However, there could be no one to tell the experience of the tourists and how the tourism industry was during the political instability period better than the tour operators, thus the main subject of the study have become the tour operators working in Ethiopia.

3.4. Sample Size and Sampling Techniques

Upon, Bless and Higson-Smith (2004) suggest the following guidelines when selecting a sample size: For a small population ($N < 100$), there is little point in sampling, survey the entire population; If the population size is around 500, 50% of the population should be sampled; and Beyond a certain point (approximately $N = 500$), the population is almost irrelevant and a sample size of 400 was adequate for the study. There are many tour operators working in Ethiopia but majority of them are unregistered and unlicensed by the governing body Ministry of Culture and Tourism (MoCT) and also not members of Ethiopian Tour Operators Association. As per the information from the Ethiopian Tour Operators Association there are now 220 members of tour operators and around 165 of them are active members. Of the 165 members, I have managed to get valid responses of 93 questionnaires, which can be considered more than half of the active tour operators working Ethiopia.

3.5. Data Sources and Types

The researcher employed both primary and secondary data sources for the study.

3.5.1. Primary data

Refers to a data collected by the researcher himself. This is a data that has never been gathered before, whether in a particular way, or at a certain period of time, thus very original in nature. For this study, survey research method was chosen where the questionnaire used to collect the information. This study employed a structured survey i.e., used formal lists of questions asked of all respondents in the same way.

3.5.2. Secondary data

Since secondary data comes from other studies done by institutions or organizations, the researcher used secondary sources of data from different research articles, reports, books and other official publications to analyze the data, develop conceptual frame work and review literatures in the area of political instability and tourism.

3.6. Data collection procedure

The data in this thesis was collected by both primary and secondary data collection procedure in order to be able to compare empirical findings of primary research with existing knowledge in the form of a theoretical framework built on secondary chapter.

Questionnaire, a structured form, consists of a formalized set of questions designed to collect information on some subject or subjects from one or more respondents. In other words, a data collection technique wherein the respondents are asked to give answers to the series of questions about a pertinent topic.

Secondary data was collected from relevant reports, books, articles, journals and other relevant materials which would assist the research.

3.7. Data Analysis

The data which was collected using the questionnaire was coded and processed. The findings of the study were analyzed by using the Statistical Package for Social Sciences (SPSS) version 20 program. Descriptive data analysis tools were used to measure frequencies, percentages, means, standard deviation and graphic representation. Pearson Correlation was used to determine the

existence of any relationship between the independent variables and the dependent variable. Multiple regression analysis was conducted to examine the influence of independent variables on the dependent ones.

3.8. Reliability and Validity

In order to maintain the reliability and validity of the instrument, the study conducted a survey to construct a questionnaire. The survey was conducted with tour operators who have served tourists in different regions of the country. The respondents were purposely selected to get valid and reliable data to construct the questionnaire.

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

3.9. Ethical Consideration

This section considers ethical issue that needs special attention while conducting the research.

- Voluntary participation of respondents in the research is guaranteed.
- Respondents will participate on the basis of informed consent.
- The use of offensive, discriminatory, or other unacceptable language needs to be avoided in the formulation of Questionnaire.
- Privacy and anonymity of respondents is of a paramount importance.
- Adequate level of confidentiality of the research data should be ensured.
- The research is independent and impartial.

CHAPTER FOUR

4. RESULTS AND DISCUSSION

4.1. Introduction

This chapter is the heart of the study. The researcher presents the findings of the study. It also analyses and discusses the findings of the study as per set objectives stated in chapter one. It first provides the profile of the respondents before presenting, analyzing and discussing the findings. This part of the report presents and discuss the findings from the study, it gives information collected basing on objectives of the study such as relation between the three years political instability and tourism. It also shows different methods employed in presenting the findings such as charts and tables. Analyses are presented in the context of demographics information and findings as per study objectives.

4.2. Tourism in Ethiopia

In the immediate past years, the tourism industry has emerged as one of the leading sectors that will drive the Ethiopian's economy in to greater development. It is the third main source of foreign exchange earnings in Ethiopia. Although having so many historical, natural, and natural tourism attractions, tourism is not Ethiopia's largest industry and the country could not get the economic benefits it deserve from the sector. However in the past three years due to the political instability that rampaged in many parts of the country mainly in the regional states of Oromia and Amhara wounded the image of the country and the sector was drawn back significantly.

4.2.1. Tourist Arrivals, Receipts and Purpose of Visit

Ethiopia demonstrated a decline in the number of visitors throughout the year from 2016 to 2018, from 870,597 in 2016 to 849,122 in 2018, as per the data from MoCT. In this year under review, the peak month for arrival falls during June.

The growth level also demonstrates that the country was facing a steady decline in this period of the political instability. But it is in the year 2018 that the country faced a negative growth rate by which the country lost a significant number of potential tourists that could have visited. By saying this it is clear that Ethiopia lost a significant amount of money not to mention a hard

currency that the country lacks significantly.

Tourism kept on being one of the receipts of currencies in the country with tourism balance continually reflecting positive balance for the years preceding the three year turmoil. As per the data from MoCT, tourism generated 3.26 million USD in 2016. The following year a slack growth rate of 0.07% was recorded making the earning from tourists 3.49 million USD. But the following year of 2018 the country's earning from tourists was recorded a negative score of 0.099. This shows that the tourism sector was negatively affected by the incidents occurred in these years.

The trend from 2016 to 2018 depicted that majority of visitors came for the purpose of leisure and holidays, followed by those who came for transit. This suggest that Ethiopia is preferred for enjoyment trip, the recent activities performed by the Ethiopian Airlines to make Ethiopia a hub way for Africa was effective. However the three year turmoil also affected the transiting number of passengers.

4.3. Samples and Response Rate

A total of 100 questioners were distributed, and 96 responses were received back. After excluding 3 invalid questionnaires, a total of 93 valid questionnaires were accepted for a response rate of 96%. Therefore, out of the 100 questionnaires distributed, 93% of the subjects returned valid questionnaires.

4.4. Demographic Profile of Respondents

The samples of this study have been classified according to three demographic background information collected during the questionnaire survey. The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the number of respondents' proportion of males and females in the sample, range of age, and academic qualification of respondents and other attributes. The demographic composition of the respondents is summarized in table next page.

Table 4.4.1: Gender Distribution

		Frequency	Valid Percent	Cumulative Percent
Gender	Male	51	54.8	54.8
	Female	42	45.2	100.0
	Total	93	100.0	100.0

Regarding gender distribution of the respondents, 51 (54.8%) of the participants were males whilst the remaining 42 (45.2 %) were females. According to this survey, male respondents are 1.21 times higher than the female respondents.

Table 4.4.2: Age Distribution

		Frequency	Valid Percent	Cumulative
Age	21-30	53	57.0	57.0
	31-40	29	31.2	88.2
	40+	11	11.8	100.0
	Total	93	100.0	100.0

Accordingly it can be inferred from the table above that 53 (57.0%) respondents are from age group of 21-30 and 29 (31.2%) are from 31-40 years. Only 11(11.8%) respondents are above 40 years of age showing that most respondents are in the young most productive age group.

Table 4.4.3: Educational Status

		Frequency	Valid Percent	Cumulative Percent
Educational Status	Certificate	4	4.3	4.3
	Diploma	33	35.5	39.8
	BA/BSC degree	39	41.9	81.7
	MA/MSC degree	17	18.3	100.0
	Total	93	100.0	100.0

Respondents' educational level rises from Certificate to MA/MSc degree. It is possible to understand from table 4.4.3 above that larger number of respondents is BA/BSc holder (account 41.9% of the total respondents) and the smallest number (4.3%) of respondents have certificate. Still 89 (95.7%) of respondents are diploma and above (Diploma, BA/BSc and MA/MSc). This shows most respondents are educated people. This may also increase the level of certainty of obtaining relevant data from respondent.

Table 4.4.4: Occupational Title

		Frequency	Valid Percent	Cumulative Percent
Occupational Title	Tour Operator	66	71.0	71.0
	Tour guide	21	22.6	93.5
	Tour supervisor	6	6.5	100.0
	Total	93	100.0	100.0

The background information of the respondents based on their occupational title shows that 66 (71.0%) and 21 (22.6%) of the respondents were tour operators and tour guides respectively and the rest 6.5% of the respondents are tour supervisors. This implies that the majorities of the respondents are the most responsible personnel; so they contribute better to obtain reliable information for the study.

Table 4.4.5: Tourism Work Experience

		Frequency	Valid Percent	Cumulative Percent
Experience	1-3 years	30	32.3	32.3
	3-5 years	29	31.2	63.4
	5-7 years	18	19.4	82.8
	7+ years	16	17.2	100.0
	Total	93	100.0	100.0

The above table depicts that 30(32.3%) and 29(31.2%) of the respondents have working experience of 1-3 years and 3-5 years respectively. The rest 18(19.4%) and 16(17.2%) of the respondents have

an experience of above 5 years. Given the results from the table we can conclude that majority of the respondents have been in the business for quite a while meaning we can rely on the information that they provide.

4.5. Respondents perception of the three year political instability and its effect on tourism

Table 4.5.1

		Frequency	Valid Percent	Cumulative Percent
How many people do visit the country on average in a year through the company you're working at?	1-250	21	22.6	22.6
	251-500	33	35.5	58.1
	500-750	9	9.7	67.7
	751-1000	6	6.5	74.2
	1000+	24	25.8	100.0
	Total	93	100.0	100.0

This section of the questionnaire tested the attitude and views about people visiting Ethiopia. A series of five ranges were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.5.1 indicates the mean and standard deviation for each item.

As the table above depicts that majority of respondents 33 (35.5%) stated that people visiting the country through their company is between 250 and 500 tourists per annum. Next to that 24 (25.8%) of the total respondents identified that 1000 or more tourists visited the country through their company.

From this interpretation we can see that there is a significant number of tourists that contacted or acquire service from these companies. And through it is believed to be great sum money is transacted by each business.

Table 4.5.2

		Frequency	Valid Percent	Cumulative Percent
How many days do the tourists stay in the country on average	1-5	2	2.2	2.2
	6-15	63	67.7	69.9
	15-20	17	18.3	88.2
	21-35	11	11.8	100.0
Total		93	100.0	100.0

That above table shows that 63 (67.7%) respondents stated that tourists stay an average of 6 to 15 days in Ethiopia. While 2 (2.2%), 17(18.3%) and 11(11.8%) of respondents stated that tourists stay in the country for an average days of 1-5, 15-20 and 21-35 days respectively.

This shows that majority of tourists visiting Ethiopia stay more than a week in the country, by turn it is expected that the tourists will spend more as the days went which would generate an income for businesses and individuals associated with this business.

Table 4.5.3

		Frequency	Valid Percent	Cumulative Percent
Which part of the country's region is mostly frequented by the tourists to visit?	Tigray	10	10.8	10.8
	Amhara	51	54.8	65.6
	Oromia	18	19.4	84.9
	SNNP	14	15.1	100.0
	Total	93	100.0	100.0

The above table shows that most tourists travelled to the northern part of Ethiopia. Specifically 54.8% of respondents stated that most tourists travelled to Amhara regional state while 19.4% of them responded that most tourists travelled to Oromia region. We can see that significant number tourists travelled mainly to these two regions. And as the researcher stated that majority of the civil disobedience had occurred in these two regions. It is more likely that these travelers experienced some discomfort and safety issue while staying in these regions.

Table 4.5.4

		Frequency	Valid Percent	Cumulative Percent
What part of the tourist attractions of the country is mostly visited by the tourists?	Historical	59	63.4	63.4
	Natural attractions	15	16.1	79.6
	Cultural	2	2.2	81.7
	Religious	17	18.3	100.0
	Total	93	100.0	100.0

The above table depicts which kind of attractions does tourists find appealing while travelling to Ethiopia. And as can be seen in the table 59 (63.4%) respondents identified that most tourists visited historical attractions. 15 (16.1%) respondents stated that tourists mainly visited natural attractions. While religious attractions were mainly visited by tourists as 17(18.3%) of respondents agreed to that statement. The list visited attraction as the table depicts is cultural attractions, only 2 (2.2%) of respondents state that tourists visit tourist attractions more. This is a blow for the tourism industry because there are so many cultural attractions in the country.

Table 4.5.5

		Frequency	Valid Percent	Cumulative Percent
How much do the tourists make payment per person on average for their visit in Ethiopia	50-1000 USD	17	18.3	18.3
	1000-2000 USD	52	55.9	74.2
	2000-3000 USD	24	25.8	100.0
	Total	93	100.0	100.0

The above table shows the average spending of a tourist travelling here in Ethiopia. 55.9% of respondents stated that a single person spends an average of 1000-2000 USD. While 25.8% of respondents indicated that an average of 2000-3000USD is spent per person.

We can see that tourists staying in the country spend lesser than what tourists spend while travelling to other countries. Still it is an appreciable sum that need improvement.

4.6. Descriptive statistics of the level of agreement of the respondents' perception

The researcher uses itemized rating scale to construct a range. This range will be used to measure the perception level of the respondents towards each variable. The researcher uses the following formula to construct the range (Shrestha, 2015).

The analysis of this study was done using descriptive statistic or through using central tendency, from these the researcher used the mean scores of each variable. The main reason of using this measurement was to demonstrate the average responses of respondents for each question that was included under each dimensions of the predictor variable and to reach the grand mean of each dimension. Finally, the interpretation is made through using the grand mean of each independent dimension for the aim of achieving partial research objectives of the study.

Itemized rating scale: $\frac{Max - Min}{5}$

$$\begin{aligned} & 5 \\ & = \frac{5 - 1}{5} \\ & = 0.80 \end{aligned}$$

The mean of each individual item ranging from 1- 5 falls within the following interval:

Interval of Means	Perception
1.00 – 1.80	Strongly Disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Agree
4.21 – 5.00	Strongly Agree

This section of the questionnaire tested the attitude and views about safety of tourists. A series of five statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.6.1 indicates the mean and standard deviation for each item.

The data illustrated in table 4.6.1 shows that respondents have agreeing level of agreement about political conditions affect the tourism industry most with mean score of 4.45. They also have

agreeing attitude toward Civil disobediences during the protests such as blocking roads, damaging government or private properties and clashes between civilians and police forces had role in scaring tourists away and forced them to cancel their trips with mean score of 4.62. In addition, respondents agree that Tourists were not getting accurate and balanced information on the protests so that they can make their decision accordingly with mean score of 4.06.

Respondents also point out about driver’s behavior with mean score of 4.76. In addition International media exaggerated on reporting the protests while local media downplayed the tone on reporting of the protests with a mean score of 3.96. Regarding Travel alert announcements by the embassies and international organizations in Ethiopia played huge role in decreasing the number of tourists with a mean score of 3.94.

Table 4.6.1

	N	Mean	Std. Deviation
Of all the factors that can have negative impact on tourism, political conditions affect the tourism industry most.	93	4.4516	.85359
Civil disobediences during the protests such as blocking roads, damaging government or private properties and clashes between civilians and police forces had role in scaring tourists away and forced them to cancel their trips.	93	4.6237	.60638
Tourists were not getting accurate and balanced information on the protests so that they can make their decision accordingly.	93	3.7634	.72828
International media exaggerated on reporting the protests while local media downplayed the tone on reporting of the protests.	93	3.9677	1.00490
Travel alert announcements by the embassies and international organizations in Ethiopia played huge role in decreasing the number of tourists.	93	3.9462	.88913

This section of the questionnaire also tested the attitude and views about the three year political unrest and tourism. A series of five statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.6.2 indicates the mean and standard deviation for each item.

According to the data illustrated below, respondents agree that Booking cancellations begin right after the declarations of state of emergencies during both times, in 2016 and 2018 with mean score of 3.90. Respondents have a neutral attitude towards there were no injuries or fatal incidents happened on tourists by the protesters or police forces with mean score of 3.36. Respondents agreed that the turmoil disadvantaged the country most in terms of the tourism income with mean score of 3.79.

Respondents agree that the protests in Oromia region disadvantaged the country most in terms of the tourism income with mean score of 4.00. Respondents also agree that after tourists experience some sudden protests in the country while on their visit, they do not recommend their friends/family or other people to come and visit mean score of 4.92.

Table 4.6.2

	N	Mean	Std. Deviation
Booking cancellations begin right after the declarations of state of emergencies during both times, in 2016 and 2018.	93	3.9032	.84782
Although there were unexpected protests engulfed throughout the country including tourist destination areas, there were no injuries or fatal incidents happened on tourists by the protesters or police forces.	93	3.3656	.89424
The protests in Amhara region disadvantaged the country most in terms of the tourism income.	93	3.7957	1.05870
The protests in Oromia region disadvantaged the country most in terms of the tourism income.	93	4.0000	.98907
After tourists experience some sudden protests in the country while on their visit, they do not recommend their friends/family or other people to come and visit.	93	3.9247	.95822

The table here shows the rating the tourists gave to their stay in Ethiopia. Among which 43.0% of respondents stated that tourists that arrived in the three year political unrests rated their stay in Ethiopia reasonably safe. Which indicated that the tourists did not fully felt safe because of the political unrest. And about 30.1% of respondents stated that tourists felt safe while their stay in Ethiopia. And 12.9% and 7.5% of respondents stated that tourists felt unsafe and very unsafe while their stay in the country.

Table 4.6.3

		Frequency	Valid Percent	Cumulative Percent
After completing their visit, how did the tourists rate the overall safety of visitors in tourist destinations areas they've visited in Ethiopia?	Very unsafe	7	7.5	7.5
	Unsafe	12	12.9	20.4
	Reasonably safe	40	43.0	63.4
	Safe	28	30.1	93.5
	Very Safe	6	6.5	100.0
	Total	93	100.0	

The table below shows the rating the tourists gave to their stay in Ethiopia. Among which 49.5% of respondents stated that tourists that arrived in the three year political instability rated their stay in Ethiopia reasonably secure. Which indicated that the tourists did not fully felt secured because of the political unrest. And about 21.5% of respondents stated that tourists felt secure while their stay in Ethiopia. And 15.1% and 7.5% of respondents stated that tourists felt unsecure and very unsecure while their stay in the country.

Table 4.6.4

		Frequency	Valid Percent	Cumulative Percent
After completing their visit, how did the tourists rate the overall security of visitors in tourist destinations areas they've visited in Ethiopia	Very unsecure	7	7.5	7.5
	Unsecure	14	15.1	22.6
	Reasonably secure	46	49.5	72.0
	Secure	20	21.5	93.5
	Very secure	6	6.5	100.0
	Total	93	100.0	100.0

Table 4.6.5 stated that 74 (79.6%) of respondents have never been a victim of any crime during their stay in Ethiopia. While the remaining 19 (20.4%) of their clients were victimized. This shows that a significant number of tourists were victimized which is dangerous for the tourists but also a diminishing factor for the image of tourism industry in Ethiopia.

Table 4.6.5

		Frequency	Valid Percent	Cumulative Percent
Have any of your visitor been a victim of any crime incident during their stay in Ethiopia	Yes	19	20.4	20.4
	No	74	79.6	100.0
	Total	93	100.0	100.0

Likewise in the above table, table 4.6.6 depicts that 20 (21.5%) of respondents stated that visitors from abroad were caught in some ethnic conflicts during their stay in Ethiopia. This is also a big number that affects the image for the industry as a whole and specifically for the tourists that travelled here in Ethiopia.

Table 4.6.6

		Frequency	Valid Percent	Cumulative Percent
Have any of your visitor been afraid to get caught between any sort of ethnic conflicts during their stay in Ethiopia?	Yes	73	78.5	78.5
	No	20	21.5	100.0
	Total	93	100.0	100.0

Similarly to the above table, table 4.6.7 shows that 16 (17.2%) of respondents stated that their clients been afraid to get an encounter with any sort of demonstrations during their stay in Ethiopia. This is also a big number that affects the image for the industry as a whole and specifically for the tourists that travelled here in Ethiopia.

Table 4.6.7

		Frequency	Valid Percent	Cumulative Percent
Have any of your visitor been afraid to get an encounter with any sort of demonstrations during their stay in Ethiopia?	Yes	77	82.8	82.8
	No	16	17.2	100.0
	Total	93	100.0	100.0

4.7. Correlation analysis: relationship between the study variables

In this study Pearson’s correlation coefficient was used to determine whether there is significant relationship between civil disobedience, state of emergency, unrests and inconveniences regarding safety of tourists with tourism market. Pearson’s coefficient of correlation is the most widely used method of measuring the degree of relationship between two variables. This coefficient assumes there is linear relationship between the two variables; that the two variables are casually related (Kothari, 2004).

The following section presents the results of correlation on the relationship between independent variables and dependent variable. Table 4.7.1 below indicates that the correlation coefficients for the relationships between independent variables (civil disobedience, state of emergency, unrests and inconveniences regarding safety of tourists) and its dependent variable (tourism market) are linear and positive ranging from moderate to strong correlation coefficients.

Table 4.7.1

		Tourism Market
Civil Disobedience	Pearson Correlation	.588**
	Sig. (2-tailed)	.000
	N	93
State of Emergency	Pearson Correlation	.480**
	Sig. (2-tailed)	.000
	N	93
Unrest	Pearson Correlation	.578**
	Sig. (2-tailed)	.000
	N	93
Inconvenience on Safety of Tourists	Pearson Correlation	.611**
	Sig. (2-tailed)	.000
	N	93
Tourism Market	Pearson Correlation	1
	Sig. (2-tailed)	.000
	N	93

As it is clearly indicated in Table 4.7.1, a moderate to strong and positive relationship was found between Civil Disobedience and tourism market ($r=.588$, $p<.05$), State of emergency and tourism market ($r=.480$, $p<.05$), unrest and tourism market ($r=.578$ $p< .05$) inconvenience on safety of tourists and tourism market ($r=.611$, $p<0.05$) which are statistically significant at 95% confidence level.

4.8. Multiple Linear Regression

4.8.1. Assumptions Testing in Multiple Regression

The basic assumptions should be satisfied in order to maintain data validity and robustness of the regressed result of the research under the multiple regression models. Hence, this study has conducted the assumption tests such as multi-collinearity, outliers, auto correlation, homoscedasticity, linearity, and normality.

4.8.1.1. Multi Collinearity

Multi Collinearity is checked using correlations between the variables in the model. Independent variables show at least some relationship with dependent variable (above 0.3 preferably). In this case all of the scales (independent variables) correlate substantially with tourism market ($r = .588$, $r = .480$, $r = .578$ and $r = .611$) respectively.

Collinearity diagnostics on the variables as part of the multiple regression procedure is done using Tolerance and Variance Inflation Factor (VIF). Tolerance is an indicator of how much of the variability of the specified independent is not explained by the other independent variables in the model. If this value is very small (less than 0.10), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multi Collinearity (Pallant, 2010). Variance Inflation Factor (VIF) is just the inverse of the tolerance value (1 divided by tolerance). According to Pallant, (2010), VIF values above 10 would be a concern, indicating multi Collinearity. The result shows that the tolerance value for each independent variable is (0.326, 0.805, 0.733 and 0.276) respectively. Therefore, multi Collinearity assumption is not violated. This is also supported by the VIF value which is 3.066, 1.243, 1.364 and 3.627 which is well below the cutoff value of 10.

Table 4.8.1 Multi-collinearity test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Civil Disobedience	.326	3.066
	State of Emergency	.805	1.243
	Unrest	.733	1.364
	Inconvenience on Safety of Tourists	.276	3.627

4.8.1.2. Normality and Linearity

One of the ways that these assumptions can be checked is by inspecting the residuals scatter plot and the normal probability plots of the regression standardized residuals that were requested as part of the analysis. These are presented in normal P-P Plots of regression standardized residuals graph. In normal probability plots the points will lie in reasonably straight diagonal line from bottom left to top right. This would suggest no major deviations from normality. The finding from normal P=P Plot reveals no violation of normality assumptions.

Fig 4.8.1 Histogram of Regression Standardized Residual

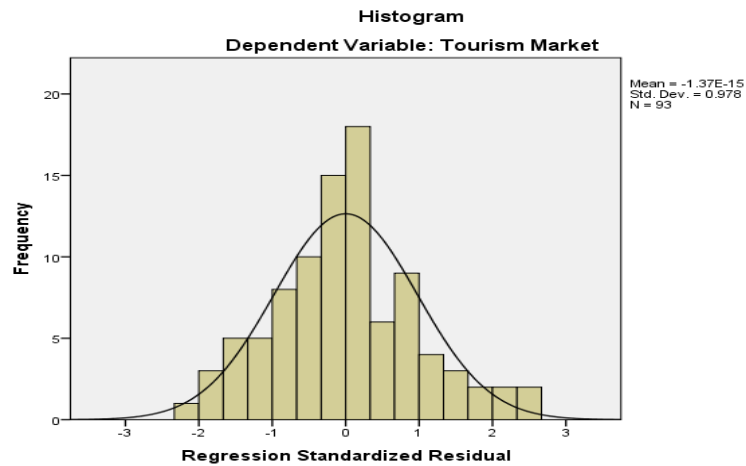


Figure 4.8.1: Depicted that the scores are normally distributed

Source: Survey Result

The study used both methods of assessing normality; graphically using Normal Probability Plot (P-P) graph and numerically using Skewness and Kurtosis.

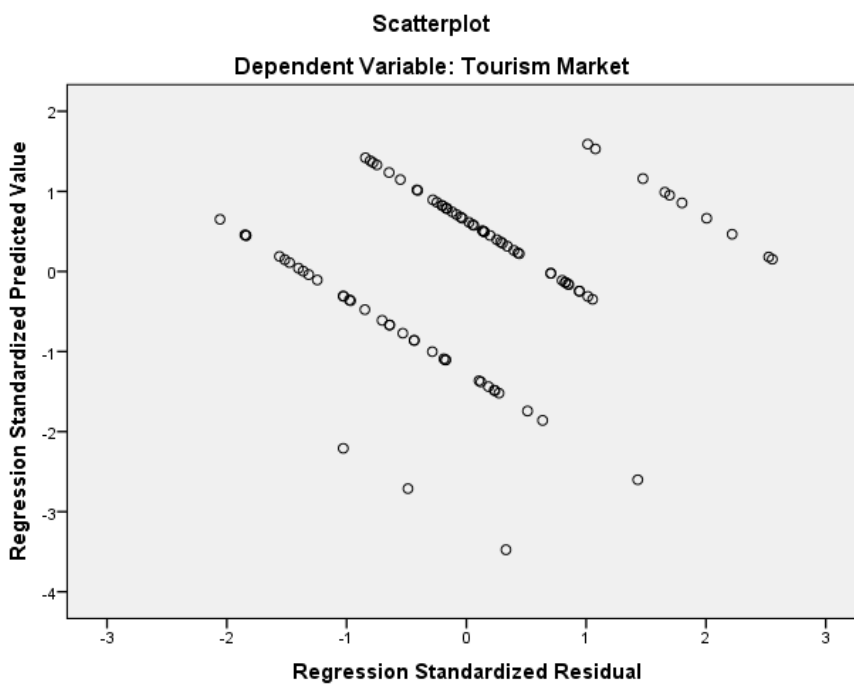


Fig. 4.8.2 Linearity scatter plot of regression standardized residual

Source: Survey Result

The skewness value provides an indication of the symmetry of the distribution while kurtosis provides information about the sharpness of the peak of a frequency-distribution curve. For variables with normal distribution the values of skewness and kurtosis are zero, and any value other than zero indicated deviation from normality (Hair, 2010). According to Hair (2010), the most commonly acceptable value for (kurtosis/skewness) distribution is ± 2.58 . Therefore; as it can be seen in the following table, the kurtosis and skewness values of the variables fall within the range.

Table 4.8.2 Skewness and Kurtosis

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Civil Disobedience	93	-.308	.250	.087	.495
State of Emergency	93	-.662	.250	.018	.495
Unrest	93	-.327	.250	-.877	.495
Inconvenience on Safety of Tourists	93	-.942	.250	1.399	.495

4.8.2. Multiple Regression Analysis

Multiple regression analysis was employed to examine the influence of (civil disobedience, state of emergency, unrests and inconveniences regarding safety of tourists) on tourism market.

Table 4.8.3 Model Summary

Model					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.739 ^a	.546	.525	.49066	1.425
a. Predictors: (Constant), inconveniences on Safety of Tourists, State of Emergency, Unrest, Civil Disobedience					
b. Dependent Variable: Tourism Market					

The regression model presents how much of the variance in the measure of tourism market is explained by the affecting elements. The predictor variables i.e. civil disobedience, state of emergency, unrests and inconveniences regarding safety of tourists have accounted 52.5% of adjusted R square which indicates 52.5% of tourism market was explained by the variation of the four predictor variables.

Table 4.8.4

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.127	.394		-.321	.000
	Civil Disobedience	.343	.150	.288	2.287	.000
	State of Emergency	.269	.095	.227	2.837	.000
	Unrest	.342	.079	.364	4.336	.000
	Inconvenience on Safety of Tourists	.137	.198	.094	.691	.000

The significance levels for all independent variables are less than 0.05. This indicates that there is a strong positive and significant relationship between the independent variables (civil disobedience, state of emergency, unrests and inconveniences regarding safety of tourists) and dependent variable (tourism market). The standardized beta value for civil disobedience is 0.343. This indicates that civil disobedience has relatively strong degree of importance for tourism market.

$$SP = \alpha + \beta_1 (C) + \beta_2 (S) + \beta_3 (U) + \beta_4 (I) + e$$

$$SP = 0.127 + 0.343C + 0.269S + 0.342U + 0.137I + e$$

TM = Tourism market C = Civil disobedience S = state of emergency U = unrest

I = inconvenience on safety of tourists

Table 4.8.5 ANOVA

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig
1	Regression	25.480	4	6.370	126.459	.000 ^b
	Residual	21.186	88	.241		
	Total	46.667	92			
a. Dependent Variable: Tourism Market						
b. Predictors: (Constant), Inconveniences on Safety of Tourists, State of Emergency, Unrest, Civil Disobedience						

(F) Value is (126.458) at 0.000 which states that there is statistically significant effect of variables on tourism market.

4.9. Hypothesis Testing

According to the research method, the Pearson Correlation Coefficient is used to test the hypotheses. There are five hypotheses that aim to see if there is relationship between the three independent variables of diversification (civil disobedience, state of emergency, unrests and inconveniences regarding safety of tourists) and tourism market. The Sig result of each hypothesis test is less than 0.05. The tests are summarized as follows:

Hypothesis	Result
H1: Civil disobedience has a significant and positive effect on tourism market.	<i>Not rejected</i> (the outcome of the coefficient of correlation supports the hypothesis: $r = .588, p < .05$).
H2: State of emergency has a significant and positive relationship with tourism market	<i>Not rejected</i> (the outcome of the coefficient of correlation supports the hypothesis: $r = .480, p < .05$).

H6: Unrests has a significant and positive relationship on tourism market. *Not rejected* (the outcome of the coefficient of correlation supports the hypothesis; $r = .578$ $p < .05$).

H4: Inconvenience on safety of tourists has a significant and positive relationship with tourism market. *Not rejected* (the outcome of the coefficient of correlation do not supports the hypothesis; $r = .611$, $p < 0.05$).

As it is clearly indicated in Table 4.7.1, a moderate to strong and positive relationship was found between civil disobedience and tourism market ($r = .588$, $p < .05$), state of emergency and tourism market ($r = .480$, $p < .05$), unrests and tourism market ($r = .578$ $p < .05$) and inconvenience on safety of tourists and tourism market ($r = .611$, $p < 0.05$).

First Hypothesis: According to the results of the Pearson correlation test, the research hypothesis is confirmed at person correlation coefficient of 0.588 and thus, there is relation between civil disobedience and tourism market.

Second hypothesis: According to the results of the Pearson correlation test, the research hypothesis is confirmed at person correlation coefficient of 0.480 and thus, there is relation between state of emergency and tourism market.

Third hypothesis: According to the results of the Pearson correlation test, the research hypothesis is confirmed at person correlation coefficient of 0.578 and thus, there is relation between unrests and tourism market.

Fourth hypothesis: According to the results of the Pearson correlation test, the research hypothesis is confirmed at person Correlation coefficient of 0.611 and thus, there is relation between inconvenience on safety of tourists and tourism market.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

According to the research findings, all of the tourism market affecting factors had a positive and significant influence on tourism market. Inconvenience on safety of tourists had the highest influence on tourism market followed by civil disobedience, civil unrest and state of emergency. Therefore, it can be concluded from the research that inconvenience on safety of tourists has the highest influence on tourism market among other variables. In this regard, it can be concluded about how each tools of variables mentioned influence tourism market as below.

The first hypothesis of the study states that there is a relationship between civil disobedience and tourism market. According to the results of the Pearson correlation test, the research hypothesis is confirmed at person correlation coefficient of 0.588 significant at 95% confidence interval.

The second hypothesis of the study states that there is a relationship between state of emergency and tourism market. The results show that there is a positive correlation time reliability and tourism market with $r = 0.480$ significant at 95% confidence interval.

The third hypothesis of the study states that there is a relationship between civil unrest and tourism market. The results show that there is a correlation between application easiness and tourism market with $r = 0.578$ significant at 95% confidence interval.

The fourth hypothesis of the study states that there is a relationship between inconvenience on safety of tourists and tourism market. The results show that there is a positive correlation between inconvenience on safety of tourists and tourism market with $r = 0.611$ at 95% confidence interval and thus, there is relation between inconvenience on safety of tourists and overall tourism market.

The overall conclusion of this research found negative tourist attitude towards various variables (civil disobedience, state of emergency, unrests and inconveniences regarding safety of tourists) on tourism market. The study confirmed that high tourism market can be achieved through various kinds of measures.

5.2. Recommendations

- **Increasing the Promotional Budget**

The marketing budget is a key element in the recovery of the tourism industry. For instance, Alaska, which experienced a severe downturn from the September 11 attacks, had some difficulties recovering from the tourism crisis after the 9/11 attacks. Its marketing budget for tourism (\$7.8 million for the 2000-2001 periods) is insufficient to boost the industry compared to the marketing budget of Florida, which is \$68 million (Chandonnet, 2002). The Ethiopia tourism authorities should look to raise their promotional budget to persuade travellers to come back and boost the activity (Asia Pacific Economic Cooperation, 2006). Ethiopia has to invest more in the tourism industry. For instance, its direct competitors Kenya, Djibouti and Uganda invest respectively three, nine, and five times more than it does (World Travel & Tourism Council, 2011).

- **Giving Financial and Tax Incentives**

After a tourism crisis, the government should assist tourism leaders with fiscal and financial measures such as reducing airport taxes and giving tax incentives (Asia Pacific Economic Cooperation, 2006). By doing so, the Ethiopian government will lessen the damage of the three year political instabilities and limit the job losses.

- **Creating Alliances with the Media**

The role of advertising is vital for the image of a destination. The communication strategy should use a credible media partner to deliver accurate and efficient news. In order to rejuvenate the activity, the tourism authorities have to be able to persuade tourists regarding the safety and stability of the destination. The in-moment communication is very important, especially in the beginning of the crisis. Consequently, the destination should act as fast as possible (Asia Pacific Economic Cooperation, 2006). As the destination is topping the news, the government and the different organizations have to cooperate and work together to attract investors and tourists again (CNN Task Group, 2009). Croatia, for instance, has succeeded in recovering from the tourism crisis by working closely with CNN in order to promote the destination. Together, they launched a campaign called “A Journey into the Heart of Croatia” (CNN Task Group, 2009, p. 5). This cooperation turned out to be a real success. Croatia gained credibility and sympathy since CNN is considered to be a valid source of media.

- **Providing Added Value to Tourists**

The tourism Crisis Recovery Guide recommends the destinations give an added value instead of offering significant discounts (Tafastrack, 2011). The added value may consist of benefits for dining and visits to attractions (Asia Pacific Economic Cooperation, 2006). Hoteliers may provide special welcome events for the travelers coming after a crisis. They may offer them a gift for their visit and other kind gestures of hospitality (Tafastrack, 2011). Ethiopia should provide tourists with special short-term offers. Malaysia created special offers around holiday weekends. This promotion proved to be extremely successful (Asia Pacific Economic Cooperation, 2006).

- **Increasing Cooperation Internally and Internationally**

The tourism authorities, the government, hoteliers, restaurants, tour operators, and all the tourism industry leaders have to form a strong alliance in order to restore travelers' confidence. Giving added value can be jointly arranged by all the stakeholders. Second, they have to give concrete and accurate facts about the destination such as "our destinations/hotel/tour/attraction/flight are operating" (Tafastrack, 2011, p. 6). In order to recover from the crisis, tourism authorities should organize familiarization trips by inviting journalists, high profile celebrities, and tour operators to show them that the destination is safe. Consequently, they will observe what has been accomplished in order to return.

- **Working Closely with Government Agencies**

Government Travel Advisories are one of the major sources of information on risk assessment. The information covers natural disasters, security, and safety issues (Asia Pacific Economic Cooperation, 2006). In Trip Advisor, for instance, it is stated that "The State Department alerts U.S. citizens to the potential for unrest in Ethiopia. Spontaneous and unpredictable events, such as work stoppages and demonstrations still occur, a state of emergency remains in force, and curfews can be re-established on short notice. The U.S. Department of State continues to advice U.S. citizens currently in Ethiopia to remain alert to local security developments and to be vigilant regarding their personal security. Travelers contemplating trips to the interior of the country should assess local conditions and routes when making travel plans, as conditions can quickly change" (Trip Advisor, 2011).

Ethiopian authorities should contact the State Department and the other governments that have issued such alerts about Ethiopia. Then, they can provide them with accurate and updated information about the current situation in Ethiopia (Asia-Pacific Economic Cooperation, 2006).

- **Promoting Local Tourism Industry**

Tourism authorities should also promote the local market. For instance, Bali's tourism industry has benefited from the increasing activity of the domestic market. By stimulating local touristic demand, the government has shown the media that the destination was safe and stable (United Nations Economic and Social Council, 2005). The tourism authorities should boost local tourism by developing attractive offers for locals who often complained about the higher price they had to pay for accommodation compared to European tourists. Ethiopian locals have been offered special promotions to boost the domestic activity the summer following the revolution.

- **Monitoring the Media**

Ethiopia suffered more than enough from negative media coverage, sometimes considered exaggerated according to some. The media tends sometimes to exaggerate the situation therefore deteriorating the image of a destination in order to attract attention to its publications. Consequently, the Ethiopian government and tourism authorities should keep track of international Medias' reports and monitor what is broadcasted in the different markets about Ethiopia. Tourism authorities can write a report to the editors of the newspaper or TV channel and ask them to correct the information. The authorities should also monitor the local media and journalists which are a major source of international information, especially during crisis periods. In addition, the government and tourism leaders have to understand the potential tourists' perception of the destination in order to persuade them to come back. For instance, in the Maldives, the tourism authorities used to interview international travelers to obtain their feedback and to reinforce sympathy and solidarity.

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APPENDIX: QUESTIONNAIRE

St. Mary's University

SCHOOL OF GRADUATE STUDIES DEPARTMENT OF MARKETING MANAGEMENT

I, Samuel Bogale, a graduate student at St. Mary's University, is currently conducting a research for the completion of my MA Degree in Marketing Management. The research is a study being conducted to measure impact of political instability on the country's general tourism market and tourism flow during the political protests that were active for 3 years in the country.

This survey to be completed by you has 3 parts on which I attempt to grasp a good knowledge and understanding. The first part contains some questions on the personal matter of the respondent; the second one contains questions to understand the tourism marketing environment in Ethiopia through the company you are working at; the third and last part of the survey is where questions on the core idea of how the research is entertained as it deals on how the political unrests were influencing the tourism industry and flow of the tourists to Ethiopia during these three years of political instability.

Your willingness and cooperation for the collection of reliable information is very well appreciated and the information you provide will be used only for academic purpose, and it all shall be kept in high confidentiality. Having your full right to participate on the in the survey, please note that there won't be any need to write your name and identity but some personal and non-confidential information that can help identify the demography.

I thank you very much for your tireless cooperation and assistant as it will be a vital input for the success of this research. Should you need further information or clarification about the survey or the research in general, please feel free to contact me physical or on phone +251912372938 and email (samuelbogale10@gmail.com).

Part One: Personal Information

For the overall assessment of the survey and understanding the respondents in general, the first part of the survey includes some personal but non-confidential questions to be answered by the respondents and your cooperation is very much appreciated.

No.	Questions	Answer	
1	Gender	Male	1
		Female	2
2	Age	Below 20	1
		21 to 30 years	2
		31 to 40 years	3
3	What is your educational qualification?	Certificate	1
		Diploma	2
		BA/BSC degree	3
		MA/MSc Degree	4
4	Occupation	Tour Operator	1
		Tour guide	2
		Tour supervisor	3
5	Experience	1-3 years	1
		3-5 years	2
		5-7 years	3
		7+ years	4

Part Two: The Tourism Market Environment in Ethiopia

On this part of the questionnaire, the Ethiopian tourism market environment through the company you're working at will be assessed and for each of the questions there are 4 given responses which one of them you will be choosing by marking the box with the responses. If your answer isn't in one of the predicted responses mentioned, please feel free to specify it on the fifth choice given under each questions.

1. How many people do visit the country on average in a year through the company you're working at?
 - 001-250
 - 251-500
 - 501-750
 - 750-1000
 - Specify the number if more _____

2. How many days do the tourists stay in the country on average?
 - 01-05
 - 06-15
 - 15-20
 - 20-35
 - Specify the number if more _____

3. Which part of the country's region is mostly frequented by the tourists to visit?
 - Tigray Region
 - Amhara Region
 - Oromia Region
 - Southern Region
 - Specify if different _____

4. What part of the tourist attractions of the country is mostly visited by the tourists?
 - Historical attractions
 - Natural attractions
 - Cultural attractions
 - Religious attractions
 - Specify if different _____

5. How much do the tourists make payment per person on average for their visit in Ethiopia?

- USD 50 – USD 1,000
- USD 1,001 – USD 2,000
- USD 2,001 – USD 3,000
- USD 3,001 – USD 4,000
- Specify the amount if more _____

Part Three: Tourism and Politics Relation in Ethiopia

This part of the questionnaire as mentioned above is planned to evaluate the influences of political unrests on the tourism market and flow of tourists during the country's political unrests. The statements relate to your professional feelings, experience and facts to the level of your professional knowledge. As the five choices with numbers 1,2,3,4 & 5 are there, you are required to put the mark (✓) on the box under the number of your choices. The number represent;

- o *1- Strongly Agree*
- o *2- Agree*
- o *3- Neutral*
- o *4- Disagree*
- o *5- Strongly Disagree*

Kindly note that for one statement the response choice should only be one.

Statements	1	2	3	4	5
Of all the factors that can have negative impact on tourism, political conditions affect the tourism industry most.					
Civil disobediences during the protests such as blocking roads, damaging government or private properties and clashes between civilians and police forces had role in scaring tourists away and forced them to cancel their trips.					
Tourists were not getting accurate and balanced information on the protests so that they can make their decision accordingly.					
International media exaggerated on reporting the protests while local media downplayed the tone on reporting of the protests.					
Travel alert announcements by the embassies and international organizations in Ethiopia played huge role in decreasing the number of tourists.					
Booking cancellations begin right after the declarations of state of emergencies during both times, in 2016 and 2018.					
Although there were unexpected protests engulfed throughout the country including tourist destination areas, there were no injuries or fatal incidents happened on tourists by the protesters or police forces.					
The protests in Amhara region disadvantaged the country most in terms of the tourism income.					
The protests in Oromia region disadvantaged the country most in terms of the tourism income.					
After tourists experience some sudden protests in the country while on their visit, they do not recommend their friends/family or other people to come and visit.					

- After completing their visit, how did the tourists rate the overall safety of visitors in tourist destinations areas they've visited in Ethiopia?

Very Safe Reasonably Safe Safe Unsafe Very Unsafe

- After completing their visit, how did the tourists rate the overall security of visitors in tourist destinations areas they've visited in Ethiopia?

Very Secure Reasonably Secure Secure Insecure Very Insecure

- Have any of your visitor been a victim of any crime incident during their stay in Ethiopia?

Yes No

If "Yes", what sort of crime happened to them?

- Have any of your visitor been afraid to get caught between any sort of ethnic conflicts during their stay in Ethiopia?

Yes No

- Have any of your visitor been afraid to get an encounter with any sort of demonstrations during their stay in Ethiopia?

Yes No