



Impact of political instability on the tourism sector in Ethiopia

Melashu Gebremeskel

Haaga-Helia University of Applied Sciences
Bachelor of Tourism and Event Management.

Bachelor of thesis

2023

Abstract

Author Melashu GEBREMESKEL
Degree Bachelor Tourism and Event Management
Report/Thesis Title Analysis of the impact of political instability on tourism industry: The case of Ethiopia
Number of pages and appendix pages 47+ 10
<p>Tourism, the smokeless industry, is the backbone of many economies in countries like Ethiopia. However, time has proved that the sector is too fragile as it can be easily disrupted due to prevalence of public unrest and unstable political and social atmospheres. This thesis investigates how political instability has negatively affected the tourism industry in Ethiopia over the recent past. The author explores the interdependence between stability and tourism, with the aim of providing vital insights on how to mitigate negative repercussions of political chaos.</p> <p>A comprehensive overview of tourism industry along with its various forms is discussed in the beginning of the literature review before delving deeper into its significance as a crucial contributor to economic growth, cultural exchange, and unemployment reduction. Key tourism indicators such as tourist arrivals, average stay of tourists, service satisfaction, revenue and their interconnection with politically stable conditions are discussed in detail.</p> <p>Having discussed these topics, the methodology of the research is then presented. Qualitative research methods, including observational research, and interviews were chosen as to be able to understand the phenomena in detail. Having personally survived traumatic events posed by war and constant public uprisings, the author also uses own observations and understanding as basis for the research.</p> <p>The findings of the research are then illustrated. The study shows that political instability has had debilitating effects on local communities whose life was dependant on the tourism sector. Chaos such as this one has led to a shift in tourist preferences. disruptions of tourism services, damage to destination image, unemployment, layoffs and much more. Even though peace has been restored to some degree by the time this research was made, the aftermath of the war is far reaching that it would take heavy investment to rebuild trust and attract the tourists once again.</p> <p>in a nutshell, recommendations are forwarded for the stakeholders on how to bring the tourism industry back to life. Enhancing safety and security measures, offering incentives, collaboration with the media and international agencies, rebuilding infrastructure and diversifying tourism offerings are some of the endorsements provided by the author.</p>
Key words Ethiopia, political instability, crisis, tourism, recovery

Contents

1. Introduction.....	1
1.1 Background of the Study.....	1
1.2 Aim and objectives.....	3
2. Literature review.....	4
2.1. Theoretical Review.....	4
2.1.1. What is tourism?.....	4
2.1.2. Types and Forms of Tourism.....	5
2.1.3. Economic Contribution of Tourism.....	8
2.1.4. Tourism attractions in Ethiopia.....	9
2.1.5. Fragility of the tourism economy.....	12
2.1.6. Political Instability and its relationship with tourism.....	12
3. Methodology.....	17
3.1. Research approach.....	17
3.2. Research Design.....	18
3.3. Target Population of the Study.....	18
3.4. Sample Size and Sampling Techniques.....	19
3.5. Data Sources and Types.....	19
3.5.1. Primary data.....	19
3.5.2. Secondary data.....	19
3.6. Data collection procedure.....	20
3.7. Data Analysis.....	20
4. RESULTS AND DISCUSSION.....	21
4.1. Introduction.....	21
4.2. Tourism in Ethiopia.....	21
4.2.1. Tourist Arrivals, Receipts and Purpose of Visit.....	21
4.3. Samples and Response Rate.....	22
4.4. Demographic Profile of Respondents.....	22
4.6. Descriptive statistics of the level of agreement of the respondents' perception.....	28
4.7. Multiple Linear Regression.....	36
4.7.1. Assumptions Testing in Multiple Regression.....	36
4.7.2. Multiple Regression Analysis.....	37
5. CONCLUSION AND RECOMMENDATIONS.....	43
5.1. Conclusion.....	43

5.2. Recommendations..... 43

Appendices..... 47

Appendix 1. Interview details..... 47

1. Introduction

1.1 Background of the Study

Ethiopia, also known as the cradle of humankind because of its Archeological resources, is an ancient country in east Africa whose unique cultural heritage, rich history and remarkable biodiversity are reflected in a tally of nine UNESCO World Heritage Sites. Within its borders, one can find the world's fourth-holiest Islamic city, along with the oldest continuously occupied town south of the Sahara. Fascinating antiquities include the medieval rock-hewn churches of Lalibela and Gheralta, palaces and temples dating back 3,000 years, the magnificent 17th century castles of Gondar, and the oldest human fossils unearthed anywhere on the planet. The breathtakingly beautiful landscapes, the spectacular riches of fauna and flora makes the country an ideal place for tourists. Furthermore, religious and cultural festivals and colorfully celebrated public holidays such as Ethiopian new year and Timket (Epiphany) are worth of experience.

People take tourism as a discretionary activity without being required to consider it as a basic need to survive, but it is increasingly related with the quality of life since it provides the opportunity for people to take a break away for relaxation and feast from their everyday pressures of life and work, (Stephen J. Page, 2009). Travels for the purpose of recreation and education is believed to exist as early as the time of pharaohs in Egypt, and also in the later times evidence such as writings in Egypt say that there had been different trips of the privileged groups from their usual life in search of amusement and relaxation, (Ueli Gyr, 2010).

Tourism in Ethiopia dates to the pre-Axumite period when the first illustrated travel guides to Ethiopia can be found in the friezes of the pyramids and ancient sites of Egypt. These depicted travels to the land of Punt, which the Egyptians knew was the source of the Nile, and where they traded for gold, incense, ivory and slaves. The fourth century Persian historian Mani described the Kingdom of Axum as being one of the four great empires of the world, ranking it alongside China, Persia and Rome (World Bank, 2006). Despite early practices, the development of modern tourism as an important economic sector traces back to the imperial regime, where the Ethiopian Tourist Organization was founded in 1961 (Birtukan Atinkut, page 15).

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

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

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

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

To the knowledge of the Author, academic research related to the topic of this thesis have been limited in Ethiopia and it has been hard to find out the real impact of political unrests in Ethiopia's tourism industry. Thus, this research tries to dig out what impacts have the ongoing political unrests in Ethiopia has done to the country's tourism performance.

1.2 Aim and objectives.

The general objective of this study as the title indicates is to analyze the impacts of political instability on the tourism industry. The thesis focuses on Ethiopia.

The specific objectives are:

- ✓ To assess how civil war and political turmoil has affected the tourism sector.
- ✓ To examine how declaration of state of emergency and travel restrictions impacted the tourism market.
- ✓ To inspect what impacts the instability has on the safety of the tourists.
- ✓ To find out if there are ways that would help recover the industry.

2. Literature review

2.1. Theoretical Review

In this section theories and concepts related with this subject will be discussed in detail.

2.1.1. What is tourism?

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

It is often difficult to distinguish between tourism and recreation, as they are interrelated. Tourism implies travelling a distance from home, while recreation is defined as the activities during leisure time. Outdoor recreation is even more closely related to tourism. For example, recreational boating is both a recreational activity and a tourist activity, depending on the location and duration of the trip. A boater who uses his or her boat for a day can be considered to be participating in a recreational activity, while a boater who takes a longer trip can also be considered as a tourist (if visiting other destinations) (McIntosh and Goeldner, 1990).

Tourism is both an art and an activity. It is partly demand driven which arises from the economic circumstances of the consumer. Primarily, tourism is concerned with people travelling to historical and other tourist attraction for different purposes. The word tourism did not appear in English language until the 19th century. The word tour was more closely associated with the idea of voyage than with the idea of individual being temporarily away from home for leisure, business, etc. which implies the tourism is a recent phenomenon (Yohannes, 1985).

Tourism products covers several categories such as accommodation, hospitality, guided tours and guides, transport services,

Tourism stakeholders: Stakeholders in tourism refers to individuals or organizations that have a say in the tourism industry. They can be involved in the industry either directly or indirectly.

To gain the full Potential, All Stakeholders should be involved at all stages of planning for any management endeavor in every area and stage of tourism. Tourism Stakeholders include community members, government, NGOs, guides, service providers, tourists, and many other groups.

2.1.2. Types and Forms of Tourism

Tourism can be categorized in many ways such as time, way of organization, place of destination, and direction of tourist flow.

The types of tourism are dynamic in time, they vary a lot. The types of tourism presented in each period are generated by the needs of its objectives, the level of cultural and social facilities and the existing means of transport. Spatial feature of tourism is the kind of tourism resulting from mixing more types of the same territorial unit. Mixing types of tourism is, however, regional or local importance as a factor for progress in proportion to their number, but at the same time affected by the season. In accordance with the purposes, each type of tourism is going towards those areas where the purpose may be achieved either through the potential facilities, either due to the climate or specific traditions of the place. (Cornelia, 93)

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

Inbound tourism

Inbound tourism refers to the act of people travelling to a country other than that of where they usually live. This is often seasonal due to weather conditions and public holidays. Inbound tourism covers all international tourist traffic entering a country and it is also known as export tourism.

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

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

Outbound Tourism

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

Ecotourism

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

The central focus of ecotourism is the natural environment including Biodiversity, landscapes and ecosystems and the destinations are chosen for their unique and pristine natural attractions. Ecotourism requires responsible tourists who are respectful of both the natural environment and local cultures. Cultural sensitivity, responsible consumption and ethical wildlife viewing are essential characteristics expected from the tourists.

Cultural tourism

Cultural tourism (or culture tourism) is the subset of tourism concerned with a country or region's culture, especially its arts. It generally focuses on traditional communities who have diverse customs, generally unique form of art and distinct social practices, which basically distinguishes it from other types/forms of culture. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism

in rural areas showcasing the traditions of indigenous cultural communities (i.e., festivals, rituals), and their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout Europe (Chaudhary, 2009).

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

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

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

Rural Tourism

Is a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle / culture, angling and sightseeing. This form of Tourism activities take place in non-urban areas which are characterized by low population density and landscape, land-use dominated by agriculture and traditional social structure and lifestyle (UNWTO).

Sports tourism

refers to travel for sporting events to either participate in or observe. Across the nation, sports tourism provides communities big and small millions of dollars in economic impact each year.(NRPA, 2023)

2.1.3. Economic Contribution of Tourism

Economically speaking, the tourist is a goods consumer and a services beneficiary. From the expenditures which he performs, a part goes directly to economic units from the tourism industry (housing, food, transportation, etc.), the other part goes into local budgets or into the State budget in the form of fees, taxes, etc., and the third part goes to other sectors of the economy for the payment of the products delivered and services rendered by these sectors in order to meet the needs of the tourism industry. Thus, tourism can support the economic development of both local community and the economy of a country, through earnings from domestic or foreign visitors. (Corina Larisa, 2016)

Tourism has contributed significantly to the socio-economic development of many countries in the world. However, the contribution of tourism for tackling poverty is not well emphasized in developing countries. This is because of the profit motive of multinationals that controlled the tourism value chain. Therefore, in order to tourism brings significant positive impacts in the lives of the poor, appropriate tourism development policies and strategies must be in place (Tariku Atomsa,)

Tourism has become one of the fastest growing industries in the world and has been widely acknowledged due to its highly rewarding nature of job creation, foreign exchange earnings, and economic growth. (Birtukan Atinkut, 2018). and 2022 data shows that the Travel & Tourism sector contributed 7.6% to global GDP.

Prior to the civil war in Ethiopia, data showed that the economic contribution of tourism to the GDP was nine percent which was very low given that the country has a lot more potential. Even though concrete research is yet to be made on how hard was hit, it is evident that the tourism industry was crippled due to the political crisis that gripped the country in recent years.

Many tourists visited the country every year. About 900,000 tourists from different countries visited Ethiopia every year with an annual revenue of more than 3 billion USD before the outbreak of COVID-19. (Ethiopian news agency, 2023)

2.1.4. Tourism attractions in Ethiopia.

Ethiopia is known for its fascinating natural, cultural, Historical and Archaeological attractions. Ethiopia's tangible world heritages such as The Rock-Hewn Churches of Lalibela, The Castle of Gondar, The Stelae of Axum, The Walled City of Harrar, Tiya Stones, Lower Awash, Konso Cultural Scenery, Omo Valley and The Semien Mountains National Park are some of the well known tourist attractions. Intangible world heritages like, Ethiopian epiphany, Gada system (an indigenous democratic socio-political system of the Oromo), Fichee-Chambalaalla (New Year festival of the Sidama people) and Commemoration feast of the finding of the True Holy Cross of Christ; and Ashenda (Ethiopian girls festival) which is under on-going nomination list are also world intangible cultural heritages of the country according to (UNESCO, 2020).

Despite its huge potential, the tourism industry in Ethiopia, has been unable to deliver its full potential for the economic growth of the country. The reasons for this are numerous in number. According to findings, challenges such as lack of technology supported promotion, poor infrastructure, poorly trained human power, poor coordination of stockholders, poor and traditional promotion, misperceptions of the images of the country. lack of information centers and inadequate accommodation providers are some of the major hindering factors of development of Ethiopian tourism industry

Intangible tourist attractions

The term cultural heritage has altered content significantly in the not far past, partially owing to the instruments devised by UNESCO. Cultural heritage does not end at monuments and collections of objects. It also incorporates traditions inherited from the ancestors and passed on to the descendants, for instance verbal traditions, performing arts, social activities, rites, festivals, knowledge concerned with nature and the universe or the knowledge and skills of producing traditional crafts. While brittle, intangible cultural heritage is a monumental factor in preserving cultural diversity in

the face of ever-growing globalization. An understanding of the intangible cultural heritage of different communities helps with intercultural dialogue and encourages mutual respect for other ways of life. (UNESCO,2023). Ethiopia is gifted with intangible tourist attraction that range from religious rituals to cultural festivals.

The Timket festival

For Ethiopians, Timket is the most important religious festival of the year; for many visitors, it's the most spectacular. A plethora of Ethiopians trek to their nearby towns to take part in the three-day celebration of Epiphany that starts on 18 January each year. In Orthodox churches, Epiphany celebrates the baptism of Jesus in the river Jordan, and sprinkling (or spraying!) the faithful crowd with holy water is central to this joyous celebration. The religious rituals are only one aspect of being in an Ethiopian city or town during Timket, and before the processions and rituals start, the towns are buzzing. You wander through the streets, with thousands of relaxed and smiling people who've travelled from their homes to rejoice and celebrate. Everywhere there are people greeting friends and family, chatting and gathering in small groups to dance and sing (Tadele travel).

The evening before Timket, priests from each church walk through the town, carrying their church's carefully wrapped replica of the Ark of the Covenant (a Tabot) on their heads. Their destination is the river or pool where they will commemorate Christ's baptism in the morning. In Lalibela there is a reserved park for the colorful Timket ceremony , that includes a viewing platform and cross- shaped pool so that as many visitors as possible can take part. In Gondar this part of the ceremony takes place by the castle pool (Tadele travel).

Tangible tourist attractions

Gheralta churches

Gheralta is a dry plain with steep outcrops of cliffs and table mountains with very dramatic landscapes. But for most tourists to Ethiopia, the main reason to come to the Gheralta region is for its about 35 churches, the largest concentration of cliff churches of Ethiopia. While Lalibela may be the place with the highest density of rock-hewn churches, the Tigray region has plenty more, most of

them being much older, with more paintings, special architecture at remote locations. Maybe not the oldest, but the rock hewn churches om Gheralta often have the most colorful paintings and church treasures, while many are set in the most stunning scenic landscapes.

The rock-hewn church of Lalibela

Ethiopia is famous for its culture of rock-hewn churches. These churches which are carved out of solid rocks are believed to have been constructed during the Zagwe period (1150–1270) and their construction is attributed to one of the prominent kings of the Zagwe dynasty, depending on the degree of separation from the mother rock and the way they were excavated, these churches are categorized as monolithic, semi-monolithic.

The 11 medieval monolithic cave churches of this 13th-century 'New Jerusalem' are situated in a mountainous region in the heart of Ethiopia near a traditional village with circular-shaped dwellings. Lalibela is a high place of Ethiopian Christianity, still today a place of pilgrimage and devotion. (UNESCO)

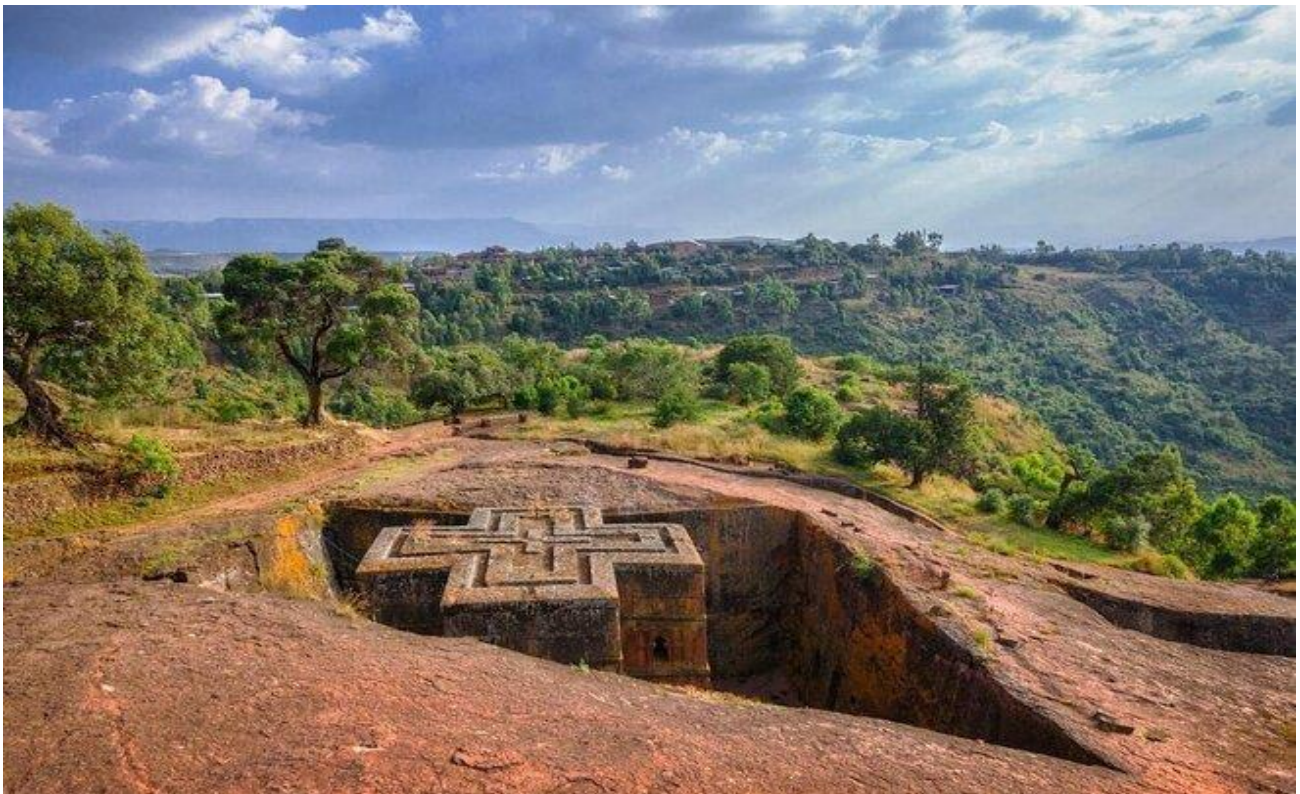


Fig1. Lalibela rock-hewn Church. Source: Viator

2.1.5. Fragility of the tourism economy.

Despite its acknowledged economic power and apparent resiliency, tourism is highly vulnerable to internal and external shocks ranging from political conflicts, natural disasters to epidemic diseases. (Zhou Zibanai, 1998).

The global tourism industry is very sensitive to both positive and adverse economic, social, environmental, and political events/ phenomena. Such tourism system shocks have the potential to either depress or increase global tourism traffic at any given time at a tourist destination. A tourism system shock that depresses international tourism traffic is referred to as an adverse tourism system shocker. Wars and tsunamis are a case in point. These can depress the movement of tourists from one area to another as well as destroying infrastructure hence impacting negatively on the performance of the global tourism industry (Bierman, 2003).

The outbreak of covid 19 in recent years, for example, has hindered the development of the tourism industry due to global travel restrictions and quarantines implemented around the world leading to increased unemployment and economic deteriorations.

It is nearly impossible for the tourism industry to grow in Countries where there is high economic and political instability.

2.1.6. Political Instability and its relationship with tourism

Political instability is a complex and multidimensional term with various conceptualizations and interpretations (Gupta 1990; Sanders 1981; Andriole and Hopple, 1984). The need for assessment, evaluation and analysis of the various interrelationships of political instability and the tourism industry is essential, considering the sensitive nature of the tourism industry, the ever-increasing competition, and the very narrow profit margins (Theocharous, Nuttal and Sedderland 2000, p 385). "Political instability is described as a condition of a country where a government has been toppled, or is controlled by factions following a coup, or where basic functional prerequisites for social-order control and maintenance are unstable and periodically disrupted" (Cook 1990 cited in Sonmez 1998, p 420). Several different di-

mensions of political instability can be identified within international tourism such as international and civil wars, coups, terrorism, riots, political and social unrest and strikes (Lea and Small 1988, cited in Hall and O'Sullivan 1996, p 108).

There is no doubt that Political stability and safety are prerequisites for tourism. not only that negative perceptions of a tourist destination can persist for years and affect a whole country, but wars for example, can destroy the tourist attraction its self. The most recent war in Ethiopia, which lasted for two years (2020-20022), has claimed the livelihood of many civilians, and resulted in an immense lose on the tourism industry. The destruction of historical sites was a key attribute throughout the years. Particularly in the Tigray region, which used to generate the largest portion of the tourism revenue prior the war, was completely blocked from the rest of the country. Hence, there hasn't been any tourism activity over that period.

Ethiopian Prime Minister Abiy Ahmed launched a military campaign against the Tigray People's Liberation Front on November 4, 2020. As troops from the Ethiopian military and Eritrea, as well as Amhara militia groups, brutally attack civilians, they have also destroyed religious, historical and cultural sites of immense value. Some of the damage to these sites has been documented through calls made by Tigrayans using satellite phones (The Jerusalem post, 2021).

TRTWORLD reported in 2020 that in addition to the enormous human cost of the war, it also took a toll on the country's ancient cultural heritage. sites have been damaged by shelling, artefacts had been looted, and countless others became inaccessible to worshippers and pilgrims.

Al Nejashi mosque, which has a significant historical relevance, is among the many tourism attractions that witnessed heavy fighting between Tigrayan forces and Ethiopian troops and their Eritrean allies. Though not completely damaged, Pictures show that the mosque sustained serious damage. Historians believe that Al Nejashi mosque was was built some of the first of Prophet Mohammad's first disciples, who came to what is now Ethiopia to escape

persecution in Mecca. They constructed the mosque after they were given refuge by the Axumite Kingdom, whose capital was Axum in Tigray. due to this historical events , Al Nejashi has been an attractive tourist attraction for many years . Even though there was an outrage over the destruction of the first mosque in Ethiopia and Africa in general, no meaningful measures were taken to protect heritages like this one



Figure 2 : Al Nejashi mosque sustained damage . source: The middle east eye

Axum, a historical city in northern Ethiopia, known for its century's old monuments, written script, as well as for introducing the Christian religion to the rest of sub-Saharan Africa, is among the worst affected by the war. Locals living in the city have lives strongly intertwined with the tourism industry. Unfortunately, no tourist hasn't set a foot on their city for over three years. Once, a center of vibrant tourism, Axum has now become barren and more of a ghost city following the massacre of civilians perpetrated by the Eritrean troops which aligned with the Ethiopian government in what they called " rule and order enforcement"

Eritrean troops fighting in Ethiopia's Tigray state systematically killed hundreds of unarmed civilians in the northern city of Axum on 28-29 November 2020, opening fire in the streets and conducting house-to-house raids in a massacre that may amount to a crime against humanity, Amnesty International spoke to 41 survivors and witnesses – including in-person interviews with recently arrived refugees in eastern Sudan and phone interviews with people

in Axum – as well as 20 others with knowledge of the events. They consistently described extrajudicial executions, indiscriminate shelling and widespread looting after Ethiopian and Eritrean troops led an offensive to take control of the city amid the conflict with the Tigray People's Liberation Front (TPLF) in mid-November (Amnesty International 2021).

In addition to destruction of heritages in the war-torn Tigray, priests from the Ethiopian orthodox church said that looting of centuries old relics was rampant. The independent, an online news based in UK, also reported on February 2022 that sales of artefacts from Ethiopia has skyrocketed while the war was at its peak, raising concerns that these artefacts might be looted.

A flood of ancient Ethiopian Artefacts has appeared for sale on websites including eBay, raising suspicions that they could have been plundered from churches during the conflict in Tigray, according to reports. Centuries-old relics – including scrolls, manuscripts and bibles – are being sold on online marketplaces for only a few hundred pounds (Holly Bancroft, February 2022)

Ethiopia is a country blessed with exciting history of manuscript production covering hundreds of years. No doubt, the interest in Ethiopian manuscripts and indeed the Ethiopian manuscript culture itself persists today thanks to the fact that traditional manuscript-making still exists in Ethiopia not only as a tourist attraction, but in its original purpose i.e., as a vital part of the Ethiopian Christian Orthodox culture and life. One can hardly claim that the techniques of Ethiopian manuscript-making are precisely the same today as they were many centuries ago; however, they do represent the organic and conservative continuation of the ancient tradition. Furthermore, despite some noticeable changes that took place in the country in the 20th century, The manuscript culture has continued, especially in cultural settings which still closely resemble the original medieval context. As time goes by, Parchment manuscripts are slowly being replaced by printing, but are still very much desired and preferred to the printed books. Especially in conservative rural areas, the people still retain the traditional reverential attitude to manuscripts (Nosnitsin, 2012)

These manuscripts are not only the heart and soul of the Ethiopian orthodox church, but also national treasures that catch the eye of tourists. In addition to the manuscripts believed to have been stolen and sold elsewhere, many had been burned, the extent yet to be unearthed.

3. Methodology

3.1. Research approach

There are specific questions that the researcher wishes to address concerning how the political instability has impacted the tourism sector. To achieve this goal, both qualitative and quantitative data research methods were used to gain deeper insight into the matter. The quantitative method involves collecting and converting data into numerical form so that statistical calculations can be made, and conclusions drawn. Data is collected by various means following a strict procedure and prepared for statistical analysis. A quantitative approach is a means for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures (Creswell, 2008). Collecting and analyzing of data using quantitative approach requires an understanding of the relationships among impact of civil disobedience on tourism industry using inferential statistical approach, the assumptions that generalize to the population from a selected sample (Trochim, 2006).

Qualitative research, on the other hand, involves studies that do not attempt to quantify their results through statistical summary or analysis. Qualitative studies typically involve interviews and observations without formal measurement. A case study, which is an in-depth examination of one person, is a form of qualitative research. Qualitative research is often used as a source of hypotheses for later testing in quantitative research (Geoffrey, David and Festinger, 17).

According to Geoffrey, David and Festinger (2005,9) *observation* refers to two distinct concepts—being aware of the world around us and making careful measurements. Observations of the world around us often give rise to the questions that are addressed through scientific research. *observation* means more than just observing the world around us to get ideas for research. *Observation* also refers to the process of making careful and accurate measurements, which is a distinguishing feature of well-conducted scientific investigations. When making would obviously be a frustrating and ultimately unrewarding endeavor to attempt to answer an unanswerable research question through scientific investigation.

3.2. Research Design

Once the researcher has determined the specific question to be answered and has operationalized the variables and research question into clear, measurable, hypothesis, it is time to consider the research design (Geoffrey , David and Festinger , 123).

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

Both qualitative and quantitative research were used to examine the impact of political instability on tourism industry by using numbers and statistics as well as observation to explain and analyses its findings.

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

The study was an explanatory that seeks to explain the subject matter being researched and tries to answer the question how the independent variable affects the dependent one. It was conducted in order to identify the extent and nature of cause-and-effect relationship between the two variables. Questionnaires were distributed to collect quantitative primary data from tour operators and sec- ondary data from authorized stakeholders of the industry.

3.3. Target Population of the Study

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

tour operators working in Ethiopia and ordinary citizens impacted by the tourism industry one way or another.

3.4. Sample Size and Sampling Techniques

Upon, Bless and Higson-Smith (2004) suggest the following guidelines when selecting a sample size: For a small population ($N < 100$), there is little point in sampling, survey the entire population; If the population size is around 500, 50% of the population should be sampled; and Beyond a certain point (approximately $N = 500$), the population is almost irrelevant and a sample size of 400 was adequate for the study. There are many tour operators working in Ethiopia but majority of them are unregistered and unlicensed by the governing body Ministry of Culture and Tourism (MoCT) and not members of Ethiopian Tour Operators Association. As per the information from the Ethiopian Tour Operators Association there are now 220 members of tour operators and around 165 of them are active members. Of the 165 members, I have managed to get valid responses of 90 questionnaires, which can be considered more than half of the active tour operators working in Ethiopia.

3.5. Data Sources and Types

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

3.5.1. Primary data

Refers to a data collected by the researcher himself/herself, thus very original in nature. For this study, survey research method was chosen where the questionnaire used to collect the information. This study employed a structured survey i.e., used formal lists of questions asked of all respondents in the same way.

3.5.2. Secondary data

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

3.6. Data collection procedure

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

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

A questionnaire can be defined as a tool to collect and record a data about a particular issue . It is mainly composed of a list of questions but should also contain clear guidelines on how and where to write responses. Questionnaires must be clear on how the data collected will be used and have a definite purpose related with the research. It is monumental that respondents are aware of the purpose of the research wherever possible and should be told how and when they will receive feed- back on the findings. questionnaires are usually connected with quantitative research questions that can be expressed numerically (how many? How often? how satisfied?)

Secondary data was collected from relevant reports, books, articles, journals and other relevant materials which would assist the research. This type of data was obtained mainly through interviews and the data collection was done in Ethiopia on July 2023 .

3.7. Data Analysis

The data which was collected using the questionnaire was coded and processed. The findings of the study were analyzed by using the Statistical Package for Social Sciences (SPSS) version 20 program. Descriptive data analysis tools were used to measure frequencies, percentages, means, standard deviation and graphic representation. Pearson Correlation was used to determine the existence of any relationship between the independent variables and the dependent variable. Multiple regression analysis was conducted to examine the influence of independent variables on the dependent ones.

4. RESULTS AND DISCUSSION

4.1. Introduction

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

4.2. Tourism in Ethiopia

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

4.2.1. Tourist Arrivals, Receipts and Purpose of Visit

Ethiopia demonstrated a decline in the number of visitors throughout the year from 2018 onward following public uprisings and protests that ravaged the country in the years that that followed. A data from Ethiopian ministry of culture and tourism showed that there was a decrease in number of tourist from 870,597 in 2018 to 500,122 in 2018. The tourism industry came into almost a complete halt after a war broke out between the government and its allies on one side and the Tigray liberation front (PLF).

The war broke out on November 2020 in the northern part of the country which made the region inaccessible for any peaceful activities and later spread to neighboring regions making the country too deadly for any tourists.

Tourism kept on being one of the receipts of currencies in the country with tourism balance continuingly reflecting positive balance for the years preceding the three-year turmoil. As per the data from MoCT, tourism generated 3.26 million USD in 2018. The following year a slack growth rate of 0.07% was recorded making the earning from tourists 3.49 million USD. But the following year of 2019 the country's earning from tourists was recorded a negative score of 0.099. This shows that the tourism sector was negatively affected by the incidents occurred in these years.

The trend from 2019 onward depicted that majority of visitors came for the purpose of leisure and holidays, followed by those who came for transit. This suggests that Ethiopia is preferred for enjoyment trip, the recent activities performed by the Ethiopian Airlines to make Ethiopia a hub way for Africa was effective.

4.3. Samples and Response Rate

Initially a total of 100 questionnaires were planned to be distributed in different social media platforms. However due to ongoing conflicts in different parts of the country, the government was trying to block flow of information by shutting down the internet and this intermittent internet black-outs made the data collection almost impossible. The Author then used face-to-face interviews and direct calls as an alternative method and was able to get 93 interviewees.

4.4. Demographic Profile of Respondents

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

		Frequency	Valid Percent	Cumulative Percent

Gender	Male	51	54.8	54.8
	female	42	45.2	100
	Total	93	100	100

Table 1: Gender distribution

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

Table 2: Age Distribution

		frequency	Valid percent	Commulative percent
Age	21-30	53	57	57
	31-40	29	31.2	88.2
	40+	11	11.8	100
	Total	93	100	100

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

4.4.3: Educational Status

		frequency	Valid percent	Commulative percent
Educational status	Certificate	4	4.3	4.3
	Diploma	33	35.5	39.8

	BA/BSC degree	39	41.9	81.7
	MA/MSc degree	17	18.3	100
	Total	93	100	100

Table 3: Educational background

Respondents' educational level rises from Certificate to MA/MSc degree. It is possible to understand from table 3 above that larger number of respondents is BA/BSC holder (account 41.9% of the total respondents) and the smallest number (4.3%) of respondents have certificate. Still 89 (95.7%) of respondents are diploma and above (Diploma, BA/BSC and MA/MSc). This shows that most respondents were well educated which may also increase the level of certainty of obtaining relevant data from respondent.

Table 4: Occupational Title

		frequency	Valid percent	Commulative percent
Occupational Title	Tour operator	66	71	71
	Tour guide	21	22.6	93.5
	Tour supervisor	6	6.5	100
	Total	93	100	100

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

Table 5: Tourism Work Experience

		frequency	Valid percent	Commulative e percent
experiences	1-3 years	30	32.3	32.3
	3-5 years	29	31.2	63.4
	5-7 years	18	19.4	82.8
	7+ years	16	17.2	100
	Total	93	100	100

The above table depicts that 30(32.3%) and 29(31.2%) of the respondents have working experience of 1-3 years and 3-5 years respectively. The rest 18(19.4%) and 16(17.2%) of the respondents have an experience of above 5 years. Given the results from the table we can conclude that majority of the respondents have been in the business for quite a while meaning we can rely on the information that they provide.

4.5 Respondents perception of the effect of political instability and its effect On tourism

Table 6:

		Frequency	Valid percent	Cumulative Percent
How many people do visit the country on average in a year through the company you're working at?	1-250	21	22.6	22.6
	251-500	33	35.5	58.1
	501-750	9	9.7	67.7
	751-1000	6	6.5	74.2
	1000+	24	25.8	100
	total	93	100	100

This section of the questionnaire tested the attitude and views about people visiting Ethiopia. A series of five ranges were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 6 indicates the mean and standard deviation for each item. As the table above depicts that majority of respondents 33 (35.5%) stated that people visiting the country through their company is between 250 and 500 tourists per annum. Next to that 24 (25.8%) of the total respondents identified that 1000 or more tourists visited the country through their company. From this interpretation we can see that there is a significant number of tourists that contacted or acquire service from these companies. And through it is believed to be great sum money is transacted by each business.

Table 7:

		frequency	Valid percent	Commulative percent
How many days do the tourists stay in the country on average?	1-5	2	2.2	2.2
	6-15	63	67.7	69.9
	15-20	17	18.3	88.2
	21-35	11	11.8	100
	Total	93	100	100

The above table shows that 63 (67.7%) respondents stated that tourists stay an average of 6 to 15 days in Ethiopia. While 2 (2.2%), 17(18.3%) and 11(11.8%) of respondents stated that tourists stay in the country for an average days of 1 -5, 15-20 and 21-35 days respectively. This shows that majority of tourists visiting Ethiopia stay more than a week in the country, by turn it is expected that the tourists will spend more as the days went which would generate an income for businesses and individuals associated with this business.

		frequency	Valid percent	Commulative percent
Which part of the country's region is mostly frequented by the tourists to visit?	Tigray	10	10.8	10.8
	Amhara	51	54.8	65.6
	Oromia	18	19.4	84.9
	SNNP	14	15.1	100
	Total	93	100	100

54.8% of respondents stated that most tourists travelled to Amhara regional state while 19.4% of them responded that most tourists travelled to Oromia region. We can see that a significant number tourists travelled mainly to these two regions. And as the researcher stated that the majority of the civil had occurred in these two regions. It is more likely that these travelers experienced some dis- comfort and safety issues while staying in these regions.

Table 8:

		frequency	Valid percent	Commulative percent
What part of the tourist attractions of the country is mostly visited by the tourists	Historical	59	63.4	63.4
	Natural attractions	15	16.1	79.3
	Cultural	2	2.2	81.7
	religious	17	18.3	100
	total	93	100	100

The above table depicts which kind of attractions does tourists find appealing while travelling to Ethiopia. And as can be seen in the table 59 (63.4%) respondents identified that most tourists visited

historical attractions. 15 (16.1%) of respondents stated that tourists mainly visited natural attractions. While religious attractions were mainly visited by tourists as 17(18.3%) of respondents agreed to that statement. The list visited tourists, as the table depicts is cultural attractions, only 2 (2.2%) of respondents' state that tourists visit tourist attractions more. This is a blow for the tourism industry because there are so many cultural attractions in the country.

Table 9:

		Frequency	Valid percent	Commulative percent
How much do the tourists make payment per person on average for their visit in Ethiopia?	50-1000USD	17	18.3	18.3
	1000-2000USD	52	55.9	74.2
	2000-3000USD	24	25.8	100
	TOTAL	93	100	100

The above table shows the average spending of a tourist travelling here in Ethiopia. 55.9% of respondents stated that a single person spends an average of 1000-2000 USD. While 25.8% of respondents indicated that an average of 2000-3000USD is spent per person. We can see that tourists staying in the country spend lesser than what tourists spend while travelling to other countries. Still, it is an appreciable sum that needs improvement.

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

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

The analysis of this study was done using descriptive statistic or through central tendency, from these the researcher used the mean scores of each variable. The main reason of using this measurement was to demonstrate the average responses of respondents for each question that was in-

cluded under each dimension of the predictor variable and to reach the grand mean of each dimension. Finally, the interpretation is made through using the grand mean of each independent dimension for the aim of achieving partial research objectives of the study.

Itemized rating scale: $(Max - Min)/5 = (5-1)/5 = 0.8$

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

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

This section of the questionnaire tested the attitude and views about safety of tourists. A series of five statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.6.1 indicates the mean and standard deviation for each item. The data illustrated in table 4.6.1 shows that respondents have an close level of agreement about political conditions affect the tourism industry most with mean score of 4.45. They also have agreeing attitude toward Civil disobediences during the protests such as blocking roads, damaging government or private properties and clashes between civilians and police forces had role in scaring tourists away and forced them to cancel their trips with mean score of 4.62. In addition, respondents agree that Tourists were not getting accurate and balanced information on the protests so that they can make their decision accordingly with mean score of 4.06. respondents also point out about driver's behavior with mean score of 4.76. In addition, international media exaggerated on reporting the protests while local media downplayed the tone on reporting of the protests with a mean score of 3.96. Regarding Travel alert announcements by the embassies and international organizations in Ethiopia played huge role in decreasing the number of Tourists with a mean score of 3.94.

Table 10:

	N	mean	Standard deviation
Of all the factors that can have negative impact on tourism, political conditions affect the tourism industry most.	93	4.4516	.85359
Civil disobediences during the protests such as blocking roads, damaging government or private police forces had role in scaring tourists away and forced them to cancel their trips	93	4.6237	.60638
Tourists were not getting accurate and balanced information on the protests so that they can make their decision accordingly.	93	3.7634	.72828
International media exaggerated on reporting the protests while local media down played the tone on reporting of the protests.	93	3.9677	1.00490

Travel alert announcements by the embassies and international organizations in Ethiopia played Huge role in decreasing the number of tourists.	93	3.9462	.88913
---	----	--------	--------

This section of the questionnaire also tested the attitude and views about the political instability and tourism. A series of five statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 10 indicates the mean and standard deviation for each item.

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

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

Table 11:

	N	Mean	Std.devation
Booking cancellations begin right after the declarations of state of emergencies during both times, in 2016 and 2018.	93	3.9032	.84782
Although there were unexpected protests engulfed throughout the country including	93	3.3656	.89424

tourist destination areas, there were no injuries or fatal incidents happened on Tourists by the protesters or police forces.			
The protests in Amhara region Disadvantaged the country most in terms of the tourism income.	93	3.7957	1.05870
The protests in Oromia region disadvantaged the country most in terms of the tourism income.	93	4.0000	.98907
After tourists experience some sudden protests in the country while on their visit, They do not recommend their friends/family or other people to come and visit.	93	3.9247	.95822

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

Table 12:

		Frequency	Valid Percent	Cumulative Percent
After completing their visit, how did the tourists rate the overall security of visitors in tourist destinations areas they've visited in Ethiopia	Very unsecure	7	7.5	7.5
	Unsecure	14	15.1	22.6
	Reasonably secure	46	49.5	72
	Secure	20	21.5	93.5
	Very secure	6	6.5	100
	Total	93	100	100

Table 12 stated that 74 (79.6%) of respondents have never been a victim of any crime during their stay in Ethiopia. While the remaining 19 (20.4%) of their clients were victimized. This shows that a significant number of tourists were victimized which is dangerous for the tourists but also a diminishing factor for the image of tourism industry in Ethiopia.

Table 13:

		Frequency	Valid Percent	Cumulative Percent
Have any of your visitor been a victim of any crime incident during their stay in Ethiopia	yes	19	20.4	20.4
	no	74	79.6	100
	total	93	100	100

Similarly, to the above table, table 13 shows that 16 (17.2%) of respondents stated that their clients been afraid to get an encounter with any sort of demonstrations during their stay in Ethiopia. This

is also a big number that affects the image for the industry as a whole and specifically for the tourists that travelled here in Ethiopia.

Table 14:

		Frequency	Valid Percent	Cumulative Percent
Have any of your visitor been afraid to get an encounter with any sort of demonstrations during their stay in Ethiopia?	yes	77	82.8	82.8
	no	16	17.2	100
	total	93	100	100

4.7. Correlation analysis: relationship between the study variables

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

The following section presents the results of correlation on the relationship between independent variables and dependent variable. Table 111 below indicates that the correlation coefficients for the relationships between independent variables (civil disobedience, state of emergency, unrests and inconveniences regarding safety of tourists) and its dependent variable (tourism market) are linear and positive ranging from moderate to strong correlation coefficients.

Table 15:

		Tourism Market
Civil Disobedience	Pearson Correlation	.588**
	Sig. (2-tailed)	.000
	N	93
State of Emergency	Pearson Correlation	.480**
Unrest	Sig. (2-tailed)	.00
	N	93
	Pearson Correlation	.578**
Inconvenience on Safety of Tour-ists	Pearson Correlation	.611**
	Sig. (2-tailed)	.00
	N	93
Tourism Market	Pearson Correlation	1

	Sig. (2-tailed)	.00
	N	93

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

4.6. Multiple Linear Regression

4.6.1. Assumptions Testing in Multiple Regression

The basic assumptions should be satisfied in order to maintain data validity and robustness of the regressed result of the research under the multiple regression models. Hence, this study has conducted the assumption tests such as multi-collinearity, outliers, auto correlation, homoscedasticity, linearity, and normality.⁴⁷

multi -Collinearity

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

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

Table 16: Multi-collinearity test

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

4.6.2. Multiple Regression Analysis

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

Table 17: Model Summary

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

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

Table 18:

model		Unstandardized Coefficients	Standardized Coefficients			
		B	Std. Error	Beta	t	Sig
1	constant	.127	.394		-.321	.000

	Civil disobedience	.343	.150	.288	2.287	.000
	State of Emergency	.269	.095	.227	2.837	.000
	Unrest	.342	.079	.364	4.336	.000
	Inconvenience on Safety of Tourists	.137	.198	.094	.691	.000

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

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

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

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

I = inconvenience on safety of tourists

	Model	Sum of Squares	df	Mean square	f	Sig
	regression	25.480	4	6.370	126.459	.000
	residual	21.186	88	.241		
	total	46.667	92			
a. Dependent Variable: Tourism Market						
b. Predictors: (Constant), Inconveniences on Safety of Tourists, State of Emergency, Unrest, Civil Disobedience						

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

4.9. Hypothesis Testing

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

Hypothesis	Result
H1: Civil disobedience has a significant And positive effect on tourism market.	<i>Not rejected</i> (the outcome of the coefficient of correlation supports the Hypothesis: $r = .588, p < .05$).
H2: State of emergency has a significant and positive relationship with tourism market	<i>Not rejected</i> (the outcome of the coefficient of correlation supports the hypothesis: $r = .480, p < .05$).
H6: Unrests has a significant and positive relationship on tourism market.	<i>Not rejected (the outcome of the coefficient of correlation supports the Hypothesis; $r = .578 p < .05$).</i>
H4: Inconvenience on safety of tourists has a significant and positive relationship with tourism market.	<i>Not rejected (the outcome of the coefficient of correlation do not supports the hypothesis; $r = .611, p < 0.05$).</i>

As it is clearly indicated in Table 16, a moderate to strong and positive relationship was found between civil disobedience and tourism market ($r = .588, p < .05$), state of emergency and tourism market ($r = .480, p < .05$), unrests and tourism market ($r = .578 p < .05$) and inconvenience on safety of tourists and tourism market ($r = .611, p < 0.05$).

First Hypothesis: According to the results of the Pearson correlation test, the research

Hypothesis is confirmed at person correlation coefficient of 0.588 and thus, there is relation between civil disobedience and tourism market.

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

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

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

5. CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

According to the research findings, all the tourism market affecting factors had a tremendous influence on tourism market. civil disobedience, civil unrest, state of emergency and war all affect the tourism sector negatively. In this regard, it can be concluded about how each tools of variables mentioned influence tourism market as below. The first hypothesis of the study states that there is a relationship between civil disobedience and tourism market. According to the results of the Pearson correlation test, the research hypothesis is confirmed at person correlation coefficient of 0.588 significant at 95% confidence interval. The second hypothesis of the study states that there is a relationship between state of emergency and tourism market. The results show that there is a positive correlation time reliability and tourism market with $r = 0.480$ significant at 95% confidence interval. The third hypothesis of the study states that there is a relationship between civil unrest and tourism market. The results show that there is a correlation between application easiness and tourism market with $r = 0.578$ significant at 95% confidence interval. The fourth hypothesis of the study states that there is a relationship between inconvenience on safety of tourists and tourism market. The results show that there is a positive correlation between inconvenience on safety of tourists and tourism market with $r = 0.611$ at 95% confidence interval and thus, there is relation between inconvenience on safety of tourists and overall tourism market. The overall conclusion of this research found negative tourist attitude towards various variables (civil disobedience, state of emergency, unrests and inconveniences regarding safety of tourists) on tourism market. The study confirmed that high tourism market can be achieved through various kinds of measures.

5.2. Recommendations

Increasing the Promotion budget : The image of Ethiopia has been tarnished due to war and instability and it will require huge investment to bring the status quo. Strengthening marketing efforts and budget can play a monumental role in revitalizing the tourism sector and boosting economic growth. First of all, extensive advertising can help reestablish confidence by counteracting negative perceptions that resulted as aftermath of the past political chaos and instability.

Secondly, Allocating the right amount of resources into promoting the tourism industry can help put the sector into the right track by reaching out more domestic and international tourists and reminding them how

safety has been restored. Furthermore, considering the competitive global tourism market, higher promotional budget can enable Ethiopian tourism destinations to outshine competitors in terms of visibility. In addition to this, an increased budget enables diversification of advertisement approaches which may include online advertising, social media campaigns, and international travel trade show participations. These varied approaches will help reach a wider market audience. Increasing budget is a common trend in such cases. For instance, Alaska, which experienced a severe downturn from the September 11 attacks, had some difficulties recovering from the tourism crisis after the 9/11 attacks and has to double its budget to get things in track again. (Chandonnet, 2002). In light of this, it is important that the Ethiopian tourism stakeholders give emphasis on funding the industry and building more resilient and sustainable tourism.

Giving Financial and Tax Incentives: To bring the tourism industry back to life, the government should assist tourism stakeholders with fiscal and financial measures such as reducing airport taxes and giving tax incentives (Asia Pacific Economic Cooperation, 2006). By doing so, the Ethiopian government will lessen the damage of political instabilities and limit the job losses. These incentives can include tax reductions on businesses within the tourism sector, providing financial assistance to businesses for new tourism start-up businesses.

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

Promoting Local Tourism Industry

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

REFERENCE

- Amnesty international(2021). Ethiopia: Eritrean troops' massacre of hundreds of Axum civilians may amount to crime against humanity .URL: <https://www.amnesty.org/en/latest/news/2021/02/ethiopia-e> :. Accessed date September 2023
- Balaguer, J. and M. Cantavell-Jorda, 2002, "Tourism as a Long-run Growth Factor
- Balmford, A., Bresford, J., Green, J., Naidoo, R., Walpole, M. and Manica, A. 2009. A Global Perspective on Trends in Nature-Based Tourism. PLoS Biology 7 (6): 1-6.
- Bhandari, M. 1999. Tourism Raised Problems in Masai Mara National Park Narok, Kenya.
- Blake, A., & et al., (2001). Modelling Tourism and Travel Using Tourism Satellite Accounts and Tourism Policy and Forecasting Models. Retrieved from http://www.nottingham.ac.uk/ttri/pdf/2001_4.pdf
- Brau et al. (2007) "Estimating the Impact of Tourism on Economic Development
- Brau, R., A. Lanza, and F. Pigliaru, 2003, "How fast are the Tourism Countries Growing?
- Chen, L. L. and J Devereux, 1999, "Tourism and welfare in Sub-Saharan Africa:
- Choe, J. I., 2003, "Do Foreign Direct Investment and Gross Domestic Investment Promote
- Cornelia Elena Tureac, PhD, Turtureanu Anca, PhD, (2008), Types and Forms of Tourism. Lecturers at Acata Universitatis Danubius
- D. Nosnitsin.2012. Ethiopian Manuscripts and Ethiopian Manuscript studies: a brief overview and evaluation.
- Dieke, Peter U.C., 2004, "Tourism in Africa"s Economic Development: Policy Implication,"
- Dritsakis, Nikolas, 2004, "Tourism as a Long-run Economic Growth Factor
- Geoffrey Marczyk, David DeMatteo, and David Festinger. 2005. Essentials of Research design and methodology. John Wiley & Sons, Inc.

Holly Bancroft . February 2022. Ethiopian artefacts on eBay spark fears of looting from war-torn Tigray. The Independent. URL: <https://www.independent.co.uk/news/world/africa/ethiopia-relics-artefacts-tigray-conflict-b2010985.html>. Accessed date: August 2023

Tadele travel(). The timket festival: URL: <https://tadeletravel.com/attractions/the-festival-of-timket/>. Accessed date : September 2023

UNESCO world heritage () . Rock-Hewn Churches, Lalibela. URL: <https://whc.unesco.org/en/list/18/>. Accessed date: 2023

UNESCO(2023). What is intangible cultural heritage? . URL: <https://ich.unesco.org/en/what-is-intangible-heritage-00003>. Accessed date : 2023

UNWTO, 2006, “Africa: A Key Resource for Economic and Social Development,”

World Bank. (2005) World Development Indicators 2005, Washington, DC: World Bank.

World Bank. (2013) Tourism in Africa, Harnessing Tourism for Growth and Improved Livelihoods:

World Bank. World Development Indicator (WDI), 2010

World Tourism Organization (UNWTO) 2005, Tourism Market Trends, November 2005,

World World Travel and Tourism Council, (2019). Travel and Tourism Economic Impact 2019

WTO, 1980 cited in Sharply and Telfer, 2006, 2010

Appendices

Appendix 1. Interview details

Part One: Personal Information

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

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

		7+ years	4
--	--	----------	---

Part Two: The Tourism Market Environment in Ethiopia

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

1. How many people do visit the country on average in a year through the company you're working at?



001–250



251–500



501–750



7521–1000

Specify the number if more _____

2. How many days do the tourists stay in the country on average?

- 01-10

- 10-15

- 15-20

- 20-35

- Specify the number if more _____

3. Which part of the country's region is mostly frequented by the tourists to visit?

- Tigray Region

- ☐ Amhara Region
- ☐ Oromia Region
- ☐ Southern Region
- Specify if different_____

4. What part of the tourist attractions of the country is mostly visited by the tourists?

- ☐ Historical attractions
- ☐ Natural attractions
- ☐ Cultural attractions
- ☐ Religious attractions

Specify if different_____

Part Three: Tourism and Politics Relation in Ethiopia

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

1- Strongly Agree

2- Agree

3- Neutral

4- Disagree

5- Strongly Disagree

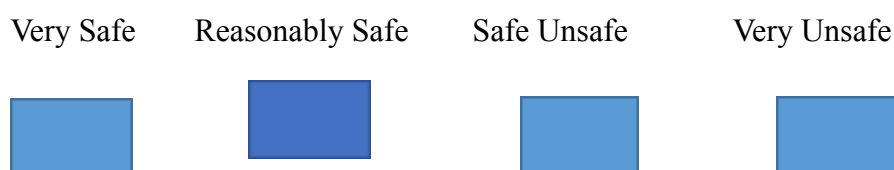
Kindly note that for one statement the response choice should only be one.

Statements	• 1	• 2	• 3	• 4	• 5
------------	-----	-----	-----	-----	-----

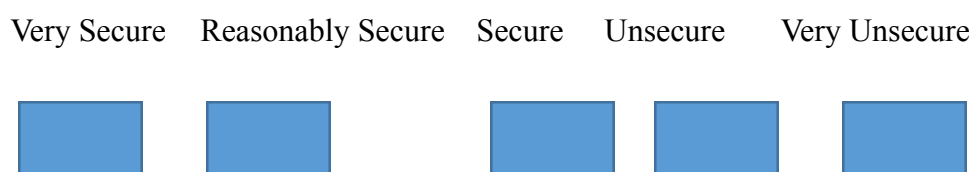
Of all the factors that can have negative impact on tourism, political conditions affect the tourism industry most	●	●	●	●	●
Civil disobediences during the protests such as blocking roads, damaging government or private properties and clashes between civilians and police forces had role in scaring tourists away and forced them to cancel their trips.	●	●	●	●	●
Tourists were not getting accurate and balanced information on the protests so that they can make their decision accordingly.	●	●	●	●	●
International media exaggerated on reporting the protests while local media downplayed the tone on reporting of the protests	●	●	●	●	●
Travel alert announcements by the embassies and international organizations in Ethiopia played huge role in decreasing the number of tourists.	●	●	●	●	●
Although there were unexpected protests engulfed throughout the country including tourist destination areas, there were no injuries or fatal incidents happened	●	●	●	●	●

on tourists by the protesters or police forces.					
The protests in Amhara region disadvantaged the country most in terms of the tourism income.	●	●	●	●	●
After tourists experience some sudden protests in the country while on their visit, they do not recommend their friends/family or other people to come and visit	●	●	●	●	●

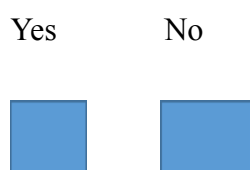
- After completing their visit, how did the tourists rate the overall safety of visitors in tourist destinations areas they've visited in Ethiopia?



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



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



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

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

Yes No

☐ ☐

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

Yes No

☐ ☐