

**Assessment on Challenges and Opportunities of International
Conference Tourism in Addis Ababa**
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1. Introduction

1.1 Background of the study

Tourism is the act of people traveling from one place to another country, outside their usual environment for different purposes such as: leisure, business, pleasure and satisfaction of self-desires for a given period of time (UNWTO, 2010). There are different types of tourism including: domestic tourism, international tourism. Tourism is a vibrant and competitive industry that necessitates the ability to constantly adapt to customer's changing needs and requirement to ensure clients safety, satisfaction and enjoyment to the maximum, (MOCT, 2013).

According to MOCT (2013) tourism constitutes a wide variety of sectors whose purpose is to provide diverse services and products to both visitors and local residents. This sector includes accommodation, travel service, entertainment, recreation, transportation, and food and beverage service. Transportation service includes use of airlines, taxis, cruise ships, and other travel service offered by tourist companies. Other accommodation and entertainment service include resorts, amusement parks, hotels, casinos, theatres, shopping malls and music venues. In addition to food, beverage and recreation service, tourists also purchase many other supplies including cloths, souvenirs and indigenous market products. Over decades, this service has experienced continuous growth and improved diversity to become one of the fastest growing economic sector in the world.

According to UNWTO, international tourist arrival grew by 4.6% in the year 2015 to 1184 million people in the USA. It is estimated to have generated US \$1.5 trillion in export earnings in the same year and it forecasted to have a growth of between 3.5% and 4.5% in the year 2016. (Anonymous, 2014).

Tourism is classified as leisure and business tourism. Leisure tourism is also called a pleasure tourism or holiday tourism. Leisure traveler is anyone with the necessary spare time and money and visits all kinds of destination like coastal, city, mountain and countryside and also pay for the service they will have. Leisure travelers are tourists who take their trip during classic holiday

period and at weekends, usually booked a few months in advance; short breaks a few days. Business tourism is primarily concerned with business and occurs during work times. Most of the time organizers of the trip choose travelers destination, take their trip all year round through Monday to Friday. Business trips must be made at very short notice, the tour undertaken by business men or member of association or companies and largely travel to towns and cities in industrialized countries. It include MICE (Meeting, Conference, Trade Fair and Exhibition). Especially, conference has great share means at international level. Many people move in order to participate on conferences (SMU, 2015).

As a continent of world, Africa has her own share in conference tourism. With its perfect climatic situation, it can hold conference throughout the year. Facilities for conference in Africa is being developed through time, with this in mind, many first world continents prefer Africa as a conference destination. South Africa leads conference tourism in Africa followed by morocco and Egypt. South Africa's city of Cape Town is the number one conference venue in Africa. These attribute to conference facilities of international standards and back up service. Conference tourism in east Africa being part of Africa has not been left behind in the conference tourism package with excellent facilities for conferencing; the cities of east Africa are engaged in this business all year round like Uganda, Ethiopia, Kenya and Tanzania. These countries utilize conference tourism to improve development, making it a key driver in social, economic and cultural progress of the country, enhancing international relation and build good image for their country. Some of the significances that the industry brings include payment of goods and services by tourist's leads to a large income value in the local economy of the area community, creating employment opportunities in service sector associated with tourism (Anonymous, 2015)

In Ethiopia, business tourism held in different times and places. Business tourism is able to bring many economic fruits to the interest of the national economy. It is considered a key driver of jobs generating large number of permanent and temporary employment in the field of events, supply chain organization and management in addition to accompanied service. Business tourism includes MICE which are Meeting, Incentive travel, Conference and Exhibition. Among these, especially some categories such as conference, convention and exhibition are growing in Ethiopia. But it doesn't mean that

the rest are not practiced. Conference and convention are regarded as essential part of tourism that bring significant return and making effort to develop conference industry (Eden, 2016).

Most of international conferences in Ethiopia are held at the capital city-Addis Ababa. However, efforts are also underway to expand conference tourism to regional towns such as Adama, Bahirdar, Hawassa and Bishoftu. Conference participants stay in Ethiopia for six days and spend one hundred and twenty one dollars daily on average for accommodation, shopping and other services. In 2011, Ethiopia earned over 39 million dollar from conference tourism. In the present day, however, there are progresses in this regard. Hotels, resorts and also some organizations have well organized conference halls as part of their service. Also there are many international organizations which have office in Addis Ababa (Eden, 2016).

1.2 Statement of the Problem

A conference is a meeting of people that “confer” on a topic, while an event can encompass a festival, ceremony, celebration or convention or it refers to a congress, convention, seminar, symposium or other formal gathering which are usually organized by third party external to government where participants debate or are informed of the status of a discipline like science, economics and technology. Now a days, conference tourism is increasing and becoming popular around the world. Also it is a source of income and good image and it develops strong relationship among countries. This industry is part of business tourism. Business tourism is concerned with people travelling for the purpose which are related to their work. As such, it represents one of the oldest forms of tourism, man having travelled for this purpose of trade since very early time. (Davidson, 1994 as cited in Horner and Swarbrooke, (2001)

Business tourism includes meeting, trade fair, exhibition, convention and conference. Meeting is a formal gathering, and plays an important role in supporting other businesses. Meetings promote investment, trade, communication and technology. It brings education and professional development to the local community, creating jobs and retaining work forces. Conference tourism is a type of tourism in which large group, usually planned well in advance, are brought together for particular purpose. (Horner and Swarbrooke, 2001).

According to (Tewodros, 2016) in the case of Ethiopia, conference tourism has shown tremendous growth over the past few years. This growth can be attributed to many opportunities, such as accommodation providers like hotels and resorts have well organized conference halls, as a part of their service (Horner and Swarbrooke, 2001) Ethiopia becomes a preferred destination for international and regional conferences, many international organizations have offices in Addis Ababa. And peace and stability of the city has created significance opportunities for conference (Tewodros, 2016). Despite the many opportunities, the city has not utilized its rich and untouched potential. On the other hand, it has many challenges that pull back conference tourism from other similar cities. Among the Challenges, lack of skilled, educated and trained personnel in the industry can be mentioned. Another problem arises from deficiency of strategic promotional method. The establishment of a national and regional bureau helps to attract and promote international meetings in Addis Ababa, Ethiopia. (Kumneger, 2016),

According to the researcher's own observation, the problems go even beyond what has been mentioned by the above documents. There are problems on stakeholders role and pre, while and post conference activities. As a seat of the AU, UNECA and other several regional, continental and international organizations, it is hosting international conferences by large less than Nairobi and Kigali (UNWTO, 2015). Why isn't Addis Ababa hosting as many international conferences? This needs more researches. The purpose of the current research was, therefore, to assess the potentials (opportunities) of the city that can be exploited in this regard; and the challenges that hindered the development of conference tourism in the city.

1.3 Objectives of the Study

1.3.1 General Objective

The general objective of this research was to assess the challenges and opportunities of international conference tourism in Addis Ababa.

1.3.2 Specific Objectives

Besides the above general objective, the research has the following specific objectives.

- To identify the major challenges that affect international conference tourism

- To examine the opportunities that international conference tourism has
- To investigate roles of stakeholders in exploiting opportunities and reduce challenges.

1.3.3 Research Question

- What are the main challenges that affect international conference tourism?
- What are the opportunities that international conference tourism has?
- What is the role of stakeholders to exploit opportunities and overcome the challenges?

1.4 Significance of the Study

This research will help the researcher to get more knowledge about research, to know about MICE tourism industry broadly, it will help as a source document or reference for future researchers and it can suggest attractive benefit to inspire new investors who are interested in conference tourism industry by indicates main challenges and opportunities. Last but not least, it helps Ethiopian Tourism Organization (ETO) and Ministry of Culture and Tourism (MOCT) to make policy that support and expand opportunities and develop solution for challenge.

1.5 Scope of the Study

The scope of this study is assessing the international conference tourism in Addis Ababa. The study area concerns conference tourism and opportunities that the conference tourism has in the year 2016/17 G.C.

1.6 Limitation of the Study

Some respondents were not willing to respond to the questionnaire. And for interview common ideas and facts that the respondents agreed on were taken. The interview also has some conceptual deficiency towards the questions. The researcher used only perfectly completed and returned questionnaires because most of the answers given to the questions were filled with redundancy Lack of written documents in the area was also another limitation. The researcher used cases from other countries via published articles and researches.

1.7 Research Methodology

1.7.1 Research Design

In order to conduct this study, the researcher used a descriptive research design to gather relevant information related to the challenges and opportunities of international conference tourism. The rationale for using descriptive research was to study the specific predictions with narration of facts and characteristics concerning individual, or group situation. Information generated through interview and questionnaires were analysed using qualitative and quantitative approach.

1.7.2 Population of the Study

The total population of conference organizers that were involved in international conference were 18 conference companies, Ethiopian tourism organization (ETO) and Addis Ababa City Administration Culture and Tourism Bureau (AACACTB). Each international conference organizer was represented by one employee. The researcher selected them based on their knowledge and experience and they were participated in filling in questionnaires. Ethiopian tourism organization (ETO) and Addis Ababa City Administration Culture and Tourism Bureau (AACACTB) participated during in-depth interview. The interview took place with single managers who were responsible on conference tourism issue. The respondents were selected based on their status, knowledge and experience on it.

1.7.3 Type of Data Collected

The researcher used both primary and secondary sources of data. The primary data was collected through interview and questionnaires and the secondary data was collected through publications, previous researches, Articles and reports.

1.7.4 Method of Data Collection

Primary data collection method

The primary data was collected through questionnaires and structured interview. The questionnaire had 15 closed ended and 2 open ended questions. The interview had 5 structured questions and took in-depth interview with deliberately selected informants.

Secondary data collection method

For secondary data collection the researcher used previous research, publications, articles and reports.

1.7.5 Method of Data Analysis

After the data was collected, it was presented and analyzed using both quantitative and qualitative approach. The quantitative (questionnaires) were analyzed using simple statistics such as frequency and percentage. The qualitative (interview) was analyzed using narrative analysis.

1.8 Organization of the Paper

The research paper has been organized in four chapters. The first chapter deals with the introduction of the study, the second part discusses the details of related literature of the study, the third part contains data presentation and analysis and the fourth part discusses the conclusion and possible recommendation by the researcher based on the investigation.

3.1 Data Presentation and Analysis

This chapter deals with the presentation and analysis of data gathered from the respondents through questionnaire and interview.

Table 1: Current Condition on International Conference Tourism

No	Item	Options	Frequency	Percentage
1	Conference tourism bring business opportunities for the tourism sector in Addis Ababa	Strongly agree	13	100
		Agree	0	0
		Neutral	0	0
		Disagree	0	0
		Strongly disagree	0	0
		Total	13	100
2	Conference make the city beneficial by developing infrastructure	Strongly agree	8	61.5
		Agree	5	38.5
		Neutral	0	0
		Disagree	0	0
		Total	13	100
3	The host city (Addis Ababa) get economic benefit from conference Tourism	Strongly agree	13	100
		Agree	0	0
		Neutral	0	0
		Disagree	0	0
		Strongly disagree	0	0
		Total	13	100

Source: data from the respondents

The above table shows respondents attitude about the current condition on international conference tourism. According to the above data, regarding question number 1, 100% of the total respondents strongly agreed on tourism sector in Addis Ababa has business opportunities from international conference tourism. This implies that conference tourism brings significant importance to tourism sector in the city through creating business options.. Business opportunities can be based on event organizer, accommodation services, food and beverage provider, conference infrastructure or facility provider, catering service providers etc.

As the above table shows 100% of the total respondents which is 61.5% strongly agreed on that conference made the city beneficial by developing infrastructure (question 2) and 38.5% of the respondents agreed that international conference tourism benefited the city.. This implies that when conference tourism develops and expands more infrastructures are needed. As a result, government build infrastructures for the purpose of hosting conference and this benefits or improves the host city's infrastructure.

According to the table, for question number 3, 100% of the respondents strongly agreed on Addis Ababa's economic benefit from conference and it is one of the opportunities that provide significant development for the city. This indicates that conference tourism have high economic contribution (for example employment) for the host city's development (Addis Ababa).

Table 2: International Conference Tourism

No	Item	Options	Frequency	Percentage
4	International well managed in Addis Ababa within current Condition	Strongly agree	2	15.4
		Agree	3	23.1
		Neutral	5	38.5
		Disagree	1	7.7
		Strongly disagree	2	15.4
		Total	13	100
5	Conference tourism is well develop in the city	Strongly agree	0	0
		Agree	6	46.2
		Neutral	4	30.8
		Disagree	1	7.7
		Strongly disagree	2	15.4
		Total	13	100

Source: data from respondents

As the above table indicates, for question number 4, 38.5 % of the respondents were neutral about whether the current condition of international conference tourism is well managed in Addis Ababa. That means, they had no suggestion on above issue. 2 or 15.4% of the respondents strongly disagreed and 23.1% of the respondents agreed on that conference tourism is well managed in Addis. Whereas, the remaining 7.7 % of the total respondents didn't agree on international conference tourism is well managed in Addis Ababa. And 15.4% of the respondents strongly disagreed on it. This implies that there were weak management plans or mechanism that affect favorable environment of conference.

As indicated in the above table, regarding to question number 5, 46.2% of respondents agreed, 30.8% of the total respondents are neutral, or they have no suggestion on it. Whereas, the remaining 23.1% of the total respondents didn't agreed on the idea conference tourism is well develop in the city. And also 7.7% of respondents disagreed and 15.4% respondents strongly disagreed on the above issue. This implies that international conference needs more work and effort in order to improve its development.

Table 3: Challenges on International Conference

Number	Item	Options	Frequency	Percentage
6	Lack of good promotional strategy is considered as challenge on international conference tourism in Addis	Strongly agree	4	30.8
		Agree	9	69.2
		Neutral	0	0
		Disagree	0	0
		Strongly disagree	0	0
		Total	13	100
7	Lack of skilled and educated personnel in conference tourism Sector	Strongly agree	2	15.4
		Agree	10	76.9
		Neutral	1	7.7
		Disagree	0	0
		Strongly disagree	0	0
		Total	13	100

Source: data from respondents

According to the data in Table 3, respondents had various responses to item number 6. ‘Lack of good promotion is considered as challenge on international conference tourism in Addis’. 4 or 30.8% of the respondents strongly agreed and 9 or 69.2% agreed. This means 100% or the total respondents agreed on item No. 6. These indicate that there was no independent destination management organization which works internationally to promote and search international conferences and bring them to Addis Ababa.

And for item No.7 ‘lack of skilled and educated personnel in conference tourism sector’, from the total 92.3% of respondents agreed that there was lack of skilled and educated personnel in conference tourism sector’. Most of the respondents (76.9%) agreed, and 15.4% of the respondents strongly agreed that there was lack of skilled and educated personnel in conference tourism sector ‘whereas, 7.7% of the respondents disagreed on the statement It implies that there was no well experienced and untutored manpower in conference tourism sector.

Table 4: Ineffective Contribution and Strong Competition

Number	Item	Options	Frequency	Percentage
8	Ineffective contribution stakeholders that can give all possible supportive elements that help to develop Conference	Strongly agree	5	38.5
		Agree	8	61.5
		Neutral	0	0
		Disagree	0	0
		Strongly disagree	0	0
		Total	13	100
9	Strong competition from rival cities	Strongly agree	7	53.8
		Agree	4	30.8
		Neutral	2	15.4
		Disagree	0	0
		Strongly disagree	0	0
		Total	13	100

As indicated in table 4, for item 8 ‘Ineffective contribution of stakeholders that can give all possible supportive elements that help to develop’, 38.5% of the respondents strongly agreed that there was ineffective contribution of stakeholders that can give all possible supportive elements that help to develop and the remaining 61.5% agreed on the item. And this means 100% of respondents agreed on the ineffectiveness of the contribution of stakeholders that can give all possible supportive elements that help to develop conference.. This indicates that there was low role and participation of stakeholders on conference sector. Stakeholders include government, community, airlines. Conference centers, conference organizers/ institutions, public and private service provider, hotels, government body/organizations such as Ethiopian tourism organization (ETO), Addis Ababa City Administration Culture and Tourism Bureau (AACACTB), Ministry of Culture and Tourism (MOCT), African Union (AU), United Nation Compensation Commission (UNCC), tourist destination/ site and other many bodies should be participant.

When we examine the stakeholders in terms of their skills, we found that they have the required skills that can help them to work or serve around the world. And we think our local organization will upgrade their knowledge and skill to cope up with the latest requirement of customers. However, in some organizations such as hotels, the upgrading process is still in progress. They are not in a position to give quality services to customers.

According to Table 4, 84.6% of the total respondents agreed on the item that there is ‘strong competition from rival cities’, 53.8% of the respondents strongly agreed and 30.8% of the respondents agreed on the item. Whereas, 15.4% of the total respondents were neutral on the above item and they had no suggestion whether there was ‘strong competition from rival cities’ was a challenge. This implies that there was high competition that affected international conference tourism and there were many cities which computed highly with Addis Ababa which include: South Africa, Kenya, Morocco, and other North Africa countries.

Table 5: Conference Infrastructure

Number	Item	Options	Frequency	Percentage
10	There is no enough conference infrastructures in the City	Strongly agree	2	15.4
		Agree	9	69.2
		Neutral	0	0
		Disagree	2	15.4
		Strongly disagree	0	0
		Total	13	100
11	Poor practice of visiting different destination during pre while and post conference	Strongly agree	5	38.5
		Agree	7	53.8
		Neutral	1	7.7
		Disagree	0	0
		Strongly disagree	0	0
		Total	13	100

Source: data from respondents

Related with non-availability of enough conference infrastructure in the city, among the total respondents 84.6% of them agreed on it and said it is one of the main challenge. 2 or 15.4% of the respondents strongly agreed on it and 69.2% of respondents agreed on the non-availability of problems regarding conference infrastructure. Whereas the remaining 15.4% of the total respondents disagreed on the lack of enough conference infrastructures as a major challenge. This indicates that there was shortage of conference infrastructure and it was a challenge for international conference tourism in Addis Ababa.

In spite of its potential huge development in tourism conference, and as a preferred tourist destination, its infrastructure is still under development, As a response to question number 11 in the above table shows that 92.3% of the

respondents agreed that there was poor practice of visiting different destinations during pre, while and post conference. 38.5% of the respondents strongly agreed on the point and 53.8% of the responsible agreed that there was poor practice of visiting destinations before and after conference. Whereas 7.7% of respondents had no suggestion on practice of pre, while, and post conference activities. This implies that almost there was no much pre, while, and post conference activities to attract international conference tourists. This was one of the challenges that make the sector's development difficult.

This was due to low promotional effort on destinations potential. Most of the time, promoters focus only on hosting conferences. But give minimum attention to promote different attractions and historical sites which the attendees can visit. Moreover, the human resource that is concerned with hosting and leading tourists. Tourist sites have inadequate knowledge and experience on hosting tours leading tourists to various tourist attraction destinations.

Regarding the response to the open question number 16, some respondents provided some other challenges that affected international conference tourism. It included lack of professionalism, corruption, and political instability, poor attitude toward the sector, and lack of institutions that provide enough professions, and lack of secretarial organization on the industries. These are some of the major challenges which affect international conference tourism. In addition to this, there was lack of basic infrastructure including power and water supply, road and communication system problems, shortage qualified manpower and standard hotels. These situations make tourists (participants) upset and offended. Moreover, it made tourists stay in different hotel separately and made them uncomfortable with their working condition and schedule. The other and the most decisive problem was that there was no any communication bureau in the city. This bureau mainly worked in managing conferences; bring conference opportunities to business that could benefit our economic sector to develop tourism and country's economic level. Also this bureau was responsible for taking and reporting statistics on conference tourism. Furthermore, sanitary problem of the city, improper management mechanisms had negative effect on international conference tourism. As a result, we have to give more attention for conference tourism because it is

very sensitive issue. A little problem could create negative image for our country.

3.1.3 Opportunities on International Conference Tourism

Table 6: Preferable Destination Country Image

Number	Item	Options	Frequency	Percentage
12	Addis Ababa is a preferable destination for international conference tourism	Strongly agree	7	53.8
		Agree	6	46.2 %
		Neutral	0	0
		Disagree	0	0
		Strongly disagree	0	0
		Total	13	100
13	Conference tourism create good image for our country	Strongly agree		
		Agree	2	15.4
		Neutral	0	0
		Disagree	0	0
		Strongly disagree	0	0
		Total	13	100

Source; data from respondents

The above table 6 shows respondents' attitude towards the opportunities on international conference tourism (item12). 53.8% of the respondents strongly agreed on that Addis Ababa is a preferable destination for international conference tourism again. And 46.2% of the respondents also agreed on the item 'Addis Ababa is preferable city for international conference tourism'. This implies that the city (Addis Ababa) is a preferred destination for hosting international conference. The city is more favorable than other cities for it is a seat of many international and continental organizations like AU, UNCC, UNECA and lot of Embassies.

As indicated in the above table, question number 13 about that international conference tourism create a good image for our country. Regarding to this point, 84.6% of the respondents considered this idea and strongly agreed on it. And the rest 15.4% of the total respondents agreed on that conference tourism can create better image of our country. From this, it can be concluded that, almost all of the respondents believed that conference tourism can create good image of the country.

Table 7: Potential of Hosting International Conference

Number	Item	Options	Frequency	Percentage
14	Addis Ababa has enough potential to host international conference	Strongly agree	7	53.8
		Agree	3	23.1
		Neutral	0	0
		Disagree	3	23.1
		Strongly disagree	0	0
		Total	13	100
15	Addis Ababa is a safe place to host international conference tourism	Strongly agree	12	92.3
		Agree	1	7.7
		Neutral	0	0
		Disagree	0	0
		Strongly disagree	0	0
		Total	13	100

Referring to item No. 14 in the above table, for 53.8% of the total respondents strongly agreed that Addis Ababa has enough potential to host international conference whereas 23.1% of the respondents agreed that Addis Ababa has enough potential to host international conference (Table 7). Whereas the remaining 23.1% of respondents disagreed on this issue. This indicates that the city has adequate resource to host international conference.

The statement ‘Addis Ababa is a safe place to host international conference tourism’ is the 15th item and 92.3% of the respondents strongly agreed and supported this idea and 7.7% of the respondents agreed on it. This indicates that the city is highly secured, peaceful city to host international conference, guests and tourists. Conference tourism is good potential to develop ones economic capacity and to put forward our country to the level of developed countries around the world. Our country can benefit from this industry. However, we have a lot to do in order to benefit from conference tourism. We have got all opportunities without considerable effort.

4. Summary, Conclusion and Recommendation

4.1 Summary

The objective of this research was to assess the challenges and opportunities of international conference tourism in Addis Ababa. To achieve this objective the researcher used descriptive research design. The researcher used both primary and secondary data source. The data was collected from conference

organizers such as ETO and AACATCB through questionnaires and interview. Both qualitative and quantitative methods used were used to analyze the data. Based on the gathered data, the researcher mentioned the findings. Thus, the major findings of the study have been discussed below:

- There are lack of good promotional strategies which have huge effect on conference tourism development. This means there is no public or private organization which is established for the purpose of promoting conference tourism at international and regional level. Most of the time conferences are sponsored by embassies recommendation or by some other similar international organizations.
- Lack of skilled and educated personnel is another problem that international conference tourism faces. Most of the people who are involved in this sector work from their experience. But their experience is not supported by proper education of conference tourism.
- Poor practice of pre, while, and post conference activities – most of the time the participants presented to attend conference, but before and after attending meeting they do not visit tourist attraction, destinations and historical places around the country. This factor highly affects the development of conference tourism because participants have no experience on what kind of tourism potential Addis have.
- Ineffective collaboration of stakeholders create large problem. Many of them have low involvement. Even some of them don't recognize conference tourism as industry. As a result, they also have no awareness about its benefit.
- Lack of enough conference infrastructures includes conference venue, accommodation facilities, transportation, and internet accessibility and communication system. All these problems pull conference tourism backward. On the other hand, sanitary problem make the city less attractive and gives bad image.
- Opportunities – Addis Ababa has good quality of potential to host international conferences, has adequate potential for conference. The presence of international and continental organization like UN, AU, UNCC, builds good image for our country, and has safe and secure place to host international conference tourism.

- Currently, the city is getting economic benefits through employment and revenue which make the city beneficial by developing the basic infrastructures like road, electric power system and waste disposal facilities, create business opportunities for event organizers, accommodation providers, conference facilities provider etc. However, management mechanism affects the sector negatively and makes conference tourism less developed.

4.2 Conclusion

- According to Tewodros (2016), Addis Ababa has vast potential for conference tourism, but it has still a lot to do to promote the industry. The country has no single conference and congress bureau to actively host international meetings. And these problems arise from shortages of public or private partnership which has been set up for the purpose of promoting conference destination at international or continental level.
- According to Kumneger (2016), we should train people at higher level of education about management in order to get experts and highly skilled manpower in the area of conference tourism.. In other way, this survey has identified that most of the people who are involved in conference tourism sector lack skills and education related to conference tourism. High level institution do not give concept of MICE tourism as one course.
- According to Tewodros (2016), conference infrastructure development is enabling the sector to go further. On the other hand, this survey shows there are conference infrastructures but from the perspective of cities potential there are no enough conference infrastructures such as: conference and banquet halls, accommodations etc.
- According to the findings, ineffective collaboration of stakeholders created large problem. There was problem of working together to get benefits from the opportunities and to eliminate the possible challenges. It led stakeholders such as accommodation providers, airlines, conference organizers reduce their role and involvement in conference tourism sector. .
- According to this survey poor practice of pre, while, and post conference activities affect conference tourism negatively. Most of the

time, the participants attended to attend conference. They didn't have chance of *visiting* tourist attractions and unique feature of the area and this factor highly affected the development of conference tourism.

- In other way the previous documents did not show any information on activities of attendees before and after attending the meeting.
- This survey shows that Addis Ababa has good qualities of potentials to be preferred as destination for conference. The city has adequate potential to host conference tourism. The existence of international organizations and embassies create good image for the city. And the city is safe and secured place to host international conference tourism. According to Tewodros (2016), Ethiopia is becoming the preferred destination for international conferences. The existence peace and stability in Addis Ababa has helped the city to win the attention of international community. The city has huge potential and it is the seat of AU headquarter and UNECA conference center.
- This research shows that the city gets economic benefit from employment and revenue. The city's infrastructure like road and waste disposal system various facilities, accommodation providers, need more effort to develop strong management mechanisms.

4.3 Recommendation

Based on the findings of the study, the researcher forwarded the following recommendations:

- Establish independent convention bureau which hunt international and continental conference from global market and hosts conference in an effective way.
- Establish destination management organization which can compete with similar institutions at international level and responsible for organizing, managing, running and monitoring its effectiveness.
- Need to have strong promotion strategies which attract international conference market among government, professional adepts, and private sector and conference organizers.
- Establish educational institutions in order to give basic concept, training and experience for people who involve in conference industry. And these professionals work effectively on organizing trip for conference attendants before and after taking the meeting to museums,

historical site attraction etc. in order to create good image, entertain participants and provide wonderful experience for them.

- Increase involvement, functional network and coordination among different stakeholders that are related to organizing conference. These include: airlines, government, host community, hotels, public and private service provider etc. They have to work together in order to be benefit from this huge industry.
- Develop basic conference infrastructures in order to host conference in an effective way, and creating more suitable venue.
- Develop best management strategies in order to maximize the importance of conference tourism.
- Make our country safer and secured more than ever before because peace and stability are basic requirements to host international conference.
- Service providers need to upgrade their customer service from time to time in order to increase their level of involvement in this sector.
- Additionally, create clean and most attractive city so that the city is recommended by international and continental countries.

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