



Nexus between Urban Tourism Resources and Tourist Preferences: the case of Addis Ababa City Tourism

By

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ABSTRACT:

Nexus between Urban Tourism Resources and Tourist Preferences: the case of Addis Ababa city

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This is an applied research which is conducted to know tourist preference on urban tourism resources. The aim of this research is to know tourism potential of the city, tourist expectation, experience, satisfaction and preferences towards Addis Ababa tourism. The study area for this study is Addis Ababa city which is the capital city of Ethiopia and the head quarter for Africa Union. The data for this study were collected from the on-site survey method and from secondary sources. The sample population for this study was composed of tourists who visited Addis Ababa between January and February in 2016. The survey was conducted at five different sites in the Addis Ababa. Out of 175 questionnaires, 150 were usable. Therefore, the data from 150 respondents were analyzed in this study. Appropriate statistical analyses such as frequencies and percentage were used according to respective objectives and descriptors. The result indicates that more than 50% of the tourists are preferred to cultural tourism resources of the city.

Keywords: urban tourism, tourist preferences, tourism infrastructure, tourism resources, satisfaction

Dedication

I dedicate this dissertation to my dear parents Abirham Negesa and Masitu Terfesa, who instilled in me the determination and will to meet obstacles positively. They have given me unconditional love and support throughout my life. To my mom and dad, I love you and hope I have made you proud.

Finally, I would like to thank my lovely wife, Yadate Senbeta, who encouraged and prayed for me ever since I began this research. I thank God with all my heart that provided me the strength and wisdom to finish this research.

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I give my sincere thanks to my brothers and sisters, Chali, Chaltu, Ayentu, Ararse, Gutama, Marera, Amenti and other family members. Though thousands miles away from Addis Ababa, they have constantly supported, encouraged and believed in me during my study at Addis Ababa University.

Table of Contents

Acknowledgements.....	108
Table of Contents.....	109
List of figures.....	111
List of tables.....	112
List of abbreviation.....	113
Chapter One.....	114
1. Introduction.....	114
1.1. Background of the Study.....	114
1.2. Problem Statement.....	116
1.3. Objectives.....	117
1.3.1. General Objective.....	117
1.3.2. Specific objectives.....	117
1.4. Research question.....	117
1.5. Scope of the study.....	117
1.6. Significance of the study.....	118
Chapter Two.....	119
2. Literature Review.....	119
2.1. What is urban tourism?.....	119
2.2. Advantage of urban tourism.....	120
2.3. Theoretical concepts regarding urban tourism.....	121
2.4. Tourism in Ethiopia.....	121
2.5. Key terminologies.....	126
2.5.1. Tourism.....	126
2.5.2. Destination Attractiveness.....	127
2.5.3. Satisfaction.....	128
2.6. Conceptual frame work of the study.....	129
Chapter Three.....	130
3.1. Research Method and Materials.....	130
3.2. Study area description.....	130
3.3. Method of data collection and sampling techniques.....	130

3.3.1. Sampling strategy.....	130
3.3.2. Data collection	131
3.3.3. Data source.....	131
3.3.4. Data management.....	131
3.3.5. Data analysis	132
chapter Four	133
4.1. Results and Discussions	133
4.2. Potential tourism resources of Addis Ababa city	134
4.3. Tourists Expectation and experience about Addis Ababa City Tourism	144
4.3.1.What are the major factors for the gap created between tourist expectation and experience.....	146
4.3.2. What happen in Addis Ababa when expectation of tourists become different from experiences.....	147
4.4. Tourist preferences on city tourism resources	148
4.4.1. Factors that determine tourist preferences in Addis Ababa city tourism	149
4.4.2. Tourists willingness to stay and visit additional tourist spots in the city	149
4.5. Basic services of tourism in the city and tourists attitude.....	150
4.5.1. Tourist satisfaction to city road.....	151
4.5.2. Tourists satisfaction to services provided in hotel	153
4.5.3. Tourists satisfaction to transport access in city.....	156
4.5.4. Tourists satisfaction to city tour guides	158
4.5.5. Tourist satisfaction to the service given at bank in the city	159
4.5.6. Tourists satisfaction to telecommunication network and internet services in the city	160
4.5.7. Tourists satisfaction to restaurant that provide cultural food.....	162
4.5.8. Tourists satisfaction to the socio-culture of the city people.....	163
Chapter Five.....	164
5.1. Conclusions and recommendations.....	164
5.1.1. Conclusion	164
5.1.2. Recommendation	166
REFERENCES	168
Annex 1.....	172
Declaration.....	176

List of figures

Fig1: Ethiopian travel and tourism competitiveness index, 2009	9
Fig 2: Ethiopian competitiveness rankings with other Africa business destinations, 2009.....	10
Fig 3: International tourist arrival 1997-2007 in Addis Ababa city.....	11
Fig 4: Conceptual frame work of the study.....	12

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List of tables

Table 1: Sample size of the study.....	15
Table 2: Distribution of cultural tourism attraction.....	17
Table 3: Tourist expectation and experience.....	35
Table 4: tourists shortening their days of stay in city.....	40

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List of abbreviation

AU: African Union

FASC: Federation of African Societies of Chemistry

GTP: Growth and Transformation Plan

HAPI: Horn of Africa Press Institute

ICT: Information Communication Technology

MDGs: Millennium Development Goals

MICE: Meeting, Incentive, Conventions and Event tourism

MUDC: Ministry of Urban Development and Construction, Ethiopia

PASDEP: Plan for Accelerated and Sustained Development to End Poverty

UNECA: United Nations Economic Commission for Africa

UNESCO: United Nations Education, Social and Cultural Organization

UNWTO: United Nations World Tourism Organization

Chapter One

1. Introduction

1.1. Background of the Study

The history of travelling backs to history of human kind's life. However, modern tourism has appeared during industrial revolution in the 19th century with the appearance of modern means of transport and communication (Alhroot, 2012). Although it had been specialized to the rich and classic group of people for a long time, it was generalized by industrial development and regulation of social rules. This generalization had an enormous growth and affected economic, social, cultural and environmental aspects.

Now a day's tourism has become one of the largest and rapidly growing industries in the world. According to the World Tourism Organization (UNWTO, 2015) there were 1.138 Billion international tourist arrivals in 2014, which showed an increase of 4.7% over the previous year. Significant growth of tourists arrival are shown in America (+7%), Asia and Pacific (+5%), Europe (+4%) and Middle East (+4%). Though noted for its tourism potential, Africa's tourism sector is increasing only by (+2%) of the total tourist arrivals in the world. In terms of receipts, Europe, which accounts for 41% of worldwide international tourism receipts, saw an increase in tourism earnings in absolute terms of US\$ 17 billion to US\$ 509 billion (euro 383 billion), Asia and the pacific (30% share) saw an increase of US\$16 billion, reaching US\$377 billion. In the Americas (22% share), receipts increased by US\$ 10 billion to a total of US\$ 274 billion (euro

206 bn). In the Middle East (4% share), tourism receipts increased by an estimated US\$ 4 billion to US\$ 49 billion (euro 37 bn) and in Africa (3% share) by US\$ 1 billion to US\$ 36 billion (euro 27 bn).

According to (UNWTO, 2014) tourism has become one of the major players in international commerce and at the same time one of the main source of income for both the developed and developing countries. Tourism has been associated with development such that developing countries are beginning to develop their tourism service and amenities with an aim of promoting economic growth.

Tourism as a socioeconomic activity does not occur randomly. Some regions, destinations or sites appear to be more successful than others in attracting and offering tourism activities. The identification and analysis of existing patterns of tourism resources are critical steps in assessing the potential for attracting tourists to a given area (Gunn, 1988).

To make tourism sustainable it is expected to make tourism activity environmentally friendly and should have positive impacts on natural, economic, socio cultural, aesthetic and environment (Sundercock, 1998).

According to Warnken (2002) accommodation, transportation and recreation services are basic components of a tourism destination. Together, these elements comprise the total appeal of natural and manmade characteristics that exists in the area. The competitiveness of these facilities at a national or international scale determines whether they become valuable assets for or likely hindrance to, attracting visitors to a destination. Plans for improving the overall attraction of a destination need to be based on detailed information highlighting the current state of such infrastructure.

Formica and Sandro (2000) citing Echtner and Ritchie (1993); and Leyele (1996) have suggested that among the various sources of measuring attractiveness from a demand perspective, tourist preferences appear more accurate than actual visitation or tourism receipts. In fact, tourists are the ultimate judges in determining the level of attractiveness of a region. Their perceptions about a given area determine its success or failure as a tourist destination. Since perceptions are reality in the traveler's mind, it does not matter how many tourism resources are available in a given area when its overall attractiveness has already been defined.

1.2. Problem Statement

According to Ashworth (1989) and Fainstein (1992) study about tourism and its attractiveness in cities had not attracted much attention from academic world. Akis (2009) urban tourism has given very less attention than other forms of tourism in developing countries. In Ethiopia, not only it has given less attention but also its concept is new (Ermas, 2015). Different researchers had conducted study in Ethiopia which is related to tourism. However, none of the previous study conducted were answers to which types of urban tourism resources tourist preference is high in Ethiopia. If tourist preference is not known it is difficult to fulfill tourist interest at destination. Moreover, Ethiopia has the plan of becoming one of the top tourist destinations in Africa by 2020. To achieve this objective it is mandatory to know tourist preferences

In addition to visit purpose, tourist will prefer Addis Ababa city to start their travel origin, for the basic transport, lodging, tour information and to get other facilities. And also tourists spend their time to acclimatize with the climate and necessary tourist information. Within this short time of two to three days, tourists travel in and the surrounding places of Addis Ababa for the purpose of visitation. In this study, an attempt will be made to perceive their travel preferences in a city. So, this paper is going to map different tourism resources, identify tourist perception about tourism

and tourism related infrastructure and determine tourist preferences towards tourism potential of the city.

1.3. Objectives

1.3.1. General Objective

The general objective of this study is to investigate the relationship between tourism attractions and tourist preference of Addis Ababa City.

1.3.2. Specific objectives

1. To assess the current potential tourism resources in Addis Ababa city.
2. To identify tourist perception, preferences about the city tourism.
3. To determine tourist satisfaction towards the basic services given in a city.

1.4. Research question

1. What are the current resources of Addis Ababa City that pertain to tourism?
2. What is the expectation and experiences of tourists about Addis Ababa city tourism?
3. Are tourists satisfied with the tourism basic services in a city?

1.5. Scope of the study

Tourism preferences can be studied at different levels such as regional, national, woreda, and urban, rural and / or specific destinations. However, the scope of this study is limited to identification of tourism resources, tourist's satisfaction to tourism related infrastructure and tourist preferences to different tourism resources of Addis Ababa city.

1.6. Significance of the study

This study has got significance, because it could be used in universities as an addition input material, the role of this paper in tourism bureau and for other stake holders of tourism is great because it gives additional input on how to advance attractiveness of the destination, future researchers can use it as a literature review and tourism business entrepreneurs can use it as a guide to establish attractive destination.

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Chapter Two

2. Literature Review

2.1. What is urban tourism?

The term urban tourism describes tourism activity which occurs in metropolitan areas and involves interactions between visitors and urban environments, characterized by close concentrations of population (Brian & Leo, nd). (Medlik, 2003) defined urban tourism as it is tour and visit with a center of attention on town and city destination. Sustainable urban tourism is tourism that is both sustainable and occurs in urban areas (Noel and Chris, 2010).

Jansen (1989) defines “city tourism product as historic buildings, urban landscapes, museums and art galleries, theatres, sport, and events”. It is possible to classify elements of city tourism as primary, secondary and additional elements. The primary elements are the core characteristics, attractions, activities, and facilities of the city that would exist whether or not tourists visited. These characteristics often turn out to be the main reason that tourists visit a destination. They include cultural facilities, physical characteristics, sports and amusement facilities, and socio-cultural features. The secondary elements comprise the tourism superstructures intended to accommodate and service the visitors. They include hotels, catering facilities, and markets. Lastly, the additional elements include supportive services and destination management issues that facilitate access by visitors to the local attractions and activities, as well as to the hotels, restaurants and airports. These elements include tourist information offices, parking facilities,

signposts guides, maps, and other services that facilitate the accessibility of the tourist offerings of the destination.

The interests of tourists traveling to cities have very much increased over the last few decades. The travelers have travelled for different purposes. These include travel for business or convention; others are traveling on leisure time to learn about other cultures, to develop their specific interests, and to seek entertainment.

2.2. Advantage of urban tourism

To benefit urban communities and over all society from urban tourism it needs proper plan, development and management (Iodarche and Cebuc, 2009). Urban tourism brings advantages like experience sharing with regards to new culture, improvement of facilities in which beside to tourists the local residents are beneficiary from improved facilities, tourism resources preservation, job creation, create means of income for resident communities and it can be a means for creating investment opportunity for both foreign and domestic investors (Stanciulescu,2009).

According to Hhigham and Lueck (2002) sustainable urban tourism can give the following advantage; restoration of natural areas in cities, a reduction in the impacts relating to the transportation of visitors, the ability to provide interpretation and education directed at changing attitudes and values so as to foster pro-environmental behavior to a wider range and larger number of people, both residents and tourists and, finally, improvement in the financial viability of ecotourism operations. In addition the needs and wants of urban tourism can be more readily planned for and managed in large numbers incorporating economies of scale. Urban tourism can be used as a means of transferring knowledge about the past to the succeeding generation of

residents, experiencing visitors both domestic and foreigners with regards to environment, social, economical and cultural aspects of these places because it allows the preservation of historical continuity of urban places Savage, Huang and Chang (2004; 224) .

2.3. Theoretical concepts regarding urban tourism

According to UNWTO (2012) the world's cities are some of the world's greatest tourism destinations. Tourists are drawn, in growing numbers, to the vibrancy, excitement and diversity on offer in cities worldwide. The socio-economic impact of these visitors is extraordinary. Whether visiting for leisure, business, or to meet friends and relatives, tourists contribute to the local economy and support jobs across the city and beyond. As tourists' preferences and expectations change, so do cities, with tourism triggering constant investment in infrastructure, promotion and conservation, benefiting tourists and local residents alike.

Managing urban tourism is difficult because private, public and as well as significant opportunity shows radical change and metropolitan expands day to day. It is a key to respond to both visitors and residents in sustainable manner (UNWTO, 2012).

2.4. Tourism in Ethiopia

The history of Ethiopia was highly related with bad image which hinders the tourists to come to the country. The country was known by different names like land of draught, famine, civil war, political instability, very poor infrastructure, deep rooted poverty and HIV/AIDS. Government of Ethiopia has now prioritized tourism development and associates it with different development strategy like Plan for Accelerated and Sustained Development to End Poverty (PASDEP), Millennium Development Goals (MDGs), Growth and Transformation Plan (GTP) and tourism policy to optimize the existing tourism resources as a driving force of economic growth for the

whole country. The county is undertaking different activities to improve infrastructure (Sisay, 2013).

There is clear evidence of a supply-side response to the increase in demand for tourist services in Ethiopia during the last decade. The African continent receives approximately 6% of international tourist arrivals. Compared with other African countries, Ethiopia's arrival numbers are very low at 0.6% of the African total and some 50 million arrivals in 2006. The long-term vision of Ethiopia is to be one of the top ten tourist destinations in Africa by 2020. If African tourism generally continues to grow at the same rate as for the last decade, this suggests that Ethiopia will need to attract some 2.6m visitors by 2020 in order to achieve this target (Jonathan and Christopher, 2009). The World Economic Forum had carried out survey in 2009 on one hundred thirty three countries to know their travel and tourism competitiveness index. The indicator were travel and tourism regulatory framework, policy rules and regulation, environmental sustainability, safety and security, health and hygiene, prioritization given to travel and tourism, travel and tourism business environment and infrastructure, air transport infrastructure, ground transport infrastructure, tourism infrastructure, ICT infrastructure, price competitiveness in travel and tourism industry, cultural and natural resources, education and training are some of the indicators while measuring the competitiveness index. The figure below shows the Ethiopian travel and tourism competitiveness index.

Fig 1.Ethiopian Travel and Tourism Competitiveness Index, 2009

2009 Index.....	123
2008 Index.....	121
T&T regulatory framework	128
Policy rules & regulations	100
Environmental sustainability	109
Safety & security	117
Health & hygiene.....	133
Prioritization of T&T	111
T&T business environment & infrastructure.....	112
Air transport infrastructure.....	97
Ground transport infrastructure	117
Tourism infrastructure.....	122
ICT infrastructure.....	132
Price competitiveness in the T&T industry.....	15
T&T human, cultural & natural resources	101

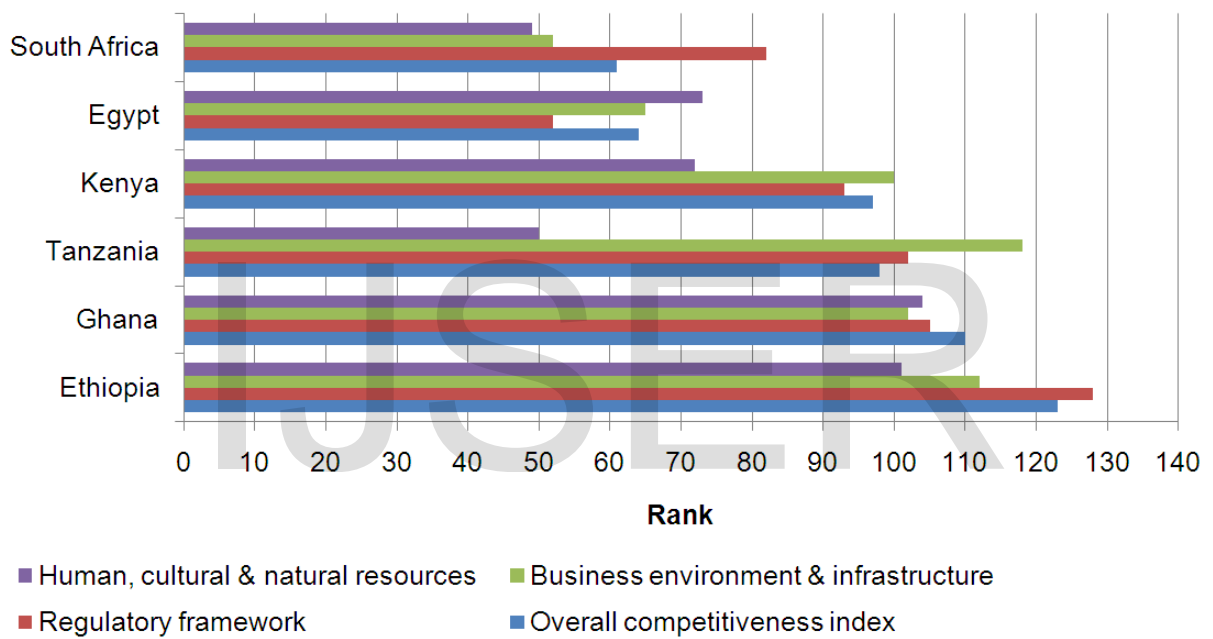
Human resources.....	124
Education & training	127
Availability of qualified labor	118
Affinity for T&T	121
Natural resources	36
Cultural resources	83

Source: World Economic Forum 2009

Note: Rankings are out of 133 participating countries (1st = best, 133rd = worst)

The figure below shows the rank held by Ethiopia when compared with different African countries tourism destinations in 2009. The attributes for comparison were the availability of human, cultural and natural resources, the presences of tourism regulatory framework and good environment that the country has to carry out the tourism businesses.

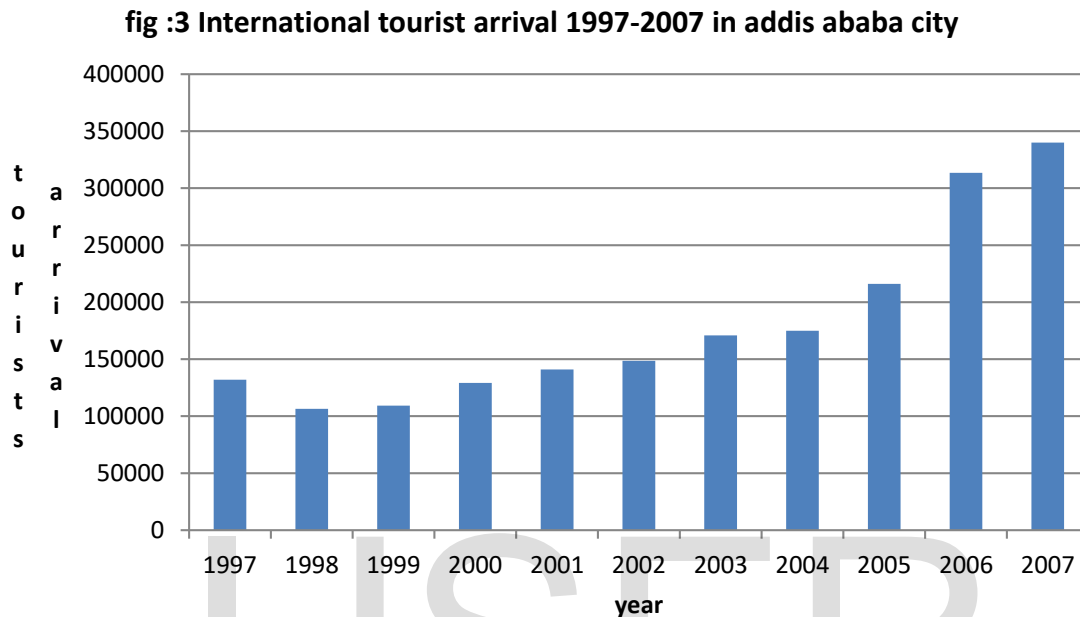
Fig 2. Ethiopian competitiveness rankings compared with other African business destinations, 2009



Source: World Economic Forum 2009

International tourist arrival in Addis Ababa city from 1997-2007

The figure below shows the international tourist arrival in Addis Ababa city from 1997-2007.



Source: Addis Ababa culture and tourism bureau tourist statistics June 2013.

2.5. Key terminologies

This concept is used to describe basic terms used to analyze the study. They include the primary and the secondary terms which is a core term to the subject of study. The following terms are used in describing and generating discussions for the study.

2.5.1. Tourism

Tourism is defined scientifically as the sum of the phenomena and relationships arising from interaction among tourist, business suppliers, host governments, host communities, origin government, Universities, Community colleges, Nongovernmental organization in the process of attracting , transporting, hosting, managing the tourists and others Visitors (Mckercher ,1995).

And Tourists are people who travel to and stay in places outside their environment for more than twenty-four hours and but not more than one consecutive year for leisure, business and religious, health, and personal reasons, excluding the pursuit of remuneration from within the place visited or long-term change of residence (UNWTO ,2009a). And it shouldn't be paid for them while they stay outside of their environment during this duration. Based on the distance covered by tourists the tourism can be called long haul and short haul tourism. If the distance covered by tourists is less than 5000km it is short haul tourism but if the distance covered is more than 5000km it is long haul tourism.

2.5.2. Destination Attractiveness

The attractiveness of a destination reflects the feelings and opinions of its visitors about the destination's perceived ability to satisfy their needs. The more a destination is able to meet the needs of the tourists, the more it is perceived to be attractive and the more the destination is likely to be chosen. Mayo and Jarvis (1980) define attractiveness as, 'the perceived ability of the destination to deliver individual benefits'.

The attractiveness of a tourist destination encourages people to visit and spend time at the destination. Therefore the major value of destination attractiveness is the pulling effect it has on tourists. Without the attractiveness, tourism does not exist and there could be little or no need for tourist facilities and services. It is only when people are attracted to a destination that facilities and services follow (Ferrario, 1979b).

For a city or region, attractiveness shows the power of attraction, making that territory to attract people. Attractiveness needs investments that are designed to enhance the quality of one destination over others (Roxana,2014). Tourist's attractiveness depends on impacts that the

destination has on tourists. The tourist's destination must succeed to guarantee and provide visitors throughout its entire offer and experience whose degree of satisfaction is better than other competitor's destinations.

2.5.3. Satisfaction

It is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product of service itself, provided (or is providing) a pleasurable level of consumption related fulfillment, including levels of under or over fulfillment... (Oliver, 1997). Pizam, Neumann and Reichel (1978) defined tourist satisfaction as 'the result of the interaction between a tourist experience at the destination area and the expectations he/she had about the destination' based on the Expectations-disconfirmation paradigm. Tourist satisfaction is central in destinations as it determines tourist's intention to revisit and recommend the destination to friends and relatives.

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2.6. Conceptual frame work of the study

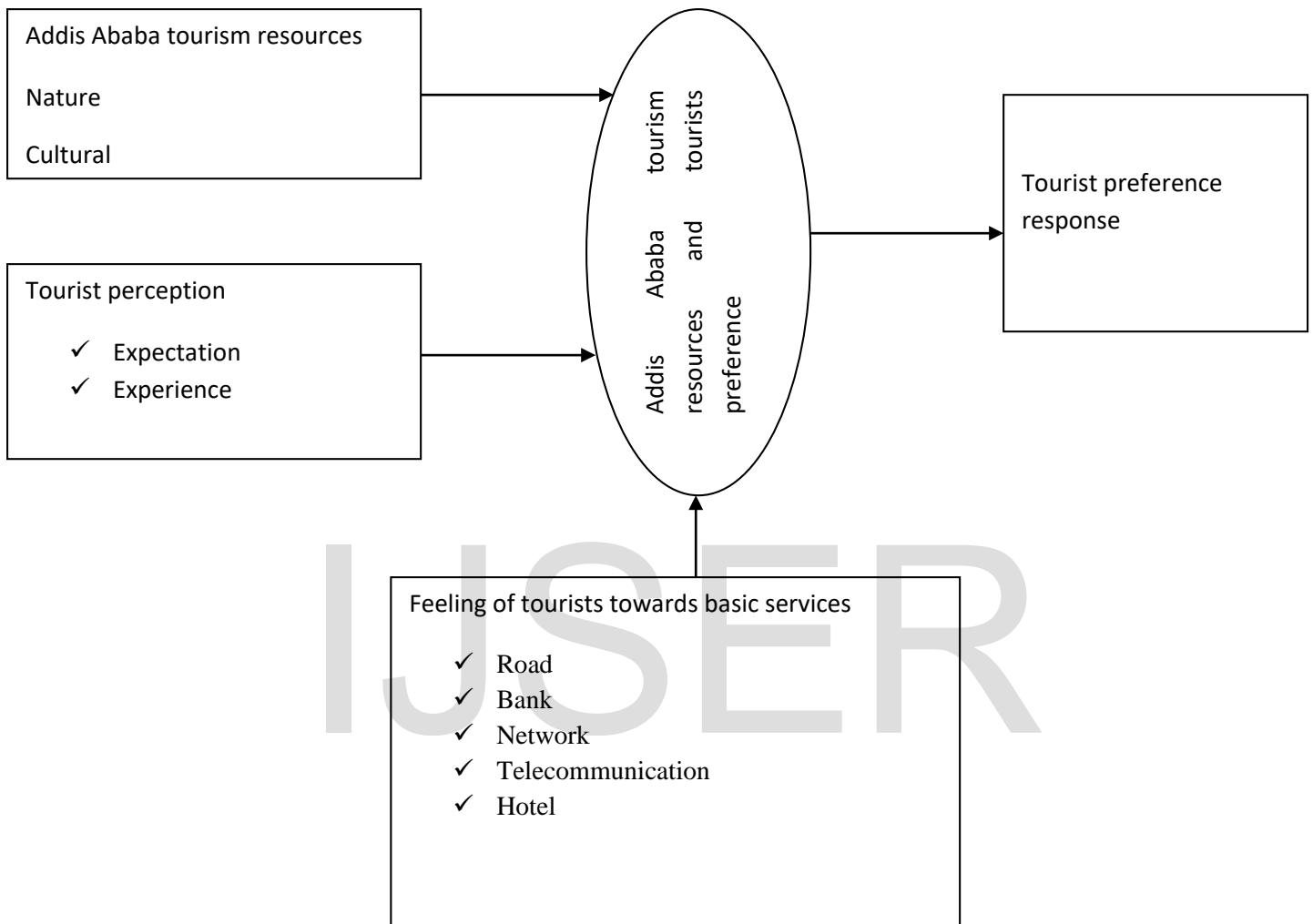


Fig 4. Conceptual framework of the study.

Sources: researcher

Chapter Three

3.1. Research Method and Materials

3.2. Study area description

Addis Ababa (meaning “new flower” in Amharic), is the capital city of Ethiopia. The city is situated at 2,440 m above sea-level on a plateau surrounded by hills and mountains. Addis Ababa is Ethiopia's largest city and its administrative and communications center. The city possesses a complex mix of highland climate zones, with temperature differences of up to 10 °C, depending on elevation and prevailing wind patterns.

3.3. Method of data collection and sampling techniques

3.3.1. Sampling strategy

To conduct this study, at first, rapid informal field survey and discussion with Addis Ababa city administration culture and tourism bureau was carried out. After the discussion different places were selected including; Entoto, Ethiopian National museum, palace (Menilik II), Merkato open market and Geworgis Church were selected for sampling. These places were highly visited by a tourist by that time that was the reason they were selected for sampling. Then stratified sampling procedure was followed in which tourists were categorized as domestic and foreign. Using rule of thumb 100 (one hundred) or 5% of the total international tourists who visited the city for two consecutive months (January – February, 2016) were selected as respondents. And about fifty (50) domestic tourists were selected as respondents. At the final stage, the total numbers of selected tourists were contacted based on convenience method of data collection for analysis of the study.

3.3.2. Data collection

Two main techniques of data collection were used for this research; questionnaires and observation

Questionnaires

List of both open and close ended questionnaires were prepared by the researcher and distributed for tourists at destinations. The purposes of these questions were to know the tourists expectation, experience, preference and level of satisfactions to the city tourism.

Participant observation

The researcher had also conducted field observation to gather necessary data. The purpose of this observation was to make comparison between response given to question and what exist actually at destination.

3.3.3. Data source

The researcher use both primary and secondary data. Primary data was gathered from tourists, local communities, experts of tourism at destinations and secondary data source were flight paper of the tourism organization, thesis of previous researchers, library, books and brochures.

3.3.4. Data management

Quantitative and qualitative data were entered into Microsoft Office Excel 2007 and edited using appropriate statistical software which is statistical package for social sciences (SPSS VERSION-16) computer software program.

3.3.5. Data analysis

The pre-coded questionnaires were entered and edited using the statistical package for social sciences (SPSS VERSION-16) computer software program and the results were organized. Descriptive statistics such as frequencies and percentages were applied to understand the relationship and associations between variables. Then, the results were presented in terms of tabular, tables, figures and charts.

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CHAPTER FOUR

4.1. Results and Discussions

Under this chapter detailed discussion of the researcher’s findings are presented. In order to fulfill the objectives both (domestic and international) tourists were selected for convenient sampling. The entire field survey was conducted during January –February, 2016 and collected data (Table 1) have been analyzed.

Table 1. Sample size (in field investigation) of the study

Places	Tourists					
	Domestic			Foreign		
Addis Ababa	male	female	Total	male	female	total
	25	25	50	60	40	100
Ages of tourists						
	frequency	percent	Valid percent	Cumulative percent		
<20	19	12.7	12.7	12.7		
21-30	58	38.7	38.7	51.3		
31-40	26	17.3	17.3	68.7		
41-50	15	10.0	10.0	78.7		
51-60	16	10.7	10.7	89.3		
>60	16	10.7	10.7	100.0		
Total	150	100.0	100.0			

Why tourists came to Addis Ababa				
	Frequency	Percent	Valid Percent	Cumulative Percent
Tour	102	68.0	68.0	68.0
Meeting	8	5.3	5.3	73.3
business	3	2.0	2.0	75.3
religious	2	1.3	1.3	76.7
visit relatives	17	11.3	11.3	88.0
other	18	12.0	12.0	100.0
Total	150	100.0	100.0	

Source: Field Survey, January -February 2016

4.2. Potential tourism resources of Addis Ababa city

Addis Ababa is a big, sprawling city and has numerous tourism resources. The tourist attraction in Addis Ababa are classified under (1) Historical buildings, (2) Parks, (3) Monuments, (4) Museum, (5) Center of theatres, (6) caves, (7) churches, (8) Mosques, (9) Market and shopping center, (10) natural tourist attractions and (11) events.

More than twelve decades are passed since Addis Ababa is established and it has some fine historical heritage especially in the form of old houses. These historical buildings reflect the level of civilization of the period both artistically and technologically. The city has also different parks which provide recreational services and the local communities carry out their wedding ceremony in these parks. More over there are major historical statues and monuments erected on major squares of the city, which represent events and personalities.

In Addis Ababa also different types of museums are available; historical, cultural and natural museums are available. In terms of ownership they are owned by government, religious institutions and privately.

Table: 2 distributions of cultural tourism attractions in the city.

No.	Sub city	Historical house	Monument	Religious house	Historical places& bridges	caves	Museum	Park	Total
1	Arada	81	8	11	4	--	6	1	111
2	Yeka	54	1	5	2	3	--	2	67
3	Gulele	32	2	8	1	5	5	3	56
4	Kolfekeraniyo	7	--	6	--	1	--	3	17
5	Addis ketema	16	--	4	--	--	--	--	20
6	Kirkos	25	3	4	1	1	3	2	39
7	Nifas silk	2	1	4	--	4	1	1	13
8	Lideta	9	1	3	--	--	1	1	15
9	Bole	3	--	1	--	2	--	2	8
10	Akaki	8	--	1	1	1	--	1	12
Sum		237	16	47	9	17	16	16	358

Source: Tourism Statistics June 2013

When we look at the distribution of tourist attractions by type the historical houses take the highest share which is 66.2%. Arada sub city stood first in having the greatest number of historical houses which is 69.2% in the city. Next to Arada is Yeka which is 19%. (Milena I., 2014) argued that cultural heritage sites play multiple roles in the development of urban tourism. So, it is necessary to develop a means of utilizing urban tourism potential on sustainable way. In addition to these Addis Ababa city has also natural tourist attractions which include beautiful landscape and different bird species. Some sample photo of cultural and natural tourism potentials of Addis Ababa city are presented below.



Menelik II monument located in Piza, central Addis



Yekatet 12 monument located close to Sidist Kilo Campus of Addis Ababa University



Raguel church and Anuar mosque both located in Merkato

International Organizations and Conference Facilities

As the seat of the Headquarters of the United Nations Economic Commission for Africa (UNECA), the African Union (AU) and other regional and international organizations, Addis Ababa is the diplomatic capital of Africa. Addis stands fourth among the most important centres of international organizations and Embassies after Washington DC, New York and London.



Africa Union building located close to Sar-Bet and Mexico Square.

The city is also center for celebration of different events which can be potential for urban tourism.



Celebration of Meskel (Cross Day) in Meskel Square

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Entoto Hills Landscape



Souvenir shop located at Sheromeda



Washa Michael located at Yeka around Kotobe

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Atse Dawit cave located around Entoto

4.3. Tourists Expectation and experience about Addis Ababa City Tourism

People travel to fulfill their initial needs satisfactorily. This process of action or consumer behavior is of importance to understand, especially for the tourism industry striving to enhance businesses economy by attracting customers. Tourists' satisfaction with a trip or a destination is a result of many aspects, such as their perception of product elements experienced as well as their expectations before- and during the trip. People go on holiday to satisfy one or several of their needs, whatever these needs are. To achieve satisfaction people try to behave in a rational way. They choose, for instance, activities that they expect will fulfill their needs satisfactorily.

This tendency of rational behavior, illustrates that there are relationships between motives for travelling, choices made and satisfaction. The literature often portrays the potential distance between expectations and experience, e.g. “expectation-experience gaps” or “expectation-perception gaps” (e.g. Zeithaml, Parasuraman and Berry 1988), as result of customers evaluation of product elements (including those of service). The journey, from leaving home to return, consists of a series of elements, including infrastructural aspects, activity amenities, as well as service elements: transportation, hotel, restaurants, types of activity, number of activities, service level in general, specific activities, the nature/surroundings, travel party, food, etc. After the journey all these elements are viewed as possible influences on overall satisfaction (with the destination) and subsequently on the intention to re-visit and communicate via positive word of mouth. Tourists have their own expectation about particular destination when plan for travelling. Whether they are domestic or international tourists the expectation they have influences tourists to plan to travel to destination in order to experience what they expect from destination to experiences. As the researcher of this study collect data from respondents out of fifty (50) domestic tourists; twenty seven (27) 54%, twenty two (22) 44% and only one (1) 2% tourists expect culture based tourism, both culture and nature based tourism and pure nature based tourism respectively to experience when come to city. However after arriving and visiting the city tourism resources there is difference between expectation and experiences of tourists. From the total domestic tourist’s respondents for this study (33) 66%, (17) 34% and (0) 0% experiences culture, both culture and nature and pure nature based tourism respectively in city. When come to international tourist expectation; 2%, 47% and 51 % expect pure nature, culture, both culture and nature based tourism respectively to experience in a city. Unlike domestic tourists there is a significant difference between expectation and experiences in the case of

international tourist 0%, 72% and 28% pure nature, culture, both culture and nature based tourism respectively experience in city. The table below shows the tourists (both domestic and international) expectation and experiences about Addis Ababa city tourism resources.

Table 3: Tourist Expectation and Experiences

Tourist category	Expectations								Experiences							
	NBT		CBT		Both		Total	NBT		CBT		Both		Total		
	Frequency	%	frequency	%	frequency	%		frequency	%	frequency	%	Frequency	%			
Domestic	1	2	27	54	22	44	50	0	0	33	66	17	34	50		
International	2	2	47	47	51	51	100	0	0	72	72	28	28	100		
Total								150	Total							150

NBT: Nature based tourism, CBT: Culture based tourism, both: nature based +culture based tourism

Sources: field survey (January –February 2016)

4.3.1. What are the major factors for the gap created between tourist expectation and experiences

It is not new phenomena for the tourists as the expectation may not be exactly the same as what they experience. However the degree at which tourist expectation differs from experience should be minimized. The tourist expectation and experience difference was created mainly in the city due to lack of availing the resources properly and lack of enough promotion about Addis Ababa

city tourism resources to different countries or regions which are the tourist generator for Ethiopia.

4.3.2. What happens in Addis Ababa when expectation of tourists become different from experiences

Tourists that do not get tourism resources as they expected would make their duration of stay in a city short and travel to other places. Due to this the city would lose the multiplier benefit gained from tourists. The benefit gained even from one tourist is not simple but in Addis Ababa as this study shows there are many tourists that are shortening the duration of stay in the city. The table below shows the different tourists that shorten their plan to stay in city.

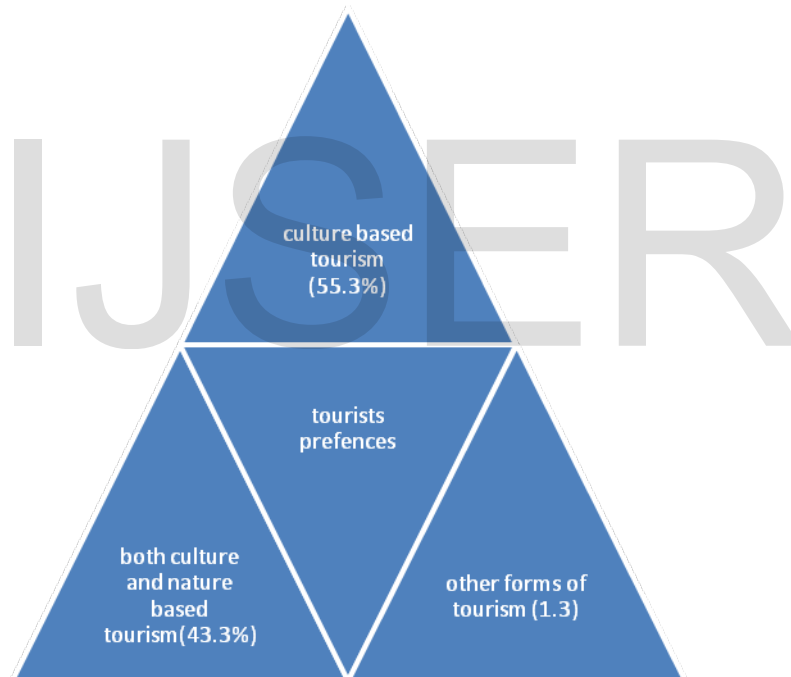
Table 4: shows tourists shortening their plan to stay in city.

Code of tourists	Origin country of tourists	Expected planned days of tourists to stay in city	Actual days tourists stay in city	Next places tourists travel to
T51	UK	5	3	Kenya
T67	Australian	4	2	South Africa
T93	Australian	3	1.5	Kenya
T127	Germany	6	4	Kenya
T133	USA	5	3	USA
T147	Norwegian	3	2	Kenya

Sources: field survey (January –February 2016)

4.4. Tourist preferences on city tourism resources

Addis Ababa city has ample tourism resources which include culture and nature based potential. The researcher requests the tourists to indicate their preferences towards the tourism potential of the city. Accordingly the tourists' preferences towards the city tourism potential are 55.3%, 44.3%, 1.3% to cultural, both cultural and natural and other forms of tourism respectively.



Sources: field survey (January –February 2016)

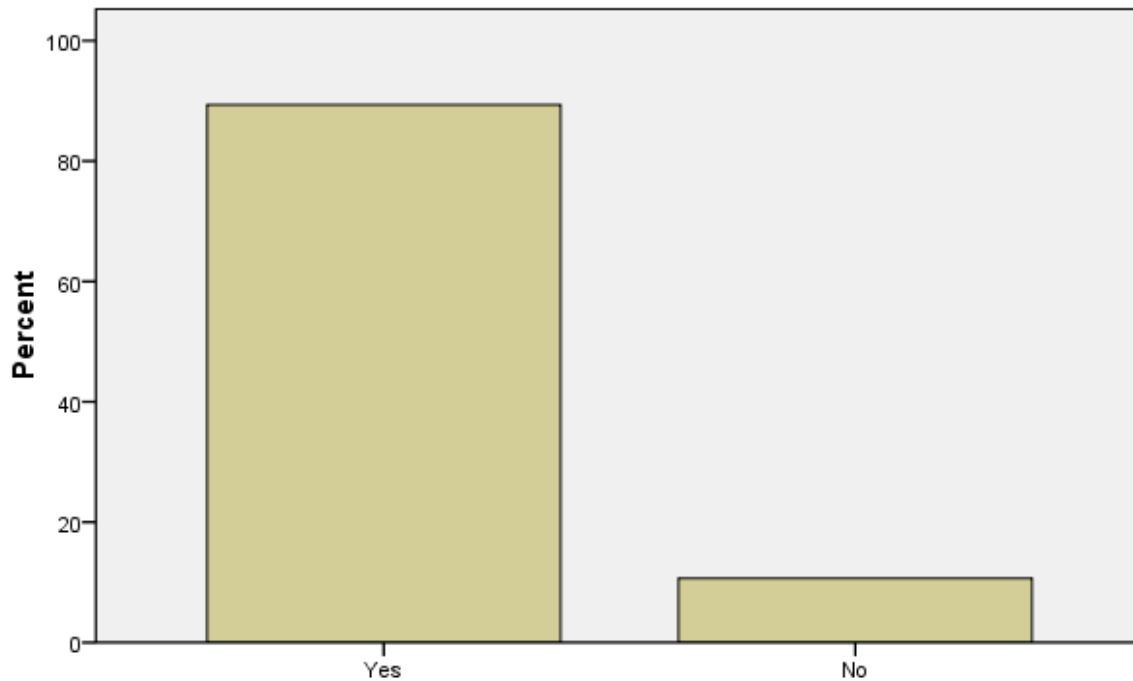
4.4.1. Factors that determine tourist preferences in Addis Ababa city tourism

Though the level of city tourism resource promotion is not enough; tourists got information on the subject of city tourism through word of mouth, lonely planet, guide books, mass media and website. As the respondents of this research responded specially the website has given them tips as the city has only cultural tourism resources. However information which is transferred through word of mouth tells as both culture and nature based tourism resources are available in a city. On the other hand we know that the role of tour guides in a city is important to determine tourist preference in Addis Ababa city. The tour guides take tourists and explain to them only about cultural tourism resources in a city. Even though the city has beautiful land escape and different bird species which can be visited, there are no tour guides who tell to tourists about nature based tourism resources in the city.

4.4.2. Tourists willingness to stay and visit additional tourist spots in the city

Addis Ababa city has numerous tourism potential but currently a few resources are under active utilization. Most of the places are not actively visited because the tourists have no information about the potential tourism in the city. And the tour guides do not take tourists to new places in the city. However more than 90% of the tourists are interested to explore additional tourism resources in the city. About 10% of the total respondents are not interested to stay and visit different potential tourism resources. These kinds of tourists are those who come for business purpose and they are time conscious.

Tourist willingness to stay and visit additional tourist attractions in the city.



Willingness of tourists

Sources: field survey (January –February 2016)

4.5. Basic services of tourism in the city and tourists attitude

Under this part an attempt has been made to discuss and analysis the tourists satisfaction towards the basic services given in Addis Ababa city to enhance the tourists flow to destination. The researcher take not all basic services rather focus on the major services only which include: road, hotels, transport, internet and telecommunication network access, service given in bank and tour guide services. A number of authors, including Gunn (1988) and Inskip (1991), argued that the infrastructure of a country is a potential determinant to the attractiveness of a tourism destination. Infrastructure forms an integral part of the tourism package. For instance, road infrastructure enhances accessibility of tourists to different parts of the destinations of a country.

As such communication infrastructure allows quick and cheap communication between the origin and destination country as well as provides maximum information about the destination thereby reducing uncertainty, fear and asymmetric information.

4.5.1. Tourist satisfaction to city road.

Tourists who visit city include in-transit, same day and there are tourists that stay in city for three to four days according to their plan. During their stay and travel in different parts of the city tourists observe and evaluate their satisfaction to the city road. The researcher had given opportunity for tourists to give their evaluation rate with different level of agreement which is rated from highly satisfied to highly dissatisfied. Depending on this 31.30% and 28 % of respondents are dissatisfied and highly dissatisfied respectively that means more than 50% of the respondents did not get satisfied with the road attractiveness. On the other hand about 25.30 % and 5.30 % of the respondents are rated the point highly satisfied and satisfied respectively. 10% of the respondents did not decide whether the road is attractive or not attractive.

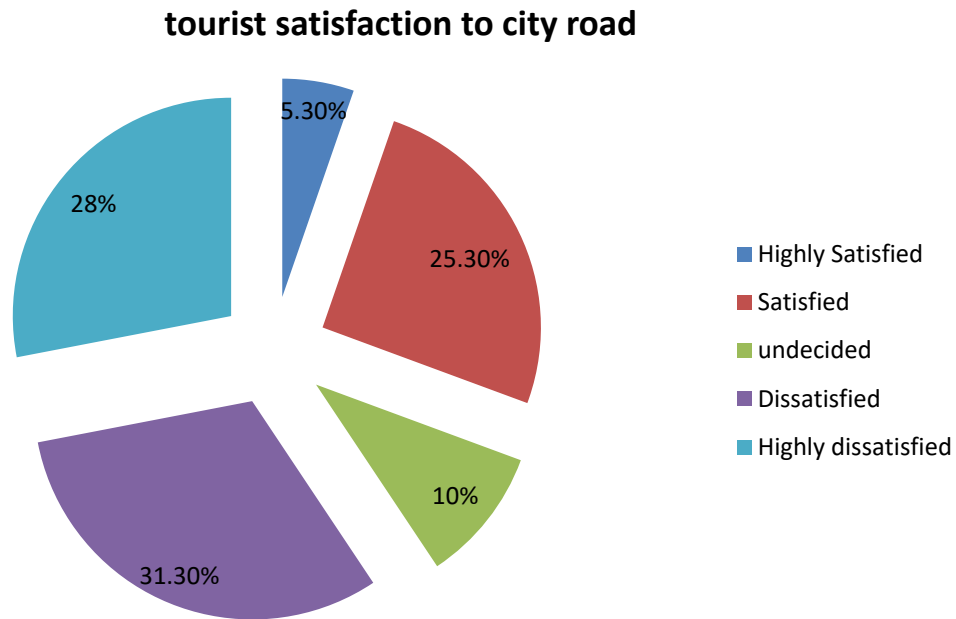
4.5.1.1. Why tourist get satisfied or dissatisfied to city road.

The researcher conducted a further question to know the reason why more than 50% of the respondents are dissatisfied and less than 35 % are satisfied with the city road attractiveness. The researcher found out that the tourists are not interested with the people who practice begging activity near the road, job vacancy and other posts posted in each and every corner of the city, plastic bags, other old and dirty material stored in city and too many traffic jam with in short distances in the city make the tourists to become dissatisfied to the city road. However the tourists that visit the city for the first time take traffic jam as an opportunity because they use the time of the vehicle stop to observe different historical features and monuments available along

the road side. And they did not give attention to people who beg near the road and to the dirty material in the city. In other words most of the tourists that are satisfied to city road are those who visit the city for the first time. And those who are dissatisfied to city road are those who visited the city previously and know about city very well. Respondents which are not more than 10% become neutral about Addis Ababa city road attractiveness. That means they did not want to decide with either dissatisfied or satisfied status with city road. These kinds of tourist are those who travel by their own car.



Sample photo of Addis Ababa city road



Sources: field survey (January –February 2016)

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4.5.2. Tourists satisfaction to services provided in hotel

The researcher has provided questionnaires to tourists to know the tourists satisfaction towards the services they get at hotels. Questionnaires were evaluated from highly satisfied to highly

dissatisfied. Out of the total respondents 6.70%, 36%, 37.30% and 19.30% responded as dissatisfied, neutral, satisfied and highly satisfied with the services provided at hotel. There are no respondents that select the highly dissatisfied point.

4.5.2.1. Attributes tourists consider to determine their satisfaction towards services provided at hotel

The respondents that answer highly satisfied and satisfied rate the services attractiveness they get at hotel from the staff kindness, communication skill of the worker /staff/, and fairness in prices and services provision point of view they get at hotel. On the other hand there are respondents which say the services at hotel in Addis is not attractive for reasons of hygiene and cleanness of the toilet and bedroom, poor Wi-Fi network and waiting for a long time after ordering food and beverage are factors that make tourists to not get satisfied with the attractiveness of the services provided in hotel. In the case of international hotels the respondents had no service problems. Since there are different kinds of tourists which want to stay in supplementary hotels the aforementioned service related problems should be avoided and the city should have to offer good services for such tourists to stay for a long period of time. About 36% of the respondents did not decide whether they are satisfied or not satisfied towards the service provided at the hotel. (Munir S. and Ahmad R., 2013) concur that as hospitality of the service provider, the quality of food and friendliness of the locals has high power to attract tourist to visit the country. Lewis, (1983) agree with the ideas that facilities and services offered by a hotel, or hotel attributes are one of the futures of the product over others. Atkinson (1988) argued that cleanliness of the accommodation, followed by safety and security, accommodation value for money, courtesy and helpfulness of staff were identified as top attributes for travelers in hotel choice selection.



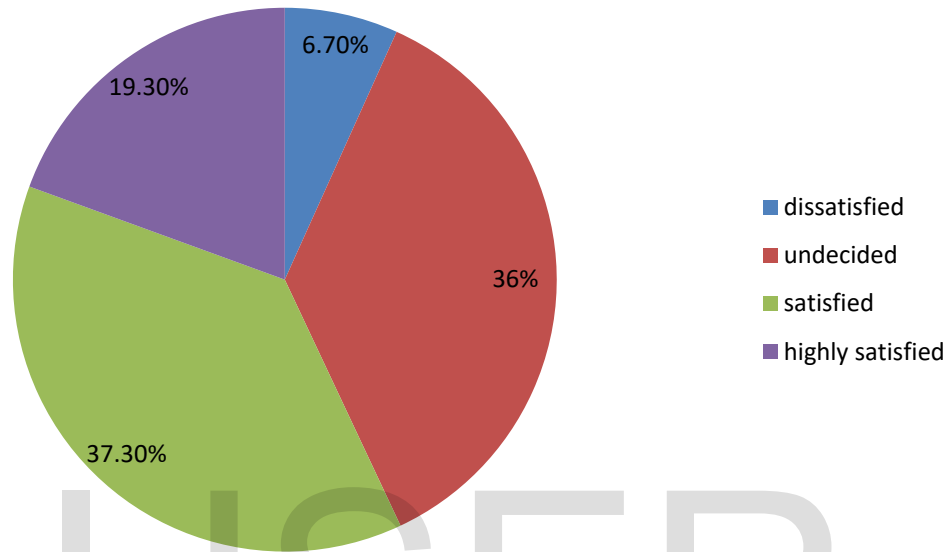
Sample photo of a hotel: Radison blue Hotel located in kazanchis

4.5.2.2. Difference between international and domestic tourist on satisfaction at services provided at hotel.

The researcher understands that there is difference between domestic and international tourists in responding at satisfaction towards the services provided at hotels in the city. Accordingly domestic tourists argue that the prices and services provided at hotel did not balance each other that means the prices is high and the service provided is low. However the international tourists worry about hygiene of the environment they occupy. So if foreign currency is needed it is better to solve the hygiene problem of the hotel. And if the city is interested to promote domestic

tourism it is better to establish a fair strategy of balancing the price and services provided in hotels.

tourist satisfaction to services given at hotel in city



Sources: field survey (January –February 2016)

4.5.3. Tourists satisfaction to transport access in city

Since tourists, in their travel, consider both cost and time; the availability of adequate safe, convenient, and fast transport facilities, are prerequisite for a city's tourism development. Out of the total respondents 8% and 28% responded as highly dissatisfied and dissatisfied to transport access in Addis Ababa; where as 12.70% and 30.70% responded as highly satisfied and satisfied to indicate that there is good transport access in Addis Ababa city for tourists. And about 20.70% become neutral to decide their satisfaction about transport access in the city.

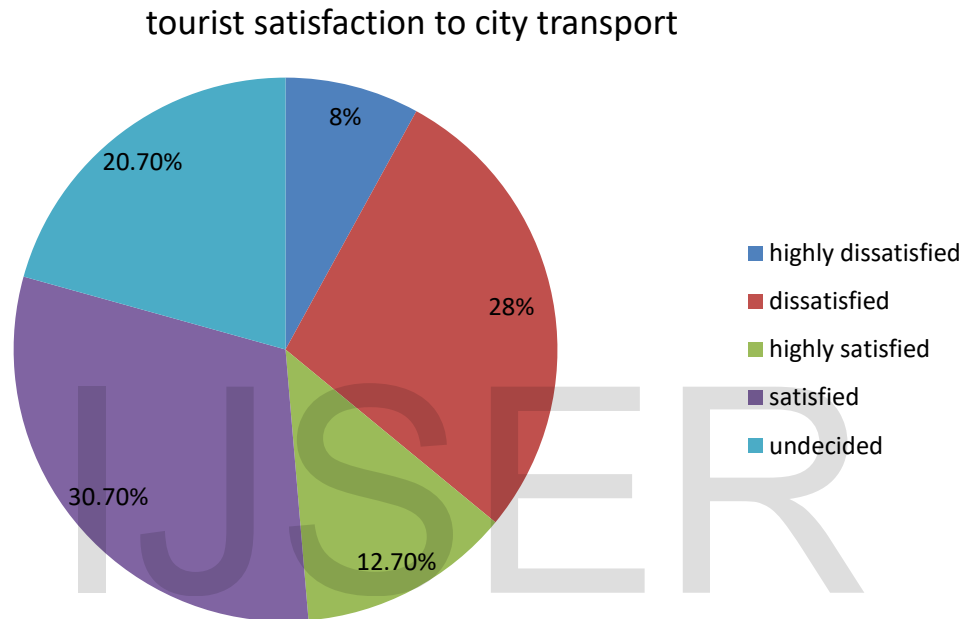


Photo of Addis Ababa city tour bus

4.5.3.1. The factors that tourists reflect towards access to transport in Addis Ababa

Respondents that were not satisfied to transport access in Addis complain about the fact that the means of transportation used in Addis: like taxi have no direction which shows where to travel and it is difficult for foreigners to understand where to go. In addition to this the taxis are not clean. Similarly, independent tourists complain about the long time waiting to get transport services in Addis Ababa city. However, the tourists who come through travel agents have no

such complain because everything is arranged and facilitated through agents. To make the city competent enough through tourism it is better to make means of transportation in Addis Ababa accessible for all kinds of tourists.



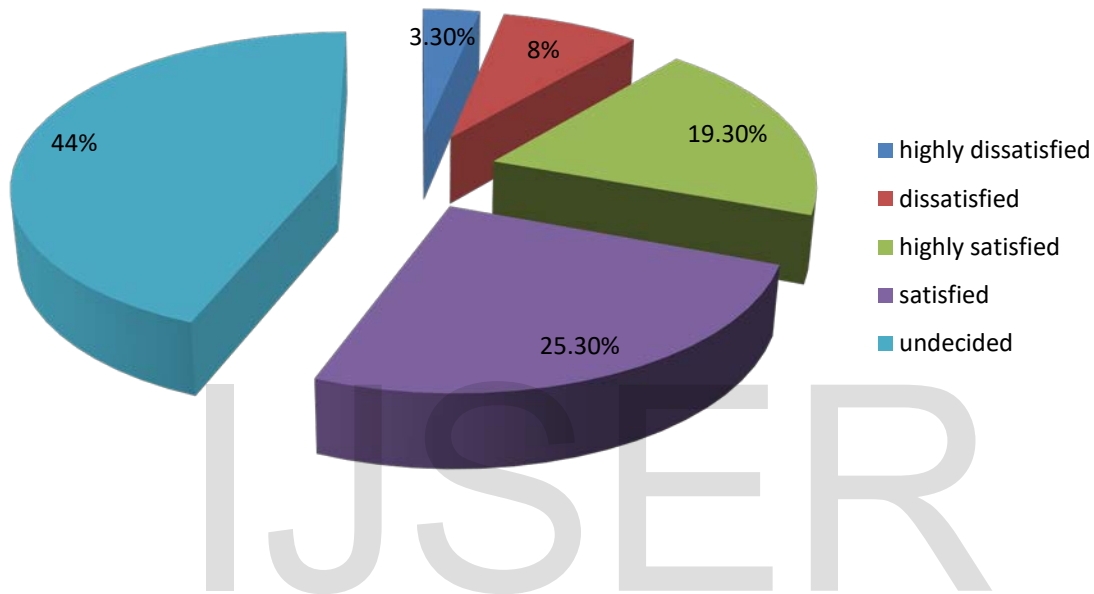
Sources: field survey (**January –February 2016**)

4.5.4. Tourists satisfaction to city tour guides

Tourists were requested to evaluate the tour guides in the city on their encounter while they were getting the service of guiding. Out of the total respondents 3.30% and 8% are highly dissatisfied and dissatisfied about attractiveness of the service given for them by tour guides. The main thing tourists complain about is punctuality and language related problem. Others complain about their feelings as the tour guides in city are not polite and kind to serve. 44% of the respondents become neutral to decide their satisfaction towards the attractiveness of services given by tour

guides in the city for tourists. This kind of respondents did not use tour guides and were exploring by themselves. 19.30% and 25.30% of the respondents evaluated service of tour guides as highly satisfied and satisfied respectively.

tourist satisfaction to city tour guide people

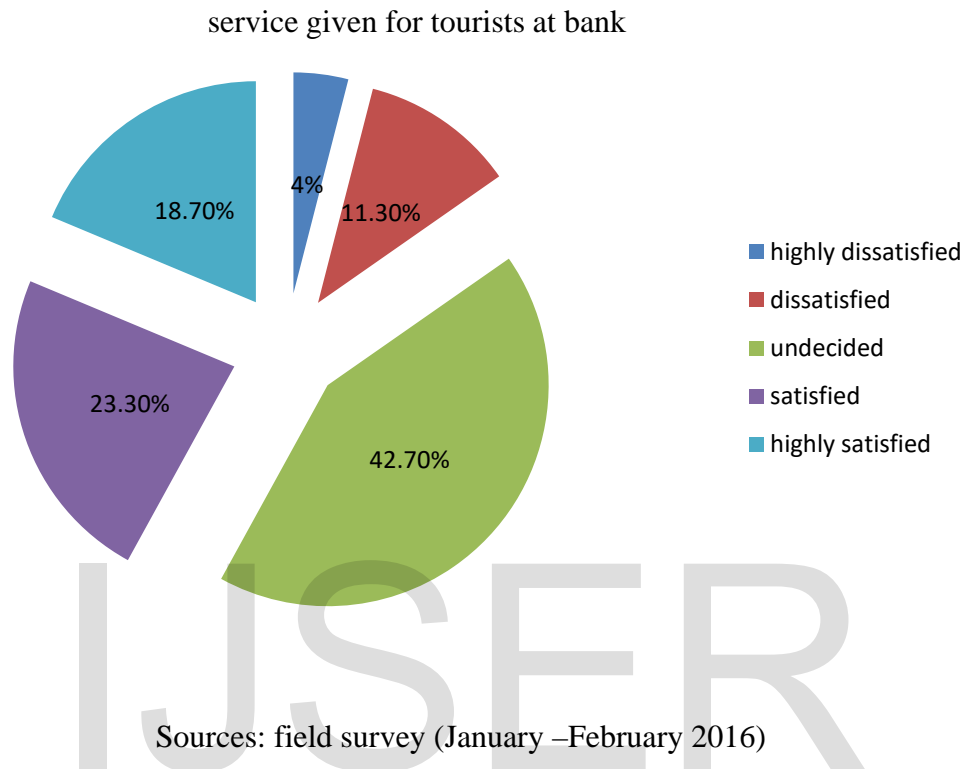


Sources: field survey (January –February 2016)

4.5.5. Tourist satisfaction to the service given at bank in the city

Out of the total respondents 4% and 11.30% were highly dissatisfied and dissatisfied respectively to the services given at bank to tourists. These tourists were dissatisfied because of the staffs in the bank did not give quick response to their foreign currency exchange they need. And 23.30% and 18.70% are satisfied and highly satisfied respectively with the services they get at bank. These kinds of tourists are those who got quick response to their quest and get warm welcome

from the staff. About 42.70% could not decide their satisfaction to the services provided at bank. These tourists haven't had the chance to visit the bank.

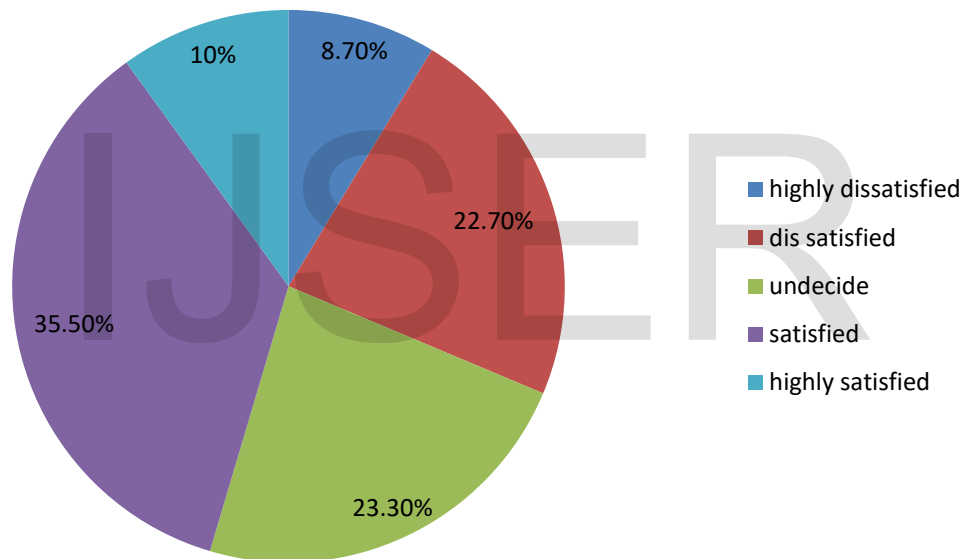


4.5.6. Tourists satisfaction to telecommunication network and internet services in the city

Tourists were requested to respond to the level of their satisfaction towards access to telecommunication and internet services available in the city. 8.70% and 22.70% are highly dissatisfied and dissatisfied respectively with the telecommunication network and internet services. These tourists were highly exposed to homesickness problem. Most of these tourists were staying in supplementary hotels or they were staying with their friends and relatives. 23.30% of the total respondents did not show their satisfaction towards these services. These kinds of tourists did not take telecommunication and internet services as a big issue. 35.5% and 10 % of the total respondents were satisfied and highly satisfied with the telecommunication

network and internet services. These kinds of tourists were staying in international hotels where telecommunication and internet services were not as such a problem. Information communication technologies have been transforming tourism globally. Anand, (2013) argued that ICTs empower consumers to identify, customize and purchase tourism products and support the globalization of the industry by providing tools for developing, managing and distributing offerings worldwide. Increasingly ICTs play a critical role for the competitiveness of tourism organizations and destination.

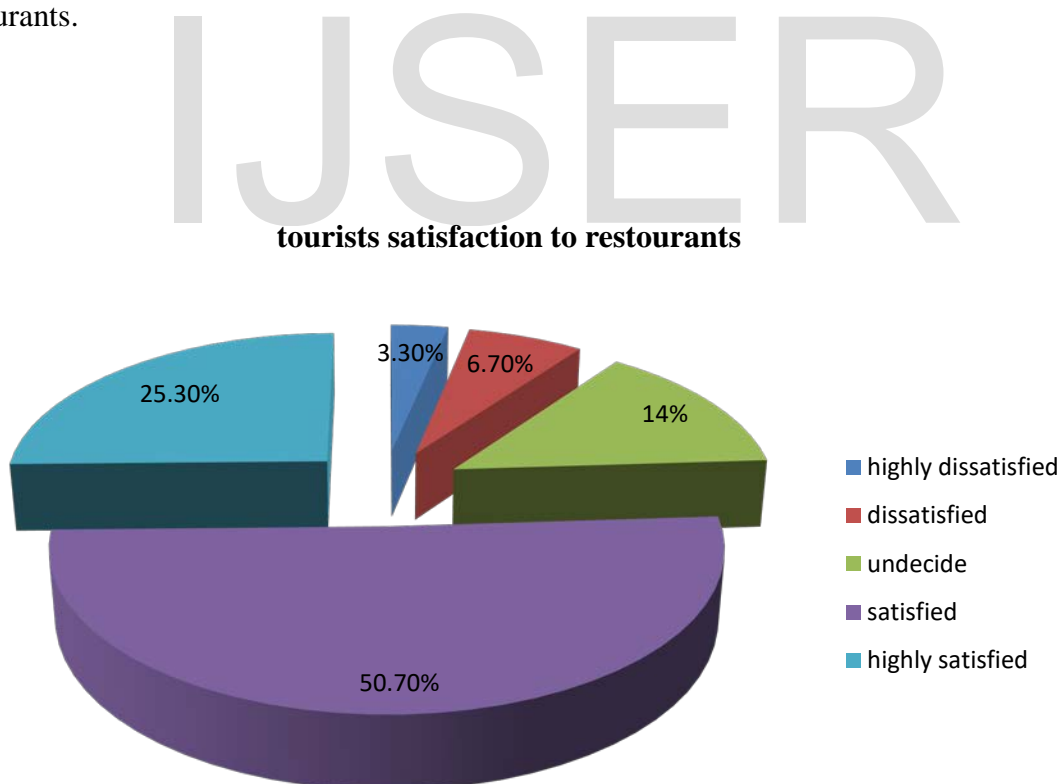
telecommunication network and access to internate



Sources: field survey (**January –February 2016**)

4.5.7. Tourists satisfaction to restaurant that provide cultural food

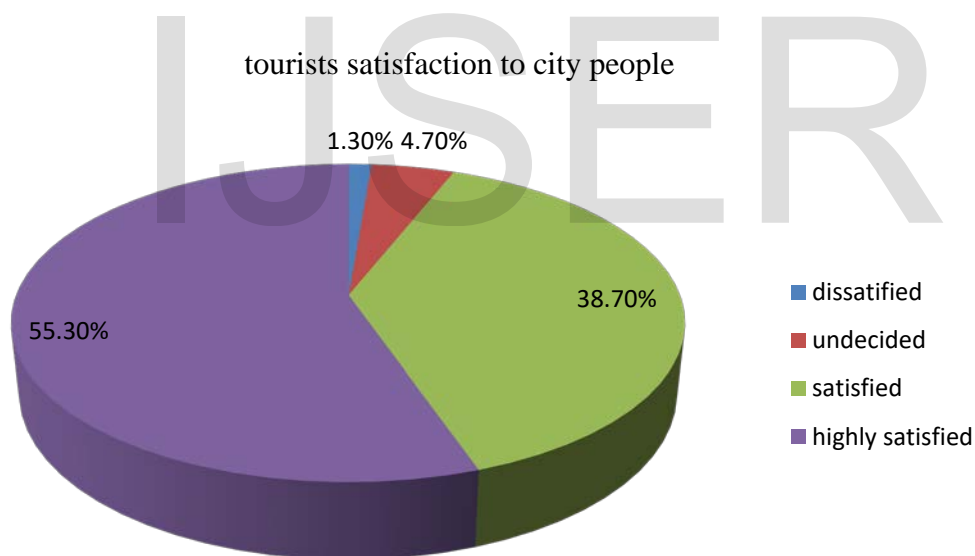
In Addis Ababa there are restaurants that provide food which reflects the culture of the local communities. Out of the total respondents 25.30% and 50.70% are highly satisfied and satisfied respectively towards the restaurants that provide cultural food in the city. These tourists are satisfied with the cleanness of the restaurants and availability of the tasty cultural food. About 3.30% and 6.70% of the total respondents are highly dissatisfied and dissatisfied with the restaurants in the city which provide cultural food. These tourists are dissatisfied with such restaurants because they expect a variety of cultural foods and they have experienced limited cultural foods at restaurants. 14% of the respondents did not decide their satisfaction about the restaurants that provide cultural food. These tourists were not interested in such traditional restaurants.



Sources: field survey (January –February 2016)

4.5.8. Tourists satisfaction to the socio-culture of the city people

Out of the total respondents 55.30% and 38.70 % are highly satisfied and satisfied respectively to the warm welcome the Addis Ababa city people make for tourists. These tourists are satisfied with the culture that the city people have towards help and respect for guests. And 1.30% of the total respondents are dissatisfied to the socio-culture of the city people. These are female tourists and come individually and insulted by young people sitting in the nearby street. About 4.70% of the total respondents did not decide their satisfaction about the socio-culture of the city people. These kinds of tourists are time conscious and did not stay in city more than half day and become difficult to evaluate the culture of the people with in this short period of time they stay in the city.



Sources: field survey (January –February 2016)

Chapter Five

5.1. Conclusions and recommendations

5.1.1. Conclusion

The main objective of this study was to know the nexus between urban tourism resources and tourist preferences to make urban tourism one of the potential tourism resources for Ethiopia. A total of 150 tourists were selected by using sample techniques and framed in structured questionnaires. In addition to this secondary data were used to map the tourism potential of the city.

The analysis of the data was conducted with the help of descriptive analysis. The city has numerous tourism resources including culture and nature based tourism. The result of this study indicates more than 50% of the tourists come to Addis Ababa with the expectation and to experience culture based tourism. In this study tourist satisfaction to some basic services of tourism in a city is examined. With regard to hotel services tourists are not satisfied with the cleanness of toilet, poor wifi, and bed room cleanness and waiting for a long time after ordering food and beverage; most of these problems are reflected from tourists who stayed in supplementary hotels. In the case of road access tourists are not satisfied with the people who practice begging on road, and the things they see posted in the buildings of the city, and the old and dirty materials on road sides. In the case of transport, tourists are not satisfied with many traffic jams on the road, the taxi has no direction which shows to where it is traveling, and the inside part of the taxis is dirty. In the case of tour guides, the tourists are not satisfied with the fact that most tour guides cannot communicate well with language the tourists can understand. In the case of bank the tourists are not satisfied with the long time waiting in the bank for the exchange of foreign currency. Almost all tourists are satisfied with the culture of the people in

the city. However the tourists who came individually (female tourists) were not satisfied with the culture of the city particularly by those who sit near to street and walking streets side as they insult female tourists. Even though, in Ethiopia more than eighty nations and nationalities are available; the absence of the food which shows the culture of the people of the country in the restaurants makes tourists do not get satisfied with restaurants which provide cultural food.

Ethiopia has many cultural and natural tourist destinations and Addis Ababa is one. Tourist will prefer Addis Ababa city to start their travel origin, for the basic transport, lodging, tour information and to get other facilities. And also tourists spent their time to acclimatize with the climate and to get the necessary tourist information. It is essential that the current basic services of tourism in Addis Ababa city should be updated, upgraded and seamless integration both internally and externally should be done to improve the tourism business operations.

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5.1.2. Recommendation

Based on the findings the researcher recommends the following to the concerned bodies to take appropriate measures so that sustainable urban tourism exists in Addis Ababa.

Addis Ababa city administration culture and tourism bureau should conduct the tourism resources identification, mapping, and try to utilize tourism resources which are available in a city on sustainable way. In the city many of the tourism potentials are not under active utilization currently. Due to this the city is under utilizing the tourism resources.

Addis Ababa city administration culture and tourism bureau should prepare tourists map which shows where the tourism resources are and how to reach to the destination.

Addis Ababa city administration road and transport bureau should have to work on how to reduce the traffic jams and the problem of access to transport that the tourists are complaining.

Addis Ababa city administration culture and tourism bureau should have to make strong relationship with the bank available in the city to satisfy the tourists and solve the bank related problems tourists are raising.

With the exception of the tourists who stayed in international hotels other tourists are highly raising the problem of telecommunication network and internet access. So to solve this problem and address the tourist satisfaction, Addis Ababa city administration culture and tourism bureau should have to establish strong relationship with the Ethiopian telecommunication corporation.

Addis Ababa city administration culture and tourism bureau should have to conduct the monitoring of the quality of the hotels and the services given in hotels for the customer so that it is possible to reduce the problem of hygiene that tourists are worrying.

Ethiopian tourism organization department of tourism marketing or tourism promotion department should work on the tourism promotion activity in order to inform the tourists what resources are available in city in order to reduce the gap between expectation and experiences of tourists.

Addis Ababa city administration bureau of industry and urban development should prepare strategy on how to remove, reduce or recycle the waste material deposited in the city.

More than half of the respondents have preferred to cultural tourism potential. So, Addis Ababa city administration culture and tourism bureau should give special emphasis to cultural tourism attraction available in this city to protect it from damage specially related to development activities.

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Annex 1

Dear sir/madam these are offsets of questionnaire prepared by the researcher for the partial fulfillment of master degree in tourism and development to be filled by you. Please read it carefully and answer as much as possible since your answer has a significance impact on the outcome of the study. This information is required for the purpose of research only. Thank you in advance for your cooperation.

I. Lists of questions and interviews for tourists

Please try to give reason for your answer

Age of tourists: -----

Gender of tourist: male female

Why came to city? Tour, meeting, business, religious, ask relatives,

Other, specify please-----

Place visited: _____

Nationality of tourists: _____

1. What types of tourism did you expect before coming to Addis Ababa to experience?

Nature based culture based both other, specify-----

2. What types of tourism did you experiences after arriving and visiting city?

Nature based culture based both other, specify.....

3. Is there any problem encounter you related with peace, safety and security? Yes No

4. If your answer is “yes “for question no. 3, where: ----- what types of problem? ----- Measure taken to overcome problem-----
5. In what kinds of tourism you mostly satisfied with and which one you recommend for city to work on so that tourists will be satisfied with city tourism?
- Nature culture both other, specify
6. Form where you get information about Ethiopian tourism?
- ,-----,-----
- ,-----.
7. Do you voluntary to come again and explore tourism resources of the city? Yes no
8. If your answer is yes for question no.8 what types of tourism you want to explore more to experiences?
- Culture nature both other -----
9. Are you interested to stay and visit different tourism attractions in a city if they are opened for tourists to visit? Yes, No

10. Please try to give rate for the following, **5 highly satisfied, 4 satisfied, 3, neutral 2 ,dissatisfied 1, highly dissatisfied**

List of question	Rate	Justify your rate
Your satisfaction to city road		
Your satisfaction to the services provided at hotel in city		
Your satisfaction to transport services in the city		
Your satisfaction to tour guide people in the city.		
Your satisfaction to the place you visited		
Your satisfaction to the services get at bank		
Your satisfaction to telecommunication network and internet service		
Your satisfaction to the new experiences they get in the city		
Tourists satisfaction to the city		

people warm welcoming		
Your satisfaction to destination with good variety of restaurants in city		
Your satisfaction to city destination which is safe, clean and up-to-date		
Your satisfaction towards travel that emphasis learning on culture, history and arts in city		

11. For how many days you planned to stay here? -----

12. Do you stay all of the days you planed for to stay? Yes No

13. If your answer is “No” for the above question please give your reason why you did not stay for the all days you planned for? -----

14. Where do you travel after shortening your plan? -----

Declaration

The undersigned declare that this thesis is my original work and has not been presented for a degree in any other University, and that all sources of material used for the thesis been dully acknowledgment.

Tolera Abirham Negesa

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