

From Looking Good to Doing Good: Necessary Tools to Develop Tourism Industry in Ethiopia

*By Tesfaye Fentaw Nigatu**

Tourism needs a successful holistic business approach for its development and governance. The development of tourism greatly determined by making and unmaking of destination attractiveness, providing unique touristic atmosphere, increasing the spending power of visitors through value adding and creation of different innovative tools. African countries' including Ethiopia is not competitive enough as a best touristic destination due to inability to penetrate in the market with their competitive advantages in micro and macro market environments. To respond to these changes customer needs an innovative and transformative or value adding issues needed to transform the tourism industry. Therefore, the concern of this short essay is identifying the innovative and value adding issues to transform Ethiopian tourism. Qualitative research method was used. The majority of the data was a secondary data. Personal observation/self-report and interview were used. The researcher singled out 7 innovative ideas or value adding issues identified and describe to transform Ethiopian tourism in the right direction. These tools were state branding and image building through unmagnified histories of the country, positioning image builders in different countries of the world (especially in the countries were international organizations found and potential tourism customers originate), certification/awarding of tourists by developing an appreciation certificate to visit us through the incorporation of unique feature of Ethiopian terms/ slogans. Developing activity tourism, understanding the use of heritage interpretation to the visitors (as a changing tool of visitors attitude, considers visitors preference and needs rigorous planning), working on Halal tourism and E-marketing development were also identified and described how they are used as an innovative instruments for the transformation of Ethiopian tourism.

Keywords: *Ethiopian tourism, activity tourism, Halal tourism, tourist certification, heritage interpretation, e-marketing*

Introduction

Since the end of World War II global tourism has been increasing. Because of this unreturned growth of tourism industry considered as a globally competitive industry (Küçükaltan and Pirnar 2016). Tourism comprises the activities of persons travelling to and staying in a place outside their usual permanent place of residence for not more than one consecutive year for leisure, business and other purposes (UNWTO 2015). Due to this, it is becoming increasingly sophisticated as evidenced by the varied segments and products that comprise the industry. The common objective of both government and industry is to meet the needs and exceed the expectations of visitors through market driven tourism development in

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any destination. The tourism industry must respond to the changing wants and needs of consumers and stakeholders, and operators must be responsive to trends (Alberta Tourism, Parks and Recreation Branch 1991).

In the tourism development model, it strongly needs successful holistic business approach to development and governance. The development of tourism greatly determined by making and unmaking of destination attractiveness, providing unique touristic atmosphere, increasing the spending power of visitors through value adding, creation of different innovative tools and many others. African continent is not competitive enough as a best touristic destination due to inability to penetrate in the market with their competitive advantages in micro and macro market environments (Balan et al. 2009, Kotler et al. 2006).

Ethiopia is considered as microcosm of all that Africa has to offer. It holds all combinations of peerless geological formations varying from the lowest (116 meters) below sea level at Danakil depression in the Afar region and the highest peaks rise to 4,520 meters at Ras Dejen in the ruggedly carved Simien Mountains (Gorden and Carrilet 2003, World Bank 2006). Due to its varying culture, languages, way of lives and other cultural identifiers, Ethiopia is considered as the mosaic of peoples. Each part of the country endowed with diverse tourism resources which are significant for the local community, the visitors and the country in general (Mitchell and Coles 2009). Even the varied tourism resources possessed but still the growth and the contribution of tourism for the development of the local livelihood was/is low as compared to the resources and neighboring countries. This may be the lack of marketing, promotion, understanding the need of the customers, positioning and segmenting the tourism resources in a better position and many other reasons. To respond these changes of customer needs an innovative, market lead and value adding issues to address the customers' preferences and in turn to transform the tourism industry. Therefore, the concern of this short essay is identifying the best, innovative and value adding issues to led the tourism development of Ethiopia in the good track.

Methodology

For the accomplishment of this study the researcher used qualitative research method. The data have been collected from majorly secondary sources. However, primary data have been also used from researcher personal observation and informal discussion.

Secondary Data

Secondary data were coming from many sources such as, large government-funded datasets, university/college records, and journal supplements, author's websites, available for a seemingly unlimited number of subject areas, direct (e.g., biomarker data) and indirect observation (e.g., self-report) (Vartanian 2011). By its nature secondary data analysis is a flexible approach and can be utilized in several ways, it is also an empirical exercise with procedural and evaluative steps, just as

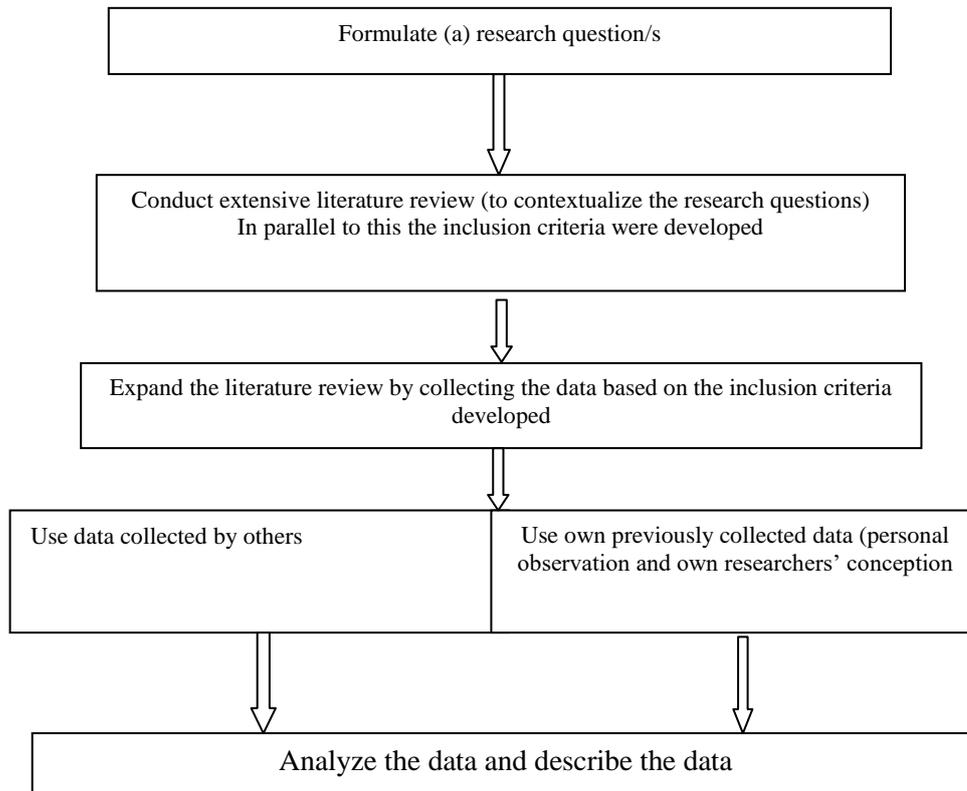
there are in collecting and evaluating primary data (Doolan and Froelicher 2009). Secondary analysis is a systematic method with procedural and evaluative steps, yet there is a lack of literature to define a specific process, therefore this paper proposes a process that begins with the development of the research questions, then the identification of the dataset, and thorough evaluation of the dataset. Therefore, the researcher follows its scientific procedure of secondary data analyses technique. The first step is developing the research question. The researcher develops the research question by applying theoretical knowledge and conceptual skills. The guiding question of this study is what the innovative/transformational tools to change Ethiopian tourism and how these tools were significant for Ethiopian tourism by conceptualizing them in the Ethiopian context. The second step is identifying the dataset. Most of the time, research begins with an investigation to learn what is already known and what remains to be learned about a topic (Creswell 2009); including related and supporting literature, but one should also consider previously collected data on the topic (Doolan and Froelicher 2009). In the case of this research an in-depth literature review of the areas of interest was conducted examining the previous and current work of experts in the field in the field of tourism, hospitality and travel studies. Thirdly, after identifying the data set, the researcher evaluates the dataset. Evaluation of data set is significant for the researcher in order to understand the appropriateness and quality in advance of actual use.

The secondary data process presented below in Figure 1 for this research work.

Personal Observation

For this research, the researcher used unstructured or naturalistic observation method. Unstructured observation has no formal rules established and no formalized recording or analysis procedures. The observer seeks to describe the phenomenon of interest and develop explanations and understandings in the process (Veal 2011). The researcher experienced in visiting many tourism destinations of Ethiopia. These destinations were Lalibela, Aksum, Gondar castles and churches, Semien mountain national park, Bahir Dar natural sites and its monasteries, Jima Aba Jifar heritage site, Harar Jegol historic town, most of the museums in Addis Ababa, Tiya, Borena National park in Oromia, historic monastery of Haik, Wuchale yisma negus and some other area specific destination of tourism in Ethiopia. During this field visit the researcher tried to observe what happened especially in the interpretation of heritage resources for the visitors. On the other hand, the researcher also tried to think how to develop and how to use the best opportunities for the tourism transformation while in this naturalistic observation.

Figure 1. *The Flow Chart of Secondary Data Collection and Analysis Used for this Study*



Data Analysis and Interpretation

State Branding and Image Building

For a long period of time, Ethiopia is considered as a contested nation with poor image which creates an obstacle for the international tourist arrival. This view dominantly reflected by the western world. Especially the negative image was escalated in the international arena since and around 1974 revolution. For the westerners Ethiopia was widely known with famine. “*The negative image of Ethiopia as a country of poverty, starvation, drought and floods is one of the main impediments to promoting Ethiopia as a tourism destination and therefore, image strategy will play a crucial role for the industry*” (Japanese Embassy in Ethiopia 2007).

Since then, the media come across this negative image and distribute to the international media and their own ways. Therefore, the long history and the image were diminished with a short period of time and with few minutes’ news and media coverage. The Ethiopia government also understood the negative perception of Ethiopia on the international media. To change this perception the government established two organs, the Tourism Transformation Counsel and the Ethiopian Tourism Organization. The former provides leadership and set guidelines for the

country's tourism marketing initiatives while the latter serves as a secretariat for the former. The Ministry of Culture and Tourism has a vision to make Ethiopia one of the top five tourist destinations by 2020 through positive image building of the country. However, these two organs are not as successful due to different administrative, political and social challenges.

As it is known, image building is a sophisticated task and needs more time to build it. Still Ethiopia is entangled with this challenge and misses how to build image and change the mind of Westerns. The two organs also did not perform well. And they did not work on how to build image of tourism and brand the state. They mostly concentrated on the recent development agendas for tourism transformation. However, the sense of image building and state branding is going back in the past and history of the country. Because branding and image building is just part of the need for a wider appreciation of greater creativity across the whole spectrum of marketing activity. Branding on the other hand developed outside the mass of commodity and needs brand innovation in the destination sector as compared to other sectors within the tourism industry (Freire 2004, Konecnik 2004, Morgan et al. 2002).

On the other hand, the country image is also not only the narration of current economic development and speak about the government triumph; it IS rather about the leadership, history, economic situation, stability, its heritages, determination of the people for believe and the social life of the world and many others. Many countries of the world invest much time and effort in order to improve their image through the use of different techniques like advertising, public relations, direct mailing/marketing and sales promotion (Glazer 2011). Here, the researcher wants to forward how to build image through history in Ethiopian context and indicate how to use historical phenomena's as a successful and reliable image builder tool.

Image Building through Unmagnified Histories of the Country

Ethiopia is marked as heterogeneity of the polity without bewildering variation in the important pattern of history. The pattern of its history is unmagnified and appreciated from its origin in practice. The political arena in the last few years with collision-collusion syndrome and reconciling the common denominators for mutual interests and complementarily affinities creates confusion. However, the history of state and state formation in the organized ways traced back to before the birth of Jesus Christ with the formation of Aksumite State in the North Ethiopia (Ezozo 2009). Ethiopians have a smart history since the ancient time and known by as the pioneer of black African decolonization movement on the land of Africa. They also pass a lot of ups and down through different time and regime (Zewde 2002). But they cannot magnify the smart history for the larger audience for tourism development as an image building tool.

The Ethiopian land was very vast during the ancient time. Its land is also known in different name. These names are; "Land of punt", "Southern land", "Land of Kush", "Land of Yenehese" (this name was given due to the 5th son of Kame or Nehese means black; therefore, they may say the land of black). As of indicated by Mekuria (1963), Ethiopian civilization was far longest than Egyptians.

Ethiopia is the center of great civilization in the east Africa. Ethiopia was/is situated in the favorable geographical position near the Red Sea and the sources of Blue Nile for the real evidence of great civilization emerged. Beyond its great civilization center, Ethiopia has an outstanding external relation with the great power during the ancient time especially its relation with South Arabia, Greco-Roman World, Israel, and Libya.

The relation of Ancient Ethiopia with the Hellenic peoples and the Mediterranean world has also a historical significance for the current image of Ethiopia. Once time in history the whole continent of Africa known in the name of Ethiopia and Libya. Greek literatures describe Ethiopia in different times especially in the work of Homer. He mentioned two times in Iliad and three times in Odyssey. Greek philosophers and historians wrote about Ethiopia in their literature and philosophical books especially Herodotus (who lived and travelled throughout the Middle East and Egypt, he heard and wrote about Ethiopian history and its culture). These and many other literatures testify that the long history of Ethiopia (Buxton, 1947, Sellassie 1972).

The diplomatic, economic and social relation with South Arabia was a pinnacle of the period. The two sovereign countries were strong religious relations with the movement of Prophet Mohammed and his families. Due to the fraternity relation and the good welcome of the Mohammed's family to Ethiopia; the guests appreciate the hospitality of Ethiopians by saying and currently it may use for the image and touristic information in Ethiopia targeted to the Middle East. Due to these and other political, social and economic interrelations with outside world, Ethiopia was the third great power next to Persia and Rome. Therefore, these and many others rich histories of Ethiopia give power for the image building process of Ethiopia and preach address and promote all these historical phenomena.

Positioning Image Builders in Different Countries

The other innovative tool is putting image builders in different potential and actual great powers for tourism development in Ethiopia. It is better to arrange facilities and necessary things for this issue. It is the right time to put image builders in Latin America, America, Canada, Europe, and Asian countries by opening an office in their major cities working for the purpose of tourism development. It is also a wise choice to open an office in Spain Madrid in the name of Ethiopia and its tourism development working with United Nation World Tourism Organization (UNWTO 2015).

Certification of Tourists/Recognition/Awarding

The researcher believed that tourism transformation by adding values for the customers who are coming from different corners of the world is a good way. Simply, this concept is related with giving a written attractive, informative and clear certificate to the tourist to promote the image of the country. May be the word is like "we give this certificate for your visit our country, Ethiopia; land of origin, the home land of coffee Arabica, the land of extreme points..." from the

country level. From specific destination point of views Ethiopia develop touristic destination image and certificate. For example, it is possible to certify the tourists who visit Lalibela by incorporating the energetic and unique words for Lalibela “8th wonder of the world”, “the second Jerusalem”, “unique architectural designed place”... this tools gives many implications for the tourism development and it considered as a double edging sword. For one side, it promotes the image of Ethiopia on the other side it is important for marketing and promotion of Ethiopian tourism attractions. It increases the double, triple and more visitation of Ethiopia by foreign visitors.

Developing Activity Tourism

Conceptually, activity tourism is a type of tourism which defined as a process involving people, as individual or as parts of group, who travel away from home to take part in an active leisure pursuit. Pottery, experiencing traditional cooking workshops, cultural heritage tours, wildlife watching/ conservation...are the types of activity tourism. Developing activity tourism is very important for different stakeholders of the country like for the farmers, for landowners, locals, governments, employees, investors.

Activity tourism is also expressed by allowing and experiencing the local communities culture and products to practice, touch or tactile to the visitors. Almost all the tourism products and activities of Ethiopia are not available and these are significant for stimulating the sense of visitors by touching and experiencing it. Incorporating the sense of touch and experiences for certain product is not a difficult task for marketers and resource owners. This can be achieved through encouraging and giving the opportunity to handle products – rather than putting “Don’t touch Signs”. Modern day tourist’s needs touch and feel the tourism activities in the destination (Pinky and Mridula 2014). For example, it is possible to invest in the replicas of the most interesting and most visited museum collection and encourage the visitors to handle these objects. In Ethiopia all these things are not done. Very few museum collections in Addis Ababa have a replica. Therefore, Ethiopians have to invest more for this best promotion and transformation tool for tourism development.

Ethiopia is a land suitable for activity tourism by developing the products, activities and cultures. By developing activity tourism to create authentic experiences and image to the tourists’ mind Ethiopia should develop tourism in a better position. Ethiopians have to sell natural products like sea foods in by launching sea-side restaurants and allowing the tourists to see, touch and choose their food before goes into the cooking bowls. The tourism providers can organize trip and allow the tourists to practice and involve the visitors in the preparation process to make the whole experience a memorable and unforgettable one for Ethiopian cultural activities like baking of bread and enjera, preparing Tela (local beer) and producing coffee from the beginning up to the end.

The researcher observes different cultural coffee preparation process especially in the Borena and Guji Oromo communities of Ethiopia the tradition is attractive and enjoyable. The local communities call it “Buna Qalla” Ceremony.

Buna Qalla is one of highly practiced traditional drink. It has a great meaning for the local community prepared during different ceremonies and holydays. It may serve as the expression of peace and prosperity. When one observes the preparation of Buna Qalla, it is very attractive and full of blessing by the local elders. It is a mixture of pieces of coffee, milk, oil, sugar, butter and different sweetening items. It has a power to stimulate and sweet. The whole process by involving the visitors is very important to develop activity tourism in Ethiopia in general and local communities in particular.

Figure 2. Preparation of Buna Qalla



Source: Author 2016/17.

As shown in Figure 2, the preparation takes more than an hour and is an enjoyable experience. If we think over to develop activity tourism in this process the tourists enjoy it and elongate the tourists stay and their travel experience is unforgettable and memorable.

Each communities and ethnic groups have developed their own coffee preparation process and it is possible to involve the visitors in this process rather giving the end result of drinking coffee.

In southern Ethiopia “enset” production and preparation is very common and one form of potential resources of tourism to develop an activity tourism in Ethiopia. Developing this potential product as an activity tourism experience the local culture will be promoted, the length of stay of the tourist is elongated; the visitors enjoyed the experience and more active in their travel vacation.

Figure 3 depicts that the tourists involve directly in the practice of pottery making and active in the process. In the sense of tourism, practicing activity tourism has a double sword tool. For one thing, it makes longer the length of stay of the tourists while they are in the destination. Short length of stay of the tourist is the major bottleneck of Ethiopian tourism development. Due to their short stay in Ethiopia, the economic impact of tourism on the national economy is very minimal.

Figure 3. An Example of Activity Tourism where the Tourist Directly Participated in Pottery Making Process



The image shows a screenshot of the Ethiopia Community Tourism website. At the top, there is a logo for Ethiopia Community Tourism featuring a map of Ethiopia and the text "ETHIOPIA COMMUNITY TOURISM". To the right of the logo are social media icons for Facebook, Instagram, and YouTube, with the text "Be Our Friend", "See Our Photos", and "See Our Videos" respectively. Below the logo is a navigation menu with links: Home, About Ethiopia, Our Tours, Plan Your Trip, Travelers Giving Back, About Us, and Contact Us. A search bar is also present. The main content area features a large image of a tourist in a blue jacket and a yellow cap participating in pottery making with a local woman. The text "EXPLORE THE ROOTS OF ETHIOPIA" is overlaid on the image. Below the image, there is a "Travelers Giving Back" section with a small image and the text "Learn More >". To the right, there is a "Videos" section with a small image and the text "Watch the unforgettable travel experiences that Ethiopia communities have to offer >".

Source: Ethiopian Community Tourism.

Understanding the Use of Heritage Interpretation for the Tourists

Tourism is about experiencing beyond the ordinary (Smith and Robinson 2005). It is to step out of the daily treadmill into a more wonderful, exciting and challenging world. In connection to this a well-known scholar Hughes and Mason stated that the core ideas and practice of tourism product is to 'mystify the mundane, to amplify the exotic, minimize the misery, rationalize the disquietude and romanticize the strange' (Hughes 1995, Mason 1994). On the other side tourism is about selling dreams. These tourism dreams have to be sustained by both the producer of the products and the consumers and the perception of authentic interpretation of heritage resources. Authentic heritage interpretation is a modern sense of describing heritage resources through creativity and originality without any addition and subtraction to raise the interest of the visitors (Smith and Robinson 2005).

Communication practice is born with human kind. Peoples have tried to understand and explain the world around them. Interpretation of heritage is part of tradition of explaining and celebrating the stories through art, writing, dance and oral traditions. Interpretation techniques of heritage describe on what is specific about the site and why it is valued as heritage. The researcher observes different heritage sites of Gondar, Lalibela, Aksum, Tiya, Jimma and different heritage sites in different time for different experiences. On the other side, the researcher visits and observe different museum in the country like Dessie museum, Addis Ababa Institute of Ethiopian Studies museum, National museum of Ethiopia, Bahir Dar museum, Gondar Ras Ginbe museum and most of Lake Tana monasteries museum. However, while researcher was one of the visitors and observe that the interpretation of heritage resources problematic and observe the following major problems.

The first one is the interpreters of heritage did not understand to reveal meanings and relationships of cultural and natural heritage to the visitors. It is better to understand heritage interpretation is a communication process available to any heritage site management to communicate messages and stories about the sites to their visitors and involves activities such as talking and listening, writing and reading, performing and witnessing, or, more generally, doing anything that involves 'messages' in any medium or situation.

Secondly, in some heritage sites and museum collections interpretation, the curators and the wardens lacked the concept of heritage interpretation is a mix of edutainment's (education + entertainments). It is recommended to understand heritage tourists as travel to see, experience and learn about heritage sites, features, objects, people, events and stories and encourage visitors' interest in learning, offer ways to enhance experiences and help visitors to understand a place and culture, and encourage their sustainable and responsible behaviors (Tilden 1977).

The researcher summarizes his finding in the following ways in relation with interpreting heritage resources for the visitors in order to transform the tourism development of Ethiopia. These are:

- A. Interpretation of heritage resources as a tool for changing visitor's attitude:** Through interpretation, heritages encourage visitors' interest in learning, offer ways to enhance experiences, help visitors to understand a place and culture, and encourage their sustainable and responsible behaviors. According to Mossberg and his colleagues work in the last two decades global tourism has created new challenges for heritage sites. Today it is imperative to develop value propositions that create a holistic experience for the visitors. Framed under the term the "experience economy", focus of heritage tourism is moving away from products and tangibles, to concentrate on the processes taking place around visitors. The new role of tourism interpretation is to lead visitors to be actively involved in constructing their own experience through personalized interaction with heritage site (Mossberg et al. 2010). In twenty-first century, tourism interpretation is far more likely to recognize visitor empowerment than to change visitor attitudes and behaviors (Staiff 2014). With the new focus on the processes, interpretation becomes an attitude. It is a new way of thinking about the quality of communication and of services for visitors on heritage sites. It is a dedication to ensure powerful and effective experience in order to provide deeper benefits to individuals and to society. Taking into consideration human desire for meaning and connections to communities and places, interpretation on heritage sites identifies uniqueness of places and cultures and helps people develop a personal and collective sense of being and value (Veverka 2000).
- B. Heritage interpretation needs rigorous planning:** tourism interpretation has to be powerful and effective in "telling our stories"; it needs to be planned and managed with creativity and sensitivity. To be creative, tourism interpretation draws inspiration from other fields such as marketing, journalism, art, branding, retail, and business planning (Griffin 2015). Sensitivity on the other hand is gained, when tourism interpretation reflects the understanding that it is not produced by managers and operators of heritage sites, but rather co-created with the visitors. It is better to start with the following basic question while we to plan our heritage interpretation. These questions are the following one developed by Colquhoun (2005).
- ✓ Why interpret certain heritage topic or site to tourists?
 - ✓ What is to be interpreted?
 - ✓ Who are the audience/segments?
 - ✓ Who should be involved in the interpretation process?
 - ✓ What is interesting in our story, topic and theme?
 - ✓ What are the objectives of interpretation on heritage site?
 - ✓ How will the money allocated for interpretation are spent?
 - ✓ Which interpretation techniques will be used? (Colquhoun 2005)
- C. Heritage interpretation considers the needs and wants of visitor's preference:** All over the world, every day, millions of visitors visit heritage sites and have different preferences. Interpretation techniques should also

consider needs of specific types of audience, such as visitors with special needs and children. In Ethiopia we are not on the right way of working towards the preference of the visitors as far as researcher observes the heritage sites. It is better to incorporate the special needy and Childers in our interpretation process. When tailoring interpretation for people with mobility limitations, visual or auditory impairments we have to develop multi-sensory experiences, guided activities, an audio option, listening post, or panel with sound, clearly structured text with big headings, large print brochures, and special color combinations, special maps, models, replicas for touching, appropriate heights and lights and steps to give better viewing. Interpretation for children requires completely different didactic approach than that for adults. Interpretation techniques for children should follow the stages of child development with following example: 0-2 years – color, sound, touch, repetition; 2-7 years – play, repeat, identify and match things, experience real things; 7-11 years – creating own meanings, exploration, discover, fine motor co-ordination and over 11 years more complex problem solving, participatory activities, discovery and exploration (Ham 2013).

Working on Halal Tourism Development

Halal tourism is special segment of tourism. Halal tourism is defined as a tourism activity that operated under Islamic law in terms of behavior, dressing, conduct and food items. On the other hand, it also refers to tourism products that provide hospitality services in accordance with Islamic beliefs and practices (Shafae and Mohamed 2015). This involves serving Halal food, having separate swimming pools; spa and leisure activities for men and women, alcohol free dining areas, prayer facilities, and even women-only beach areas with Islamic swimming pool. Globally, Islamic travelers are increasing in alarming rate. According to the UNESCO forecasts 69 million (by 2020) Middle Eastern tourists with annual growth rate of 6.7% (the highest among other regions) basically it seems small but what matters is the Middle Eastern visitors are often affluent and are big spenders. Just as a world growing niche tourism market developing Halal tourism in Ethiopia is the most significant one. As of indicated by Ahmed and Akbaba (2018) in their interesting article entitled with “the potential of Halal tourism in Ethiopia: opportunities, challenges and prospects, Ethiopia is truly the best place to practice Halal tourism through different reasons. The major reason were its geopolitical position, the place where the first Hijira travel conducted, the large population of Muslim communities (around half of the population), and the growing interest of Muslim world communities to invest Ethiopia. Many countries in the world invest on Halal tourism. The first country is Malaysia as the friendliest Halal destination for Muslim tourists (Rahman 2014). The country earns 21 billion US\$ in the fiscal year of 2013 and plan to earn 50 Billion US\$ by 2020. Singapore, Indonesia, United Arab Emirates, Turkey, Saud Arabia, Qatar, Morocco, Oman, Bahrain and Iran able to get a significant share of Halal tourism from the world major share by invest on it. By considering the best opportunities

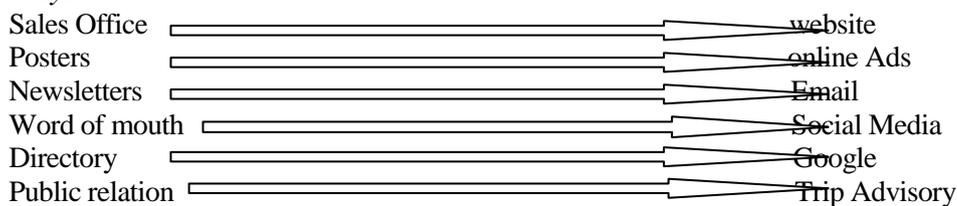
what Ethiopia possess it is hey time to operate Halal tourism in Ethiopia to enjoy the crème cake of tourism.

Going to on Modern Communication Tool Rather than Traditional Marketing

Thanks to the advent of information communication technology (ICT) since the 1990s the communication pattern changed substantially. ICT supported tourism and travel industry and facilitate communication among different stakeholders by simplifying different works of training, security, reservation, revenue management, marketing, guest services and strategic and operational management (Buhalis and Law 2008, Ip et al. 2011).

E-marketing is the main part of marketing tool through internet and web design development. Due to this development, the traditional marketing is changed in to modern marketing sense (Brodie et al. 2007). This paradigm shift of marketing tools and consumer's preference is shown in Figure 4.

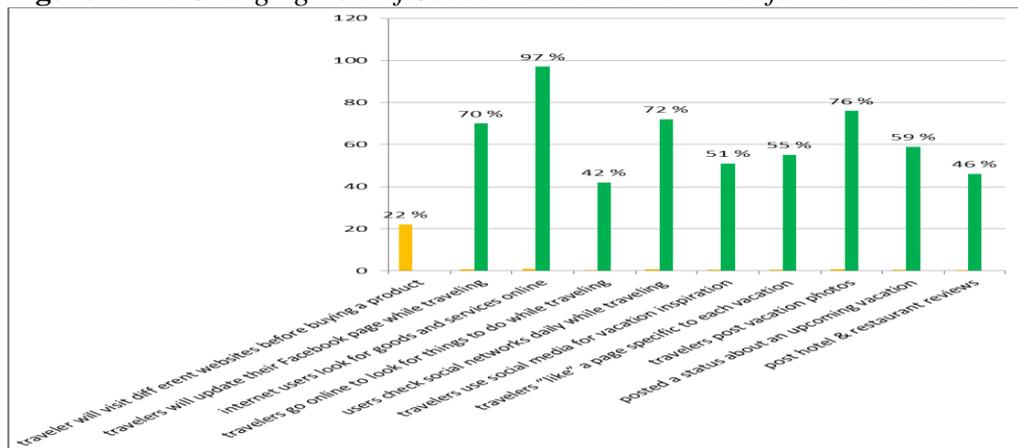
Figure 4. *The Shift Marketing Tools and Consumers Preferences from Old to New Ways*



Source: Ethiopia: Sustainable Tourism Development Project (2019).

As clearly indicated in Figure 4, the old form of marketing tools changes to the new tools. These were sales office promotion changed in to website promotion. The marketers change their strategy from the sales office in to website development for their marketing practice. The same is true poster promotion and newsletters were changed in to online ads and email promotion respectively. Social Medias, Google and trip advisory replaced the old marketing tools of word of mouth, directory and public relation respectively in the tourism and travel industry.

Due to the development of internet and ICT, social Medias are developed as a success full marketing tool. Social Medias play a decisive role in tourism marketing because social medias and technologies make possible content sharing like text, video, images and etc.), social networking, like Facebook, social book marking like rating and tagging, collaborative writing like wikis and many others (Dawson 2007, Pantano et al. 2010). The changing role of social media and their role for the travelers are expressed in Figure 5.

Figure 5. *The Changing Role of Social Media and their Role for the Travelers*

Source: Ethiopia: Sustainable Tourism Development Project (2019).

The roles of social media in the travel market and its impact on the tourism industry are shown in Figure 5. As understood from the figure, 97% of the internet user travelers in the 21st century look online to buy and use services and goods. 76% of the travelers post their photos after their vacation and 71% check their social networks daily while they are in traveling respectively. Around 70% of travels of the 21st update their face book page while they are travelling. 59% posted a status about an upcoming vacation and 46% post hotel & restaurant reviews they have stayed and wish to stay. On the other hand 40% post attraction reviews. The changing face of social media gives lessons for the promotion of the country in the online promotional tools because the majority of the travelers uses online promotional tools as a means of getting information for their products and services.

Conclusion

The Ethiopian government aware that Tourism is one sector that is essential to economic growth. In order to make it a reality different mechanism should be implemented and practiced. In this research the researcher found that the following tools were very significant for the Ethiopian tourism development. The first one is state branding and image building through the country's unique identifiers like the countries long lasting history to change the negative perception of the world population towards Ethiopia and by positioning image builders in different parts of the world to preach and magnify the resources and histories of the country. Certifying or awarding the visited travelers of Ethiopia to make unique and to satisfy the guests, developing activity tourism to make the tourism activity is active participatory and edutainment were also a tool to make Ethiopian tourism activity vibrant. Understanding Heritage interpretation as a changing tool of visitors' attitude, developing Halal tourism and understanding the paradigm shift from traditional marketing to internet-based marketing (e-marketing) were also very essential tools to develop Ethiopian tourism. The research finding greatly gives an implication for the transformation of tourism development in Ethiopia by developing a transformative and value adding tools. These tools will also a direct

implication for other countries and similar tourism destination of the world to develop tourism in their own territory if they will practice.

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