UNCTAD
Single-year Expert Meeting on
Tourism’s Contribution to Sustainable Development


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Ethiopia’s tourism: Looking into the future

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Ethiopia's tourism: Looking in to the future

Ministry of Culture and Tourism
March, 2013
I. General Information
Official name: Federal Democratic Republic of Ethiopia

Location: North Eastern Africa

Area: 1.11 million square Km.

Major religions: Christianity, Islam and few other faiths

Population: 86 million of 80 nations, nationalities and people
II. Historical hard facts

- Draught
- Famine (example in Oxford dictionary)
- Civil war
- Political instability
- Very poor infrastructure
- Deep rooted poverty
- HIV Aids
III. Current hard facts

- No report of famine since 2006.
- Crime rate - near to zero
- Is now one of the safest nations in Africa
  - Global political instability index ranks it as moderate risk nation (Economic Intelligence Unit, 2010)
- Well controlled HIV contraction
- Effective poverty alleviation strategies
- Rapidly improving infrastructure
IV. Tourism in Ethiopia (current scenario)

- **Arrival**
  - 2000: 100,000
  - 2010: 450,000

- **Receipt**
  - 2000: 50,000,000
  - 2010: 400,000,000
Hotels, resorts, restaurants and tour operators

- Hotels ranging from basic to star rated are nearly 500
- Internationl Chain Hotels 6
- resorts 7
- ecolodges 4
- Restaurants 100
- tour operators 313
Rooms 293
Beds 369
Rooms 204
Beds 235
V. Tourism as an economic driver

- Contribution to total export national earnings 18% in 2009.
- Its contribution to the GDP has reached 1.25% with the annual average growth of 7.5%
Sectorial comparison of Urban employment - 2011
Vision for National Tourism

To be one of the top 5 tourist destinations in Africa in 2020.
VI. Opportunities and Challenges

Opportunities

- World class national carrier (which is a member of Star Alliance)
- Cheap, abundant and trainable manpower
- Huge potential for conference tourism
  - The presence of UNECA, AU and other regional and international organizations.
  - Increasing interest for regional integration
  - Regional market potential (the growing in number of African middle class)
Challenges

- strong competition at a global and regional level
- rise of fuel price
- lack of trained manpower
- better political commitment but there is lack of focus
- most of the well-promoted attractions are owned by the church
VII. Comparative advantages

- Is a one stop tourist destination
- Nature based tourism in natural heritage Global ranking 37 (WEF, 2011)
- History and Culture in terms of cultural heritage globally ranked 38th
- Adventure
- Cultural Saffari
Untapped nature based tourism potential (eco tourism potential)

- 20 national parks
- 4 wildlife sanctuaries
- 18 controlled hunting areas
- 2 pilot projects community conservation areas
Geografical location (proximity and equ distance)
Emerging exotic destination
9 world heritage sites
VIII. Investment opportunities in tourism

* Star rated hotels
* Eco lodge
* Resorts
* Theme parks
* Catering and tourism training institutions
* Specialised restaurants
* Tourist standard transportation service
* Cinema, theatre and concert halls
* Souvenir shops
* Amusement parks
A shift from business as usual to business unusual

Formulation and implementation of National Tourism Development Policy (operational since 2009.)

- Guiding the tourism Industry in a broad based direction
- Developing the existing and new products in variety, scale and quality
- Expansion of infrastructure and tourist facilities essential for tourism development
- Undertaking promotional work through the creation of strong market ties in order to become competitive on international market
- Strengthening collaboration among stakeholders
- Overcoming the serious capacity limitations observed on the ground.
Destination development through WB projects

developing marketing strategy and national tourism brand

Developing criterias for standardization and accreditation of Hotels

empower SMEs to be able to supply the industry

strengthening PPP and intersectoral linkage.

- a quarterly Public Private dialogue
- Inter sectoral committee for tourism promotion
Encourage FDI to be effected through partnership with local Investors.

Developed a guideline for Community based tourism.

The establishment of National Tourism Authority in charge of product development and marketing.

Developing national tourism master plan with the help of UNECA.
Top Attractions (nature)
Coffee tourism (route to a mother tree)
Traditional coffee ceremony
Top attractions (History)

Stelae park in Axum

Weigh 400 tone
Height 23 m
Top attractions (Festivals)
Wild life
Conference facilities
the People
Thank you!!!!!!!!!!!!