THE ROLE OF TOURISM SUPPORTING FACILITIES IN DETERMINING THE INFLOW OF TOURIST, IN CASE OF ETHIOPIA

Moti Tafa Negero

Salale University, Ethiopia

Abstract

Ethiopia has immense tourism potential owing to its natural, historical and cultural, but the country has poorly performing and getting lower economic from the sector and Ethiopian tourism sectorperformances have not yet been studied in details by scholars. However this paper, will identify tourism supporting facilities that determines tourist inflow to the country. Ethiopia has diversified tourism potential, on the contrary poorly performing country in terms of tourist inflows compare to African nations that have relatively less tourism factor resources. To develop the tourism industry, the most important question which is researchable is what supporting tourism facilities arethey the determines inflow of tourists.The study finding identified that the five most important determinants are: peace and stability, regional airports, international advocacy and marketing, access to tourist attractions, and hospitality service werefoster inflow of tourists in Ethiopia. Therefore, to develop the tourism potential and maximizing economic benefits and in the effort to reduce poverty and underdevelopment in Ethiopia giving attention to above aforementioned factor is highly important.

Keywords: *Tourism, inflow, stability, factors, facilities, service*

1. Research Background

Tourism become one of the top leading economic sector in the world, according to WTTC (2016) tourism sector has direct contributions to the global economy generating more than two trillion USD and create more than 100 million employment opportunity. Its impacts induced to different linked sectors are also considered, the employment opportunity can also increase to 260 million, and also the sector impact on global GDP reach up to 9%. Due to this great significance, identifying the main determinants of tourist inflows to the nations is insurmountable for any stakeholders in the sector.

This time is the eras of tourism industry which is one of the biggest business sector in the world. In 2014, about 1.7 billion tourists globally expended some US$2.535 trillion dollars. According to World Tourism Organization (WTO 2014) predicts that international tourist mobilization worldwide, by the year 2020, reach 2.6 billion persons and tourism receipts will greater than US$3 trillion. Moreover, the tourism sector has a strong direct linkage effect that benefits different service industries through maximizing business ventures and earning foreign exchange. The industry known as smokeless and has no or very less pollution produced, which is recognized as free of carbon industry.

In the recurrent time the portion of tourism „export‟ is one of the largest and covers the major portion of the GDP of many small developing countries. Therefore, the economic pressures have directed greater efforts to many developing countries in developing their tourism sector in order to maximize their economic benefits from the sector. Many studies try to identify the determinants of international tourists and the demand for tourism. Tourism is a source of income, employment, foreign currency earning, taxes and linkage with other service industry in enhancing economic benefits.

The tourism sector in its nature has strong linkage effects to other sectors also provides more than 300 million job opportunities, has reached nearly 10% of employment globally. World Bank Carbon Finance Unit (CFU) reveals tourism sector is eco-friendly compared to the others sector, and relatively has led to sustainable development in most cases and the tourism industry can drive countries economy to their „green‟ level of growth.

Increase in the numbers of tourists‟ arrival will directly correspond to disposable incomes and the experiences of the importance of leisure have increased, (Lim, 2012). World Tourism Organization (WTO) statistics reveal the increasing of international tourist arrivals between 1995 and 2015 the number of international tourist arrivals grow

from 538 million in 1995 to more than billion in 2015, representing growth of 5.7% on average in each additional year. Meanwhile, the number of World tourist mobilization has risen steadily according to the United Nations Educational, Scientific and Cultural Organization (UNESCO),

The growing trends of international tourist implies that, the direct relation effect of inflow on international tourism is proved, such inflow will lead to maximize mobilization the international tourist and consequently tourism expenditure, thereby benefiting the economies of the hosting nations through foreign currency generation.

A tourist attraction which is popular tour destinations have a priority focus on tourism-related "raw materials" or that refer to a combination of natural, cultural, and man-made elements that are closely related to the demand for tourism. These "tourist resource" by their own nature are unique to the tour destination and therefore cannot be transferred or reproduced in another location.

Therefore, in order to effectively utilize the tourism potential and let the sector contribute to alleviate poverty and led to sustainable economic development in Ethiopia, identifying tourism infrastructure resources that determines tourist inflow in the country is of great importance. Hence, this work fills this gap by using a statistical descriptive methodology to identify the major tourism infrastructures thatdetermines international tourist inflow in Ethiopia.

Research Question

This research paper will try to answer the following research questions;

1. What are the determinants of tourist in flow to Ethiopia with regard to the endowment resource of the country?
2. What are the required tourism supporting facilities in the country which can directly determine the inflow of tourist?

1.1. Statement of the Problems

Ethiopia is a land of diversified wonders, one of the ancient civilizations in the history of world, and is a country with the richest histories that is a land of contrasts and surprises of remote wild places, home to culture and considered as the origin land of mankind in which the place where early human ancestors were living.

In Ethiopia tourist facilities and service delivery are not well developed. Moreover, the existing tourist service delivery quality is very poor and unsatisfactory to international tourists. Tourism as one of the most important economic sectors and social activities of our time, the sector directly contributes 5% of the world GDP; one in every twelve jobs globally and is a major sector in foreign currency generation for many countries, both in the developing and developed world.

As studies suggests the future will have enormous opportunities for tourism to take center stage in the economic agenda, seeking recognition for its contribution to economic growth and development. It also brings potential negative impacts on host communities and the environments add challenges and responsibilities for the sector to take the lead.

Ethiopia history has back from BC which is one of the ancient country in the world, tourism potential of the country is much diversified i.e. natural attractions that include some of the highest and lowest places in Africa along with immense wild life including some endemic ones; a very old and well preserved historical traditions with fascinating steal, churches and castles to witness that, an attractive cultural diversity of about 80 nations and nationalities; anthropology and archeology findings of human ancestors and various ceremonies and rituals of the Ethiopian Orthodox Church which open a window on the authentic world of the Old Testament and also the first Muslim mosque are some among many others.

On the contrary, Ethiopia is one of the poorly performing countries in terms of international tourist inflow. Even then, with poor performance of international tourist inflow it is a major source of foreign exchange earnings in the country shows an average of 23.34% of the total export earnings in the past twenty years from 1995 to 2015 (WDI, 2017)

Even if Ethiopia has diversified tourism potential, being poorly performing country in terms of tourist inflows compare to African countries which have relative very less tourism potentials. To give emphasis on the tourism potential and developing the industry in Ethiopia, the more important question is what can be done to attract international tourists and how? The approach to analyze the supply side of tourist destination with regard to input or factor conditions, supporting facilities, destination management, international advocacy and marketing efforts, and

peace and security conditions, and others important variables are extremely differentiated to locations seek to meet the heterogeneous preference of tourists to determine the inflow under study.

Therefore, this study deal with the emphasis to develop the tourism potential and let the industry contribute in the effort to reduce poverty and to maximize the economic benefits from the sector in Ethiopia, finding the main determinants of international tourist inflows in the country is of great necessity. This paper attempts to identify the determinants in order to show the gap by describing the major determinants of tourist inflows in Ethiopia.

2. Review of Related Literature
2.1. Related and Supporting Industries

One of the   diamond pillar elementis related and supporting industries has significant role in enhancing to develop an industry in a nation. In the tourism industry the existence of efficient, rapid and preferential access to the most economical inputs, would have an advantage to create a close link between the different value chains. Competitiveness among firms in an industry can facilitate the related and supporting industry to develop more and deliver accurately.

2.2. Context for Firm Strategy and Rivalry

Firm'srivalry in the global context and also within the country becomes the natural phenomena in any nation in this competitive world. In the firms strategy it is important to consider competition which can led to innovation in an industry. The range of industries in tourism sector have their strategy in the particular context for local rivals, to use factors less efficiently a firm in a country with factor advantages tends to rely on them and, worse yet. Higher levels of advantage can be achieved by upgrading and moving towards is by the need to compete against successful rivals, and it is a major determinant of national competitive advantage. Rivalry removes out incompetent firms and keeps the firms away from relying on and forwarded the main input factor advantages. (Hoefter, 2006) according to Linde (2011), strong competition at home can also led the firms to enter in to foreign market and to expand, exposing them to new customer demands and diversified market at different places.

Justification of Using Porter Model to Analyze Determinants of Tourist Inflows

The rational to apply Porter model to analyze the determinants of international tourist inflows in Ethiopia are three basic reasons for using this framework. The first reason is that the model is internationally well recognized theory which is empirically tested, applied and got acceptance in many empirical studies by different scholars and university all around the world. Secondly, with the selected topic in the tourism industry the model allows to easily analyze a specific sector in a nation from the supply side from the perspective of the sector strategy, rivalry…to trace out valid conclusion and recommendation to the research under study. The model has been used by many scholars in their research on determinants of tourist inflow/arrivals in the tourism industry in different countries.

Thirdly, the application of this model gives new in site in which different researches that has been done on determinants of tourist inflow or arrival to Ethiopian tourism industry uses different econometrics model unlike graphical framework of the Porter diamond model in descriptive analysis.

2.3. Empirical Review on Determinants of Tourist Inflow
2.3.1. Tourism and Travel

 In human history tourism is not a new phenomenon for the past centuries. "Tourism and travel is part of the human experience for millennia" (Smith, cited in Page & Connell,). In the recurrent period tourism activities become the most common practice for leisure purposes than ever more. Therefore, studying the tourism from the supply side with regard to the determinants of tourist inflow in Ethiopian tourism industry is essential for the government and/or any stockholders to explore the potential opportunities from tourism industry through the understanding of essence of the sector that can provide for business and countries. In the recurrent period different scholars have different the definitions of tourism have varying degrees of views and the academic approach towards tourism

varying equally. Cooper & Shepherd (2007) depicted that tourism is a "multi-dimensional, multi-faceted and was hard to find a more consistent approach to define tourism activity".

The discipline of behavioral issues of human acts related to tourism sector is one of the complexities in the tourism sector, since tourism activity has direct relation to the social life of the people and the economic activities for the nation as a whole. Stakeholders of tourism have role in different ways like traveling to different places of the world for personal visit, trade and investment affairs, recreational activities, meet families, friends or relatives, business meetings, international conferences, etc. in which one can conclude that tourism is multidimensional and heterogeneous activity, thus, tourism is determined by the nature of different geographical diversity area, culture, economy, and many other factors. Koteer (2011) emphasizes on the unique nature of tourism resource, that in order to maximize international tourist inflow to the country, the tourist attraction sites must embodied with unique qualities preserved, maintained and well develop in the international standards from the insight of the tourist and their demand by enhancing setup and excellence of service.

Specifically, Koteer (2011) suggests that to progress a visitor desirability, the hosting nations must have its "own charm". The landmark of the nations in different big cities is the best tourist attraction sites like the Great Wall of China; the Statue of Liberty in New York; the Eiffel Tower

in Paris Seine, Covered Road in Japan and Korea, and the Heerstrasse Forest in Germany are perfect examples of potential tourism resource with such kinds of tourism attractions that have unique value to determine international inflow of tourist to the country. In addition to Koteer, Honey & Gilpin (2009) concurred that inimitability and appeal are significant aspects in tourism, apart from this main factors there are extra elements that affect desirability of tourist inflow in host country.

To determine the inflow of international tourist it depends on the awareness and efforts of both the international tourists and local peoples", to raise the knowhow in regards to tourism and, sustainability, comprise locals on management, values, tradition, and culture preservation and maintenance of natural landscape in the destinations country. Different research study highlighted the destination of tourists' satisfaction factors affecting the quality of products and service. The level of satisfaction by the demanders" especially international tourists has the direct impact to maximize the percentage of inflow to return to the original destination, and the hospitality service, quality administration; risk controlling to ensure service excellence should be excel.

2.3.2. Factors Influencing Tourism

As economic tourism suggests factors that influencing tourism can be seen in the broad two general categories: affluence and mobility as can be discuses here under:

Affluence: means to imply the part of the inhabitants that is relishing a good standard of living in a nation. Such conditions happen as a outcome of an increase economic welfare in both the real and reusable revenue of the inhabitants.

Mobility: defines as the movement of the inhabitants" ability to move from one place to another for more than 24 hrs. Effective and efficient mobility depends on the infrastructure of society. Likewise, the advancement and improvement of transportation has increased the mobility of individuals in a society. With the technological advancement and huge network of large-scale transportation means will dramatically increase mobility.

This has a direct effect in the tourism business like motels, hotels, restaurant, and other type of support services. Moreover, other transportation means, such as air travel, can expand tourist endpoints beyond the constituency.

Tourism development to tourist inflow: Developing a justifiable tourist industry in any nation is perplexing and costly. Since Ethiopia is a developing country, tourist inflow challenges are principally difficult, some are highlighted as follows:

Lower level of institutional practices: The tourism development in Ethiopia is subjugated by the small-medium enterprise, which has weak administrative structure and practices. Furthermore, these creativities have low financial competence and insufficient information regarding environmental safety and maintenance. This is an autonomous group of firms with a variety of needs and corresponding effects on the industry.

Tourism Demand: the shifting needs of the consumers and also change in the willingness influences factors in how and what the suppliers' delivers. Preference of tourist in the destination country is important to understand the factors determining the international tourists' inflow and find out the demands of international tourists. Tourism demand can easily be calculated by computing the number of tourists" arrival per year for different purpose.

Moreover, it is important to find out the purpose tripe and type of people wants to tourism to a certain purpose and the numbers of international tourists demand in the hosting nations.

The demand for the tourism in a specific country that can determine international tourist inflow to the country specific to Ethiopian tourism industry will be the focus area to be analyzed. The most important thing is to get an idea to comprehend the sort of tourism demand.

Scholars identified tourism demand into three basic categories which are Effective or actual demand, Suppliers demand, and No demand. The actual number of total tourist in the tourism industry those who are travelling regularly. Supplier demand is a definite section of the specific population who normally does not tourism for some reason, and also segmented in to potential and the differed demand and no demand is the proportion of the specific group of people that does not participate in tourism.

2.4. Factors Affecting Travel and Tourism (Tourist mobilization)

As world tourism organization (WTO) defines," it is the act of people travelling from one place to another place and staying in some destination place for the purpose of leisure, business and other purposes not more than one consecutive year outside their origin country". The word, "staying" suggests that the tourists staying at least one-night.

Above all, international tourists are the major actors of tourism sector of worldwide that can have the greater portion of stakes in most of the country in the world. The united nation world tourism organization recognizes the industry economically as the fast growing sector. Now a day the sector is the source of large foreign currency for the most of the country in the world. Moreover, other benefits of employment, and the linkage effect to others service industry like transportation, culture and tradition conservation, construction, catering and other hospitality service (Oliani et al., 2011).

Tourism can be considered as the backbone of the economy to the most developing countries, and it can also one of the means to bring economic prospects to resident societies. Influences that can upset the travel and tourism sector differ from country to country but some of the mutual influences discuss below.

Technology: advancement in technology can have excessive effect on the tourism sector. Currently, the expansion of travel and tourism has improved with the newel invented technology which reflects the significant international tourist inflow. Moreover, increasing network advancement in technology of the digital system, e-commerce and the transportation system has direct influence on the tourism industry.

New technology of digital booking of transportation systems and developments in aircraft design are rapidly opening up in the extensive distance endpoints. Passenger which is related to the inflow of international tourists significantly increase by the advancement of technology in the entire trip all over the world and the tour and travel industry. The era of internet has been advanced tools of the new change in the tourism industry.

Culture and environment: It is doubtless that traditional factors and ecological factors influence the travel and tourism business. In the 1980"s a greater environmental awareness, so-called 'green issues' brought important impression on the improvement of tourism industry (Coban, 2012).

Political: Security issues during travel are a thoughtful concern to international tourists. The political has a huge influence on the business. The government should facilities for tourist to travel safely within the country to the tour attraction sites (Coban, 2012).

Destination: Tourists can have preferences related to the destination. Tourist attraction sites depending on their choice can have different number of visitors. Operators destination management and the hospitality service greatly impact on the inflow if international tourists. For example, categorizing the tourist such as business clients, independent explorers, package vacationers they will be considering for some quite place (Coban, 2012).

Skilled human resources: It is easy to enter into the tourist sector even by the local communities, but the long-term achievement depends on customer satisfaction on the hospitality service as well as the tourist potential resources and facilities in the destination. Mostly there are problems in the tourism sector that resident communities with lack of the elementary skills to appropriately work and serve both domestic, and particularly, international tourists. There some very few number of tourism training hubs in Ethiopian which reflects the poor quality in applied field when allocating with international or overseas tourist. Low quality and fewer education centers, with the combination of

insufficient trainers, textbooks, curriculum, and training material used in the programs shows problematic to get skilled or somehow trained manpower in the industry. Moreover, for those having some training tour companies claimed that tourism graduates are equipped with the skills and knowledge, however, the basic knowhow on history and cultural places, hospitality skills and poor language skills are not well equipped.

The trend shows international tourist inflow in Ethiopia increase from different parts of the world from Latin speakers, Japan, Chinese, and Korea … has the result in increased the demand for professional or well-trained guides able to communicate with those different languages. However, the local skilled labor cannot satisfy this demand companies must often employ from outside the industry, which leads to persons that can speak another language but absence the good exercise.

Participation of local communities: Most tourist attraction sites are located in different locality of the destination country. However, local communities and their leaders are rarely involved in the tourism practices and potential tourism resources can be developed and maintained. Participation of local communities that are found in different regional tourist attraction sites would enhance their access to supportable tourism development projects and in the process of policy preparation.

Notwithstanding that, resident communities observation "from the point of a tourism resource development and institutional practices and adverse social activities, access to the local economy could be a loss (Lipscombe&Thwaites, 2013). The major drawback of development of sustainable tourism in Ethiopia is related to the insufficient communication and cooperation between the various government authorities, particularly in tourism planning, marketing and promotion of tourism in developing policies for the central government.

Poor infrastructure: Infrastructure is pivotal for the development of tourism industry; In Ethiopian public infrastructure is very poor and also a major barrier for the development of tourism domestically. The inland transportation system within Ethiopia is plagued with serious problems this including traffic, potholes, efficient pathways between major cities, and unsafe driving. The tourism image of the country can easily been affect and have a negative experience. Serirat (2010) stated that poor transportation networks and facilities in the country are barriers to travel by international tourists.

Furthermore, Ethiopia lacks essential a national tourism promotion strategy, in conjunction with a poor infrastructure; therefore, Ethiopia is losing visitors to tourist inflow from all over the world compared to those African countries like Egypt, Kenya, Morocco, Botswana that have more advance facilities for the tourist. Ethiopia must develop a strategy to understand the demand of tourist and the competition, since this industry is important to growth and business.

The lack of diversified and sustainable tourism product: Tourism potential, the emphasis on development and target markets as a result of that country's advertising effort became an important source of income, and international networks to promote the image of Ethiopian tourism where there are many articles have appeared in national newspapers in Ethiopia, news, and at the same time improve the quality of the tourism products and services.

There is a very low concentration given on to the fundamental diversifications of the requirement of tourism packaging does not meet the requirement of domestic international tourist (Marin &Taberner, 2008). It seems that the increase in high-rise hotel buildings can be considered as the development stage of the tourism sector in Ethiopia.

Thus, Marin et al. (2008) suggested that a focus on improving the living standards (i.e. hotels) can be a diversion from the natural attractions a country can offer. Equally, planning and developing natural resources to deal with the increase in the number of tourist inflow and the building of international hotel chain's, should be carefully integrated (Marin et al., 2008).

Service quality: According to Brogowicz, Delene&Lyth (1990), service quality it is activities and the results of which a particular party (the seller for example) can offer to the other party (the buyer). Thus, customers" needs and expectations created by the sort of imperceptible value that can offer the process, and the way to achieve a definite task. Degree of Characteristic required meeting a set of quality standards means of class is the estimated charge and the superiority of care for their achievement. In general, high-class hotel delivers top quality hospitality service with the most inclusive quality, and offers the maximum value of products and services. On the other hand, services are inadequate to less luxurious goods for economy class hotel.

Infrastructure facilities: The system of accommodation that comprises with the benefits from different services like banqueting, entertainment, refreshment, shopping, sports, therapy, communication and cultural exchange (Tribe et al., 1998) has been encompassed in order to come across the needs of tourist.

Natural Conditions-Natural resources: This Natural Resource that are potential to attract international tourists occur within the nation and offer the natural situation and human standards which are constructed, reconditioned, conserved, protected, delivered to the visitors for example, aquatic, weather, biology, mineral and others. They are a appreciated source that can attract global tourists in which people can abuse process and use for their welfares.

Tourism environment: It comprises of major categories of natural factors, cultural factors, man- made artificial factors, which have a close association with each other; this is also utilized by persons".

2.5. Tourism in Ethiopia

Ethiopia is a land of surprise, one of the ancient civilizations in the history of world, and is a country with the richest histories that is a land of distinctions and wonders of isolated wild places, home to culture and considered as the origin land of mankind in which the place where early human ancestors were living.

Tourism brings clear economic welfares, with the two most significant being the generation of foreign exchange and the formation of employments opportunities. Ethiopia is no special in this respect. However, although the country is endowed with many natural and historical touristic attractions, proper utilization and administration has not been effected. Some of the reasons include the lack of integrated policy, trained manpower and financial resources (Cramer et al, 2004). The sector has enjoyed favorable environment during the imperial period, but it has deteriorated after the Derge regime has come to power. Although, there was favorable policy framework during the Derge regime to attract international tourists, the ideology was an obstacle to attract tourists to the country.

To improve the tourism prospective and let it contribute in the exertion to lessen poverty and under development in Ethiopia, finding the core determinants of tourist inflows in the country is of great requirement. Ethiopia has diversified tourism potential on the other hand it is one of the out of sorts performing country in terms of tourist inflows compare to African countries which have relative less tourism potentials. To improve the tourism business, the more imperative question is what can be done to attract international tourists and how? The approach to analyze the supply side of tourist destination with regard to resource endowment, supporting facilities, operators destination management , national advocacy and marketing efforts, and situational stability conditions are enormously differentiated to locations seek to meet the varied preference of tourists to determine the inflow under study.

Therefore, to improve the tourism potential and let it subsidize in the effort to decrease poverty and underdevelopment in Ethiopia, identifying the main determinants of tourist inflows to the country is of prodigious requirement. In contrast, Ethiopia is one of the below par performing nations in terms of tourist inflows. For example, the total number of tourist arrivals in Ethiopia in 2016 is 1,090,000 which are more than five times smaller than the number in Botswana, 5,644,000 that have minimum tourism attraction potential relatively compared to Ethiopia (WDI, 2017). Even then, it is a main source of foreign exchange incomes in the country on average 23.34% of the total export earnings from 1995 to 2016 (WDI, 2017).

Overall, tourism has grown by 12.5% and 17.9% for the last 17 years in relation to the number of inflows and the foreign exchange earnings from travel respectively. After mid-2002, both of these indicators surged scoring 17.3% and 37.3% growth rates. Regardless of its positive endowments and good growth in tourism over the past fifteen years, it remains true that Ethiopia's tourism potential is underutilized and underdeveloped.

More than 31% of Ethiopia's tourism arrivals come from Africa. The other share of 26% of the total tourism arrivals come from Europe. America, Middle East and Asia contribute 15.4%, 12% and 6%, respectively.

Even though the prominence of tourism in the Ethiopian economy is widely recognized, little attention has been given to explain systematically its determinants. Pragmatic studies in explaining the international demand for tourism in Ethiopia are limited. The economic magnitudes of tourism to Ethiopia and specifically the determinants of the demand for Ethiopia as a tourist endpoint are not well captured in the economic study collected works.

2.5.1. The Current Tourism Supply in Ethiopia

It is widely recognized that Ethiopia owns remarkable tourism potential in its distinctive and largely unexplored cultural, historical, archaeological and natural resources. Those possessions are crucial to fascinate tourists and are the foundation on which to build a strong tourism industry. With its 3,000 years of ancient history and more than 80

ethnic communities each with their own distinct languages, cultures and traditions, Ethiopia stands out as an exceptional country in Africa. Some of the country's tourism resources and products are discussed below.

2.5.2. World Heritage Sites

UNESCO has recognized the uniqueness of Ethiopian heritage and the country is currently endowed to nine World Heritage resources i.e. eight cultural and one natural. Konso Cultural Landscape ,HararJugol, the Fortified Historic Town ,Aksum,Lower Valley of the Awash Afar Region ,Lower Valley of the Omo, Tiya,FasilGhebbi, Rock-Hewn Churches of Lalibela and Simien Mountains National Park

2.5.3. Wildlife and Protected Areas

Ethiopia's exceptional geological history and varied topography and environment have made it known to the world as one of the few countries in Africa that waterfront diverse biological wealth with actual and potential ecological, economic and cultural values of both local and global position. The country uses protected areas as part of its biological properties maintainable and wise utilization mechanisms and the main types of these endangered areas include National Parks, Wildlife Reserve, Sanctuary, Controlled Hunting Areas and Community Based Wildlife Conservation Areas. Currently, there are sixty-six recognized wildlife secure areas in the nation, of which twelve national parks and two wildlife reservations are managed by the Ethiopian Wildlife Conservation Authority (EWCA) at the federal level and the remaining Wildlife Protected Areas are protected by the respective regional states of the country.

Ethiopia's Flora and fauna Protected Areas" and natural ecosystems harbor diverse mammalian, avian and other species which are prospective for nature based tourism improvement. So far 287 species of mammals (31 endemic) have been recorded in the country. These are rare or endangered larger endemic mammal species/subspecies namely known as the Ethiopian wolf, walia ibex, gelada monkey, mountain nyala, Swayne"s hartebeest, Menilik"s bushbuck, bale monkey and Starck"s hare. Other animals, which are endangered locally and globally, include Burchell"s zebra, Grevy"s zebra, wild ass, hippopotamus, African elephants, buffalo, oryx, different species of gazelle, giraffe, and cheetah, leopard, lion, wild dog, Nile crocodiles etc.

There are 862 species of birds. Ethiopia is the second country in Africa with the highest number of endemic birds; there are 17 in total. There are 34 Important Bird Areas (IBAs) identified as conservation hotspots that harbor diverse common, endemic, vulnerable, endangered and globally susceptible species of birds. There are also 201 species of reptiles (14 endemic); 63 species of amphibians (30 endemic) and 150 species of fish (40 endemic) in the country. The wild animals (mammals, birds, amphibians, reptiles, fishes and insects) are mainly restricted in the wildlife threatened areas of the nation and deserve resilient attention for maintenance and tourism product improvement. Wildlife Protected Areas of the country have pronounced potential for nature based tourism improvement. Some of them have already been included in the tour bundles of many inbound tour operators. They are also visited by many incoming international tourists. These include the Simien Mountains, Awash, Bale Mountains, Nechisar and Mago National Parks and SenkelleSwayne"s Hartebeest Sanctuary and Guassa and AbunaYoseph Community Conservation Areas. There are also 21 Wildlife Controlled Hunting Areas that attract some of the world"s richest sport hunters and professionals. Although these Wildlife Protected Areas are known for their beautiful landscapes, unique ecosystems and associated precious wild animals, only 15 national parks and 1 sanctuary are legally gazetted, both at national and region level. The remaining conservation areas are still designated. Apart from lack of legal boundary, most of the protected areas (except Bale and Simien National Parks) do not have a proper management plan, which is a precondition to running effective conservation practices and sustainable tourism development.

Owing to these basic conditions now, many of the national parks of Ethiopia lack proper tourism services and facilities which are important to satisfy the needs of tourists and enhance tourist experience. Furthermore, the state of many of the protected areas is under greater conservational problems including extensive incursions by livestock and people and the associated impacts like degradation and loss of natural habitats.

2.6. Economic Contribution of Travel and Tourism in Ethiopia

Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. The UN Statistics Division-approved Tourism Satellite Accounting methodology (TSA 2008) quantifies only the direct contribution of Travel & Tourism. But WTTC recognizes that Travel & Tourism's total contribution is much greater, and aims to capture its indirect and induced impacts through its annual research.

2.6.1. Contribution to GDP

The direct contribution of Travel & Tourism to Ethiopia GDP in 2016 was ETB 3.476.2mn (2.2% of GDP). This is forecast to rise by 8.9% to ETB 33.181.3mn in 2017. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). The direct contribution of Travel & Tourism to GDP is expected to grow by 6.4% per annum to ETB 61.526.9mn (2.2% of GDP) by 2027.

The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, was ETB78.676.4mn in 2016 (5.7% of GDP) and is expected to grow by 7.1% to ETB 84.297.4mn (5.7% of GDP) in 2017. It is forecast to rise by 6.5% to ETB158.300.00 million by 2027 it contributes (5.8% of GDP (WTTC 2017)

2.6.2. Contribution to Employment

Travel & Tourism in Ethiopia generated 466,000 jobs directly in 2016 (1.9% of total employment) and this is forecast to grow by 4.7% in 2017 to 488,000 (1.9% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists. By 2027, Travel & Tourism will account for 657,000 jobs directly, an increase of 3.0% per annum over the next ten years.

3. Methodology

Descriptive research design has been used in this study complement with primary and secondary data. The approaches used in this research are mixed research approach which makes the use of both quantitative and qualitative descriptive methods. The study conducted toidentify the role of tourism facility indetermining tourisminflow in Ethiopian. For quantitative data collection questionnairewas used. Qualitative method applied to describe and analyze the information obtained through the primary source from different stakeholders in the tourism industry.

Thetarget populations for the study are; stakeholders in the sector that are involved in the tourism and travel interrelated business in the government and non-government sectors. The population would be very wide if has been measured all participants in the tourism business and clusters that are appealing or servicing international tourism in Ethiopia. Thus study would include stakeholders: such as ministry of Federal and regional states culture and tourism bureau, private tour & travel operating companies, tourist standard international star hotels, and airlines ticket offices; also the study covers individuals of international tourists purposively and atotal 180 respondents were selected as representative from all category of the stakeholders.

Data processing and analysis descriptive statistical analysis part has been analyzed through mean, standard deviation and sample size for both dependent and independent variables.

4. Result and Discussion

In this section the collected data is analyzed, describe and discusses on the findings, and presents the outcomes of the study. The analyses are based on one offour pillars of the Porter Diamond model related and Supporting industries that determine tourism inflows.

4.1. Factor (Input) Conditions

Factor conditions considered the first pillar in the model that are basic inputs resources like specialized labor, know-how that are advanced and necessary to compete in an industry. This conditions Michael Porter observed into two ways that endowed or inherited and the second created categories. Peace and security has often been considered as one of the negative factors in the business environment in Ethiopia. Various respondents valued peace and security in its high levels of importance as shown in Table 5.1 below.

Table 4.1 Peace & Security

Level	No.of Respondents	%	Mean	Standard Deviation
Most important	98	84.2	4.769	0.706.
Very Important	16	13.3		
Moderately Important	0	0		
Less Important	0	0		
Not Important	3	2.6		
Total	117			

Source: Survey 2019

Most of the respondents consider peace and security valued as either most or very important value. 84.2 % of the total respondents consider peace and security as most important, and 13 % consider as very important. Moreover, it has the highest value of mean 4.769 and standard deviation of 0.706. This ranks peace and security as the most important factor in the whole study Source: Survey
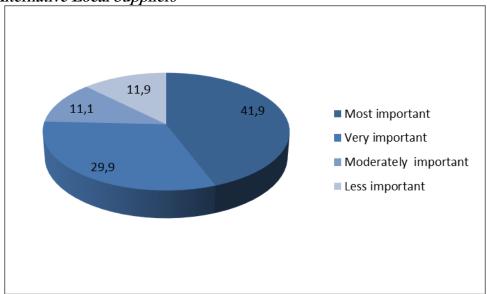
4.2. Alternative Local Suppliers

Figure 4. 1 Alternative Local Supplier

Source: Survey 2019

The one pillar of the model is related and supporting industries, In this respect; participants were required to value the importance of the alternative local suppliers with regard to attracting international tourists; as the results are presented in fig 5.1, 41.9 % valued by the respondents as most important, 29.9 % as very important, 11.1 % moderately important and 11.9 % as less important. Moreover, it has the mean value of 3.897 and standard deviation of 1.231
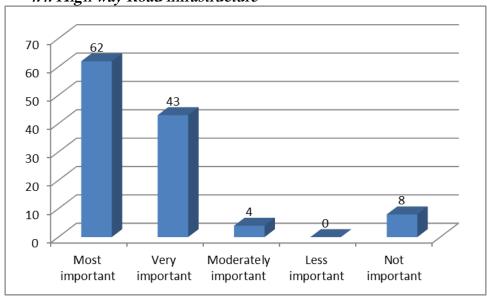
4.3. The Importance of Skilled Man Power

The quantity skilled man power is important for any sector industry. Respondents were required to express their attitude towards the importance of skilled man power and the responses are as presented in Table 5.2.

Level	No.of Respondents	%	Mean	Standard Deviation
Most important	34	28.8	3.949	0.887
Very Important	52	45.6		
Moderately Important	22	19.9		
Less Important	9	7.7		
Not Important	0	0		
Total	117	100		

Source: Survey 2019

In any industry the importance of skilled man power is not doubtable, tourism industry is very much reliant on human resources; the result has the mean value of 3.949 and standard deviation of 0.887. As seen above, 28.8% and 45.6 % of the respondents perceive skilled man power as most and very important, respectively.

4.4. High way Road infrastructure

In Ethiopia most tourist attraction resources are found in different regional geographical locations. The need for communication infrastructure is insurmountable. High way road infrastructures as shown in fig 5.2 responded 53 % as most important and 36.7 % as very important.

As the result shows high way roads are basic factor or input conditions for tourism industry in Ethiopia, there are some geographical areas that depend on high way roads to travel the tourists to the natural attractions that are every so often placed in out-of-the-way places

Table 4.3 Rail way Access

Level	No.of Respondents	%	Mean	Standard Deviation
Most important	15	12.8	2.667	1.383.
Very Important	20	17.1		
Moderately Important	20	17.1		
Less Important	31	26.5		
Not Important	31	26.5		
Total	117	100		

Source: Survey 2019

Rail way access is not important according to the response rated of 26.5 %, and also an equal percentage considered less important. This due to the fact that rail way network need huge investments which is not feasible, not convenient with the topographic nature of the country and not many people depend on it for the traveling. As the result shows it has the mean value of 2.667 and standard deviation of 1.383. On the contrary the rail way structure should not be overlooked; rather the government system should give it more consideration so that it may also contribute to the attractiveness of tourism business in providing efficient service and to attract more international tourist inflow to the country

Table 4.4 Regional Museums

Level	No.of Respondents	%	Mean	Standard Deviation
Most important	50	42.7	4.051	1.025.
Very Important	34	29		
Moderately Important	22	18.8		
Less Important	11	9.5		
Not Important	0	0		
Total	117	100		

Source: Survey 2019

43.6 % of the responded consider regional museums as most important factor condition while, 28.2% consider it as very important, 17.9% consider regional museums as moderately important 10.3 % consider it less important and it has the mean value of 4.051 and standard deviation of 1.025.

Majority of the respondents consider airports as most important which is 75.2 % of them, 18.8% as very important, and it has the mean value of 4.615 and standard deviation of 0.782, as shown in Table 5.4. This result implies the fact that most tourist inflow depends on the air travel to the regions.

Table 4.5 Regional Airports

Level	No.of Respondents	%	Mean	Standard Deviation
Most important	88	75.2	4.231	0.667
Very Important	22	18.8		
Moderately Important	4	3.4		
Less Important	3	2.6		
Not Important	0	0		
Total	117	100		

Source: Survey 2019

As the table 5.5 shows the importance of regional airports are most important factor condition, such kind of infrastructure need government investment and interventions, this is common in most developing countries like the case of Ethiopia. Due to the facts which relate the role of government is vital in persuading how the features are organized either positively or negatively. The respondents" considerations to value the federal and regional governmental network importance rate are shown in Table 5.8. It has the mean value of 4.231 and standard deviation of 0.667

4.6. Access to Tourist Attractions Sites

Tourist attractions sites are very wide and diversified in Ethiopia. The country is well gifted with natural fascinations, which make the tourism business to thrive. As computed it has the mean value of 4.615 and standard deviation of 0.935. The result shows 77.8 % rated this factor as most important, 18.8 % indicated very important, only an insignificant number of 4 respondents considered as not important. Table 5.6 below shows the responses rate on the importance of tourist attractions sites.

Table 4.6 Access to Tourist Attractions Sites

Level	No.of Respondents	%	Mean	Standard Deviation
Most important	91	77.8	4.615	0.935
Very Important	22	18.8		
Moderately Important	0	0		
Less Important	0	0		
Not Important	4	3.4		
Total	117	100		

Source: Survey 2019

Table4.7. Factors Ranking in Importance

Factor	Mean Values	Percentage
Peace and Security	4.77	95.4%
Skilled Man power	4.15	82.9%
Capital Investments	4.1	82.1%
High way Roads	4.28	85.6%
Rail way Access	2.66	53.3%
Regional Museums	4.05	81.0%
Regional Airports	4.62	92.3%
Federal and Regional Administrative	4.23	84.6%
Cyber technology	4.31	86.2%
Science and Technology Infrastructure	3.41	68.2%
Tourist attractions sites	4.62	92.3%

4.7. Factors Ranking in Importance

As depicted in section 5.5, the results are converted into mean values in which the highest rate would have value of 5.0 points to the percentage of 100. The corresponding results from each index prorated to obtain the value arranged in descending order. As an example a mean value of 5 to an index value of 5/5 * 100 = 100% the results are presented in table 5.24 below.

Peace and security, advocacy and marketing, regional airports, tourist attractions sites and tourist service pricing, are the highest valued important factors. The presence of tourism attraction package, inland tourists demand, science and technology infrastructure, rivalry in business and rail way access are at the least valued importance. It is not good that poorly to generalize that the factors that are valued high are more important than least valued, rather all tourism industry stakeholders is required to ensure that all factors contribute to maximize tourism attractiveness to ensure the inflow of international tourists to the country. Peace and security valued most important mean that it is an attitude towards the stakeholders and that some more needs to be done about the inflow of international tourists. In the same regards, rail way access is considered least, it would not mean lack of concern by the stakeholders on the rail way access. Well networked rail ways access may actually enhance the inflow of international tourists contribute the reduction of transport cost, and alternative to have ease movement from place to place.

The determinants of international tourists" inflow results are analyzed by the porter diamond model based on the four pillars. The input group represents factors, which attract tourism. Supporting factors related to the facts in the industry for a strong tourism sector. Unfavorable Impacts or Influences are identified as qualifying determinants, and ability to shape and influence the inflow of international tourists to the country. Descending Order in the form of index in the table 5.24 is presented

5. Conclusion

As it has been deliberated in the preceding chapter, the outcomes and the analysis forward us to rank the critical determinants that could be one of the many others foundation in creating a sustainable international tourist inflow to Ethiopia from the viewpoint of the tourism sector stakeholders in the country. Despite this does not mean that customers or the tourists themselves remark as the precarious determinants for the inflow due to the fact that the analysis is made on the four pillars of Porters Diamond model of Determinants of National Advantage. The overall study has prioritized and come to conclusion that the five most important determinants are Peace and Security, International Advocacy and Marketing, Regional Airports, Tourists Attractions Sites, and Tourism Service pricing are identified for inflow of tourists in Ethiopia. Factors like inland tourists demand, science and technology infrastructure, rivalry in business, and rail ways access valued least importance.

The analysis made based on the respondents attitude towards the questioners specific to the factors given most importance or to other extremes of not important that should be given to the stakeholders considerations. The response to each variables context, for the case of rail way access majority of the respondents do not consider rail way as important. One can infer the specific case to the county topology related to the use of supplementary alternatives means of traveling which are by road and air. To this consideration the respondents valued high way roads infrastructure and regional airports one of the top 10 determinant factors.

Peace and security in the host country of tourism industry consider critical determinant of international tourists" inflow to the country. Safety is the basic elements of international tourists most traits are like political instability/unrest, ethnic conflicts, terrorist acts, crime, and other related safety issues that can be considered. The peace and security had devastating effects on Ethiopia tourism following the ethnic clashes, regional political instability in the past more than two decades. In addition to the internal cases international terrorist attack in the capital city of Addis Ababa at different star hotels and other parts of the country create negative effect towards the sector. Due to these disasters impact the tourism industry in the country face problem to the extent closing of some hotels and service delivery business entities that led to loss of many jobs and the socio-economic impacts are extended. The major determinant of Ethiopia tourism industry is its tourist attractions sites, which valued among the top five factors. Concerning product pricing, the monetary cost of tourism involvement impact travel decision, therefore providing importance for currency is one of the crucial challenges facing the tourism business.

Ethiopia's global ranking by WTTC is 49 generally, and it is significant that the tourism business providers recognize natural recourses or attractions are important factor in the industry. Regarding infrastructure, Ethiopia scores poorly in a global perspective, i.e. 114, WTTC ranking. This worth thoughtful measures should be put in place to develop on this position. The participants do not identify technology as precarious to their determinants of international tourist inflow although globally, the nation positions on 134 ranking. What it means is that not much consideration is given in the area, which covers issues of technological advancement, such internet, telephone network which in a global environment are crucial in improving the country's international tourist inflow position. Stakeholders of the industry in the country should apply technological advanced system and create more awareness to all players to develop and improve the competitiveness to be the most destination nation for international tourists.

However, in Ethiopia the competitive (micro) environment which in the model consists of level of rivalry, the access of capable locally based suppliers and firms" associated fields, development of strategy, are not considered highly by the respondents, separately from the last player which is measured moderately important. As a final point, in order to grow and improve the tourism business in a sustainable manner it needs to pinpoint critical success aspects and find techniques of integrating them through the policy making process at the government level.

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