Jimma University
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The Impact of Information Technology (IT)
on
Tourism Development.
Comparative study: Ethiopian and Kenya

A Research Paper Submitted In Partial Fulfillment
of the Course Research in Management.

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Table of contents

Abstract

Ethiopia had then actually more to offer than Kenya: Both had coastlines, spectacular scenery and abundant wildlife, but only Ethiopia had historic sites and an identity defined by its peoples rather than by colonialism. Since then wars, displacement and the multiple effects of war, economy, poor wildlife management systems and the pressures of population growth have brought about a dramatic, but hopefully not totally irreversible decline in Ethiopia's wildlife, impacting negatively on its attractions as wildlife tourist destination. And when the very name of the country became synonymous with war, drought and famine kept tourism numbers at low levels.

Inorder to eke out the best from the tourism industry, Ethiopia has to overcome this major challenge the negative publicity much has to be done which is the major responsibility of promotion to inform the nation with the positive image and the potential Ethiopia had to satisfy the international travels.

However the less availability and use of IT in tourism industry in Ethiopia as compared to other developing country like Kenya has a very wide gap. Thus Ethiopia tourism commission has faced a negative publicity and great competition from the neighboring countries in more tourist attractions besides its impact on the development of tourism industry in Ethiopia.

The objective of this study is to show the difference of tourist arrivals between Ethiopia and Kenya on the basis of IT implementation and other factors which is thought to be taken as a promotion activities but which had not been given much attention but had ultimate impacts on Tourism development in Ethiopia.

The study will be conducted through interviewing the concerned bodies of Ethiopian Tourism commission, ministry of Information, Different travel agencies and tourists and also using statistical sources and reliable published

information that gives hint to the major problem areas and the No of tourist arrivals in Ethiopia and Kenya.

This paper has also an objective of providing baseline information to pave direction for those governmental bodies, rival players and all other users involved in tourism Industry and others who need it for further research.

This study is expected to show primarily the limited arrivals of Tourists as a result of the little implementation and use of IT in Ethiopia Tourism Industry.

Acknowledgment

I would like to express my deep appreciation to Ato Mesfin Lemma for his best guidance and support i developing and writhing up this research proposal.

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Furthermore, I would like to pass my deepest gratitude to W/rt Yetinayet and Fasika who helped me in typing this research paper.

Objective

General objective

⇨ The general objective of this paper is to address through analysis and researches the backwardness of IT implementation in Ethiopia tourism sector, and the ultimate impact it causes on the growth and development of tourism in our country and the level of income that could be gained from this sector. So that to bring the government's vision to have more studies inoreder to give more emphasis and conduct investigations that paves a way for more progress initiatives to the IT implementation.

Specific objective

⇨ The specific objective of this paper is to enlighten the major problems existed in the areas of tourist interests and also to identify particular policies which are necessary to ensure the successful implementation of the strategy.

Limitations of the study

⇨ Though the study is designed to show the difference of Tourist arrivals in Ethiopia and Kenya due to the differences in the promotional activities and also implementation of IT in this sector and its ultimate impact on the level of income from tourism sector through comparative studies on Ethiopia and Kenya, the study has some limitations on the sampling technique in that:

1. Non-probability sampling technique doesn't give a chance that each item in the population to be included in the study, which will limit the study for objective conclusion.

2. Judgement sampling method though it has its advantages in its convenience for the study and less- time consumption, it has no objective basis for making the judgment since its value will be limited entirely on the judgment of the researcher.

   More over the study has emphasized much on the promotion and advertising activities and its ultimate shortcomings on the tourism industry and income obtained from the many arrivals of Tourists.

CHAPTER I

INTRODUCTION

1.1 BACK GROUND OF TOURISM AND INFORMATION

Man's history of struggle for survival tells us that from the time of the creation of our planet earth prevailed five types of socio-economic formation, primitive communal, slave, feudal, capitalist and socialist with the higher stage of communist modes of production.

In all these systems of economic formation, man was in continuos travelling for different purposes out of his permanent residence to other places.

Tourism is dependent upon the travel of man and its dynamism[1], i.e., is based on changing of permanent residences for other new destinations where people temporarily stay mainly for the purpose of recreational activities.

As long as tourism is one part of travel, with out travel there would not be any tourism activities[2]. However, all travels are not considered as tourism. It is universally accepted that all tourists are travelers while all travelers are not treated as tourists.

Travel has its own chronological order of development and it belongs to the most earliest times being the most common phenomenon of man's struggle for survival[3].

If we go far back to the genesis of evolution of man and the development of socio-economic systems, we will be able realize that the earliest travel was done in the primitive communal system. However, as far as people of that era had been engaged in a travel purposed for the search of means of hunting of wild animals, wild roots or fruits of plants, etc in extremely backward manner, such kind of travel has been quitted as irrelevant and as wondering which had nothing to do with travel connected to the evolution of tourism. But as time went on implements of production were in the process of gradual improvement helping man to reach certain levels where he was able to start the production of excess value above his sustenance.

After that the surplus product which had momentous social consequences gave an authority the owners of means of production to enjoy certain privileges of exploiting others. Then, the division of labour crated among those people engaged in agriculture, handicrafts, pastoralism, etc, was followed by trade[4].

Nowadays, people travel for many reasons some need to travel for business purposes. But whatever the reason for traveling, people are doing more of it now than they ever used to and what is more, the trend is growing at an alarming rate.

Moreover, future growth is due to socioeconomic reasons including more leisure time, increased levels of disposable income, the globalization of business and the national attraction of traveling around the world to see new sites or visit old friends in far away places. They will all invariably include travel in their plans. So it is a big and fast growing industry and one in which a large amount of effort goes into making those travel plans and plans are generated from the communications of information.

Travelling needs an information, because when a consumer decides on a trip for business or leisure, targeting a destination they need and look forward for the availability of information rater than a product.

Tourism is also " a smokeless Industry" which is regarded as a powerful factor in developing and growing an economy, bringing foreign exchange in a most fascinating way.

Being source of an income, tourism is a business and again since tourism and travel are two faces of a coin. They deal very much with information.

Travel and tourism is therefore an information business. And also it's a real fact that information is an essential element in the life of business or Travel. And information on an extremely wide range of topics is required instantly.

In Ethiopia the know how of information supply for travelers or those who have an interest to make Ethiopia as their destination and its impacts on tourism development is very lagged compared to that of other developing countries like Kenya.

1.2 Problem Statement

Tourism as being a powerful sector in developing and growing an economy, bringing foreign currency in to an era, supporting and growing infrastructure, strengthening national suppliers and boasting local trade, there are many ways in which the government can encourage the growth of tourism besides advertising and promotion.

One of the most cost-effective means for doing all of these is the application of IT- in Tourism.

In Ethiopia much of the regulatory structure with in which travel and tourism operates is set by the government at the trading block and national levels though the government doesn't give much attentions on setting policies on how technology is used with in industry.

Besides, there is a little known how of the advantages of IT is tourism from suppliers perspective i.e. from other users or beneficiaries of tourism industries like private travel agencies.

Moreover, there have been ineffective effort interms of various foreign or domestic investors in this area.

Considering finance, either the government or Tourism Corporation has given little emphasis and insufficient allocation of budget for the development and use of IT comparing to other developing countries. Inaddition the government doesn't give much emphasis to how minimize foreign exchange "leakage" and ensure that as much of tourism receipts remain in the country and invested for such important construction purposes that can improve tourism activities.

The commission it self is interested more in doubling tourist numbers in five years with out considering the carrying capacity of Ethiopia's major sites.

1.3 Significance of the study

Although impossible to qualify, there is the reappearance of famine and war images from Ethiopia in the international media.

Despite the negative publicity, Ethiopia is endowed with diverse tourist attractions capable of satisfying the international travelers. Nature lovers, history and culture seekers, society seekers and wildlife and bird watchers have a lot to see in abundant.

In order to eke out   the best from the tourism industry, Ethiopia should overcome this major challenge the problem of image, which has a negative impact on the country's tourism development.

Inorder to increase the number of visitors through discarding the bad image which Ethiopia already has, and introduce to the wide world what Ethiopia could offer to those who are involved in Ethiopia tourism industry either as a customer (being travelers) or as a supplier, Ethiopia tourism Industry should take promotion activity as its basic necessity and information technology growth as its weapon for eliminating those bad images existed for so long in the minds of international customers or suppliers at a faster rate .

The significance of this study lies its basement towards indicating the major external or internal problems that existed in Ethiopia tourism industry which intern hinders the development of this sector as compared to other developing countries tourism sector like Kenya.

Inorder to overcome those problems the study paid much attention for the development, wide use and implementation of IT as a problem solver in the tourism industry.

Besides, this study will hopefully divert the visions of the concerned bodies by assisting their understanding and awareness on the advantages of IT on tourism sector and tourist attractions.

Moreover, it would be a contribution towards policy improvements and decision making regarding investment on the wise implementation of IT for tourism development

4

and the findings will serve as a basis for further rigorous and controlled studies on this important issue.

1.4 Efforts Made by Ethiopia to Improve Availability and use of IT for Tourism Development

Ethiopia had been for so long known as the land of rest and convalescence and chosen as a destination of pleasure as being the only independent nation in the black content for about 25 centuries and as a cradle of human-race.

Moreover, Ethiopia being a state of historical sites, habitat of precious and abundant animal life, source of different vegetation with her Blue Nile Gorges and the valley of lakes, is accustomed enough to attract and one's attention.

Ancient Greek writers also confirmed the fact. For example, the famous writer Homer the Blind, in his epic the Iliad wrote as follows:

"zenus went yesterday to oceans to the blameless Ethiopia for rest and all the gods followed with him."[5]

If we trace back we can say more about the nature-gifted Ethiopia and Development of Tourism in Ethiopia.

Recently, though I could not say that there is no implementation and use of IT in tourism industry in Ethiopia, there is some how a little use of it. Mostly the travel corporations of Ethiopia rely more on booklets, pamphlets, brochures, telephones and telegrams as an access for Information exchange.

However, I can say that it is inadequate for such a global business and growing industry. It needs a large amount of effort to promote a country or region to the general public and other interested parties and also requires a paramount of efforts to persuade people to come and visit those fascinating areas. Where there is a bad image and public following its synonymous with war and drought.

Moreover, the government and the ministers of tourism focus more on building and expanding accommodation and recreational facilities and other services. Tough it is

also advantageous and ecouragable, All the responsible bodies still has not lobbied or paid more attention on the development of policy and the wise use of IT.

If we accept and admit the general truth of logic and reason on our information technology implementations and use in our tourism industry we can not be compared with our next neighbor like Kenya, for that matter we are not growing we are lagging behind.

Back in the days in the time of emperor, we were in the better position. Our tourism industry potential is great when we compare with our neighboring like Kenya. At that time since the establishment of tourist office in 1961 tourist arrivals grew by 12% annually in the period from 1963 to 1974 reaching a figure in that year of 74,000[6]. At that time, the tourism sectors of Kenya and Ethiopia were at approximately the same level of development. However, Information from trend of international tourist arrivals in Kenya showed that Kenya's tourist arrivals are growing at accelerating rate year after year. This accomplishment is due to their much effort on promotion and more installation of information technology in their tourism sector.

Even most of the tourists who came here first they had been in our neighboring countries mostly they came from Kenya.

Moreover, only having the natural or eco- tourism their income is skyrocketed when it is compared with us.

From this point of view, it is self-explanatory that our promotional shortcoming has got its role for the meager income from tourism industry.

To conclude our promotional effort is much backward and is not yet developed.

1.5 Establishment of Tourism in Ethiopia and Investment

Tourism in Ethiopia has begun since 1961 with the establishment of the Ethiopian tourist office in the capital ofThe country Addis Ababa[7].

Being aware of the benefits of tourism sector can give in the future for the economic development, the Imperial government of Ethiopia paid great attention to it together with other economic sectors.

Thus, with valuable pieces of information concerning the background as well as short, medium and long-term perspectives of tourism, five- year development plans introduced in 1957[8].

From this time on wards, the government favored for the development of an investment commission composed of the ministers or their representatives of agriculture, commerce- Industry finance as well as the governor of the national bank of Ethiopia and the secretary general of the planning board with a task of examining and recommending measures to be taken to stimulate investment in Ethiopia through tax exemption and other fiscal relief

Recently in the policy of tourism were also included the role of the Government Investment in areas where private initiatives was lacking as well as building of Infrastructure like transport and other services.

1.6 Kenya Travel Facts

Kenya is a sovereign state. It achieved political independence from Britain on 12th December 1963[9]. A year later on 12th December 1964, it became a republic. It is a member of the organization of African unity, the common wealth of nations and the United Nations organization.

Since independence, the country has had two presidents, the late Jomo Kenyatta and Daniel arap Moi, whose two five-year terms is expected to end in the coming year[10]. For the last 10 years, Kenya has embraced political pluralism. There are about 40 political parties but five dominants the political terrain. Only 10 are represented in parliament.

Kenya is one of the most prosperous agricultural countries in Africa. It is the world's third largest tea producer and the biggest producer of pyrethrum in addition of a great variety of horticultural crops[11].

Varieties of wildlifes, combination of rainfall and suitable climate together with the great diversity of physical features makes Kenya one of tourist attracting area.

Moreover, most of Kenya economic sectors are highly dependent on Information Technology, including their tourism industry. They also use different techniques to attract tourists. Thus, today Kenya tourism is among the highest foreign exchange earners.

Chapter II

Literature Review

2.1 third World Tourism

Tourism is considered to be a rich source of income for poor countries. And a trouble as well.

Most people from rich countries spent holidays in the third world every year. Let us hope it did them good. But have they done the poor countries they visited any good? Some critics say that, tourism corrupts the local culture, encourages prostitution, spoils the environment, provokes inflation and most of the dollars it sucks flow straight out again.

Most of the third world countries rely on commodities, but are randomly hit by roller coaster export prices. When they move into manufacturing their products face projectionist barriers. In cotrast, no barriers block tourism, it creates many jobs, and its prospects are superb.

Considering some figures, tourism earned poor countries about $ 55 million in 1988, according to UN estimates, that makes it their second biggest earner of foreign exchange after oil ($70 billion) [12]

However, after two decades of experience, poor countries have a more realistic appreciation of what tourism can both achieve and cost.

But still Governments are not yet doing the right things to attract holiday makers. Since tourism is unusually dependent on government help in the form of airports, utilities and services from post offices to policing, a project may involve many different government departments. So the local minister of tourism needs to be a tough-minded character able to steer projects through the red tape.

Nowadays, most of third world countries, mainly those developing countries which are capable of satisfying the international travelers like Kenya, Tanzania, Zimbabwe, South Africa, and others inorder to increase the number of visitors to their country, their tourism commission is promoting their own resources through different methods. They are also participating in trade fairs organized in major tourist countries[13].

Their participation helps them for the enhancement and better understanding what could be gained from this sector and eke out what they should do in order to broaden this industry.

2.2 The impacts of tourism to the socio-economic development

Even though the effects of tourism is related to the amount of foreign exchange revenues or receipts from visitors which seems very little in the case of Ethiopia, compared to other tourist receiving countries of the same development level, it has some socio—economic contributions.

There are various industries compared as the beneficiaries from the tourism sector. Tourism offers a very large support, a back-work linkage to some industries directly or indirectly.

Among those which are the direct beneficiaries from the tourism industry are found; the catering and hotel industry, tour operations, travel agencies and other enterprises which have a first-hand contact with tourist in supplying goods and services[14]. On the other hand, the indirect beneficiaries from tourism are those organizations, which give indirect services to tourists.

Hotel earnings from foreign visitors had to some degree help to stimulate income and employment though there is a relatively shorter stay of tourists in Ethiopia as compared with other countries as the result of low-standard accommodation facilities or absence of entertainment and such facilities as the swimming pools, playing grounds etc in most hotels.

Tourist income are not totally swallowed by the affor-mentioned various industries.

The transport industry comprising the Ethiopian airlines, the Djibouti and Ethiopian Railway Company, the Ethiopian road transport authority and other commercial transport firms are tourists Chief beneficiaries[15].

Ethiopia as one of the oldest nations, has many interesting works to capture the imagination of the adventure. Some tourists are very interested in Ethiopian parchment paintings and books; Coptic crosses; royal crowns, necklaces, rings anklets; Masinko, Kirar, kebero, Negarit, Spears, shields, fly- whisks, traditional Ethiopian costumes, rugs make of skins of various indigenous animals, etc and they spent many dollars to have them.

Tourists are most of the time, in search of entertainment in many major cities of the country with their paramount of daily expenditures.

Thus, from the various point of view that tourism provides we can conclude that tourism is a powerful factor in developing and growing an economy.

2.3 Information Technology and its usage of tourism Industry.

Tourism in the modern area is highly dependent up on IT as a new media channel through which products and services can be distributed to individual consumers and companies. Take for instance the tourism life cycle.

1. **First Stimulus:** - The very first stimulus to travel is pretty hard to identify accurately. From an individuals perspective, it could be as straight forward as an advertisement or television program or it could be something as remote as conversation with a friend who described a travel experience that appealed to the prospective tourist. However, it is increasingly possible that the first stimulus for travel may be attributable to the Internet; and this is a pure marketing tool for companies and countries wishing to promote their product or destination to potential travelers around the world.

2. **Information** - Once a person has been stimulated to embark up on a trip, either for personal or business reasons, the first thing the person will be seeking is information that describes all aspects of the planned trip. Information of alternative travel arrangements and on the destination itself is needed. Besides booklets,

pamphlets and telephone conversations, this information can be conveyed in a number of new ways. "For example it can be recorded on compact disk and viewed on a PC, viewed on an Internet site on accessed via self-service kiosk"[16]. It helps for more availability of information.

3. **Booking:** - Booking systems used to be the domain of the travel agent. However, with the growth of Internet some booking systems are being distributed directly to consumers and large companies.[17] Also, in the context of tourism, the most sought after products are bed and breakfast accommodation and tickets for local events. Both are now increasingly available from either tourist offices using computer systems supported by large data bases of supplier information or Internet sites that provide this information direct to the consumer.

4. **Traveling:-** Once the tourist embarks on the trip, IT is there once again to make tourist's life easier[18]. For example airlines allow travelers to use self-service machinery for check- in, air carriers offer passengers computer games and information displays, hotels offer their guests automatic check- in with in-room internet access and disk- top PC_s, tourist offices provide self-service information machines, many of which also support accommodation booking services and payment collection.

From all the previously mentioned process, we can say that IT is widely used in almost every part of tourism environment and the organization rely up on it for their profitability and success.

Chapter III

Methodology

3.1 Study Design

Since the strategic study population is similar (homogeneous) small sample size has been taken for this study.

3.2 Sampling Technique

- ⇨ Judgment Sampling
- ⇨ Convenience Sampling and
- ⇨ Systematic sampling is used

⇨ By using judgment sampling self- administered interviews has been conducted to the concerned key person that are useful for collecting data.

⇨ By using convenience sampling some tourists found in Ethiopia has been interviewed.

⇨ By using systematic sampling the sample size has been limited

I.e. if the estimated ratio of tourists that arrive and visit Ethiopia is 6000 the desired tourist sample for this study is 400.

I.e. using mathematical method:

If the population contain N order of elements (i.e. 6000 tourists) and sample size of n is required (i.e. 400 tourists to be interviewed that are fond in Ethiopia.) Then we find the ratio of these two numbers i.e. N/n to obtain the sampling interval which is $6000/400 = 15$.

Taking interviews to the different travel agencies (about 12 travel agencies only the key individuals has been required to give the needed information. Also from the tourism commission and ministry of information the responsible persons had been interviewed since other workers has no relevancy to the study and since as it had been discovered they don't have that much information to offer to the research.

3.3 Measurements

⇒ Unstructured interview will be used.

Data Analysis

⇒ Judgment data analysis will be done.

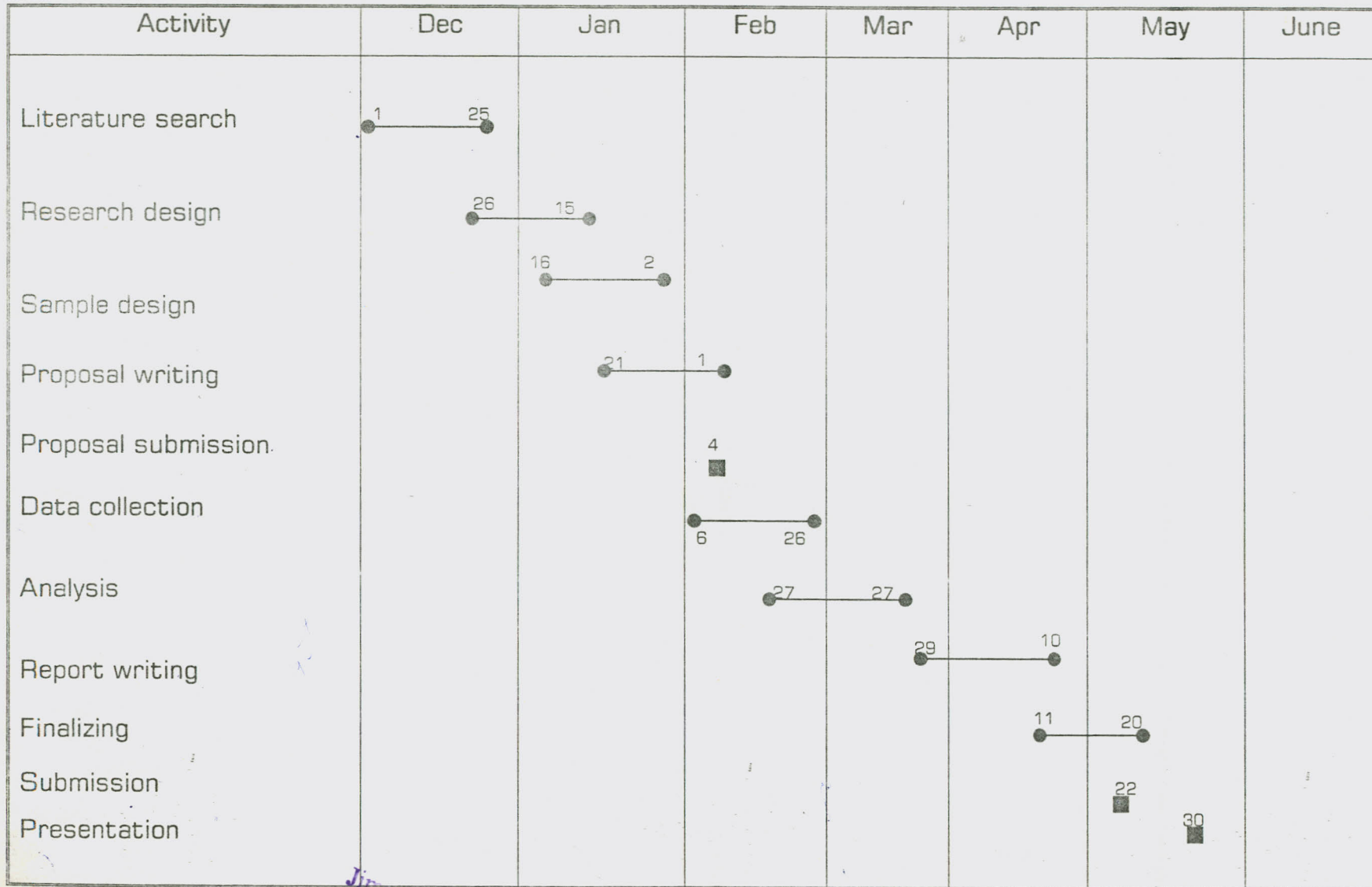## 3.4 Ethical Considerations.

The respondents will be allowed to give their response privately with or with out documenting their names according to their convenience in order to increase their confidentiality and to make the data more reliable.

3.5 Budget proposal

ITEM proposal cost	Quantity	Duration in days	Unit (payment day)	Cost per	Total
⇨ Transport					
♦ Jim-Add		1 day		50 birr	100 birr
♦ Add-jim		1 day		50 birr	
⇨ Transport with in addis	4 ways	15 days	6 birr	1.50 per way	90 birr
⇨ Hotel accomod food					
♦ Break fast	1			5 Birr	
♦ Lunch	1	15 days	15 birr	5 Birr	225 birr
♦ Dinner	1			5 Birr	
⇨ Miscell expense like telephone call, tea etc..					60 birr
⇨ E-mail internet and phot copy exp.					200 birr
				Grand Total	675 birr

3.6   Work plan

Activity	Dec	Jan	Feb	Mar	Apr	May	June
Literature search	1 ●———● 25						
Research design	26 ●————	15 ●					
Sample design		16 ●———● 2					
Proposal writing		21 ●————	1 ●				
Proposal submission			4 ■				
Data collection			6 ●———● 26				
Analysis			27 ●————	27 ●			
Report writing				29 ●————	10 ●		
Finalizing					11 ●———● 20		
Submission						22 ■	
Presentation						30 ■	

Chapter IV

4.1 Analysis

Tourism arrivals registered a sharp dive when the very name of the country became synonymous with war, drought and famine and the resulting negative travel advice from tourist sending countries to their citizens kept tourism numbers at low level[19].

Based on this issue and the low level of tourist arrivals in Ethiopia and its impact on the income growth rate obtained from this sector, assessments and analysis had been made through interviews to the concerned individuals, travel agents, tourists and also the investigation had touched different researches and findings that had been made so that to identify the basic shortcomings of Ethiopian Tourism Industry.

Tourism is a sensitive industry, showing reactions to political shocks and upsets to famine and drought and when we came to the point where Ethiopia stands in the face of the nation. It is previously mentioned that there is a negative publicity to its drought, war and famine.

There is lack of activities towards eradicating this image from the minds of the majorities and address that Ethiopia had much to offer to the world and in order to do this requires a paramount of effort through wide area coverage access advertising and promotions which is much more effective than providing guide books and brochure or through relatives and friends who had already visited Ethiopia before. This is obvious activity in Ethiopia tourism commission because from the interviews that had been conducted almost 72% of them have got the information about Ethiopia through reaching guide books, brochure and the information they have got from relatives and friends who came to Ethiopia and almost 10% of the tourists which have been interviewed they know Ethiopia

through travelling in transit, business meetings or during their short stay at the Hotel.

From this interviews and findings it is self-explanatory that the level of promotion and advertisement through web sites and Internet is very much lagged behind for such full of nature gifted country. Almost 3% of the interviewed tourists had had access through Internet and web site to find about Ethiopia. The rest 15% of them were enlightened when attending conferences and during charity purposes.

When we compare with the next neighboring countries or any other African countries 64% of tourists found in Ethiopia had had their personal visits to many other African countries before they came to Ethiopia.

Even 85% of the interviewed tourists suggested that there is no enough information providability concerning tourism from the respective consulate or embassy.

Moreover almost 100% of the interviewed tourists have commented that the level of information providability in general is not satisfactory thus they advised the tourism commission and other concerned bodies to give much of their attention and investment towards the implementation and encouragement of efforts to the wise use of IT in tourism sector.

During the interview session each of the interviewed tourists had been given a chance a vision of being a minister of Ethiopian tourism commission what modes of tourist attraction they will use in order to attract tourists and again most of them suggested that they will give much emphasis towards the implementations of IT as it is the most recent technology which has much access in globalising the world business.

Placing the analysis in to more visibility by using a pie chart it gives more clarification to the points which had been mentioned.

72%

15%   10%
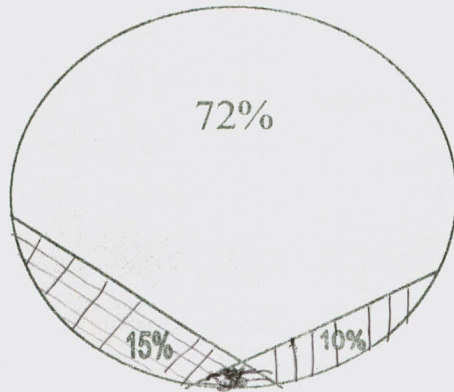
☐ Information obtained through guidebooks, brochure and from relatives and friends who had earlier visits.

⊠ Information obtained when travelling through transit, business meetings or during their short stays at the Hotel.

▥ Information obtained when attending conferences and during charity purposes.

▤ Information accessed through Internet and web site.

Taking the analysis towards the interviews conducted to the concerned individual found in tourism commission, in order to increase the number of visitors, the commission is promoting the country through different methods like:-

1. The commission participates in trade fairs organized in major tourist generating countries. It is assumed that these practical forums help to battle the negative image the country has and sales outlets for tour operators.

2. Press trips:- the commission works closely with journalists travel writers, photographers and filmmakers from different parts of the world. By hosting these professionals, in collaboration with the Ethiopian Airlines and hotels, the commission in return gets the publicity, that is very much needed in the countries where the journalists came from. Because they disseminate the information about the destinations they visited through their respective media.

3. Familiarization Trips:- By inviting tour operators from major tourist generating countries, the commission organizes familiarization trips to different destinations, the idea behind doing this is to let them see it for themselves.

18

The above mentioned methods had been done for so long to enable tourists to acquaint themselves about the country and include it in their programs which is assumed to be a very retarded method in the recent fast growing world and such money generating organization which is found at the center of critical external issues like bad images. Recently the commission has developed a web site at www.visitethiopia.org.

The site explains the diverse tourist attractions, tourist facilities, tour operators, tourist activities, sample itineraries and many more information.

The commission has a five-year plan that commenced in 1993 Ethiopian calendar. According to this plan, it is anticipated that the number of tourist reaches 320,000 a year at the end of the plan in 1997 E.C[20].

The commission also believed that the promotional activities are limited and very unsatisfactory this is due to budgetary constraints, even the international tourism trade fairs is not like what it is wanted to be space rental and constructing a stand is an expensive venture. Thus in order to minimize cost, the space the commission has booked is too small as compared to other African countries. And this shows discontinuity in advertisements consistently in famous magazines and newspapers.

Inorder to share the benefits from this stiff competition in the industry, the commission has planned to broaden its promotional activities. The ultimate goal is to increase the number of international travelers. To cope up with this program, it is planned to [21].

⇨ Open 3 tourist offices in major tourist generating countries.
⇨ Increase the attendance of international travel markets.
⇨ Publish quality and target oriented publications and so on.

Though not in an organized manner, the commission had random contacts to reveal how some of the tourists know Ethiopia and came to Ethiopia. However, the commission find out almost the same outcome as previously mentioned, that

is through reading a guide book, recommendations from friends and through watching TV programs but after knowing the means of promotional activities which had been used for so long, the commission had by no means put its efforts to encourage the promotional activities that had been done.

Moreover the commissions by comparing our promotional activity with other developing country like Kenya, it had suggested that the ways of promoting the destination is more or less the same but the difference lies in the amount of resources allocated for promotion.

Most shortcomings which had not been so far discussed in the introduction part but which seems to be essential to be mentioned is that there have seen the growth of a "begging industry" in areas of tourist interest children whose fathers and mothers would have been beaten for accepting, let alone soliciting money from relatives, now treat begging as routine, and ask visitors for pens and books, shoes clothes and of course, money. Children in Addis Ababa and elsewhere routinely greet ferengi with cries of "Money, money!" also the children have developed the concept of "visiting cards" they write their names and addresses on small pieces of paper which are given to tourists, who are then asked to send money, clothes and books to enable the children to continue with their education which could highly meet with the already negative publicity and spoils the country's name for famine, drought, illiteracy etc.

In addition when taking the analysis to the economy session, tourism which is taught to be regarded as an income generation sector, it is in other part made to be handicapped which is to be meant that the banking system has no efficiency to allow visitors to spend more money.

When focusing the analysis to the comparative study between Ethiopia and Kenya and method of tourism industry development and information technology implementation, the following are some of our shortcomings

1. There is a limited No of tour operating companies in Ethiopia. There might be 20-30 tours operations the rest are air ticket dealer.

   Where as in Kenya there are over 382 tours and car-hire safaris operators.

2. In Ethiopia less than 3000 companies are using Internet though much of them are not tour companies, the use of Internet could facilitate the promotion work for tourism Industry. This is due to the charge per tourist USD 4.00. That is expensive. Many companies don't dare to use Internet instead they use airmails. Moreover, the cost of computer and PC are high here while in Kenya their prices are cheaper and also there is no awareness of how to use Internet while in Kenya computer or Internet lessons are given at a high school levels. This could facilitate their IT advancement much more than our's.

3. There is no enough e-mail or Internet services in Ethiopia at low cost thus in total only Ethiopia uses 0.004% of the world modern communication system while Kenya uses 20%.

4. Presently Mobil telephones are having e-mail services so that you could reach anywhere in the world being on trip or recreation phases. However we do not have that sort of facilities.

5. Tourists are carrying videophone contacts at any corner of the world but here we do not have those facilities.

6. The tourism commission also demands to many things to be fulfilled such as:-

   A. 2-3 Toyota land cruisers that cost over 680,000 Birr each.

   B. Well furnished office that has qualified staff.

   C. Running capital

   D. Computer, fax, e-mail telephone.

   E. Brochures, letter head

   F. Radio communication

   G. License to operate.

Thus, the above listed will cost a beginner company to spend some 1.5-2.5 million birr. So whatever experiences you have, unless you have almost these amount of money, it looks difficult to have new coming tour operating offices which could have impact on the growth of tourist incoming and IT.

7. Moreover, Ethiopia is an expensive tourist destination. To site some example from Dubai to Kenya for 5 days with ticket cost for one person. USD 380.

From Dubai to Ethiopia for 5 days with ticket cost for one person USD 970.

Besides surface transport charge is also expensive in Ethiopia. The small taxi charges some USD 3 per hour. Toyota land cruiser coasts USD 120-150

Where us in Kenya, a tax per hour is USD 1.50. The daily charges per Toyota 4x4 WD USD 60-125 per day including fuel. Similarly the professional guides costs are less in Kenya than Ethiopia by 25% in Ethiopia guides charge 150-250 birr. While in Kenya they charge 135-200 Birr.

4.2   CONCLUSION

Ethiopia tourist products are mainly "specific" rather that "generic"- this means those characteristics which attract visitors to Ethiopia can not be easily substituted with those of another destination. However, tourism is a sensitive industry showing reactions to political shocks and upsets to famine and drought.

However from the assessments and investigations that had been conducted either through interviewing and using reliable references, it is identified that the development of an Ethiopian oriented tourism policy based on an ideological critique and understanding of tourism as a global industry and the technologies which should have been implemented and used wisely to facilitate the tourism sector was not and is not seen as a "priority" even when it is compared to sectors such as agricultural and industry, and when set against problems such as food shortages drought and Eritrea aggression.

Wrongly, tourism has been seen as a sector distinct from and independent of other sectors such as agriculture, industry transport and communication, rather than an integral part of the economy as a whole thus, there has not been a wide spread debate about the implications of tourism development for society as whole and host communities are generally still not involved in tourism planing or a share of tourism income.

Much has to be done in order to overcome the major challenge the problem of image because despite the negative publicity, Ethiopia is endowed with diverse tourist attractions capable of satisfying the international travelers.

However, with the use of brochure guidebook, attending conferences, press trips or familiarization trips without forgetting the budgetary limitations it is impossible to change the bad image not even to introduce and attract the interests of the tourists substantially in the short term.

Moreover, there is no a know how and understanding of the concept of what could be obtained from tourism sector so that how to handle the situation in order to maximize the annual arrival of tourists which were thought they could bring high level of income in the next future years.

In addition to this, though recently concerning information technology the use of web site has been installed in this sector, it had not been given much emphasis to its encouragement and wide spread use which makes tourism commission lagged behind. Let alone, we can not even be compared with our next neighbors whom we were in better position in the time of emperor.

For that matter, our tourism industry potential is great when we compare with our neighboring countries. But our income form this sector is meager. Only having the natural or Eco tourism their income is skyrocketed when it is compared with us.

It is identified that most of the tourists who come here first they had been in our neighboring countries. From this point of view, it is self- explanatory that our promotional shortcoming has got its role for the meager income from tourism industry.

To conclude our promotional activity is not yet developed.

4.3   Recommendation

Tourism as a sector of economic activity it is income generator and it is also one of the leading industries in job creation.

Therefore, the commission has to do a lot to broaden its promotional activities in order to eradicate the negative image and publicity in the face of the nation and to survive in a stiff competition in the industry inorder to enjoy the fruits of the industries out come.

One way of doing this is to broaden the promotional activities but this has to be done in a wise way since promotion activity alone could not hit its target which is to increase the number of international travelers.

The active way to disseminate this promotion activity in to day's World is the wise implementation and use of the wise IT in tourism activity.

Though recently it is installed in the commissions activity, it is not yet developed in those sectors who are involved in the trade of tourism industry and still there is no plan to encourage and undergo IT implementation in those fragmented rival players who are striving to involve their capital and knowledge in tourism sector.

What needs to be done: -

The tourism policy towards installation of IT in a wise way and also to encourage those who are involved in this industry requires the following strategy:-

⇨   Firstly the development of an ideological critique analysis and Understanding of tourism as a global industry. This can be done by drawing on a statistical body of literature published by a variety of groups both in the developed and developing world, who adapt a better knowledge, cautious and critical position

vis a vis the claims of the transnational corporations involved in tourism and the bodies and institutions which represent them.

⇨ Secondly, having a better understanding on the socio-economic, environmental or cultural grounds and where the interests of the consumers lies or could be focused or to identify the basic interest of the consumers.

⇨ Thirdly to identify the countries position in the face of the nation, how much of the nation has information about Ethiopia? though it is difficult to measure it could be done through comparative studies with other countries and also finding out how much has been done so far to remove the bad image which has an impact on attraction of consumers? What should be done to make equal paces for such a skyrocketed globalize business to ensure that it is meeting its strategies in introducing positive information and generating income?

⇨ In this activities it should also be embraced the need to implement IT, how, and where to implement it because the mere implementation of IT with out the know how of its mission will result in the loss of the profit that could be gained from its out come.

⇨ The tourism should also be able to identify the major target areas and segments, which should be enlighten with our promotional activities and those potential customers that appear to be prominent trade directories in tourist generation.

These previously mentioned points helps to increase the know how of the internal potential, suppliers, the interests of the consumers, the position of the country i.e. how much has been done and spent and not done so far. How far we are as we compared to our competitors. Moreover it helps to identify how much effort the negative publicity requires in order to be evacuated, the need to use IT in these business and how to use it.

Thus one can identify how to implement and use IT in its business i.e. in tourism sector to meet the vast strategy and expect and ensure best out come.

However in order to do this it requires large amounts of investments, government involvement through free or little exemption of tax and using technologies in this area and also the involvement of potential stakeholders and foreign advisors.

Moreover, to give general recommendation in addition to the implementation of IT to create external awareness, the internal process that require attention and reforms are:-

1/ **Consulting stakeholders and the public :-** I put this first because it needs to start immediately in fact we can say that this symposium, with participants from all over the country and with experts to be shown on TV, is a very valuable contribution to the process. It should be said that we in the tourism sector, government and private have been late in organizing such a symposium.

The tourism council should also consider means of bringing the debate to the people: the Ethiopian public as a whole and host communities in particular need to know more about tourism and tourists. Moreover, the tourism council should plan for measures to raise issues of tourism development programs that could outreach programs to schools, with tour guides explaining the nature of their work, and also explaining the valve of the sector to the national economy.

2/ **Establishing the carrying capacity of Ethiopia's major sites and institute environmental impact assessments:** - Before setting numerical targets we need to know how many visitors the sites can support. The Ethiopian tourism commission therefore will not be caught up in the numbers game" let us double tourist numbers in five years" there by drawing up a proposal to seek

assistance in forming appropriate methodologies to establish carrying capacities initially in the most visited sites.

3/ **Integrating tourism into planning.**

The tourism commission, working with other departments of government, should produce a report indicating how tourism can be integrated into both national and regional plans. This could be done through planning and information to local visitors, development association etc...local agricultural and industry can provide needed inputs in foodstuffs, transport. Equipment, Crafts etc....

Improvement in road access to tourist sites should be related to the transport needs of local communities and local industry and the environmental impact assessed.

4/ **Development of regulatory Powers.**

How and by whom they will be exercised is a matter for appropriate development plans. The tourism commission needs to propose changes about licensing new operators, giving more weight and value to skills, experience and proficiency strong measures should be taken against illegal operators; legal operators can not compete with people who pay no taxes or with the car rental rates of some NGOs, which pay neither taxes nor customs duties. Illegal operators with no long term market to worry about are more likely to provide tourists with the kind of service which discourages future visits and spoils the country's name.

5. **Protection of the cultural heritage**

Ethiopia's historic and cultural heritage is being stolen at such a rate that with in a decade there may be little left for visitors to see. We need proactive measures and policies to secure national treasures owned by the nation, and this means these security being taken out of the hands of individuals and also increasing awareness on national heritage issues among

local communities and clear information to visitors on what they can buy and cannot buy.

6   Protection of the national heritage

We need to step up efforts to develop an environment and wildlife policy, which is sustainable and takes in to account the seriousness of dangers placed on scenic beauty at the highest levels regionally and nationally.

7/   Lobby for Measures to help the domestic tourism sector.

The Government should enable domestic comprise engaged in tourism to develop a strong base, and this can be done through tax incentives and tax breaks to tour companies which after all directly earn foreign currency just as coffee exports do for example.

8/   Facilitating the arrival of visitors.

The government should allow the tour operation in Ethiopia or abroad to apply to the immigration department on the governments behalf so that it will ease the long lines at the costume check points that provides an unwelcome impression for visitors.

9/   Greater Efficiency in the banking Sector acceptance of credit card and improving banking facilities.

Although it is a fact that most travelers chose to carry cared rather that cash, Ethiopia is still largely a "no go area" for cardholders. Visitors can not pay for most services by card, and can not use their cards to draw cash at banks. They even have a hard time paying with travelers' checks when other countries with less developed banking systems than Ethiopia are able to devise systems.

Ethiopia's banking system should be able to install a system where cards and travelers can easily accept checks.

10/ Better training for those in the sector.

The sector needs more skilled and trained personnel –Japanese speaking guides for example, guides with a good knowledge of birds, flowers and plants, in addition to knowledge about culture, historic sites.

11/ Training and orientation for government employees involved in the Sector.

There is a need for more training and orientation of those state sector employees- police, immigration and security officials- who deal with tourists.

12/ Improving Research Methods

The tourism commission needs to institute research in to all aspects of the impact on tourism, including anticipating the impact of tourism, drawing and modern data collection methodology as well as local experience and observation.

To conclude these additional recommendations next to the advantage and backups of IT implementation in tourism sector it helps to determine the need of discussion on how to boast visitor numbers and better promote Ethiopia's image in proportional line with creation of awareness to determine internal shortcomings and construction of the capacity that we are about to lose.

Endnotes

1. Ayalew Sisay (Ph-D) par 3., page 1

2. Ibid, par 4, page 1

3. Ibid, par 11, page 3

4. Ibid, par 23, page 7

5. Sergew H/ Selassie , par 21, page 13

6. "Third- World Tourism" Biritu, feb 23 , par 4, page 29

7. Ibid, par 6, page 31

8. Ibid, par 10, page 32

9. Regional Tourism development plan, par 13, page 35

10. Ibid, par 20, page 37

11. "Kenya travel Facts" Kenya tourist Guide, Aug-sept, par 2, page 3

12. Ibid, par 10, page 5

13. Ibid, par 16, page 6

14. "Tourism and Investment: Ethiopian Herald, jan 2002, par 4, page 8

15. "Tourism and Socio-Economic development," the economist, march 11,
    par 16, page 29.

16. Gary Ink pen , par 5, page 36

17. Ibid, par 8, page 40

18. Ibid, par 12, page 45

19. Regional tourism Development plan, par 20, page 76

20. Ibid, par 24, page 78

21. Ibid, par 26, page 80

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1. Ayalew Sisay (Ph.D), 1992,"Development of tourism in Ethiopia"

2. Sergew H/selassie, 1972, "Ancient & Medieval history of Ethiopia."

3. Biritu, No 53 , feb 1993.

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6. Ethiopia Herald, jan 2002," Tourism & investment."

7. The Economist, March 1998, "Tourism & development."

8. Gary inkpen, 2001, "information technology for travel & Tourism."

9. Regional Tourism Development plan, March 1996.

Appendices

Questionnaire format Used for Interviewing Tourists

1. Where do you come from?

2. Do you know Ethiopia before?

3. How did you got the information about Ethiopia?

4. Did you visit other African countries before?   Can you mention?

5. What do you comment about the promotional activities done by Ethiopia to attract tourist in comparison?

6. What do you suggest to the tourism commission or the concerned bodies in order to improve the existing promotional activities?

7. What do you comment about the information availability for locating any place with in or outside the country?   Do you face any difficulties?

8. Given a chance that you will be a minister of Ethiopia Tourism commission what will be your modes of tourist attractions?

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Questionnaire Format to Assess information Technology Use

In Tourism Industry

1. What methods do you use in order to promote the country to the world?

2. Do you have fixed budgeted annual plan towards your objective? That means how many of tourist arrivals that you expect annually?

3. Do you think the current way of promotional activity is satisfactory?

4. What is your further/ future plan to broaden the promotional activities?

5. Did you ever tried to contact with some to the tourists and know how they come to Ethiopia?

6. If so, after knowing the means did you try to encourage that promotional activity?

7. Did you ever tried to compare our promotional activity with other developing country tourist attracting methods?

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