

Factors Impede The Growth Of Tourism In Ethiopia: A Case Of Southern Tourist Route

¹Lemma Mesele Woyimo and ²Shuo She

¹/Ph.D. student/, College of Public Administration (CPA), HuaZhong University of Science and Technology (HUST), Wuhan, China

Tel: +251-911079205

Email: llemish2019@yahoo.com

² / Associate professor/ College of Public Administration (CPA), HuaZhong University of Science and Technology (HUST), Wuhan, China

Wuhan (430037) P.R. China Tel: 18971690818

Email: shuo.seah@edu.cn

Abstract: *As a growing industry, tourism development is likely to continue with path of problems and challenges worldwide. In this regard, this study has tried to identify currently existing factors that impeded the growth of tourism in Ethiopia. To get a better understanding of the phenomena, descriptive research design has been employed. The study was relied on primary data sources and to do so, both probability and nonprobability sampling techniques were used to select representative Participants. The main variables of the study were prepared and collected using a Likert scale questions. The study findings reveal that currently lack of diversified tourism products at destinations, lack convenient transportation facility, lack of communication infrastructures, safety and security problems, poor marketing and promotion strategy, and weak coordination among tourism sector stakeholders were significantly influence the growth of tourism. Therefore, the collaborated efforts of stakeholders should be taken in to account to enhance the growth tourism sector in the country.*

Keywords: *Tourism, Tourism growth, Tourism route, factors, Ethiopia*

INTRODUCTION

Tourism has emerged as vital global industry that contributed to socio economic growth, inclusive development, and poverty alleviation in many developing countries. As world's largest and most significant economic sectors, it composite of activities, services, and industries that deliver a travel experience. Many developing countries and regions have diversified and show interests dominantly to their means of economy to increase the contribution of travel and tourism as a major regional economic development tool (Meyer & Meyer, 2015; Yetanayet, & Getaneh, 2018 and Croes, 2006). As a growing industry, tourism development is likely to continue with path of problems and with many internal and external factors that impede the development of tourism industry worldwide (Philip, 2017). Despite its precedent growth worldwide, the industry has been challenged by several factors that determined the growth of the industry and motivation of tourists for particular destinations (Tekabe, 2016). The most common and impactful factors that identified in various studies are tourism infrastructures, safety and security, the image of destination, marketing and promotion, hospitable community, comfortable accommodation, beautiful scenery, price, attractive customs and way of life and exotic environments (Tekabe, 2016; Viola & Jonthan, 2018; N. Selemon, 2018 and Zeleke AF, 2020).

Ethiopia has huge potentials and opportunities as one of the best tourist destinations of the world for its abundantly endowed natural and cultural tourism resources. It is a place contains the 12 UNESCO world heritage sites, the country being a home for earliest remains of human ancestors named 'Lucy' and archaeological finding of the remains of the Homo sapiens, comprises of more than 80 ethnic groups with unique and mosaic culture and traditions, scenic beauty landscape, rich biodiversity and other diversified natural, historical, and religious attractions (MoCT, 2010; Yimer, 2016; and Kassahun HS, 2018). Having this facts, it become one of suitable place for tourism attraction in that it needs to be competitive in attracting tourist in order to be prominent tourism destination and need to have appropriate global market share. Over the last decade; the Ethiopian tourism industry has relatively achieved unprecedented growth. Accordingly, the Ethiopia government has strategically identified tourism as a priority growth sector and recognizes that tourism could play a vital role in creating more jobs, alleviating poverty and in general, a driving force for economic revitalization (Asmamaw&Verma, 2013; Yemer, 2016 and MoCT, 2016).

Likewise, in the Southern tourist route of the country, South Nation Nationalities and People Regional State characterized by distinct features of destinations which with a home for enormous cultural, natural, historical, archaeological and paleontological tourism attractions; Part of the Great Rift Valley and possesses 56 ethnic groups with each having own culture, value, custom and

way of life. Moreover, a tourist could visit more than one destination in the region. In spite the potentials for tourism development in Ethiopia in general and in the most naturally and ethnically diverse region of the SNNPRS in particular have not been used to economic scale of the country due to numerous internal and external obstacles that hinder the growth of tourism (Kassahun HS, 2018; VCA,2018). According to VCA (2018) Tourism Value chain Analysis of Ethiopia final report, Ethiopia ranked 116th out of 136 countries in overall travel and tourism performance and generated only 3.7 percent of its gross domestic product in 2017 and also lagged behind other neighboring East African destinations such as Kenya, Uganda and Tanzania. Thus, the concern of this study is to identify the potential existing obstacles and challenge which hinder the growth of tourism in Ethiopia, particularly in Southern Tourism Route or SNNPRS with the following objectives:

1. To describe the level tourism growth in the study area;
2. To examine the relationship between facilities related factors and growth of tourism; and
3. To determine the factors which significantly influence the growth of tourism in study area.

LITRATURE REVIEW

As a growing industry, tourism development is likely to continue with path of problems and with many factors that impede the development of tourism industry worldwide (Philip, 2017). The most common and impactful factors that identified in various studies are reviewed in the following literature on how those factors hinder tourism development.

Tourism Infrastructure

Tourism infrastructures are a physical facilities and a very vital component for tourism development in successful tourism activity (Nabil, 2003). As noted in Jovanovic S, Ivana IL. (2016), tourism infrastructure is one of among the most pivotal determinants of tourism development aspects in the most of existing literature. These physical infrastructures comprise material and organizational related elements for tourism development activity and a combination of all necessary service devices and facilities that has been required by tourists from the time of off home to the time of return. It includes of basic elements, whose existence is prerequisite for attracting tourists to destination and sectors that direct associated with tourism activity and actually concerning speed and convenience, with which a traveler may leave his place of residence and reach a chosen destination with travel services along with transportation facilities including communal and public transport, recreational facilities, accommodations, gastronomy facilities, as well as communication facilities that based on providing tourists with basic information and communication channels that can help them in their travels(UNWTO, 2002; Victor , 2009 ; Sharpley, 2009; and Muhammad F, et al., 2016).

Image of Destination

Tourism destinations are geographical region or political jurisdiction which holds major attraction significances including natural attractions, historical and cultural heritage, customs and the history of that destination with other essential components of accommodation, transport, important services and facilities that seeks to attract and provide visitors with a range of satisfying to memorable visitation experiences and also promote the destination image to enhance market competitiveness (Buhalis D., 2000; Bornhorst, Ritchie, & Sheehan, 2010 and Qu et al., 2011). In today's competitive world in tourism industry, destination image has become important element for successful tourism market which closely linked with the travel behavior of tourists and play vigorous role on attracting and influencing tourists in destination choice. As stated in Aeka (2016), tourist destination choice can be determined by the welcoming and hospitality of hosting people, quality and comfort of tourist related facilities and services, and security of a particular destination including political stabilities. In the growing tourism market, destination image is acknowledged as a pillar of the future growth and sustainability of tourism destinations in an increasingly globalized and competitive market for tourists (UNWTO, 2011). Manhas et al., (2016) argue that the image of particular tourist destination can change the perception of potential tourists through which she/he access information's about the places from different sources to make decision whether to visit or not. In this context, destination image is the perceptions, beliefs, ideas, expectations and impression of a particular destination of individual tourists or any consumer. Due to the fact that every traveler arrives at their destination with an expectation of different types of services and facilities, the lack of certain expected products, services and facilities could deter even the most potential visitors.

Safety and Security

Tourism market is highly vulnerable and sensitive to security and safety issues in current global environment. As pointed in Donaldson & Ferreira (2009) and Nabil, D, (2013), Safety and security is one of the critical factors in tourism industry for effective tourism planning and overall successful tourism development process. In this perspective, security perception which related to situation associated with terrorist attacks, political unrest, begging, hassling, theft of valuable property and disturbs of the individual privacy have an impact on tourist decision, destination choice and makes tourist to be disappointed on the

destinations overall performances and as a result tourists dissatisfied on the destination, adversely affect length of stay in destination and eliminate from travelers (Richard, 2003 and Pizam, 2006). Regarding other safety matters, such as overall quality assurance of accommodation and hospitality services including clean water, affordable food and housing, easy visa processes and access to reliable medical care determine the satisfaction of potential tourists (Kovari, 2011). According to WTO (2011), the success or failure of tourism marketing in a particular destination depends on being able to provide a safe and secure environment for visitors.

Coordination of Tourism Stakeholders

Tourism is a multi-stakeholder business that developed and managed by different actors and it requires the involvement of all actors to be sustainable and successful. By its nature, it does not owned by individual owner and also not a single entity but a combination of multilateral producers and integrated effort of various products and service those involved to provide different products and services through various industries and economic sectors in which the industry willing to achieve their specific objectives and needs (Kauffmann, 2008; Bodlender, 1991 and Gursoy, Saayman & Sotiriads, 2015). Also they strengthen that effective tourism development needs the effective collaboration of stockholders which are employed in the sector. In the respect of aforementioned facts, stakeholders are identified as a group or individuals who are directly or indirectly associated with tourism activity and in which they can be affected or could affect through the processes of tourism decision (Waligo, Clarke, and Hawkins, 2013). With the absence of active involvement of tourism stockholders in the industry, the sector could not provide and render quality service for tourists and also unable to provide their contribution to the economy of the region. Therefore, stockholders collaboration is the most significant element of tourism development (Azzopardi, 2011).

Promotion and Marketing

Tourism marketing and promotion is usually seen to be not only selling and advertising but it is a core management function for any business that consists of many other functions that can be illustrated with other terms and concepts rather than just exchange of goods (Kotler & Armstrong, 2013). According to Kotler (2003), marketing has also been defined as “a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others”. Likewise, promotion involves advertising, disseminating information about a product, product line, brand, or all about destinations public relations (Baker, 2012). To this regard, in today’s globalized and competitive world, tourism marketing and promotion can play an administrative and technical role and basically concerned on tourism products and services which could be addressed by promotion channel to potential tourist markets and targeted customers in order to enhance sectorial development process through increasing new visitors’ traffic (Hong, 2008). As a matter of fact tourism marketing and promotion building a cordial relationship between the tourist destinations and its targeted customers by understanding and managing customers comport and satisfaction towards improving the quality of a products and services (Lehtinen, 2011). In the 21st century, a holistic marketing and promotion concept came into play, which is based on development, design, and implementation of marketing programs, processes and activities that recognize their breadth and interdependencies to achieve the success of tourism market (Kotler, 2013). Marketing and promotion activity in tourism industry is very vital for successive market operation and lack of attention to tourism market and promotion to attract and encourage targeted visitors and disclosing valuable and important information and services to them that could result stagnant development to create added values in tourism development process (Lemso et al., 2013).

METHODS AND MATERIALS

The aim of this study is to investigate the current existing factors that impede the growth of tourism in Ethiopia. Therefore, to get a better understanding of the phenomena, descriptive research design has been employed. This method helps to assess the status, situation or magnitude of certain phenomena (Kothari, 2004 and Best & Khan, 2006,). In line with this, the study was relied on primary data sources and to do so, both probability and non-probability sampling techniques were used to select representative participants to the study. Therefore, the data for a study has been collected from local communities and relevant tourism sector officials, tourism expertise, hotel and resort managers; small and medium enterprises; and local tour guide associations at four tourist destinations of the route namely Hawassa, Arbaminch, Konso and Chebera-Churchura National Park. The data were collected through aforementioned sampling techniques from 379 sampled respondents by using a Likert scale questions and finally, five responses were dropped out during data management due to which data analysis was carried out on data collected from 374 respondents. In analyzing the quantitative data, SPSS was used to produce descriptive summery and relation of study variables. The impeding factors of tourism development were identified using multiple linear regression analysis.

RESULTS AND DISCUSSIONS

The section is organized in to three sub-sections. The first sub-section deals with descriptive summary of study variables, the second sub-section provides information about the relationship between variables, and the third section examines the determinants of tourism growth in the study area with the use of multiple regression analysis.

Descriptive Summary of Variables

The main variables of the study were prepared and collected using a Likert scale questions. To make the analysis of likert scale questions easy, the researcher used the rule that was proposed by Al-Sayaad, Rabea and Samrah (2006). In this respect, the descriptive result have been summarized for dependent variable (Growth of Tourism) and independent variables used in the study hereunder.

Table 1: Summary of Descriptive Result for Growth of Tourism

Variable	Mean	Std. Deviation
Growth of tourism	2.57	.884

Source: Field survey, 2021

Table 1 shows the descriptive result for dependent variable used in this study (growth of tourism) which has been found ($M = 2.57$, $SD = .884$). In addition, the descriptive result has been generated to the independent variables that have been considered in this study with aim to examine their influence on the growth of tourism as summarized and presented in the table below.

Table .2: Descriptive Result for Independent Variables

Variables	Mean(M)	Std. Deviation(SD)
Tourism product	4.13	.709
Road facility	2.04	.724
Transportation	2.17	.716
Communication	2.45	.722
Accommodation	2.28	.687
Safety and security	2.57	.663
Promotion	2.41	.737
Coordination	2.19	.717
Tourism development	2.54	.403

Source: Own survey, 2021

As summarized in Table 4.1, respondents were tended to the idea of agreement on tourism product ($M = 4.13$, $SD = .709$). But, they disagreed on road facility ($M = 2.04$, $SD = .724$), transportation ($M = 2.17$, $SD = .716$), communication ($M = 2.45$, $SD = .722$), accommodation ($M = 2.28$, $SD = .687$), safety and security ($M = 2.57$, $SD = .663$), promotion ($M = 2.41$, $SD = .737$), coordination ($M = 2.19$, $SD = .717$), and tourism development ($M = 2.54$, $SD = .403$).

The Relationship between Study Variables

In order to identify their individual relation with the dependent variable, the independent variables were analyzed one by one using correlation analysis before conducting the regression analysis, for testing their degree of relationship with the dependent variables as follows:

Table 3 : Correlation Analysis Result

Variables	Correlations	Tourism growth
Tourism product	Correlation	.547
	Sig.	.000
Road facility	Correlation	.410
	Sig.	.000
Transportation	Correlation	.447
	Sig.	.002
Communication	Correlation	.767

	Sig.	.000
Accommodation	Correlation	.491
	Sig.	.000
Safety and security	Correlation	.675
	Sig.	.000
Promotion	Correlation	.676
	Sig.	.000
Coordination	Correlation	.479
	Sig.	.000

Source: Model output, 2021

The results of Table 3 showed that there is a statistically significant positive correlation between tourism product and tourism growth ($r = 0.547, p < 0.01$), road facility and tourism development ($r = 0.410, p < 0.01$), transportation and tourism growth ($r = 0.447, p < 0.01$), communication and tourism development ($r = 0.767, p < 0.01$), accommodation and tourism growth ($r = 0.491, p < 0.01$), safety and security and tourism growth ($r = 0.675, p < 0.01$), promotion and tourism growth ($r = 0.676, p < 0.01$), coordination and tourism growth ($r = 0.479, p < 0.01$). In general, the correlation result implies that all the independent variables have moderate and strong relationship to the dependent variable (tourism growth).

Determinants of Growth of Tourism

This section presents and briefly discusses the factors that influence the growth of tourism in the study area with the use of multiple regression analysis as follows.

Table 4: Results of Regression Analysis Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853	.727	.721	.21298

Source: Own survey, 2021

According to the model summary of multiple linear regression analysis, the R-value of the model as per Table 4 is 0.853 which shows the highest degree of relationship between independent and dependent variables. The R^2 value of the regression model is 0.727, indicating that 72.7% of variance in growth of tourism in the study area is explained by tourism product, road facility, transportation, communication, accommodation, safety and security, promotion, and coordination.

Table 5: Results of ANOVA Output

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	44.069	8	5.509	121.437	.000
	Residual	16.557	365	.045		
	Total	60.626	373			

Source: Own survey, 2021

The ANOVA table (Table 5) indicated that the multiple regression model itself is statistically significant. Thus, the output found in the ANOVA table showed that the model is statistically significant when tourism product, road facility, transportation, communication, accommodation, safety and security, promotion, and coordination were included ($F=121.437, p < 0.01$). Therefore, the regression model has been found adequate.

Table 6: Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	SE	Beta		
1	(Constant)	.711	.074		9.673	.000

Tourism product	.142	.017	.250	8.133	.000
Road facility	.021	.018	.037	1.142	.254
Transportation	.069	.018	.123	3.852	.000
Communication	.174	.026	.311	6.665	.000
Accommodation	.010	.021	.017	.476	.635
Safety and security	.108	.024	.178	4.593	.000
Promotion	.095	.023	.174	4.117	.000
Coordination	.042	.018	.075	2.365	.019

Note: B= Regression coefficient, SE = Standard Error, Dependent variable = Tourism development

Source: Own survey (2021)

According to the results of Table 6, tourism product has significant effect on the growth of tourism ($\beta = 0.142, p < 0.001$). Indicating that on average, a one unit increase of tourism product brings a 14.2% increase on the growth of tourism while other factors remain constant. Similarly, transportation has positive and statistically significant effect on the growth of tourism ($\beta = 0.069, p < 0.001$), which implies that a unit increase in transportation can make 6.9% increases in growth of tourism in the constant of other factors. In addition, communication has positive and statistically significant effect on the growth of tourism with ($\beta = 0.174, p < 0.001$), indicates that a unit positive change in communication facilities can increase growth of tourism by 17.4%, when other factors remain constant. Safety and security has also positive and statistically significant effect on the growth of tourism with ($\beta = 0.108, p < 0.001$), which predicts that a unit increase would make the growth of tourism to increase by 10.8% in constant of other factors. It has been also found that promotion has positive and statistically significant effect on the growth of tourism with ($\beta = 0.095, p < 0.001$), indicating that a unit increase in promotion activity can bring 9.5% increase in growth of tourism, while other factors remain constant. Furthermore,, coordination has positive and statistically significant effect on the growth of tourism with ($\beta = 0.042, p < 0.05$) which implies that a unit increase in current coordination activity would bring 4.2% increase of growth of tourism, while other factors remain constant. In general, The results of the regression analysis indicated that among eight variables included in the model, six variables have been found to have statistically significant effect on the growth of tourism for which serious attention need to be given to accelerate the growth of the sector..

LIMITATION AND SUMMARY OF CONCLUSION

Limitation of the Study

As with all social science research, this study and its findings are not free of limitations. First, the Southern tourist route is composed of several destinations and this survey conducted on four tourist destinations. As the second limitation, even if there might be other factors that are believed to affect the growth of tourism, the study focused on eight of them. Therefore, the researcher was not able to explore the entire attributes that can hinder the growth of tourism in study area. Based on this, there is the need to care in generalizing the research findings to represent factors that determine the growth of tourism in Ethiopia. Hence, it would be more important to utilize additional factors beyond tourism infrastructure attributes that could describe the factors that can affect the growth of tourism. Third, methodologically the study had only relied on household survey data and no more information sources were used to triangulate the quantitative data. Finally, this study only explored existing tourism growth hindering factors from infrastructure perspective. Therefore, future research would need to look at issues related to economic, political and socio-cultural factors that may impede tourism development process.

Conclusion

The main objective of this study is to examine the existing factors the hinder the growth of tourism in Ethiopia. Globally, tourism industry has experienced a remarkable growth, diversification and become one of the largest and fastest growing economic sectors. Likewise, tourism in Ethiopia has significant potential, notably due to richness in natural and cultural resources. Over the last decade, the Ethiopian tourism industry has achieved relative growth. Accordingly, the Ethiopian government has identified that tourism has one of the driving forces for economic revitalization. Despite the facts, due to its infancy in development, its competitive index is not soundly attributing to the long standing developmental challenges. In line with this, the findings show the

existing factors that hinder the growth of tourism in Ethiopian in general and Southern Tourist route in Particular. These include lack of diversified tourism products at destinations, lack convenient transportation facility, communication infrastructures, safety and security, poor marketing and promotion strategy, and weak tourism sector stakeholder coordination which were found to significantly influence the growth of tourism in study area.

REFERENCE

- [1]. Aeka A, Jannit (2016). *Important Factors Influencing the Decision of International tourist to Travel in Thailand*. Proceeding of Academics World 52 International Conference. Losanageles.
- [2]. Al-Sayaad, J., Rabea, A., & Samrah, A. (2006). *Statistics for Economics and Administration Studies*. Jeddah: Dar Hafez.
- [3]. Azzopardi, E. (2011). *The International Competitiveness of Malta as a Tourist Destination* (Unpublished PhD thesis, Robert Gordon University, Aberdeen, UK). Retrieved from <http://openair.rgu.ac.uk>
- [4]. Baker, M. J. (2012). *Marketing Strategy and Management Macmillan Education*. UK. (pp. 37-59).
- [5]. Best, J.W. and Kahn, J.V. (2006). *Research in Education*. 10th Edition, Pearson Education Inc., Cape-Town.
- [6]. Bodlender, J.; Jefferson, A.; Jenkins, C. and Lickorish, L. (1991). *Development Tourism Destinations: Policies and Perspectives*. Hong Kong: Longman group UK limited
- [7]. Bornhorst, T., Ritchie, J.R.B., & Sheehan, L. (2010). Determinants of tourism success for DMOs & destinations: An empirical examination of stakeholders' perspectives. *Tourism Management*, Vol 31: 572-589.
- [8]. Buhalis, D. (2000). Marketing the Competitive Destination of the Future. *Tourism Management*. Vol.21 (1), 97-116.
- [9]. Croes, R.R.(2006). A Paradigm Shift to a New Strategy for Small Island Economies: Embracing Demand side Economics for Value Enhancement and Long Term Economic Stability. *Tourism management*, Vol.27(3), 453-465
- [10]. Donaldson, R. and S. Ferreira (2009). Creating Urban Destination Image; Opinions of Foreign Visitors to South Africa on Safety and Security, *Urban Forum*, Vol. 20(1):1-18
- [11]. Gursoy, D.; Saayman, M., & Sotiridis, M. (Eds) (2015). *Collaboration in Tourism Business and Destinations: A handbook*. Brinsley, UK: Emerald Publishing.
- [12]. Hong, W. C. (2008). Competitiveness in the tourism sector. Physica-Verlag. Available at: <https://books.google.fi/books?id=9BVFG8FaMncC&pg=PA1&dq=competition+in+tourism&hl=fi&sa=X&ei=DV8AUeLiB8T4sgby7IGIDQ&q;retrieved on 15 Feb 2021>.
- [13]. Jovanovic S, Ivana IL.(2016) Infrastructure as Important Determinant of Tourism Development in The Countries of Southeast Europe. *Eco-forum Journal*, Vol. 15; 5(1)
- [14]. Kassahun HS (2018). Tourism Development Policy as a Means of Promoting Sustainability: Practices from the Ethiopian Tourism Development Policy. *Journal of Tourism & Hospitality*, Vol.7(5).
- [15]. Kauffann (2008). *Challenges and Future Perspectives for Tourism Development in Central Rift Valley, Ethiopia*. Master Thesis, Waginingrn University, Netherlands
- [16]. Kothari,C.R. (2004). *Research Methodology: Methods and Techniques* (2ndEd.). New International (P) Ltd,New Dheli,India
- [17]. Kotler , P., & Armstrong, G., (2013). *Principles of Marketing*. Upper Saddle River,NJ: Pearson Prentice Hall.
- [18]. Kotler, P. (2003). *Marketing Management*, 11th Edn., Prentice Hall International Editions.

- [19]. Kovari, I., & Zimanyi K.(2011). *Safety and Security in the Age of Global Tourism: The Changing Role and Conception of Safety and Security in Tourism*. Applied Studies in Agribusiness & Commerce Agro-inform publishing house, Budapest, 59-61
- [20]. Lehtinen, J. (2011). *Quality Oriented Services Marketing*. Department of Business, Economics and Business Law; Tampere University, Tampere.
- [21]. Manhas, P.S, Manrai, L.A. & Manrai, A.K.(20166). Role of Tourist Destination Development in Building its brand image. A conceptual model. *Journal of Economic, Finance & Administrative Science*, Vol.21: PP 25-29
- [22]. Mansfeld, Y. & Pizam, A. (2006). *Tourism, Security and Safety: From Theory to Practice*. Rutledge, New York
- [23]. Mehdi, Lamsou, M .N. & Hosseni, K. R. (2013). The Role of Marketing on Tourism Industry. *International Research Journal of Applied & Basic Sciences*, Vol. 4(1):73-80
- [24]. Meyer, D., & Meyer, N.(2015). The Role and Impact of Tourism on Local Economic Development: A Comparative Study: Tourism and Leisure. *African Journal for Physical Health Education, Recreation & Dance*, Vol. 21(11), 197-214
- [25]. Ministry of Culture and Tourism (2010). *Discover Ethiopia: A Tourist Paradise*. Camerapix Publishers International, Kenya
- [26]. Muhammad, F., Agnes, K., Hazami, K. & Johanna, A (2016). Determinant Factor and The Growth of Tourism Industry in Langkaw Island. *Journal of Scientific Research & Development* Vol. 3(2):13-20
- [27]. Nabil, D. (2003) Problems and Prospects of Sustainable Tourism Development in the OIC Countries, Eco tourism. *Journal of Economic Cooperation of Travel Research, Madrid, Spain Organizations: A Guidebook*. P; 151: 22, 51
- [28]. Philip, S. K (2017). Factor That Inhibit The Development of Tourism in Sierra Leon After Rebel War. *International Journal of Scientific and Research Publication*, Vol.7(1).
- [29]. Qu, H.,kim,L. & Im, H. (2011). A model of Destination Branding: Integrating the Concept of Branding and Destination Image. *Tourism Management*, Vol.32(3): PP 465-476
- [30]. Richards, G., & Hall,D.(2003).*Tourism and sustainable community development*, Londoni, Routlegde
- [31]. Tekabe Sintayehu (2016). Challenges and Prospects Ethiopian Tourism Industry. *International Journal of Science and Research Publication*, Vol. 6 (6).
- [32]. UNWTO, (2011). *Policy and Practice for Global Tourism*. Madrid: UNWTO.
- [33]. Waligo, V.,Clarke, J., & Hawkins, R.(2013). Implementing Sustainable tourism: A multi-Stakeholder Involvement Management Framework. *Tourism Management*, 36, 342-353
- [34]. VCA (2018).*Tourism VCA Ethiopia: Analysis of Tourism Value Chain in Ethiopia*. Final Report. Available at: <https://www.cbi.eu/sites/default/files/vca-study-tourism-ethiopia>; retrieved on 20 Jun 2020.
- [35]. World Tourism Organization/WTO.(2002). *Annual Report*.
- [36]. Yetnayet, G.W., & Getaneh,A.T.(2018). Public-Private Collaboration in Tourism Industry in Northwestern Ethiopia. *African Journal of History, Tourism and Leisure*, Vol.7(2) 1-12
- [37]. Yimer Ali (2016). Challenges and Prospects of Ethiopian Tourism Policy. *Global journal of Management and Business Research: Real estate, event & Tourism management*, Vol.16 (1.0)