

**An Assessment of the Potential Challenges and Opportunities of Unity Park in  
Promoting the Ethiopian Tourism  
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**Abstract**

Considering the important role Unity Park plays in promoting the Ethiopian tourism, the purpose of this research was to assess the potential challenges and opportunities of the Park and to point out the findings of this study to contribute to the benefit of the society and tourism students. The methodology employed in the study was both qualitative and quantitative methods, where open and close-ended questionnaires were sent to non-randomly selected tourism professionals and non-tourism professional respondents who visited Unity Park. The research framework was tested in SPSS Version 25 using descriptive statistics. Moreover, the research findings have disclosed that Unity Park has a positive impact on both the Ethiopian Tourism and societies by promoting as well as creating a sense of belongingness. This study was conducted in one particular urban public park located in Addis Ababa with a relatively very small sample size of respondents. However, being the first study to assess the potential, challenges and opportunities of Unity Park, the research will open the eyes of other students to conduct further studies on it and other recently established urban public parks in Ethiopia. This study has also listed the recommendations which may help the administrators of Unity Park to enhance the efficiency and effectiveness of the Park.

**Keywords:** Tourism, Unity Park, Ethiopia

**1. Introduction**

As defined by UNWTO, tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. As the world's largest industry, tourism brings the tourist and service provider together and produces an experience for both. Tourism not only enriches the lives of tourists but also improves the lives of people by transforming societies from underdevelopment and deprivation to a more developed and caring political and socio-economic environment. Africa is one among the largest continents extremely endowed with the beauties of nature and aesthetic cultures. And the continent deserves to earn an abundant tourism greenbacks and alternative benefits. Sadly, it is the least benefited region from tourism because of several reasons. Two of the main reasons are lack of awareness and proper leadership to market the tourism business.

Ethiopia is on the pick of African countries since it is endowed with natural, cultural and historical heritages. Culturally, the population is quite various constituting more than eighty ethnic groups. The diversity and distinctive features Ethiopia's ethnic identities and culture have been used to market tourism with some success. Naturally, the extremely diverse physical atmosphere, climate, flora and fauna have additionally been vital attractions for each domestic and foreign tourist. Traditionally, Ethiopia's existence as an independent country for thousands of years and its ancient civilization history, and also the diversity of its culture

were pictures that captivated foreigners for prolonged time. Her capital city, Addis Ababa, is the diplomatic capital of Africa and Bole International airport recently overtook Dubai as the major transit hub to Africa. Ethiopian tourism promotional footage has used these spectacular opportunities to draw in tourists.

Most significantly, in addition to the attractive opportunities mentioned above, Ethiopia has 9 UNESCO World Heritage Sites, four intangible heritages and a variety of historical documents. Therefore, because of these, Ethiopia deserves to be placed higher on the list of key African tourism markets. The Palace sits on a hilltop overlooking the city with tall eucalyptus trees standing sentry on its outer perimeter. Unity Park is one of the recently established public parks in the capital city of Ethiopia, Addis Ababa. It was initiated by Prime Minister Abiy Ahmed (PhD) and built at a cost of a five-billion-Birr grant from various sources, particularly the UAE. It has been inaugurated recently and is now open for visitors. The now opened six attractions are the historical buildings, indigenous plants exhibition, indigenous black maned lion zoo, a green area, the nine regions' pavilion and a zoo inside the park. Furthermore, the park also features more than 100 display items in the Museum inside the park. Tamrat Haile (PhD), a project coordinator explained that the logo of the park that mimics locked hands blended in the map of Africa was meant to reflect the national interest for peace in the continent. Regrettably though, Ethiopia is rising as the most vital tourism destination within the world, it is still a comparatively unknown travel destination to the traveling public and it has to produce a place on travelers' minds. As most scholars say, "The business sector within the country remains in its child stage." The country is not still benefitting from the business it deserves. Having understood that Ethiopian tourism needs robust and consistent promotion so as to bring each economic and social value and to create Ethiopia as one amongst the most effective destinations in Africa and within the world, Ethiopia's current government is attempting to play its part to revitalize the nation's struggling tourism business mainly by constructing urban parks, urban public parks.

In the next chapter of this study, the definition and advantages of urban public parks have been briefly and clearly stated. Not only that, a brief and succinct overview on the main point of the study, Unity Park has been given. The design and management of parks is influenced by current practices of urban planning, design attitudes, modes of recreation, philosophies of landscape preservation, and beneficial social interaction. Public parks are often the "engine" that drives and promotes tourism in many communities. Parks are a tangible reflection of the quality of life in a community. They provide identity for citizens and are major factors in the perception of quality of life in a given community.

The focus of this study is on Unity Park, one of the recently constructed urban public parks. The Park was inaugurated and opened for visitors on October 10, 2019. This research paper tries to identify and analyze the potential opportunities and challenges of Unity Park in promoting Ethiopian tourism.

### **1.1 Statement of the Problem**

Unity Park is built on the grounds of the old Grand Imperial Palace (Gebi) which served as a seat of power in Ethiopia for over 130 years. The total land coverage of the grand palace is 40

hectares, and it encompasses myriads of historical buildings and plants that date back to the time of Emperor Menelik II, the founder of the Grand Palace. The Park, which covers more than 20 hectares out of the 40 hectares compound and where the Office of the Prime Minister is located, features the African continent. The other colors used in the park are just meant to attract children and others.

Tamrat Haile (PhD), the project coordinator who led the construction of the park explained that the name of the park is also meant to reflect the horizontal and vertical synergy, *Medemer*, representing the history of and the geographical linkages in the country. In addition, the park also features one of the early cars in the country, which is still drivable. This car was put into the site, according to a recommendation by members of the Taxi Drivers' Association. The student researcher was highly motivated to conduct a research on Unity Park to let its potential, opportunities, and challenges known for the better improvement. Therefore, this research intended to assess and evaluate the potential, opportunities, and challenges of Unity Park in promoting the Ethiopian tourism.

### **Research Questions**

1. What are the potentials of Unity Park in promoting Ethiopian tourism?
2. What are the opportunities of Unity Park in promoting Ethiopian tourism?
3. What are the challenges of Unity Park in promoting Ethiopian tourism?

## **1.2 Objectives of the Study**

### **General Objective**

The general objective of this research paper is to assess the potential, opportunities, and challenges of Unity Park in promoting the Ethiopian Tourism.

### **Specific Objectives**

- To identify and analyze the potentials of Unity Park in promoting Ethiopian tourism;
- To assess the opportunities of Unity Park in promoting the Ethiopian Tourism;
- To assess the challenges Unity Park has faced while promoting Ethiopian tourism;
- To suggest recommendations based on the findings.

## **1.3 Significance of the Study**

The findings of this study will contribute to the benefit of society and tourism students considering that Unity Park plays an important role in promoting Ethiopian tourism. The greater demand for promoting Ethiopian tourism using the Park with knowledgeable background justifies the need for more effective and life changing experiences. Thus, the administrators of the Park, by understanding its challenges and opportunities and by applying the recommended solutions derived from the results of this study will be able to promote Ethiopian tourism by keeping the sustainability of the potential of Unity Park. In addition to this, the research will help the society and tourism students to be aware of the importance of urban parks like Unity Park in playing the greatest role in promoting Ethiopian tourism.

#### 1.4 Scope of the Study

This paper is limited in terms of scope as it is stated in the title; it studies the potential, opportunities, and challenges of Unity Park in promoting the Ethiopian tourism. The reason to select Unity Park is because it is new and the first of its kind in the country, and it is found in the capital city of Ethiopia, Addis Ababa. Moreover, no research has been done on it yet.

Within the research, all types of urban parks will be addressed in relation with the benefits they give for the development of the Ethiopian Tourism and the roles they play in promoting Ethiopian Tourism.

#### 1.5 Limitations of the Study

Since Unity Park is a recently established urban park, it was very difficult to find adequate sources like written books, journals, literatures and so on in order to conduct the research easily. The other limitation is, it was challenging to access some of the relevant information inside the park whenever the researcher wants.

### 2. Research Methodology

#### 2.1 Research Design

The main purpose of this research is to point out the potentials, opportunities and challenges of Unity Park in promoting the Ethiopian tourism in order to propose further recommendations for efficient and effective promotion in a sustainable manner. Because of this, descriptive research methodology was applied in this research. Descriptive research is defined as a research method that describes the characteristics of the population of phenomenon that is being studied. This methodology focuses more on the “what” rather than the “why” of the research subject. In other words, descriptive research primarily focuses on describing the nature of a demographic segment, without focusing on “why” a certain phenomenon occurs. Thus, it “describes” the subject of the research, without covering “why” it happens. Based on the above method of research, both qualitative and quantitative data gathering techniques were used. Qualitative data gathering techniques which were used in this research were individual observation and interview (both structured and unstructured), whereas the quantitative data gathering technique used was both open and close ended questionnaire.

#### 2.2 Sampling and Population

In research terminology, the population can be explained as comprehensive groups of individuals, institutions, objectives, and so forth, which have common characteristics that are the interest of the researcher. Ideally, one wants to study the entire population. However, usually it is impossible or unfeasible to do this and, therefore, one must settle for a sample. Sample is a portion of elements taken from a population, which is considered to be representative of the population. For the purpose of this study, non-random, *purposive sampling* is selected. Purposive sampling, also known as judgmental, selective, or subjective Sampling, is a form of non-probability sampling in which researchers rely on their own judgment when choosing members of the population to participate in their study. For this

reason, the researcher selected those individuals who were able to give proper information about the Park and other related issues under study. While the researcher used purposive sampling, he tried his best to avoid bias. It should be well-known that purposive sampling leads to bias if the researcher is not careful since he/she is the one who chooses the respondents. As Roscoe (1975) proposes, “sample sizes larger than 30 and less than 500 are appropriate for most research”. Having in mind these limitations, the sample size consisted of about 40 questionnaires, designed for both the employers and employees of Unity Park and Ethiopian airlines. Cohen (1989) defines a questionnaire as a self-report instrument used for gathering information about variables of interest to an investigation. For this study, close-ended questions were designed in order to call for responses, which narrow down the field of enquiry, since the respondents choose among fixed items. They also help the researcher to analyze the data easily since the responses can be directly compared and easily aggregated. Since they are versatile, surveys can be employed among people of all ages and they are replicated from one subject to another (Aaker & Day, 1990; Kotler, 1994) and many questions can be answered in a short time. It should also be noted that close-ended questions could lead to bias since respondents are offered limited alternative replies. For this reason, the researcher also used individual interviews and open ended questions. The questionnaire consisted of two parts. The first part was designed to gather information about the potential, opportunities and challenges of Unity Park in trying to promote the Ethiopian tourism. The second part was designed to assess the suggestions, to tackle challenges and to wisely use the opportunities in promoting the Ethiopian tourism by keeping the future sustainability of the Park.

### **2.3 Source of Data**

In this study, the researcher used both primary and secondary data. Data can be defined as the quantitative or qualitative values of a variable. Data is one of the most important and vital aspect of any research studies. Researchers conducting different fields of study can be different in methodology, but every research is based on data which is analyzed and interpreted to get information.

Data sources which are indicated above have been used in this research. These data sources helped the researcher to assess and analyze the relevant data to the research topic in order to draw conclusions and make recommendations.

### **2.4 Data Collection Techniques**

There are two sources of data collection techniques. These are primary and secondary data collection techniques. Primary data collection technique uses surveys, experiments or direct observations. Secondary data collection technique could be conducted by collecting information from a diverse source of document or electronically stored information census. Primary data means original data that has been collected specially for the purpose in mind. Having this in mind, the researcher has used both the primary and the secondary data collection techniques. In the primary data collection, the researcher used questionnaire, interview and observation. Secondary data is used by the researcher in order to add more values to the research. Books, journals, magazines, literatures and newspapers available in the book shelves and information which are found on the web are secondary sources of data.

## 2.5 Methods of Data Analysis

Data analysis is the collecting and organizing of data so that a researcher can come to a conclusion. Data analysis allows one to answer questions, solve problems, and derive important information. There are two widely known data analysis techniques: Qualitative data analysis and quantitative data analysis techniques. Qualitative data analysis revolves around describing characteristics. A good way to remember qualitative data analysis is to think of quality. Quantitative is the opposite of qualitative data analysis. Its prime focus is numbers. Quantitative data analysis is all about quantity. The researcher has found out that both qualitative and quantitative data analysis methods are very important for conducting his research. The quantitative data analysis is the process of examining the data obtained by interviews, observations and open ended questions of the questionnaire. The other form of data analysis is the process of analyzing and examining quantitative data obtained by close ended questionnaires. The data obtained from books, journals, magazine and electronic medias were also be analyzed and interpreted.

## 3. Data Presentation and Interpretation

**Table 12: Gender of Respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	14	66.7	66.7	66.7
	Female	7	33.3	33.3	33.33
	Total	21	100.0	100.0	100.0

As indicated in Table 1, from the total of 21(100%) respondents, 14(66.7%) of them were male while the rest 7(33.3%) were female. Here, one may raise a question: “why only 21 respondents?” It is because of the situation that was going on all over the world. Taking the Covid-19 virus into consideration, the University reduced the number of respondents to 21 to prevent contacting the virus knowingly or unknowingly while trying to gather data from the respondents. Not only that, it was also very difficult to find the respondents as usual, since most of the tourist destinations were closed.

**Table 13: Age of respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	11	52.4	52.4	52.4
	30-39	6	28.6	28.6	81.0
	40-49	3	14.3	14.3	95.2
	>=50	1	4.8	4.8	100.0
	Total	21	100.0	100.0	



As can be clearly seen in Table 2, most of the respondents were between the age of 18-29(52.4%), which is followed by 6 respondents between the age of 30-39(28.6%) and the rest 3(14.3%) and 1(4.8%) respondents were between the age of 40-49 and >=50, respectively.

**Table 14: Respondents Level of Education Completed**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Degree	14	66.7	66.7	66.7
	Master's Degree or Higher	7	33.3	33.3	100.0
	Total	21	100.0	100.0	

In Table 3, it is shown that 14(66.7) respondents have completed their Bachelor's degree, and 7(33.3%) of them have Master's degree or higher. Background of education is one of the most vital information that helps us to get intellectual response. In this case, all of the respondents have very good background of education.

**Table 15: Respondents Marital Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	11	52.4	52.4	52.4
	Married	10	47.6	47.6	100.0
	Total	21	100.0	100.0	

Table 4 shows that the number of single 11(52.4%) and married 10(47.6%) are proportional. Compared to a married person, a single person is freer to travel as a visitor wherever he/she wants (assuming other variables constant).

**Table 16: Are you an Ethiopian?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	21	100.0	100.0	100.0

Table 5 indicates that all the 21 respondents were Ethiopians. Normally, the Park had visitors from different countries and continents before the outbreak of Covid-19, but the command post was declared by the government to prevent it in Ethiopia. Without knowing these things could have come, the researcher had included foreign visitors in the list of respondents.

**Table 17: If you are an Ethiopian, how far is your home from Unity Park?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<10kms	4	19.0	19.0	19.0
	10-19kms	14	66.7	66.7	85.7
	20-49	3	14.3	14.3	100.0
	Total	21	100.0	100.0	

According to Table 6, 14(66.7%) of respondents have traveled 20-49kms to visit the Park, whereas the remaining 4(19.0%) and 3(14.3%) of the respondents have travelled <10kms and between 10-19kms to visit it, respectively. As one is far from the Park, there may be transportation and other challenges to get to there on time to take a good observation of the attraction sites inside it.

**Table 18: Is your profession related to tourism and hospitality?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	71.4	71.4	71.4
	No	6	28.6	28.6	100.0
	Total	21	100.0	100.0	

This particular question was essential for the researcher since their profession relating to the tourism sector determines the depth of their responses. Intellectual responses determine the validity, trustworthiness of the research. As indicated in Table 7, from the total of 21 respondents 15(71.4%) of them are tourism related professionals, whereas the rest 6(28.6%) of them are not tourism related professionals.

**How do you rate your level of knowledge or understanding concerning Ethiopian Tourism?**

**Table 19: Respondents' Knowledge about Ethiopian Tourism**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	6	28.6	28.6	28.6
	Very good	13	61.9	61.9	90.5
	Excellent	2	9.5	9.5	100.0



	Total	21	100.0	100.0	
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As shown in Table 8, from the total of 21(100%) respondents 13(61.9%) have very good knowledge or understanding of Ethiopian tourism, whereas the rest 6(28.6%) and 2(9.5%) have good and excellent knowledge of the Ethiopian tourism, respectively. According to the responses of the respondents, all of them have knowledge tourism.

**How do you rate your level of knowledge or understanding of the benefits of urban public parks in promoting the Ethiopian tourism?**

**Table 20: Respondents knowledge about Benefits of Urban Public Park**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	4	19.0	19.0	19.0
	Very good	15	71.4	71.4	90.5
	Excellent	2	9.5	9.5	100.0
	Total	21	100.0	100.0	

As Table 9 shows, from the total of 21(100%) respondents, 15(71.4%) have very good knowledge of the benefits of urban public parks in promoting the Ethiopian tourism, whereas the rest 4(19.0%) and 2(9.5%) of the respondents have good and excellent knowledge of the benefits of urban public parks. Based on the responses of the respondents, there is no response with very poor or poor knowledge of the advantages of urban public parks.

**Respondents comment on the Potential of Unity Park**

**What was your perception and awareness of Unity Park before you visit it?**

**Table 21: Respondents' Awareness towards Unity Park before the Visit**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	4	19.0	19.0	19.0
	Good	17	81.0	81.0	100.0
	Total	21	100.0	100.0	

As Table 10 indicates, the respondents' perception towards Unity Park before their visit was good, 17(81.0%) of them. Understanding their perception and awareness towards the Park before their visit helped the researcher to judge the impact of Unity Park on visitors.

**How was your stay at Unity Park?**

**Table 22: Respondents' Stay at the Park**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	2	9.5	9.5	9.5
	Fantastic	10	47.6	47.6	57.1
	Lacking words to express	9	42.9	42.9	100.0
	Total	21	100.0	100.0	

Table 11 shows that, from the total respondents 10(47.6%) described their stay at the park was *fantastic*, while 9(42.9%) of them said they lacked words to describe it. The rest 2(9.5%) described their stay at the park *good*.

**Is the Park Unique for you?**

**Table 23: Uniqueness of the Park**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	19	90.5	90.5	90.5
	No	2	9.5	9.5	100.0
	Total	21	100.0	100.0	

Table 12 shows that for 19(90.5%) of the respondents, the Park was unique while the rest 2(9.5%) of them said it was not unique for them. Below are some of the main reasons that respondents have given on the open ended questionnaire to justify their response “YES”. The researcher selected these reasons because they could express the reasons of other respondents in general. “The Park is unique because it hosts and displays elements of unique historical, natural and cultural background of the country. It really displays the hidden history of the country. Seeing such a magnificent place was impossible even too close to the fencing. However, things are changed and having such tourist attraction in the capital is something unique; we have never experienced except in our museum. The other projects which are undertaken are a plus in the very near future to the local as well as the international visitors. Awesome! Its location in the national palace of Ethiopia is what makes the park extremely unique for me. The contents of the Park and its architectural design also make it unique. Since such a grand palace is open to the public to be visited as a tourist attraction site in my generation, it makes it unique. Approaching the fence and the gate used to be terrifying. Again, all the sites inside are unique for me.”

**What is your comment on the Zoos and Artificial Café?**

**Table 24: Comment on the Zoos and Artificial Cave**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	1	4.8	4.8	4.8
	Excellent	20	95.2	95.2	100.0
	Total	21	100.0	100.0	

As is indicated in the Table 13, almost all 20(95.0%) of the respondents had excellent comment on the zoos and artificial cave. Only one respondent has good comment on them. Some of the respondents even went further to appreciate their creativity. “The artificial cave looks incredibly natural.”

**What is your comment on the portraits of modern leaders of Ethiopia on the wall?**

**Table 25: Comment on the portraits of modern leaders of Ethiopia on the wall**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	4	19.0	19.0	19.0
	Excellent	17	81.0	81.0	100.0
	Total	21	100.0	100.0	

As Table 14 shows, excellent is the comments of 17(81.0%) respondents while good is the comments of 4(19.0%) respondents on the portraits of modern leaders of Ethiopia on the wall.

**What is your comment on Emperor Minilik’s Palace complex?**

**Table 26: Comment on Emperor Menelik’s Palace complex**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	1	4.8	4.8	4.8
	Excellent	20	95.2	95.2	100.0
	Total	21	100.0	100.0	

As shown in Table 15, almost all 20(95.2%) of the comments on the Emperor Menelik II’s Palace Complex are excellent, whereas only one (4.8%) respondent’s comment is good. As stated by some of the respondents, this feature gives credit to the founder of the city, and tells visitors and commemorates about the history of the past. Ethiopia, as one of the civilized countries during that time, had achieved many marvelous things that must be shown to the world.

**What is your comment on the Traditional Houses and the Resting Rooms?**

**Table 27: Comment on the Traditional Houses and the Resting Rooms**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	1	4.8	4.8	4.8
	Excellent	20	95.2	95.2	100.0
	Total	21	100.0	100.0	

As table 16 indicates, “it is excellent” was the comment of almost all 20(95.2%) of the respondents. In addition to that, most of respondents admitted that the materials used to build the houses give glimpse of the traditional houses and cultures in the country. One of the respondents described them as, “they are the spices and the flavor to the whole dish”, while another respondent commented just “good” on the Traditional Houses and Resting Rooms.

**What is your comment on the Banquet Hall and The Throne Hall?**

**Table 28: Comment on the Banquet Hall and the Throne Hall**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	1	4.8	4.8	4.8
	Excellent	20	95.2	95.2	100.0
	Total	21	100.0	100.0	

Table 17 shows that the Banquet and the Throne Hall were admired by almost all 20(95.2%) of the respondents as a typical part of the Park to be visited, which narrates the significant historic part of the palace as well as Ethiopia.

**What is your comment on the exhibition?**

**Table 29: Comment on the Exhibition**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	2	9.5	9.5	9.5
	Excellent	19	90.5	90.5	100.0
	Total	21	100.0	100.0	

Table 18 shows that the exhibition inside the Park got excellent comments for showing the history and culture of Federal Democratic Republic of Ethiopia that was formed through its ethnic, religious and political identities by 19(90.5%) respondents, while the rest 2(9.5%) of the respondents commented good.

**What is your comment on the Regional States' Pavilions?**

**Table 30: Comment on the Regional States' Pavilions**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	2	9.5	9.5	9.5
	Excellent	19	90.5	90.5	100.0
	Total	21	100.0	100.0	

Table 19 shows that the Regional States' Pavilions have got excellent comment for offering a glimpse into the Ethiopian regional tourism potential by most 19(90.5%) of the respondents. According to their response, it even raised curiosity to visit each region to know more about their tourism potential. The rest 2(9.5%) of the respondents gave good comment on them.

**What is your comment on how the Park combined the Natural, Cultural and Historical Tourism potential of Ethiopia to be viewed by visitors?**

**Table 31: Comment on the combination of the tourism potentials**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	1	4.8	4.8	4.8
	Excellent	20	95.2	95.2	100.0
	Total	21	100.0	100.0	

Table 20 indicated that the attempts that have been made to combine the natural, cultural, and historical tourism potential of Ethiopia to be viewed have been given *excellent* by most of the respondents 20(95.2%), whereas the rest 1(4.8%) has given a good comment on it

**Did the park raise awareness and curiosity to visit every regions of Ethiopia to know and understand more about the natural, cultural and historical tourism potential of the Country?**

**Table 32: Creation of Awareness and rising of Curiosity**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	95.2	95.2	95.2
	No	1	4.8	4.8	100.0
	Total	21	100.0	100.0	

The awareness the Park created and the curiosity it raised in the minds of the visitors to know more about each region’s cultural, historical and natural tourism potential by visiting them is indicated in Table 21. Almost all 20(95.2%) of the respondents agreed by responding “YES” while only one person disagreed or responded “NO”.

**If your answer for the above question is “YES”, are you also motivated to tell what you have observed to anyone by any means to visit the park and know more about Ethiopia?**

**Table 33: Spreading information about Unity Park**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	95.2	95.2	95.2
	No	1	4.8	4.8	100.0
	Total	21	100.0	100.0	

Table 22 shows that after visiting Unity Park, almost all 20(95.2%) of the respondents have been proudly motivated to tell what they visited inside the park and encourage people to visit the park and know more about Ethiopian tourism potential.

**Respondents’ response on the challenges that Unity Park is facing while promoting the Ethiopian Tourism**

**Do you think Unity Park is facing challenges while attempting to promote the Ethiopian tourism? If your answer is "Yes", please list the challenges. (Only for tourism professionals)**

**Table 34: Challenges facing Unity Park**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	100.0	100.0	100.0
	No	0	0.0		
Total		15	100.0		

Table 23 indicates that, all 15(100.0%) of the tourism professionals agreed that Unity Park is facing challenges while promoting the Ethiopian tourism. As was shown in Table 7, from the total of 21 respondents 15(71.4%) were tourism related professionals. The tourism professionals listed some of the challenges as well. The researcher tried his best to list them in a manner which generalizes all their points as follows : Political unrest, bad political views, the insecurity people feel and experience in some parts of the country, the Covid-19 pandemic, the entrance fee which doesn’t consider the locals and the children(equal fee for adults and children), inadequate parking lots, inadequate children playing grounds, the expensiveness of the services offered by cafes and restaurants inside the Park, lacking professional guides to help visitors to keep the safety of the cultural handicrafts-which can

easily be deteriorated by the hands of visitors, the tight security at the gate might make the visitor nervous, and transportation - though this problem is citywide, and lacking tourist based infrastructures in the city were the challenges that were listed by tourism professionals.

**Did you face any challenges while you were coming to visit the Park or during your stay there? It may be transportation challenge or anything that you think it would be an obstacle for the full function of the Park.**

**Table 35: Faced challenges**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	28.6	28.6	28.6
	No	15	71.4	71.4	100.0
	Total	21	100.0	100.0	

Table 24 shows that 15(71.4) respondents did not face any challenges while coming or during their stay visiting the Park, whereas the rest 6(28.6%) faced some challenges. The challenges may be obstacles for the full function of the park to promote the Ethiopian tourism.

**Respondents responses on the opportunities of Unity Park to promote Ethiopian Tourism.**

**Does Unity Park have opportunities to promote Ethiopian tourism internationally? If “Yes”, please list them down. (Only for professionals)**

**Table 36: Opportunities of Unity Park**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	100.0	100.0	100.0
	No	0	0.0		
Total		15	100.0		

Table 25 indicates that all the respondents 15(100%) agreed that Unity Park has opportunities to promote Ethiopian tourism internationally. As enumerated by the professionals, the following are the opportunities Unity Park has to promote the Ethiopian tourism internationally: Several international organizations have their headquarters in the capital city - the most significant ones are African Union and United Nations Economic Commission for Africa, both located in Africa Hall, Bole International Airport being the major transit hub to Africa, hundreds of thousands of transit passengers travelling with Ethiopian Airlines, the city’s potential of hosting August gatherings and international events, most foreign residents



live in Addis Ababa, and the likes are listed by professionals as opportunities for the Park to promote the Ethiopian cultural, natural and historical tourism.

**3.5.2. Are all the opportunities Unity Park has being used wisely and appropriately?  
(For only tourism professionals)**

**Table 37: Wisely and appropriately used Opportunities**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	47.0	47.0	47.0
	No	8	53.0	53.0	100.0
	Total	15	100.0	100.0	

Table 26 indicates that there are contrasting opinions among the professionals. 8(53.0%) of the tourism professional respondents responded that the opportunities are not being wisely and appropriately used, while the rest 7(47.0%) of the respondents agreed with the wise and appropriate use of the opportunities that Unity Park has.

Tourism professional respondents suggestion to overcome the challenges that Unity Park is facing while promoting the Ethiopian tourism. The question was asked using open ended questionnaire and interview.

**What are your professional and intellectual suggestions to overcome those challenges you mentioned?**

**Different outstanding suggestions were given. However, the researcher summarized and listed them in a very organized way he could as follows:**

- ❖ More professionals should be there to serve and educate the visitors.
- ❖ Except the pick season, entrance fee and food service fee should be fair for the society since it is their history. As the Prime Minister said, “The history belongs to all of us.” Thus, all Ethiopians should be entertained with moderate payment.
- ❖ Creating some means of amusement which are fair in price and might attract more people;
- ❖ Segment the market
- ❖ Arrange tour packages
- ❖ Expand the parking lots
- ❖ Our people should be aware about the development agenda and the political interest. We should bring our country first and promote our country in everything instead of complaining and blaming one another.
- ❖ Creating awareness by educating the whole society via social media and other sources honestly and diligently.

- ❖ Advertise open hour for students and introduce documentary movie nights since they are the generation who decide the fate of the country.
- ❖ Tourist based infrastructure development should be taken into consideration to use all the opportunities that are at our hands. For instance, to attract transit passengers to visit the Park, there must be a special road from the Park to the airport that could not be overcrowded. This helps the transit passengers to use the short time they have to visit the Park.

#### **4. Summary, Conclusion and recommendation**

##### **4.1. Summary of Findings**

The research was designed and aimed to assess the potential, challenges and opportunities of Unity Park in promoting the Ethiopian tourism. Moreover, it was also aimed to assess the success of the Park since its inauguration. The summary of the findings are listed down as follows:

- ❖ From the total of 21(100%) respondents, 14(66.7%) of them were male while the rest 7(33.3%) were female.
- ❖ Most of the respondents are between the age of 18-29(52.4%), which was followed by 6 respondents between the age of 30-39(28.6%) and the rest 3(14.3%) and 1(4.8%) respondents are between the age of 40-49 and  $\geq 50$  out of 21 respondents, respectively.
- ❖ Regarding educational background of the respondents, 14(66.7) respondents had completed their Bachelor's degree, and 7(33.3%) of them are respondents who have completed Master's degree or higher.
- ❖ The marital status of the respondents is almost proportional. The number of single respondents was 11(52.4%) while married respondents are 10(47.6%).
- ❖ All the 21 respondents are Ethiopians.
- ❖ Regarding the distance traveled by the respondents, 14(66.7%) of respondents have traveled 20-49kms to visit the park, whereas the remaining 4(19.0%) and 3(14.3%) of the respondents have travelled  $< 10$ kms and between 10-19kms to visit the Park, respectively. Except few respondents, all haven't faced any transportation challenge while coming to visit the Park.
- ❖ Intellectual responses determine the validity, trustworthiness of a research. From the total of 21 respondents 15(71.4%) of them were tourism related professionals, whereas the rest 6(28.6%) of them were not tourism related professionals. Thus, the majority of the respondents were tourism professionals.
- ❖ Knowledge about a particular issue being asked is very important. From the total of 21(100%) respondents 13(61.9%) of them have very good knowledge or understanding of the Ethiopian tourism, whereas the rest 6(28.6%) and 2(9.5%) of them have good and excellent knowledge of the Ethiopian tourism respectively. Therefore, According to the responses of the respondents, all of them have the knowledge of tourism.

- ❖ Regarding the advantages of Urban Public Park, from the total of 21(100%) respondents 15(71.4%) of the respondents have very good knowledge of the benefits of urban public parks in promoting the Ethiopian tourism, whereas the rest 4(19.0%) and 2(9.5%) of the respondents have good and excellent knowledge of the benefits of urban public parks in promoting the Ethiopian tourism. Thus, based on the responses, there was no response with very poor or poor knowledge of the advantages of urban public parks. All of them know the benefits of urban public parks to the society and the country in general.
- ❖ The respondents' perception and awareness towards Unity Park before their visit were good 17(81.0%) of them and neutral 4(19.0%) of them, since understanding their perception and awareness towards the park before their visit helped the researcher to judge the impact of Unity Park on visitors.
- ❖ From the total of respondents 10(47.6%) of them described their stay at the park fantastic, while 9(42.9%) of them lack words to describe it. The rest 2(9.5%) described their stay at the park good. Therefore, Unity Park has a positive impact on visitors.
- ❖ Regarding the quality of the Park, for 19(90.5%) of the respondents, the park was unique while the rest 2(9.5%) of them said the park was not unique for them. Thus, from this information, one can conclude that Unity Park has its own uniqueness.
- ❖ Regarding the Park's potential, all the attraction sites, namely, the Zoos and Artificial Cave, the Green Area and Traditional Garden (Botanic Garden), the Portraits of modern leaders of Ethiopia on the wall, the Emperor Menelik's Palace complex, the Throne Hall, the Banquet Hall, the Regional States' Pavilion, the Exhibition, the Traditional Houses and the Resting Rooms have been rated excellent by almost 90.5% of the respondents.
- ❖ The attempts that have been made to combine the natural, cultural, and historical tourism potential of Ethiopia to be looked at have been given excellent by most of the respondents 20(95.2%). Therefore, Unity Park combined the cultural, historical, and natural tourism of Ethiopia to be viewed by visitors. It is considered as mini Ethiopia.
- ❖ 20(95.2%) of the respondents agreed by responding "YES" concerning the awareness the Park created and the curiosity it raised in the visitors mind to know more about each region's cultural, historical and natural tourism potential by visiting them
- ❖ After visiting Unity Park, almost all 20(95.2%) of the respondents have been proudly motivated and encouraged to tell what they visited inside the park and encourage people to visit the it and know more about Ethiopian tourism potential.
- ❖ All 15(100.0%) of the tourism professionals agreed that Unity Park was facing challenges while promoting the Ethiopian tourism. The tourism professionals listed some of the challenges as well.
- ❖ 15(71.4) respondents didn't face any challenges while coming or during their stay visiting the Park whereas the rest 6(28.6%) faced some challenges while coming to visit the park or during their stay at the Park. The challenges may be obstacles for the full functioning of the park to promote the Ethiopian tourism. Therefore, immediate corrective actions need to be taken.

- ❖ Regarding the opportunities, all the professionals 15(100%) agreed that Unity Park has opportunities to promote the Ethiopian Tourism internationally.
- ❖ Regarding the wise and appropriate use of the opportunities, there is a disagreement among the professionals. 8(53.0%) of the tourism professional respondents responded that the opportunities were not being used wisely and appropriately while the remaining 7(47.0%) of the respondents agreed with the wise and appropriate use of the opportunities that Unity Park offers.

Finally, the student researcher summarized the suggestions pointed out to overcome the challenges of the Park by the professionals as follows:

- ❖ Professionals should be there to serve and educate visitors,
- ❖ Except the pick season entrance fee and food service fee should be fair for the society since it is their history.
- ❖ Creating some more means of amusement which are fair in price and might attract more people
- ❖ Segment the market
- ❖ Arrange tour packages
- ❖ Expand the parking lots people should be aware about the development agenda and the political interest.
- ❖ Creating awareness by educating the whole society via social media and other sources honestly and diligently.
- ❖ Advertise open hour for students and introduce documentary movie nights since they are the generation who decide the fate of the country.
- ❖ Tourist based infrastructure development should be taken into account to use all the opportunities that are at our hands. For instance, to attract transit passengers to visit the park, there must be a special road from the park to the airport that could not be overcrowded. This helps transit passengers to use the short time they have to visit the park.

## **4.2. Conclusion**

Unity Park is the newly branded urban public park which is located in the capital of Ethiopia. The researcher conducted his research on it by aiming to disclose its potential, challenges, and opportunities while promoting the Ethiopian Tourism. Based on the data collected and analyzed, the following conclusions are drawn.

- Unity Park has a potential to positively impact the visitors. It projects very good image concerning the natural, cultural, and historical tourism of Ethiopia.
- Unity Park's potential has its own flavor and taste of uniqueness. It is a plus to the Ethiopian tourism.
- All the attraction sites or tourist destinations inside the Park have the potential to represent the mini Ethiopia by combining the natural, cultural, and historical tourism of Ethiopia.
- Unity Park is capable of creating awareness and raising curiosity to visit and know more about each Ethiopian region's natural and man-made tourism potential.

- The Park motivates and encourages people to tell others what they have observed and visit the park as well.
- Based on the responses of tourism professionals, Unity Park is facing a number of challenges while promoting the Ethiopian tourism.
- Unity Park has a number of opportunities to promote the Ethiopian Tourism internationally.
- Regarding the wise and appropriate use of the opportunities, there is a disagreement among the professionals.

### **4.3. Recommendation**

Based on the result of the data collected, analyzed, interpreted, summarized and concluded, the researcher points out recommendations to overcome the challenges and improve the services provided by Unity Park in order to promote the Ethiopian tourism. Moreover, he suggests possible solutions to enhance the full functioning of the Park to achieve its objectives.

- ❖ More professionals should be there to serve and educate the visitors. In the tourism sector, professionalism is the key to project the good image of the country. In addition to that, it plays the greatest role in keeping the safety and sustainability of the destinations. Therefore, Unity Park has to carefully higher more tourism professionals for the sustainability of all the attraction sites inside.
- ❖ Except the pick season entrance fee and food service fee should be fair for the society since it is their history. As the Prime Minister said it, “The History of all of us”. Thus, all Ethiopians should entertain with moderate payment. The more the societies know about their country, the greater they will be proud of their country since Ethiopia is one of the greatest country in the world with history that is not fully told.
- ❖ Some means of amusement which are fair in price and might attract more people should be created.
- ❖ Segment the market: The more finely segmented the market, the greater the likelihood that the destination or attraction will be able to implement targeted marketing campaigns to be usable by distinct groups of visitors rather than randomly marketing to the market in general. The problem of Unity Park is segmentation. The adults and the children are charged the same amount of entrance fee.
- ❖ Arrange tour packages
- ❖ Expand the parking lots
- ❖ Create awareness about the development agenda and the political interest to bring our country first and promote our country in everything by avoiding complaining and blaming one the other.
- ❖ Create awareness by educating the whole society via social media and other sources honestly and diligently.
- ❖ Advertise open hour for students and introduce documentary movie nights.
- ❖ To attract transit passengers to visit the park a special road from the airport that could not be overcrowded to the Park should be built.

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