Challenges and Prospectus of Ethiopian Tourism Industry

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Abstract- This study focuses on identifying the challenges and prospects of Ethiopian tourism industry. The primary data was collected from 501 foreign tourists in the study area. The result of the study show that lack of promotion, lack of physical infrastructure (road, transportation system, network facility, availability of hotel accommodations especially tourist site), misperceptions the images of Ethiopia, shortage of human trained power are challenges of Ethiopian tourism industry. On the other side the Ethiopia is a capital city of Africa because the African union located in Ethiopia, Ethiopian airline the almost the leading airline from Africa and to be a member of a star alliance, Ethiopia now building the leading African man made dam, lastly Ethiopia is one the leading African country that registered heritage by UNISCO. All this are opportunities of the growth of Ethiopian tourism industry.

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Keywords: physical infrastructure, human trained power, poor images of ethiopia.

I. INTRODUCTION

Tourism is one of the largest and rapidly growing industries in the world. According to the latest World Tourism Organization (UNWTO, 2014) world tourism barometer there were *international tourists arrivals grew by 5% in 2013, reaching a record 1,087 million arrivals. Despite global economic challenges, international tourism results were well above expectations, with an additional 52 million international tourists travelling the world in 2013. For 2014, UNWTO forecasts 4% to 4.5% growth - again, above the long term projections.*

Demand for international tourism was strongest for destinations in Asia and the Pacific (+6%), Africa (+6%) and Europe (+5%). The leading sub-regions were South-East Asia (+10%), Central and Eastern Europe (+7%), Southern and Mediterranean Europe (+6%) and North Africa (+6%).

"2013 was an excellent year for international tourism" said UNWTO Secretary-General, Taleb Rifai "The tourism sector has shown a remarkable capacity to adjust to the changing market conditions, fuelling growth and job creation around the world, despite the lingering economic and geopolitical challenges. Indeed, tourism has been among the few sectors generating positive news for many economies", he added.

UNWTO forecasts international arrivals to increase by 4% to 4.5% in 2014, again above its long-term forecast of +3.8% per year between 2010 and

2020. The UNWTO Confidence Index, based on the feedback from over 300 experts worldwide, confirms this outlook with prospects for 2014 higher than in previous years.

"The positive results of 2013, and the expected global economic improvement in 2014, set the scene for another positive year for international tourism. Against this backdrop, UNWTO calls upon national governments to increasingly set up national strategies that support the sector and to deliver on their commitment to fair and sustainable growth", added Mr. Rifai.

2014 regional prospects are strongest for Asia and the Pacific (+5% to +6%) and Africa (+4% to +6%), followed by Europe and the Americas (both +3% to +4%). In the Middle East (0% to +5%) prospects are positive yet volatile.

Though noted for its tourism potential, Africa's underdeveloped tourism sector is attracting only little number of the total tourist arrivals in the world. What makes the problem?

Severe is the fact that a considerable proportion of this number is taken by South Africa and Northern African countries.

As a service sector, tourism services are playing special importance's in boosting up the image of a nation and also in facilitating the economic growth and development of a nation (Mckercher, R, 1995). On the top of this issue, in fastest growing countries like Ethiopia, where the tourism sector is at its early stage and tourism tour operators are not plenty to meet the demand of their customers, it has become mandatory for government of a nation is to pay special attention for such sector –including thorough and periodic analysis over the trends in the growth of this sector, supplying this sector with the required skilled man power, furnishing this sector with the required infrastructure, and allocating financial resources, and also setting and practicing policies on how to deliver services in the tourism sector. (Nabil dabour, 2003). As indicated in the stock of literatures, though the tourism sector is one of the sectors contributing a lot towards the growth of the per capital income and cash inflow of a nation, provision of tourism services in Ethiopia is facing many constraints, and hence its trends become unattractive for those who want to run and offer tourism services to the local community and foreigners as well. For instance the official website of the Ethiopian Cculture and tourism Mminister provided the statics on the tourism service

tour operators to various group of tourists' ratio in Ethiopia to be low, there by indicating the fact that much has to be done in the Ethiopian tourism sector. The official website of the Ethiopian culture and tourism minister there exist one state owned organization, and currently there are privately owned organizations which are delivering services in the Ethiopian tourism sector.

As it is known, the slogan of directives to be set by the government is to supervise, consult and regulate the tourism market, thereby boosting up trends in the growth of tourism services and ensuring the realization of the national economic growth and development policy set by the existing government. As cited by World Bank (2006), ups and downs in licensing of tourism service operators , inconsistent and weak supervision of such organizations by the government , little awareness as to the benefits of tourism services by the local communities, shortages of reservation software indicating tourism sites to visitors and number of registered local and foreign visitors, who got the services and image of the nation by itself are among some of the key factors that not only determine the growth and trends of the tourism sector in Ethiopia but also make the tourism sector   to be at its early stage, there by further limiting the demand of local and foreign tourists towards the Ethiopian tourism sector. One reason why the study about tourism services is important is that the government cannot ensure consistent economic growth and development only from the manufacturing sector. Another reason is that currently, the government is pursuing free economic system there by allowing local privately owned organizations to take part in the delivery of tourism services in the Ethiopian tourism industry. The third reason is that provision of tourism services be it directly or indirectly are expected to contribute a lot towards the increment in the gross national product, economic growth, economic development and other policies, or objectives set by the government. The last reason is that, delivery of tourism services has its own contribution in building and sustaining the good image of a nation.

Now a day, Tourism sector is getting attention by developing countries since it is becoming a backup for their economy stability with the fact that their economic background mainly depends on exporting Agricultural products which has little contribution for earning hard currency (Usman A. Raheem, 2008).

Ethiopia's great potential for tourism development is mentioned everywhere and I do not go in to the details in this study. (See for example World Bank, 2006; www.tourismethiopia.org, www.ethitoa.com, various travel books and websites of tour operators). It suffices to say that it has almost all types of primary tourist products: historical attractions, national parks with endemic wild life and cultural and religious festivals. UNESCO recognizes nine world heritage sites (as many as Morocco, and South Africa and more than any other

country in Africa): Axum's obelisks, the monolithic churches of Lalibela, Gondar's castles, the Omo Valley, awash vally, konso Cultural Land scape, Tia's carved standing Stones, Semien National, Park, and the walled city of Harar.

Ethiopia to the contrary of others four African countries (Egypt, South Africa, Kenya and Tanzania), is not strong enough to attract foreign tourist tourism market. However, as these all countries possess their own tourism supplies, Ethiopia also has its own supplies and yet the flow of international tourists to Ethiopia is very little. This claim comes out from the figure of WTO international tourist's statistics that is registered with in Ethiopian tourists' arrival for the last fifteen years. For example when it sees our neighbour countries Kenya are three times greater tourist arrival and gets 11.9% GDP contribution (Source: World Travel and Tourism Council Data, 2013).While in Ethiopia the tourist contribution for the GDP are 4.8% only. (Source: World Travel and Tourism Council Data, 2013).Thus, the concern of this study is to question why this situation is happening and how it is going to be improved in the future Ethiopian Tourism industry. Hence, this study carried out to answer the following questions: What are the constraints of tourism industry in Ethiopia and what are the prospects of current operation of tourism industry in Ethiopia?

The general objective of this study was to identify challenges and prospects of Ethiopian tourism industry. Specifically, tries to separately identify the problems and opportunities of the tourism sector.

II. EMPIRICAL LITERATURE

According to Jackie Odudoh (Associations Kenyan tour oprtatours,2013)said that safety and security, lack of adequate resources and infrastructure, Poor image and perception of Africa-political instability, limited connectivity, high operating costs -fuel prices and limited and expensive air access are the most challenges of Kenyan tourism industry.

Teshale Biazen 2010, also support that the above problems and based on his research political uncertainty or disruption of infrastructure has a major influence of the tourism sector.

Essential wages in the tourism sector tend to be low in comparison to others sectors (although agriculture in many cases is an exceptional).This mostly happen as this sector income is seasonal and lost confidence of many professional experts with high salary. In return such kind of insecurity may discourage people to join this institution or to stay in for long period of time. (Bull, 1995) or employment problem is one of the bottleneck of Ethiopian tourism.

According to (Gezachew Andarege, 2013) ,on his finding of the study mentioned that lack infrastructure, problems of securities, lack of museum,

lack of service and facilities, lack of preservation and protections of heritage, financial constraints are the major challenges of tourism development.

According to (Nabil dabour,2003), on his study analysis lack knowledge and awareness, lack of technical knowhow and weak promotion activity, lack of tourism related infrastructure, lack of consistent tourism strategy and policy, lack of tourism safety and lack of tourism diversification is the man problems of OIC countries.

III. METHODOLOGY

a) Data Source, the Study Area and Sampling Technique

For this study, primary data was collected from foreign tourists, tour and travel companies and employees of ministry of tourism and culture during 2014/15.The information was obtained from foreign tourist on challenges of Ethiopian tourism industry such as road infrastructure, transportation system, network facility, hotel accommodations, human trained power, misperception of the images, promotion, security and prospects of Ethiopian tourism industry etc obtained through the questioners and using the interviews for the domestic tour and travel companies and employees of ministry of tourism and culture.

The study area was on Ethiopia. Among the tourist attraction areas in Ethiopia, the researchers was taken the sample from the UNISCO that registered the Ethiopian cultural and heritage place. From the registerd list such as Axum's obelisks, the monolithic churches of Lalibela, Gondar's castles, the Omo Valley, awash vally, konso Cultural Landscape, Tia's carved standing, Stones, Semien National Park, and the walled city of Harar the researcher was taken only four such as the monolithic churches of Lalibela from northern part of Ethiopia, omo valley from southern part of Ethiopia, the walled city of Hararfrom eastern part of Ethiopia and Tia's curved stone to collect the data from foreign tourist the tourist sites in Ethiopia.

The researcher has used instruments as open and close ended questionnaires and unstructured interviews to collect primary data from the foreign tourists and ministry of tourism and culture employees, tour and travel companies respectively. To do this the researcher for foreign tourists use probability sampling techniques especially stratified sampling to create strata for tourist place. Then inside the strata the researcher was used simple random sampling techniques to collect the necessary data from the respondents. Under a simple random sampling approach, the tourist who emerged from tourist sites was chosen as the sample in this study. The researcher was distributed 150 questioners for each four tourist place.

b) Sample size determination

Under this research proposal sample size only necessary for foreign tourist. The researchers will take 600 as a sample from this amount of total population. Due to the infinite size of population the researchers will take a sample based on Bill Godden formula. The sample will take based on as follows:

Sample Size - Infinite Population (where the population is greater than 50,000)

$$SS = \frac{Z \times (P) \times (1-P)}{C^2}$$

Z = Z-value A (e.g., 1.96 for a 95 percent confidence level)

P = Percentage of population picking a choice, expressed as decimal

C = Confidence interval, expressed as decimal (e.g., .05 = +/- 5 percentage points)

Z-values (Cumulative Normal Probability Table) represent the probability that a sample will fall within a certain distribution.

The Z-values for confidence levels are:

1.96 = 95 percent confidence level

$$SS = \frac{3.8416 \times 0.5 \times 0.5}{0.0016} = \underline{600}$$

c) Data Analysis Techniques

The data collected through the aforementioned research tools will be organized in a way suitable for analysis using computer software. A descriptive method of data analysis will be employed using Statistical Package for Social Scientists (SPSS) Version 16 for Windows Software.

IV. DESCRIPTIVE AND EMPIRICAL RESULTS

This part is tried to discuss and identify the challenges and prospects of Ethiopian tourism industry. The study employed both quantitative and qualitative research tool in order to produce a richer and more factual report. From 600 total samples questioners the respondents are properly fill and returned 501 questionnaires.

a) Challenges of Ethiopian tourism industry

  i. *Promotion*

Table 1: Promotions

1=Disagree   2=Neutral   3=Agree

		Item	Frequency	percent
1	Ethiopian tourism Promotion sufficient enough to promote and providing information.			
		Disagree	301	60
		Neutral	2	1
		Agree	198	39
		Total	501	100%
2	I have seen better promotional way when I compare other African countries			
		Disagree	275	51
		Neutral	10	6
		Agree	214	43
		Total	501	100%
3	I have getting what it promoted			
		Disagree	211	42
		Neutral	0	0
		Agree	290	58
		Total	501	100%
4	Ihave an information Ethiopia is the leading heritage register by UNISCO in Africa			
		Disagree	256	51
		Neutral	0	0
		Agree	245	49
		Total	501	100%

Source: close ended questionnaires

The above table 1 can show that the experience of Ethiopian tourism Promotion. Among the respondent 60% said that Ethiopian government have a home assignment to promote Ethiopia and provide full information about the tourist destiny. Whereas 39% respondents said that Ethiopian government sufficiently promote and provide full information on the tourist destiny and the other 1% respondent keep silent to say anything. Based on the above result the researchers conclude that Ethiopian government were backward to promote Ethiopian tourism industry and expecting a lot from the government.

Apart from the above 51% respondent still put there strong comment and own experience. They said that other African countries are much better use deferent ways of promotion to attract customer than Ethiopia. Whereas 43% respondents said that Ethiopian government better promotional way when we compare other African countries. The reaming 6% respondent keeps silent instead of to say something. Based on the above results the researchers conclude that still Ethiopia poor in promoting Ethiopian tourism when it compare the other African countries. Another issue also their expectation, According to the respondent 58% tourist said that I had got what it already promoted but the other 42% respondent said that the actual status of tourist destiny and I previously seen by different means of promotion even by Tour Company packaging is totally different.

The researcher also raise other issue to the respondent do you have an information that Ethiopia is the leading heritage register by UNISCO in Africa. Among the respondent 51% said they didn't have information while 49% respondents said I have information. Based on the above result the researchers conclude that most of the foreign tourists they didn't have any information Ethiopia is the leading African countries to registered heritage by UNISCO.

Based the above table, the researchers also asked that the tour and travel companies about the experience of Ethiopian tourism organization to promote Ethiopia. They said that there is poor experience to promote Ethiopian tourism places for the rest of the world in different means of promotion like international channel routinely. Even there is a gap to promote tourist area to domestic visitor.

The researchers also raised the question via interview for the marketing manager of ministry of tourism and culture about the promotions of Ethiopia tourism for the rest of the world. They said that in the past can say we are not better especially for promoting Ethiopian tourism destiny for internally and externally but for the future have a plan to promote and can said that

one of the problems of Ethiopian tourism is lack of promotion.

ii. *Physical Infrastructure*

a. *Road*

Table 2: Road

		Item	Frequency	Percent
1.	I can see completed road to visit tourist place in Ethiopia			
		Disagree	256	51
		Neutral	0	0
		Agree	245	49
		Total	501	100
2.	The road facility are convenient to visit tourist place			
		Disagree	367	73
		Neutral	0	0
		Agree	134	27
		Total	501	100
2.	I can see other African countries but Ethiopia are much better road facility			
		Disagree	246	49
		Neutral	151	30
		Agree	104	21
		Total	501	100

Source: close ended questionnaires

The above table 2 shows that the overall road infrastructures in Ethiopia. The researcher also asked that completeness road infrastructure to visit tourist place in Ethiopia, among the respondents 51% said that the road infrastructure in Ethiopia are not complete to see the tourist destiny in all place. However 49% respondents said that road infrastructure in Ethiopia are complete to see the tourist destiny in all place. Apart

from this it also raised the convenience of the road, 73% respondents said that Ethiopian road infrastructure are not paved. Whereas 27% respondents said that Ethiopian road infrastructure are paved. Based on the above result the researchers conclude that most of the road infrastructure in Ethiopia are not completed and convince to visit a tourist area.

b. *Transportation system*

Table 3: Transportation System

		Item	Frequency	Percent
1.	The transportation system to visit the tourist destiny are very good			
		Disagree	275	55
		Neutral	26	5
		Agree	200	40
		Total	501	100
2	There are different and sufficient ways of alternatives to traveling (train, bus, air, ship etc.) system in inside the country.			
		Disagree	300	60
		Neutral	0	0
		Agree	201	40
		Total	501	100

Source: close ended questionnaires

As shown in the above table 3 the respondents forward their feeling about the transportation system to visit the tourist destiny. Among the respondents 55% confirmed that the transportation system to visit the tourist destiny are very poor whereas the 40% said that

the transportation system to visit the tourist destiny are good and the reaming 5% respondent said that keep in silent to say anything. Based on the above finding the researchers can conclude that most of the respondents are strongly disagree the transportation system to visit

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The above table 5 shows that the Africans network readiness. Among them south Africa are the top one network readiness in Africa however on the other side Ethiopia, Mali and Chad is the lowest network readiness country in the Africa .so, this result support that the above tourist arguments.

d. Hotel Accommodation

Table 6: Hotel Accommodations

		Item	Frequency	Percent
1.	I can get good hotel accommodation in Addis Ababa			
		Disagree	211	42
		Neutral	0	0
		Agree	290	58
		Total	501	100
2.	I can get good hotel accommodation outside Addis Ababa especially in visit area			
		Disagree	256	51
		Neutral	0	0
		Agree	245	49
		Total	501	100

Source: Close ended questionnaires

Based on the above table 6 the researchers also asked that the availability of good hotel accommodation in Addis Ababa and outside Addis Ababa. From the given respondents 58% were agreed that the availability of good hotel accommodation in Addis Ababa and the 42% respondent disagreed that the availability of good hotel accommodation in Addis Ababa. The other issue the researcher checks the availability of good hotel accommodation outside Addis Ababa. Among the respondents 51% were disagreed the existence good hotel accommodation outside Addis Ababa. But the remaining 49% respondents were agreed the existence good hotel accommodation outside Addis Ababa. From the above finding the researcher can conclude that most of the respondents agreed and disagreed that the availability of good hotel accommodation in Addis Ababa and out of Addis Ababa especially tourist area respectively.

These questions also rise to the tour and travel company managers. According to them said that in Ethiopia especially in addis ababa almost all tourist are satisfied by the hotel accommodation. They get more than the expectation. Because in Addis Ababa have avail all-star hotel. So, they can reserved as they demand. However still sometimes a problem especially when exist African union is meeting and other

international meeting. The hotel accommodations problems raised that when they are move out-off Addis Ababa especially tourist destiny area. Example semen mountain when the tourists to visit the semen mountain, they will stay a couple of an hours. Even if they are interested to stay their however there is no hotel accommodation. The same things other most tourist destiny in Ethiopia

According to the ministry of culture and tourism organization report 123 hotels are eligible to the rating,3 got five star, 11 got four star and 13 got three star,10 awarded two star and 1 got one star rating. The retaining was made in accordance with the WTO standard which includes hotel grading training for 53 experts. The classification was made based on 12 international criteria. Bedrooms, bath and rest rooms, guest rooms, restaurants, kitchen, sustainability of hotel service, security and employ treatment, among others. (Source: Ministry of culture and tourism, 2015). This can show that there is no hotel accommodations problem in Addis Ababa.

From the interview question also ministry of culture and tourism and tour and Travel Company marketing manager said that the hotel accommodation in Addis Ababa is good but out of Addis Ababa especially tourist attraction area is poor.

iii. *Security*

Table 7: Security Issue

		Item	Frequency	Percent
1.	There is no security problem in Addis Ababa			
		Disagree	410	82
		Neutral	16	3
		Agree	75	15
		Total	501	100
2.	There is a security problem in the visit areas in Ethiopia (outside of Addis Ababa).			

		Disagree	180	36
		Neutral	14	3
		Agree	307	61
		Total	501	100

As shown in the above table 7 the researcher also raised that the security issue for foreign tourists. From the tourists 82% tourists assured that there is no security problem in Addis Ababa. Even though 15% respondents said that there is security problem in Addis Ababa. The reaming 3% respondents said that we are not an enough position to say anything about the security condition in Addis Ababa. Apart from this 61% foreign tourist also assured that there is no security problem out of Addis Ababa especially in tourist place. However 36 % respondents said that there is a security problem out of Addis Ababa and the reaming 3% respondents keep silent to say anything about the security condition of out of Addis Ababa. Based on the above result the researchers conclude that most of the respondent confirmed that there is no security problem in inside and outside Addis Ababa.

From the interviews of tour and travel company said that in Ethiopia generally can say that there is no a security problem. Tourist still said that there is a clear difference before come to Ethiopia and the reality in Ethiopia. Tourist hears and believes that Ethiopia are not all over secure however after travailing throughout Ethiopia they can assure that Ethiopia is one the secured country in Africa.
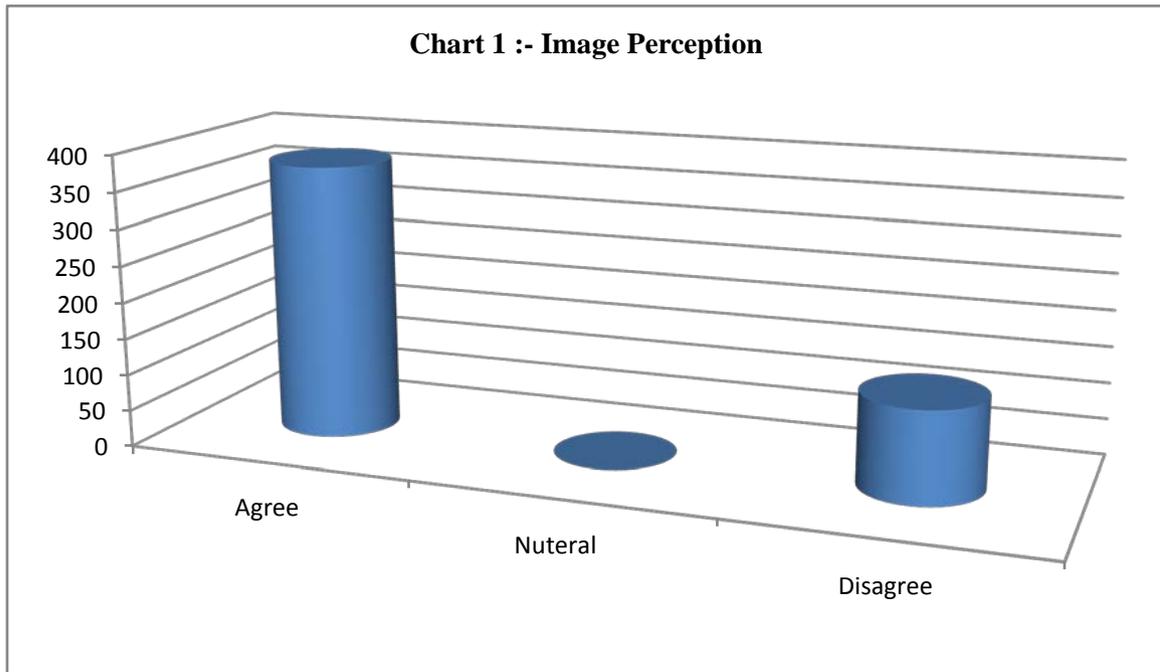
iv. Image perception

Chart 1 :- Image Perception

The above chart 1 shows that the image perceptions of the tourist about Ethiopia. From the total respondents 76 % was feeling that Ethiopia is the place of indications of war, insured and not this much have tourist attraction. Whereas 24% was not feeling of that Ethiopia is the place of an indications of war, insured and not this much have tourist attraction. Based on the above data the researchers conclude that most of the foreign tourist was feeling that Ethiopia is the place of an indications of war, insured and not this much have tourist attraction.

From the interviews the researcher also asked that the marketing mangers about the image perceptions of the foreign tourists. As he said that the foreign tourists are have a wrong image especially before coming to Ethiopia they feel that Ethiopia is an indications war and an examples of poor countries however after coming and travelling across the country they totally changed their images and make a promise to comeback for the second time and will tell the actual figures of Ethiopia for the rest of friends, relatives, colleagues etc. The other ting also told me ministry of tourism and culture, Ethiopian tourism organization have a home assignment to promote the other image of Ethiopia.

An image of a destination is one of the determinants of travel behaviour. The World Bank (2006:2) presented a relation between the poor image of

Ethiopia and travel behaviour. The World Bank is stating that only 10% of 400 Africa focussed UK and European tour operators are selling Ethiopian tourism products partly due to its poor image. So, Ethiopia as a tourism destination seems to be contested because of the prevailing image causing an obstacle for a growing number of international tourist arrivals. Ethiopia's image in the international arena has been one of the darkest since 1974 revolution. "There is a widely held perception of Ethiopia that equates it with famine" (Shanka & Frost, 1999:1-3). This widely held perception comes even more clear when the Japanese government presented a feasibility study about Ethiopian tourism development stating: "The negative image of Ethiopia as a country of poverty, starvation, drought and floods is one of the main impediments to promoting Ethiopia as a tourism destination and therefore, image strategy will play a crucial role for the industry" (Japanese Embassy in Ethiopia 2007:3). Japan is sending every year more than 1.500 tourists to Ethiopia, this could be more according to the Japanese government. Shanka and Frost researched in 1999 the perception of tourists about Ethiopia as a tourist destination. A majority of the respondents, all potential tourists, indicated Ethiopia as: "famine stricken, political instable and poor marketed" (Shanka & Frost, 1999:9). This has to be seen in the light of conventional knowledge. The attention of the media on conflicts and disasters plays an important role in this. The majority of twenty tourists spoken to when in Ethiopia, in 2007, confirmed this as well. As one tourist (Interview 9-2007) put it: "Before arrival I thought to see a deserted country with hungry people, but that is not reality." Experiencing the real situation on tour changes tourist perception. The same happened in the research of Shanka and Frost. They showed their respondents video images of Ethiopia. After the video experience, perceptions changed.

v. EDUCATIONAL AND PROFESSIONAL CAPACITIES

The limited understandings of responsible stakeholders are related to the educational capacities within the CRV tourism industry. Shared knowledge about tourism development by all stakeholders contributes to the realisation of common objectives. For example by understanding international tourism standards and the link between tourism and its environment or understanding tourists needs and expectations, especially those of international tourists (HGL & GIRD 2007:107). Knowledge contributes to a proper management. Without a proper management cultural, ecological and social problems easily occur, challenging CRV's potentials.

None of the consulted regional government officials working for a department or commission responsible for tourism in the CRV has any education on tourism and/or related issues. The most close came a director of a tourism commission which was once a geography teacher. The average education of regional governmental representatives on tourism is secondary school. That is even rounded up, because many employees had not finished their secondary education. A group of consultants already concluded this in their report on the Rift Valley, stating: "*low level of professional and trained people in the sector, relying on experience rather than professional training.*" (HGL & GIRD 2007:107). Tourism knowledge comes after working experience based upon secondary school education. Working experiences partly consist of conferences and workshops on tourism. Through those events tourism knowledge is transferred. Conferences and workshops are organised by committed NGO's and the Ethiopian government in the frame of the Ethiopian millennium. Specific subjects are mentioned during those conferences and workshops. Mostly directors visited those events. During the Ethiopian millennium the federal government focussed on tourism, because of high expectations of incoming tourists and visitors. Tourism authorities, also in the CRV, were prepared for this as a result of federal government's requirements. The preparation can be summarised as requiring hotels and restaurants to be ready to receive as many guests as possible.

In areas where tourism plays a significant role in the everyday economy more tourism related educational programs occur and are interconnected according to a director of a tour operator (Interview 11-2007). He claims that similar problems which show up in the CRV were the case on the northern tourist route before. As a result of education required after years of tourism development, for example community projects were established which changed attitudes. Especially problems in the relationship of locals and the tourism industry have been improved simply by teaching them the relevance of having a tourism industry in their region. This is an example of learning from experiences. But, the CRV tourism industry could use the experiences of the northern route in advance. Despite working experiences and education through conferences, workshops and preparing events, tourism knowledge within the CRV is low. As an experienced director of a tour-operator (Interview 12-2007) put it: "*Ethiopia does not have tourism knowledge regionally, let alone locally. They lack advisors, professionals, experts etc. everywhere Also on the federal level. Those governmental representatives are just doing something. They are not advised or what so ever.*" National and international tourism professionals can be found in the offices of International NGO's and behind private investments. Ethiopia has a turbulent political history which had consequences for tourism development in terms human capacities. From the seventies of the twentieth century Ethiopian intelligentsia emigrated because of a chaotic society as a result of

conflicting political ideologies and economic misery (Van Beurden 2004:19). The repressive Mengistu regime was ruthless in its treatment of both real and imagined opponents. During the so-called Red Terror of 1977-78, government security forces killed thousands of students and urban professionals. Because human rights violations characterized the government's policy toward dissidents, there was a constant exodus of young and educated people13. In relation to tourism the emigration of Ethiopian intelligentsia has been important for Ethiopia's current stage of development. The group which is mostly described as The Ethiopian Diaspora in the United Stated of America and Europe did play an important role in the history of Ethiopia and still play that role now, even in the tourism industry. As an Ethiopia expert, owner of an tour-operator and co-writer (Interview 12-2007) of the first tourism policy said: "*The Ethiopian intelligentsia migrated abroad. Among them were many professionals, intellectuals and powerful businessman who could lead Ethiopia to a more prosperous future. In this period the Ethiopian government decided to develop the tourism industry. But back then we were lacking knowledge and power to get a perfect tourism industry.*" Due to history Ethiopia lost human capacities which could lead the country towards a more prosperous future. For example, Kenya and Ethiopia were at the same position when the Derg took over in 1974. The current differences are a consequence of the fact that tourism knowledge left Ethiopia. Now a days there is still a lack of professionals. Human capacities within the management of the Ethiopian tourism industry are still low as an advisor (Interview 9-2007) of the Ministry of Culture and Tourism stated. There are some schools and universities, who provide an educational program on tourism, but those are not interconnected and the positive effects seem to be low. A few do approach tourism scientifically, like the Wondo Genet University in the CRV. They have an educational program on eco-tourism and wildlife management. The latter has a strong tourism component. Most of the educational programs are focussing on serving the tourism industry, like hotel and restaurant services. In some regional tourism commissions, educational institutes and in various institutes in Addis Ababa it is possible to follow an educational program for tour guiding. So, around Ethiopia there are educational programs supporting professional knowledge development in tourism. Despite this development, there is not a professional or tourism knowledge network within Ethiopia. Let alone a network which is supporting the sustainability of professional tourism knowledge. Most of the programs are unconnected. Especially in the CRV tourism knowledge is rather isolated, unconnected to each other. As a teacher on wildlife management and eco-tourism of the Wondo Genet University said: "*We have a good program but lack teachers; we do not know Ethiopian tourism professionals.*" Although tourism professional can be found close by or elsewhere in Ethiopia during conducting this research. Reasons for this can be found in the origin of each educational program. Origins of educational programs go back to the singular support and vision of organisations, as it is in Awassa where a German NGO established an educational program. The educational program of Wondo Genet also started on international donor money and program. As a teacher (10-2007) stated: "*we have to find professors who could teach us.*" It comes to the commitment of managements and the demands from students if tourism knowledge is imported. Educational programs funded by NGO's do establish the basics of the program itself, but lack support and commitment towards interconnecting tourism knowledge in Ethiopia. Even governmental managed universities do focus on the graduation statistics of their students, instead of looking to its contribution to the tourism industry and surrounding society. The challenge is networking professionals, intellectuals and tourism knowledge. This would contribute the tourism industry in terms of educational and professional capacities.

Based on the interviews of the marketing manager of ministry of tourism and culture it said that as you know tourism industry needs sufficient and experienced human power however when you come to Ethiopia tourism industry there is a shortage of human trained power on the tourism sector and even the existence professionals are not well experienced.

a) Opportunities of Ethiopian tourism Industry

As we know Ethiopia is a capital city of Africa because African Union located in Ethiopia in the capital city of Addis Ababa that establish in 1963. Pan African countries are meeting for many times in a year for the issue of African. Therefore this is a good opportunity to promote Ethiopian tourism industry and invite gusts to visit Ethiopian tourist area. This one we can count that promoting Ethiopia tourist site to the rest of Africa. Apart from this because of existence of African union in Ethiopia by itself creates different international organizations are located in Ethiopia. This also creates a good opportunity to Ethiopia to promote and invite to visit Ethiopian tourist area.

As we know Ethiopian airlines is one of the leading air lines in African and have a direct flight across the world. Apart from this from day to day he expands their own destiny and joined in the early past in a star alliance member. So, the tourists have an access to direct flight to Ethiopia this by itself creates convinces to for the passengers and avoids further transits. So this also creates a good opportunity to Ethiopian tourism industry.

As we know it is almost the leading African countries to registered heritage by UNISCO in Africa. This also creates a pressure to increase the flow of foreign tourist in Ethiopia.

Ethiopia was started to construct a huge and the leading African man made dame the name so called Grand renaissance dam which is inaugurated by former prime minister of Ethiopia by Atomeles Zenawi. After completed this projects it also one of the tourist destiny in Africa as well as the world.

VI.   CONCLUSION

Based on the above finding the researchers concluded that On the issue of promotion most of the respondents said that Ethiopian government were follow the backward system to promote Ethiopian tourism industry and expecting a lot from the government and still Ethiopia poor in promoting Ethiopian tourism when it compare the other African countries.

On the issue of physical infrastructure, the road infrastructures in Ethiopia are not completed and convince to visit a tourist are and there is an existence of poor travelling transportation system in inside Ethiopia to visit tourist area. On the other side the overall network facility in Ethiopia epically when they travel it in the tourist area are poor. However, there an existence good availability of good hotel accommodation in Addis Ababa whereas out of Addis Ababa especially tourist destiny area not good hotel accommodation.

On the issue of security most of the respondent confirmed that there is no security problem in inside and outside Addis Ababa.

On the issue of image perception most of the foreign tourist was feeling that Ethiopia is the place of an indications of war, insured and not this much have tourist attraction.

On the issue of the availability of enough tourist attractions area, most the respondents said that Ethiopia have enough tourist destiny.

On the issue of human resource in Ethiopia tourism industry there is a shortage of human trained power on the tourism sector and even the existence professionals are not well experienced.

Finally when it comes to the conclusions part of opportunities of Ethiopian tourism industry, Ethiopia is a capital city of Africa because African union was established and located in Ethiopia. Apart from this Ethiopian airlines almost the leading African air lines and star alliance member and have many direct flight across the world. On the other side now Ethiopia build one of the first man made dam in Africa so called Grand Renaissance Dam to generate power. After completing the dam it can be one of the tourist destiny in Ethiopia as well as the world. Lastly Ethiopia is one the leading African country that registered heritage by UNISCO. More or less those are a good opportunity to boost Ethiopian tourism industry.

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