

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

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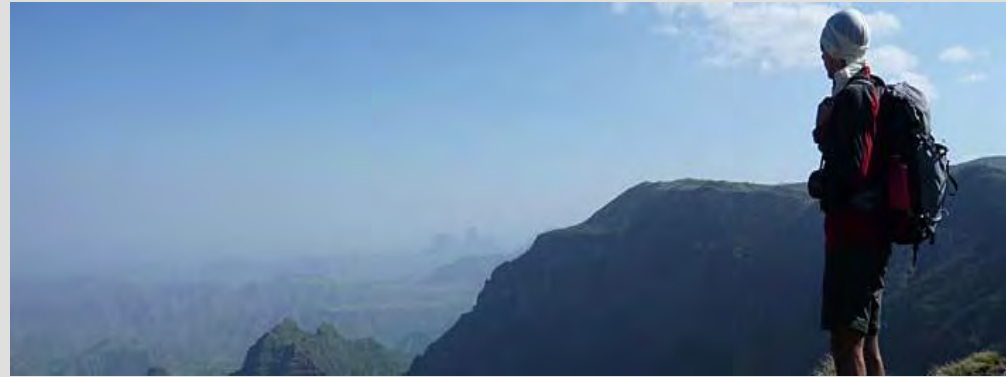
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Ethiopia's tourism: Looking into the future

The views expressed are those of the author and do not necessarily reflect the views of UNCTAD

Ethiopia's tourism:

Looking in to the future



Ministry of Culture and Tourism

March, 2013

I. General Information



Cont.

- ☛ 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 dictionry)

Civil war

Political instability

very poor infrastructure

deep rooted poverty

HIV Aids

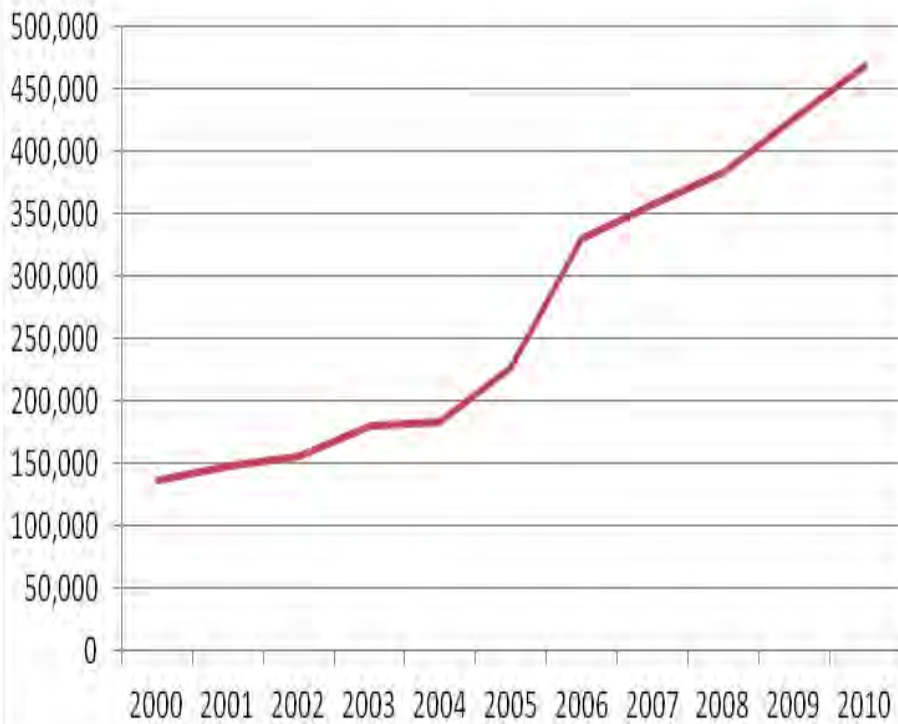
III. Current hard facts

- ⌘ **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**
- ⌘ **Rapidely improving infrastructure**

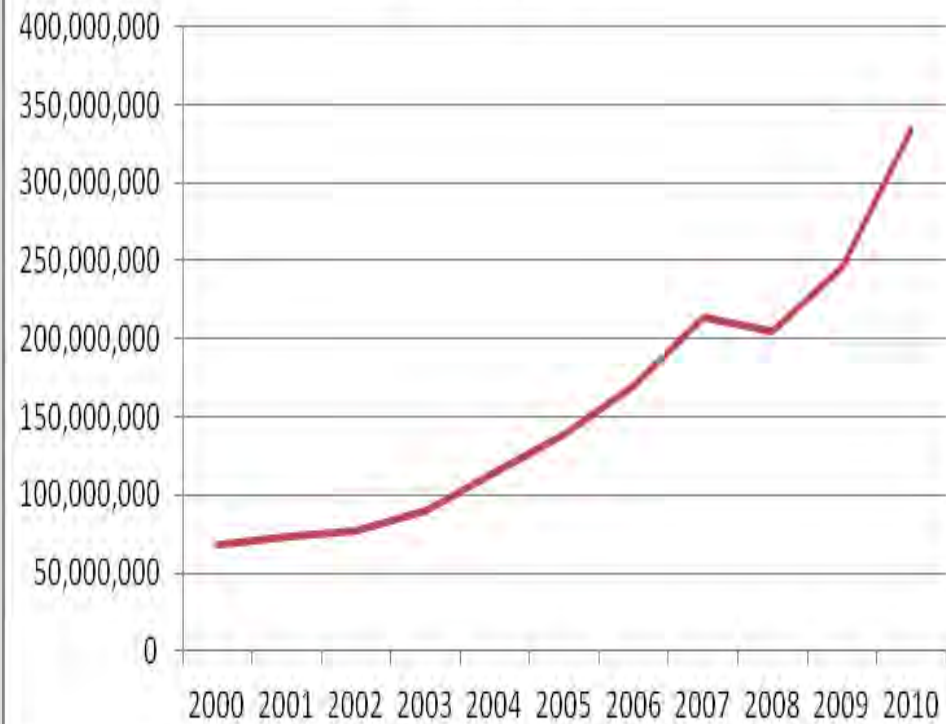


IV. Tourism in Ethiopia (current scenario)

Arrival



Receipt



Hotels ,resorts , restaurants and tour operators

- ❖ Hotels ranging from basic to star rated are nearely 500
- ❖ Internationl Chain Hotels 6
- ❖ resorts 7
- ❖ ecolodges 4
- ❖ Restaurants 100
- ❖ tour operators 313





Rooms 293

Beds 369



Rooms 204
Beds 235



Rooms 350

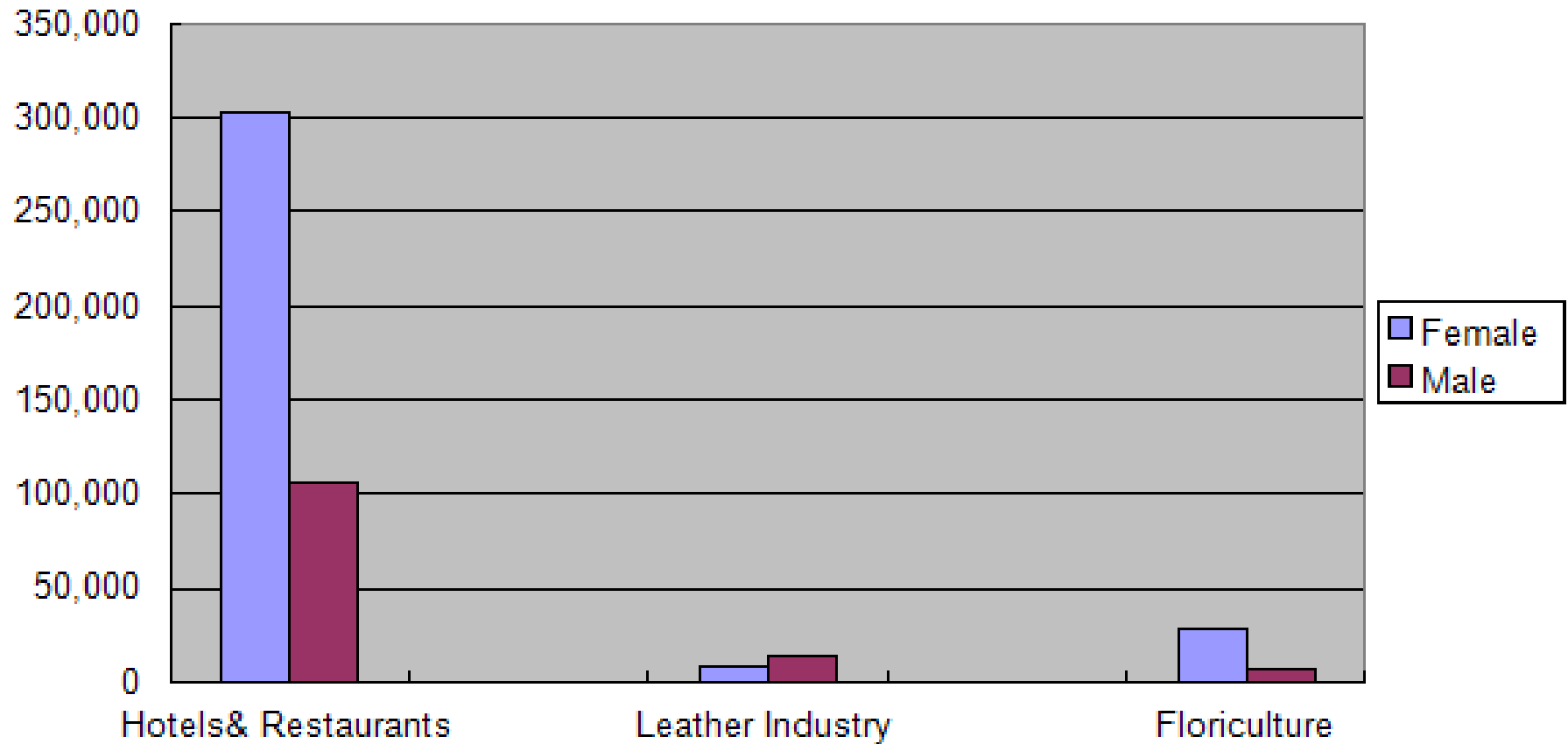
Beds 705

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 man power
- ⌘ Huge potential for confrence 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 middlle class)

Challenges

- strong competition at a global and regional level
- rise of fuel price
- lack of trained man power
- better political commitment but there is lack of focuss
- 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 Safari



Cont.

❖ **Untapped nature based tourism potential(eco tourism potential)**

- ❖ 20 national parks
- ❖ 4 wild life sanctuaries
- ❖ 18 controlled hunting areas
- ❖ 2 pilot projects community conservation areas



cont.

- ❖ Geographical location (proximity and equidistance)
- ❖ 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.

cont.

- ⌘ 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
- ⌘ strengethening PPP and intersectoral linkage.
 - ◆ a quartererely Public Private dialogue
 - ◆ Inter sectoral committee for tourism promotion

cont.

- 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 develop 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







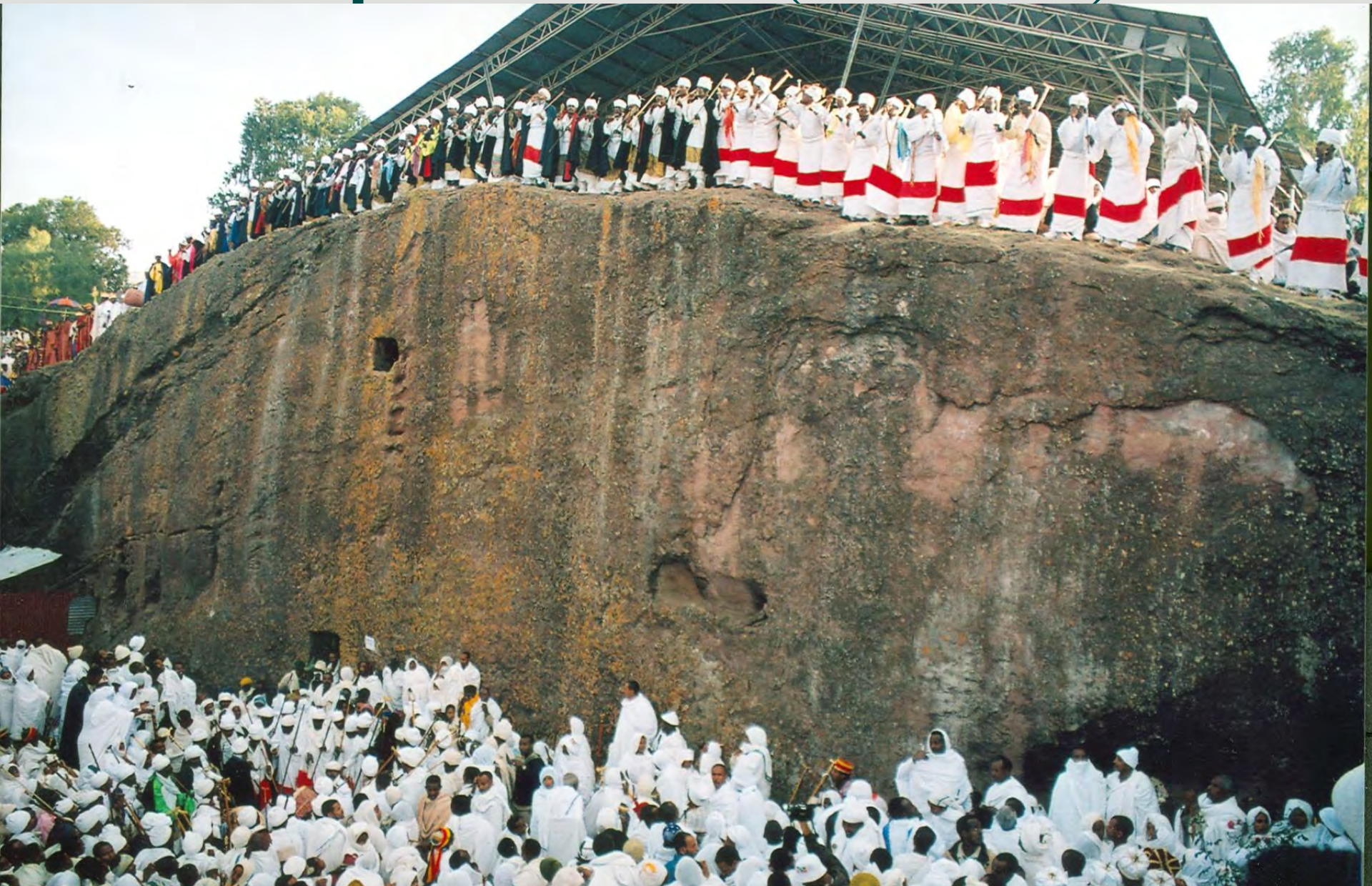


12m height

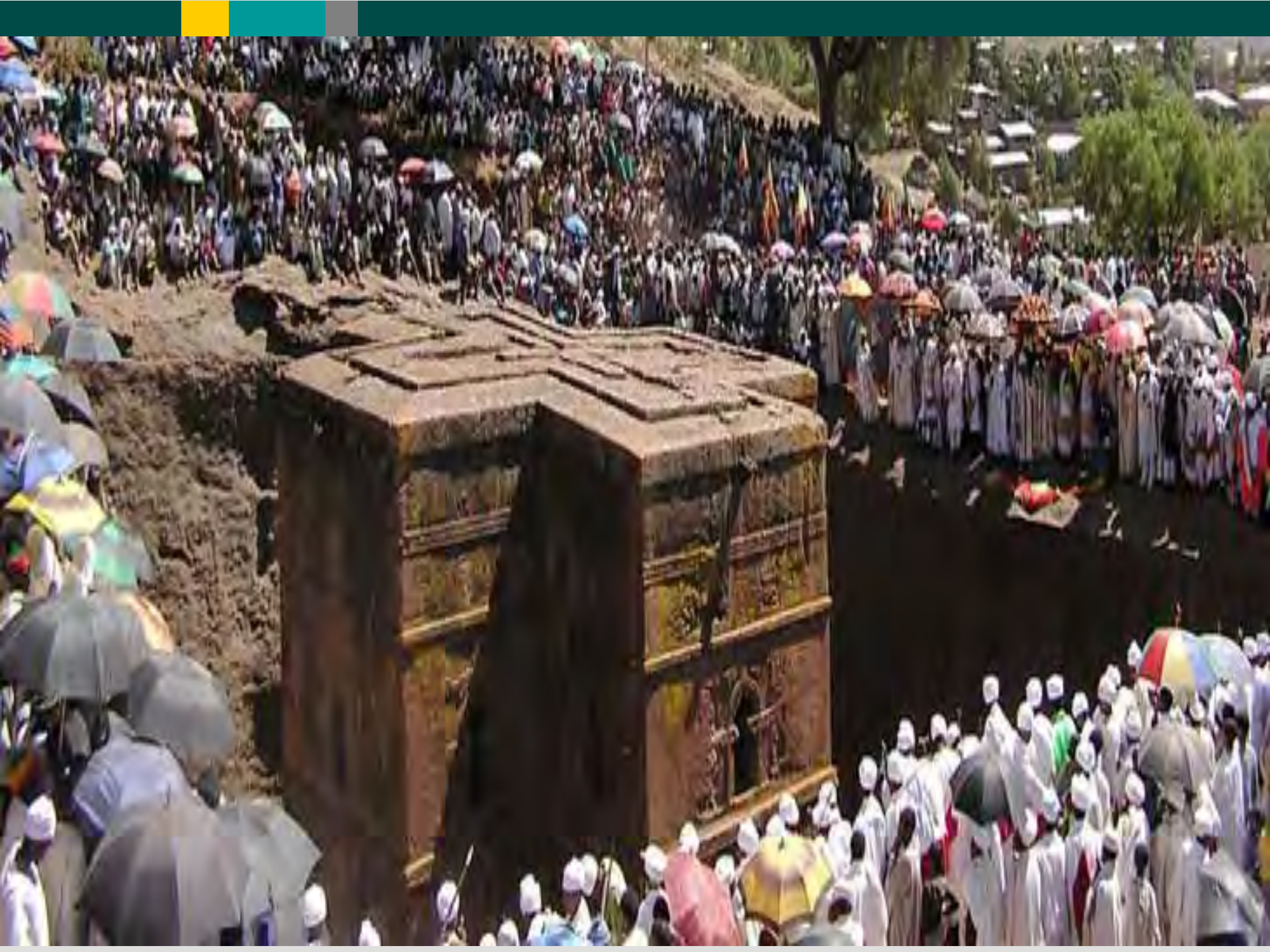
33m length

28m width

Top attractions (Festivals)















Wild life







Conference facilities

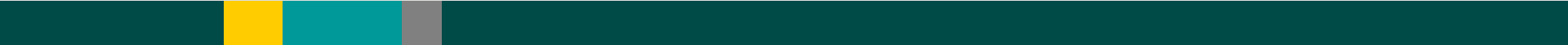




the People











Thank you!!!!!!!!!!!!!!