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DEPARTMENT OF BUSINESS ADMINISTRATION

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**TITLE: TRADITIONAL HANDICRAFTS, CREATIVITY ART AND THEIR
RELATIONSHIP WITH TOURISM MARKETING**

**By
Hana Abreham
Advisor: Shiferaw Mitiku (PhD)**

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Business Administration Program**

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RELATIONSHIP WITH TOURISM MARKETING**

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A thesis submitted to the school of graduate studies of St. Mary's University in Partial fulfillment of the requirements for the Master's degree of Business Administration.

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**Approved by Board of
Examiners**

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	Signature	Date
Dean, Graduated Studies		
_____	_____	_____
	Signature	Date
Advisor		
_____	_____	_____
	Signature	Date
External Examiner		
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	Signature	Date
Internal Examiner		
_____	_____	_____
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DECLARATION

I hereby declare to the senate of St. Mary's University that the work of this research paper presented with a title "Tradition Handicrafts, Creativity Art and Their Relationship with Tourism Marketing" is the original work of my own, has not been presented for any other university and that all sources of material used for the thesis have been duly acknowledged.

Hana Abreham
(Candidate)

Date

This is to certify that the above declaration made by the candidate is correct to the best of my knowledge.

Shiferaw Mitiku (PhD)
(Thesis Advisor)

Date

CERTEFICATION

This is to certify that Ms. Hana Abraham has properly completed her research work entitled “Traditional Handicrafts, Creativity Art and Their Relationship with Tourism Marketing” with my guidance through the time. In my suggestion, her task is appropriate to be submitted as a partial fulfillment requirement for the award of Masters of Arts in Business Administration.

Research Advisor

Shiferw Mitiku (PhD)

Signature and Date:

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LIST OF ABBREVIATIONS AND ACRONYMS

A.A	Addis Ababa
ANOVA	Analysis Of Variance
HRD	Human Resource Development
R & D	Research and Development
SD	Standard Deviation
SPSS	Statistical Package for the Social Sciences
T&D	Training and development
WTO	World Tourism Organization
UNCTAD	United Nations Conference on Trade and Development
B2B	Business to Business
IATA	International Air Transport Association
ITC	International Trade Center
ICT	Information and Communication Technology
STOA	Society of Tour operators Association
USA	United States of America
UK	United Kingdom

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ABSTRACT

In a country like Ethiopia where diversified ethnic groups integrate and live together, there are a number of material traditions, arts and crafts to facilitate the day to day life activities of the people. Craft works are one of the components affecting visitor's attraction and tourism improvement will moreover be incited by development of art & crafted works generation and offer. However, creating association between the tourism industry and these traditional handicraft and creativity art works have been given less attention where a huge economic benefit could have been born from this sectors in terms crating economic benefits to these craft workers, promoting countries ancient history of craft and art to the rest of the world and adding tourism attraction packages. Hence, this study will focus on the relationship between traditional handicraft and creativity art works and tourism marketing practices, the related challenges, opportunities and counteractive measures to be taken for emphasizing positive effect of the tourism industry on this sector.

Key words: *Marketing practice, Marketing related challenges and Opportunities*

CHAPTER ONE

1.1 INTRODUCTION

This part of the study incorporates background of the study, explanation of the problem statement, research questions and objectives of the research, scope of the research and at long last it incorporates organization of the study.

1.2 BACK GROUND OF THE STUDY

Handicrafts have been around since man's earliest days in accordance with the prevailing environmental conditions. Crafts in Ethiopia reflect cultural diversity in combination of the creativity, the heritage and the surrounding of the crafts people. Ethiopia has a long tradition of producing collectable artifacts unique to its various cultures. Crafts and art works are a mirror of the cultural diversity in Ethiopia resulted from combination of the creativity, the culture, the heritage and the way of life of the people (Mark S Anderson, November 2015).

There is a mutual relationship between tourism and handicrafts where craft and art segments diversify the tourism offerings as well as the broader economic base (Phillips, Willard & Elizabeth December 2017). The local product in its many forms and expressions is an important element of a destination's uniqueness and appeal. As well, the sector is considered to be an integral part of the tourism business, since it plays an important role as souvenirs expanding the visitor experience.

However, creating of association between the tourism industry and these traditional craft and art works has been given less attention in the case of our country where a huge economic benefit could have been born to these small and medium scale craft workers, promoting countries ancient history of craft and art works to the rest of the world and adding tourism attraction packages. Hence, this study will discuss on special attention to be dedicated to traditional handicrafts and art works, the tourism marketing practices, the related challenges and opportunities of the tourism industry towards this sector. Research findings also highlight that handicraft stakeholders fail to adequately support and empower artisans. This research identifies pressing challenges that limit the connection between the handicraft and tourism sectors and impede the development of the handicraft sector.

1.3 STATEMENT OF THE PROBLEM

Ethiopia has been one of world's cross roads and trade center where peoples and cultures of Africa, the Middle East and the Mediterranean have been meeting since thousands of years back. Traditional crafts and arts have been part of this ancient artifact for centuries, dating back to the starting of the country's history. It is a country with a stunning mosaic of culture, ethnic groups and cultural variety which has resulted in an abundance of unique and lively visual traditions. (Philip Briggs, October 2010).

(Mulu Yenaebate, June 2007) argued that; traditional handicrafts production and marketing are decentralized and unorganized sectors in the Ethiopian economy. Despite the long history and certain unique characteristics of cultural and religious appearances of traditional handicrafts such as the hand woven cotton clothes, clay ware, religious paintings (icons, canvas paintings), the handicrafts sector and the crafts-people in Ethiopia were given little focus. The handicraft sector has not been explored for its full potential in tourism. Heritage sites such as Lalibela, Aksum, Gonder Fssiledes castle, have managed to preserve some of their components but the artisan skills are hidden deep and unexposed to the curious eyes of tourists.

Tourism is now the fastest growing industry in the world in terms of employment and foreign exchange generation (WTO, 2008); the industry is increasingly becoming an important economic sector in many developing countries (UNCTAD, 2007). The industries were one of the major sources of foreign exchange earnings and the most viable and sustainable economic development option; it has become an appealing option for socio-economic development especially in developing countries like Ethiopia. As per (Peter, 2003), there is undeniable economic effect of truism to local economy and its contribution at the destination level.

But unluckily, in the case of Ethiopia tourism industry trend , despite the lure that the domestic handicraft industry possesses and its potential to generate a new tourism sector in its own right, it has really flourished only as a form of trade handed down from one generation to the next, while traditional handicrafts can be seen displayed in shops and showrooms in all major tourist hot spots, very few actually promote the process of producing such items and the stories of craftsmen behind it. Ethiopia's tourism destination awareness and destination image is very poor till today (Getahun and Dhaliwal, 2017).

(Mekonen, 2016) cited that, Regardless of being home of all these tourist attractions and resources, Ethiopia is not benefited from its tourism sectors as expected relative to Sub-Saharan African countries like Kenya, Tanzania & South Africa. From the implication of interrelated studies on the subject, it can be understood that in a country like Ethiopia where diversified ethnic groups integrate and live together, there are a number of material traditions, arts and crafts to facilitate the day to day life activities of the people. In order for handicraft to flourish as a part of a tour by connecting tourists to artisans and their works, a lot needs to be done. However, creating of association between the tourism industry and these traditional craft and art works has been given less attention where a huge economic benefit could have been born from this sector to these small and medium scale craft workers, promoting countries ancient history of craft and art works to the rest of the world and adding tourism attraction packages.

It is observed that there is no competition and less work is being done to increase of productivity and sales of tour products, increase of income, profit and profitability and a lot needs to be done in order for handicraft to flourish as a part of a tour by connecting tourists to artisans and their works. (Yechale, Haimanot and Ashenafi, 2017).

(David Desta, December 2018) on its commentary to Addis Standard, explained that, slight attention is given to tourism marketing and its contributions in stimulating these sectors and Ethiopia is not being explicitly benefited from its handicrafts and creativity arts using their locally produced goods and services because of lack of adequate tourism marketing towards these traditional crafts and arts work, lack of government support, limited production capacity, limited tourist centers and market connections and related blockades which is outflowing of tourism income from the local economy.

According to (Anutara Shakya, August 2017), in spite of the draw that the domestic handicraft industry has and its potential to produce a modern tourism division in its claim right, it has truly prospered as it were as a frame of exchange from one generation to the next whereas traditional crafted works can be seen in shops and showrooms in all major visitor hot spots, exceptionally few really advance the method of creating such items and the stories of skilled workers behind it.

Hence, this study will focus on the magnetism between traditional craft works and tourism marketing and counteractive measures to be taken for emphasizing effect of one on another. The study will discuss on special attention to be dedicated to traditional handicrafts for stimulating their affirmative effect in terms of employment, economic growth and reflecting countries art antiquity to the rest of the world.

1.4 RESEARCH QUESTIONS

1. How tourism marketing is being practiced in Ethiopia for traditional handicraft and creativity arts sector?
2. What are the opportunities for traditional handicraft and creativity art works in the tourism industry?
3. What are the marketing related challenges for traditional handicraft and creativity art products to be substantial part of tourism industry?

1.5 Objective of the Study

1.5.1 General Objective of the Study

This research assess the tourism marketing practices, the major marketing related challenges and identify the opportunities for traditional handicraft and creativity art works for integrating these sector as part of the tourism industry. .

1.5.2 Specific objective of the study

1. To assess the marketing practices of the tourism industry in Ethiopia relative to the traditional handicraft and creativity art sector.
2. To evaluate the market opportunities for traditional handicraft and creativity art sector in the tourism industry.
3. Determine the challenges in relative to marketing trends for the traditional handicraft and creativity art works to be significant part of the tourism industry.

1.6 SIGNIFICANCE OF THE STUDY

One of the principal significance of this research paper is to provide emphasis to these magnificent traditional handicrafts and creativity art works more than they have ever been given before and reflect their charisma to the tourism industry of the country as a whole.

This approach focuses on efforts and measures to strengthen the linkages between traditional handicrafts, creativity arts with the tourism marketing and as a strategy for employment creation and poverty reduction. The aim in this regard is to raise awareness of the critical role and challenges being faced by the sector, generate market opportunities for regional culturally linked products and contribute to increased business for local artisans and craft enterprises.

The study addresses areas, the corrective or improvement measures to be considered by the government and all responsible stakeholders to uplift these ancient remarks of countries history to be vigorously encompassed in the tourism industry. At last but not list, the study will give citation for academic researches as an initial input of the current practices for their further investigation of improving the craft sector. Above that, the research paper will provide the fact on the constraints and opportunities from the tourism industry to the traditional handicraft and creativity art works for policy makers as a reference and could also be used as an initial input for use of other stakeholders in the industry.

1.7 SCOPE OF THE STUDY

1.7.1 Geographical Scope

In arrange to make the scope of the study sensible, the geographical scope of this study will be the capital city, Addis Ababa. The most reason for selection is, that face that Addis Ababa is the third conciliatory city within the world, facilitating various national and world wide political, sport as well as social and entertainment conferences and business to business (B2B) sessions, first destination of tourists where the national airport is found and a too center for biggest number of shoppers and center for a number of art and craftsmanship works , exhibitions, tour operators and other concerned government offices comparing to other territorial states. Along these lines, these will deliver advantage to consider making the examination and data collection easier.

1.7.2 Temporal Scope

The time outline for conducting this research joins the period from January 2021 G.C to completion of the year. This period comprises the outbreak of the COVID 19 (Corona Virus) and diminished endeavors within the tourism industry. In expansion, the episode of social unrest in most parts of Ethiopian rejoin as a result of the move of the ruling federal government may well be other image for the worldly scope of the study.

The execution of tourism during this period showed up impacted by the year circular political turmoil in parts of the nation and the resulting state of crisis acknowledged by the government in endeavor to control the circumstance. This certainly contains a far-reaching result on tourism businesses and commerce of other kind that have direct associations to the tourism segment, where traditional handicraft and art works segment is directly related within the case of this term paper.

1.7.3 Conceptual Scope

The study is aimed at assessing the marketing practices of the tourism industry in Addis Ababa, towards traditional handicraft and creativity art sector; evaluating the market opportunities for these sectors in the tourism marketing mode determining the challenges in relative to marketing trends for the artisans to be significant part of the tourism industry.

1.7.4 Methodological scope

The study comprises descriptive and explanatory survey designs and in the course of researching both primary and secondary data was employed. The study collected primary data using two main research methods of data collection. I.e. questionnaires and interviews. The questionnaires sought to provide the issue included close ended questions, which help the respondents to select their answers from the alternative provided by the researcher i.e. Five point Likert scale questionnaire and open ended questions that help respondents to reply their feeling freely. The other sources of data for this study is the secondary data collected from different secondary sources such as publications, books, and journals articles regarding the subject matter was included. The population of this research includes tour operators, government bodies, traditional handicraft and art product showcasing centers i.e. souvenir shops.

1.8 Definition of Terms

Art: Art is a discovery and development of elementary principles of nature into beautiful forms suitable for human use. (Frank Lloyd Wright, 1957)

Traditional Art: Traditional art is art that is part of a culture of a certain group of people, with skills and knowledge passed down through generations from masters to apprentices. But on my “art world”, the academic environment, when we speak of Traditional Art, we are often referring to what we call Classical Art: the ideas that emerged from the Renaissance and Illumines About what art should represent to society.(Rafael Guerra, January 2016)

Traditional Craft: skill and experience, especially in relation to making objects; a job or activity that needs skill and experience or something produced using that skill and experience. (John Ruskin, William Morris, July 2019)

Creativity Art: it is the ability or power to create. It is characterized by originality of thought or inventiveness; having or showing imagination of a creative mind. (Osborne Harold, July 1979)

Tourism Marketing: business discipline by which the visitors are attracted to a particular location which can be a state, a city, a particular heritage site or tourist destination spot, a hotel or a convention center anything. (Hitesh Bhasin, May 2019)

Tourist destinations: A place of interest where tourists visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement.

Souvenir shop: souvenirs are representatives of tourist sites to all over the world, they are businesses that promote good cultures and traditions of country and they are perceived as a national art (Marangkun and Thipjumnong, 2018).

1.9 Organization of the paper

The study consists of five chapters and each chapter has sub topics. Chapter one incorporates introduction and it discusses about background information for the study, statement of problem, research question, objectives of the study, significance of the study, scope of the study, and definitions of terms.

Chapter two; provide detailed review of literature which is related to the subject discussed. Chapter three; includes the methodology with in the research where description of the study, research approach, research design, population and samples, data sources and types, data collection procedures, ethical consideration and data analysis will be presented. Chapter four includes the data presentation and analysis and chapter five will cover the summary, the conclusion and recommendation of findings of the research.

CHAPTER TWO

LITERATURE REVIEW

In this segment, review on related compositions with title of this term paper will be displayed and reference of associated literary works on the subject of traditional handicraft, creativity art and their magnetism with tourism industry will be conducted.

As such, this chapter will contain theoretical writing audit on definition of terms and ideas with the topic. Moreover, experimental confirmations of actualities and figures from referenced research findings, blogs and journals will be displayed in such a way that, it will be possible to recognize challenges and opportunities located in connection to these traditional arts and craft segments from the tourism industry and the marketing practices. In conclusion, the conceptual outline work of this term paper will be appeared in rearranged and figurative way of representing the large center conceptions of the term paper.

2.1 Theoretical Literatures Review

2.1.1 Tourism Marketing

World Tourism Organization (WTO) at Ottawa Seminar 1991; has described tourism marketing as administration which within the light of visitors request makes it possible through inquires about, determining and choice of tourism products/services from providers.

According to (Carlo Maria Grassi August, 2015), Tourism marketing is the business discipline of attracting visitors to a specific location hotels, cities, states, consumer attractions, convention and other sites and locations associated with consumer and business travel all apply basic marketing strategies to specific techniques designed to increase visitors.

(Paynter, 1993) defined tourism marketing as a systematic process consisting of marketing objective, strategies, schedules, marketing media focused on the specific market segment and based on a substantial return on investment.

(Witt and Mouthino, 1994) mentioned that tourism marketing is the systematic process through which tourism organizations select their target audience and communicate with them to find out

and influence their needs, desires and motivations at a local, regional and international level with the aim of formulating and adapt their tourist products. In this way, tourist satisfaction and organizational goals are achieved simultaneously.

(Husain and Nazmin, 2005) suggested that, tourism services are quite complex and heterogeneous in nature and the marketing of these services is challenging and difficult. Moreover, heterogeneous business groups supply a variety of services to the tourist people whereas a large scale of integrated efforts and co-ordination among the different service firms is required. (Hossain Afjal, 2005) indicated that, tourism marketing constraints affect the foreign tourists' attitude like service product arrangement, channel of distribution, price of tourism product and services and promotional arrangement.

(Nischay and Garima, 2012) observed that marketing in tourism is concerned with the needs of identifiable consumer groups. Marketing involves much more, including product/service development, place (location and distribution) and pricing. It requires information about people, especially those interested in what to offer (market), such as what they like, where they buy and how much they spend. Its role is to match the right product or service with the right market or audience.

In this literature review, it has been claimed by different authors that effective tourism marketing trend is essential for a competitive and profitable growth of the tourism industry which in turn will contributes to the economic development of a country. Today, the tourism industry is becoming larger, more sophisticated and more automated in execution. Similarly, the clients/tourists are also becoming more trained, experienced, and knowledgeable and demanding higher quality services and packages. Therefore, in this volatile travel business environment, marketing knowledge and skill are more necessary ingredients leading to the use of tourism marketing which are recent phenomena.

According to (Shaft, 1985), promoting and advancement endeavors might be with an objective of making information and goal picture and convince guests to visit the location with coherent single picture.

2.1.2 Tourism Marketing as Service Marketing Perspective

Tourism is a service sector which earns a substantial foreign exchange to countries economy. To make the tourism a great success one has to take advantage of the modern technology to full extent. Tourism Marketing being a service product; it has to adopt Service marketing principles. (Kennan Srinivasan, 2009).

Marketing is not just limited to employing certain measures and tools to attract tourists; rather it is a comprehensive approach to generate high quality tourist experience leading to customer delight as well. The inherent characteristics associated with tourism marketing make the discussion of 7 P's concept more relevant in the context of tourism, as a single composite industry and as individual industries involved in it. Against this background, an attempt has been undertaken to examine the role and relevance of marketing mix in order to enhance the competency of tourism services using various marketing mix elements. (M. R. Dileep and Viju Mathew, 2017).

To ensure effective services marketing, tourism marketers need to be strategic in their planning process. Using a tourism marketing system requires carefully evaluating multiple alternatives, choosing the right activities for specific markets, anticipating challenges, adapting to these challenges and measuring success (Morrison, 2010).

A characteristic of service marketing is classified into four. They are, Intangibility i.e. Cannot be touched or viewed, inseparability of production and consumption, perishability, i.e. unused capacity cannot be stored for future use, heterogeneity (variability) i.e. Services involve people and people are all different. (CH Lovelock, 1983).

The differences between tourism marketing and other services are, principal products provided by recreation/tourism businesses are recreational experiences and hospitality, instead of moving product to the customer, the customer must travel to the product (area/community), travel is a significant portion of the time and money spent in association with recreational and tourism experiences, is a major factor in people's decisions on whether or not to visit your business or community.

2.1.3 Marketing Mix for Tourism

Marketing mix in tourism is largely a complex group of several factors intervening to achieve the marketing end product which increases effectiveness in demand output in relation to supply and marketing investment by tourist enterprises. A tourist enterprise with a combination of specific activities can decide which specific activity to use, how it is to be used, when and where to use and what resources are to be allocated to them. The different elements in the mix may be seen as coordinating or replacing each other as compliments or substitutes (Raju, 2009 and Adewale, 2016). The marketing mixes of tourism as service industry are discussed as **7Ps**. They are referred to as; Product Elements, Process, Place and Time, Promotion & Education, People, Price & other user costs and Physical Evidence.

1. Product, The tourism being a service sold to the customers, tourist experience is the product, which is intangible, and non-storable. The quality of the tourist experience as a product is directly proportional to the quality of the service a tourism business provides. The product must be designed to highlight its features and to satisfy the tourist's needs. If the product is branded, the customers find it more reliable.

Product in Tourism is basically the experience and hospitality provided by the service provider. In general the experience has to be expressed in such a way that the tourists see a value in them. (S.Kennan, 2009).

2. Process The process in tourism includes trip planning and anticipation, travel to the site/area, recollection, trip planning packages. The trip planning packages include maps, attractions en route and on site information regarding lodging, food, quality souvenirs and mementoes. (Kennan 2009).

3. Place and Time – Location and Accessibility The place and time in tourism is providing directions and maps, providing estimates of travel time and distances from different market areas, recommending direct and scenic travel routes, identifying attractions and support facilities along different travel routes, and informing potential customers of alternative travel methods to the area such as airlines and railroads. (Kennan 2009).

4. Promotion

Like other services, the promotion should address the accurate and timely information helping to decide whether to visit target audience, the image to be created for the organization, objectives, budget, timing of campaign, media to be selected, and evaluation methods.(Kennan 20090).

5. People

People are the center for Tourism. It is more a human intensive sector. For hospitality and guest relations it is very important to focus on people. It also plays a vital role in quality control, personal selling, and employee morale. (Kennan 2009).

6. Price and other user costs

The price of the tourism services depend on business and target market objectives, cost of producing, delivering and promoting the product, willingness of the target, prices charged by competitors offering similar product/service to the same target markets, availability and prices of substitute products/services, and economic climate with possibility of stimulating high profit products/services by offering related services at or below cost. (Kennan 2009).

7. Physical Evidence

In tourism the physical evidence is basically depends on travel experience, stay, and comfort. Here, the core product is bed in case of stay. (S. Kennan 2009).

2.2 Empirical Literature Review

2.2.1 Traditional Handicraft, Art and their linkage to Tourism Sector

The collection of souvenirs and mementos is a popular activity for most visitors to a destination. According to Wilkins (2011), the motivation for this activity lies in the visitor's need to preserve his or her experience as a 'sacred, extra-ordinary time and space', for which souvenirs aid in the recollection of the experience. Souvenirs also serve to render the experience tangible not only to the visitor, but also to others who may not have actually visited the location.

Local art and craft maintain the quality of uniqueness, and represent an innate connection to the heritage/culture of the destination, as well as the indigenous knowledge and craftsmanship of local artisans. One of the economic benefits of tourism is to help the destination country's handicrafts flourish. Most tourists who travel to a country buy from handicrafts to pave the way for the prosperity of these products (Willard Phillips, Delena Indar and Elizabeth Thorme, December 2017).

Given the role of souvenirs in enhancing the visitor experience, as well as the increasing value of local art and craft as souvenirs and functional art in the tourism sector, the link between art and craft and the tourism sector should be readily apparent. For example, the International Trade Centre (2010) estimates that sales of handicraft to the tourism sector in Ethiopia were as high as USD12.7 million, with as much as 55% of the value of such sales going directly to poor craftsmen, traders, and raw material suppliers. The average spend by tourists on handicraft was assessed to be approximately US\$50 in 2007.

Similarly, (Nyawo and Mubangizi2014), in assessing the role of art and craft in the tourism sector in South Africa also observed the close linkage between the sectors with tourism being a principal driver of development in this, and other related sectors. A specific analysis of the art and craft sector in the Mtubatuba Municipality of north-eastern KwaZulu-Natal reveals that this sector is the main source of livelihood for the tourism based area, with the main target market for crafters being visitors.

(Murray, 2011), in elaborating a perspective on the role of arts and culture in stimulating economic growth notes that art and cultural activities have the potential to draw visitors from within and around communities. This in turn increases local economic and social activities thereby helping to build economic and social capital.

(Nesbit, 2010) for example affirms that the promotion of art as an integral part of the regional tourism experience can serve as a vehicle for unleashing the creative potential of Caribbean peoples in order to further develop the tourism sector. The role of art and craft in strengthening the tourism experience has also gained recognition in the Caribbean and several Caribbean tourism enterprises already recognize this possibility.

2.2.4 Challenges for Traditional Handicraft and art works as part of the Tourism Marketing

One of the Ethiopian sayings utters that, “Gold in one’s hand is like Copper” which can be interpreted to mean that individuals should not undermine or forget the beauty and value of everyday life experience.

(Siddiqa Malik Heritage Trust IHT, 23rd October 2012) sighted that; handicrafts preserve and promote cultural and artistic traditions. However, this industry is facing serious setbacks. There is a lack of accessibility of adequate data for the handicrafts industry in most developing countries. As it is part of the informal sector, not much statistical information is available. This makes it hard for policy makers to formulate proper policies for the safeguarding of artisans. Related to this, as these artisans lack exposure, they are not aware of the worth of their own craftsmanship. As a result, it is becoming harder to promote and revive this sector with the artisans lacking innovation in designs and is also not equipped with modern technologies and work using traditional equipment.

Artisans are faced with critical financial shortages which make it hard for them to acquire equipment and raw material of the requisite quality. They are unable to give export quality finish to their products according to international market standards. It is also difficult for them to expand their business as they cannot get loans from local banks. This is because they cannot guarantee re-payment. Also, their profit margins are very low to cover the interest rates and are spent on their daily expenses. This leaves them with limited capital to expand their industrial units. (ITC 2010), recognized supply related challenges and market related challenges as major constraints impeding connection between the handicraft and art sector with the tourism industry.

It is beneficial to assess opportunities and constraints from various categories in order to get a more comprehensive picture. The internal constraints that limit the effectiveness of the tourism sector are low policies development and implementation, effective legislation and lack of effective tourism publicity.

Financial constraint, lack of managerial know-how, infrastructure decay, slow policies development and implementation, security concerns, effective legislation and lack of effective

tourism publicity also behavior of government departments and the bureaucracy has also been very discouraging (Ashikodi, 2012).

In assessing the challenges to the successful operation of art and craft businesses with the tourism industry, it is noted that limited market opportunity, availability of supplies and access to financing are among the main constraints. Difficulty for exporting and lack of government support were the other notable challenges identified. At last, from the audit of literary works on the challenges confronted by traditional handicrafts and art segment, can be concluded the challenges in connection with technology, economy and legal trials. The minor, inconsequential challenges but still affecting the art portion in the tourism industry can be summarized as need of research improvement, need of satisfactory trained human resource on the range and need of commitment by the top administration. These challenge factors will be revealed within the chapter four analysis section of this term paper.

2.2.5 Opportunities for Traditional Handicraft, Art works from Tourism marketing

The tourism industry provides an important export market for a host of craft products. Tourists often set a budget for themselves expecting to buy different products to take home as souvenirs. These souvenirs then serve as tourism marketing tools by telling a story of the destination and adding to the travel experience (Ministry of Crafts, Government of Morocco, May 20212). The instrument of interest of tourists along with visiting the sights of handicrafts can stimulate the local market and revitalize some of the obsolete arts and crafts.

(Utupal Barua September, 2015) explained that, Shopping is a very important activity involved in tourism; it can definitely enhance the economic development of craft industry. Many tourists like to travel around the world with a target of visiting those regions where craft culture dominates the social activity of an area. Tourists have a preference to explore the creativity and the skill that runs in the blood of the craftsmen and also understand how the culture is passed on from one generation to the other. They want to experience their lifestyle, culture and their connection with the particular craft, which is the major source of income for them. This kind of touristic activity is also termed as Craft Tourism.

As pointed out by (Kim, 1997), local handcrafts and clothing are the main products purchased by international tourists. Moreover, the dramatic expansion of global tourism travel over the past two decades has resulted in an increase of souvenirs from the ‘markers’ category, which has in turn served to enhance the intrinsic value of local art and craft to international visitors. This is because local art and craft maintain the quality of uniqueness and represent an innate connection to the heritage and culture of the destination, as well as the indigenous knowledge and craftsmanship of local artisans.

Hence, tourism industry increase revenues and profitability for artisans by increasing their access to the tourism market, through developing partnerships that link tourism demand with craft supply, creating direct linkages between craft and tourism professionals and developing and circulating integrated marketing and promotion tools.

Promotion of tourism marketing for the craft culture as a tourism component is an efficient tool for the preservation of the sector. Properly executed guidelines and promotion direct benefits the artisans associated with the craft sector. Tourism marketing can provide an alternative means for traditional objects produced in underdeveloped societies and ensure the survival of existing jobs.

2.3 CONCEPTUAL FRAME WORK OF THE STUDY

conceptual framework indicates the relationship between the main constructs that are the subjects of investigation (Baxter and Jackson 2008). In this research paper, demonstrates the relation between tourism marketing practice (with its Place, people, Product, Process, Physical evidence, Promotion, Price dimensions) and the substantial effect on the traditional handicraft, creativity art sector as external challenges (i.e. technology related challenges, economy related challenge, legal challenges) and internal challenges (i.e. lack of research and development centers, human resource related challenges, lack of top management commitment) in accommodating the sector as part of the tourism segment.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

The by and large objective of this study is to assess the existing tourism showcasing practices, the related openings and challenges towards traditional handicraft, creativity art in their integration as portion of the industry. To this conclusion, this chapter comprises of research design and approach, population size and sampling strategy, information collection strategy and instruments, approach of information examination and ethical issues taken after on conducting the research.

3.1 Research Approach

This research utilized combined strategy joining both qualitative and quantitative approaches to survey the current tourism marketing practices and the associated opportunity and challenges towards traditional craft and creativity art works.

Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data.

Whereas, the attention of quantitative research is testing objective theories by examining the relationship among variables. These variables, in turn can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures. John W. (Creswell, 2014).

Hence, mixed method research is an approach to a research that combines or associates both qualitative and quantitative forms. It also involves the use of both approaches in tandem so that the overall strength of a study is greater than either qualitative or quantitative research (Creswell & Plan Clark, 2007).

3.2 Research Design

The research design engages both descriptive and explanatory research design methods. Explanatory/ causal research design is used in order to identify the extent and nature of cause-and-effect relationships and assess impacts of specific changes on existing models, processes etc. John Dudovskiy (January, 2018). Explanatory research is responsible for finding the *why* of the events through the establishment of cause-effect relationships.

In this sense, explanatory studies can deal with both the determination of causes (post-facto research) and effects (experimental research) through hypothesis testing. Its results and conclusions constitute the deepest level of knowledge (Phidias G. Arias, March 2021). As an Explanatory research design method centers on clarifying the viewpoint of the real occasion in connection of the chosen point, i.e. traditional craft, art and their magnetism to tourism marketing.

Descriptive type of the research allows the researcher to describe what was the condition that were held in the ongoing process, effects that were evident and trends, etc. and it would also tell about the present as well as past and give the chance to gather data to come up with specific results of the study objectives. This type of the research method analyzes data using ratios, percentages, averages, variance, and standard deviations. It also employs charts, tables and diagrams to graphically describe the existing phenomena. (Sandra L.Siedlechi, 2020)

Thus, this research paper will be utilizing research design strategies on clarifying the perspective of the genuine event and describe what was the condition that were held within the ongoing process, impacts that were apparent and patterns, etc. and it would also tell the present as well as past and deliver the chance to gather information to come up with particular results of the study of the chosen point i.e. Traditional handicraft, creativity art and their magnetism to tourism marketing.

3.3 Population, Sample size and sampling technique

3.3.1 Target Population/Research Population

The researcher has examined the target population to generalize the results of the study. For that reason, the population are focused on with the point of illustrating the genuine practice towards the traditional craft and art products and their integration in the tourism industry being one segment in reflecting countries art and history to tourists that is the other side of the world, in income generation and creating job opportunity for the local producers at the same time expanding income caused from the tourism industry.

Along these lines, the target chosen for the study of the prospects, practices of the challenges within and the possible opportunities for these traditional handicraft and creativity art products in the tourism industry are directly involved/witnesses in the transaction of the traditional handicraft and creativity art works from souvenir shops to tourists while their stay in Addis Ababa. In short, souvenir shops in the entire 11 Sub cities (Arada, Bole, Kirkos, Yeka, Nifas Silk Lafto, Lideta, Addis Ketema, Gulele, Kality, and Lemi Kura) according to the new structure of Addis Ababa City Administration are targeted in the research, tour operators are also the other group of population in the tourism industry targeted for the study.

In Advancement, the government bodies leading and overseeing this sector i.e. marketing management department of Federal Ministry of Culture and Tourism, Addis Ababa Culture and Tourism office are comprised in the study. Talak Ethiopia Tour Operators Association also known as Society of Tour operators in Addis Ababa are included also; Society of Tour operators in Addis Ababa (STOA) is established on 1st October 2011 by tourism professionals who have an extensive knowledge and expertise aiming to bring about a change in the tourism industry, the members of STOA composed of 43 professional tour operator's city wide licensed under the affirmation of ministry of culture and tourism. All the 43 members are based within the capital city and the researcher believed that they will allow information on the businesses straight forward to goodness figure related with the subject raised. The researcher chose STOA indicating they would give demonstration as they are close witnesses of marketing practice, challenges, opportunities with traditional craft and art works in the tourism industry as they work

with the number one purchasers/targeted clients of the industry i.e. tourists for these traditional handicraft and art products in the midst of their visit and stay in the city.

3.3.2 Sample Size Determination

No	Attendees	Total Population	Proportion of respondents group
1	Tour operators	43	20.1%
2	Souvenir shops	171	79.9%
Total		214	100%

Table 3.2: population size

For the tour operators selected in the study from the Society of Tour Operators (STOA) in Addis Ababa; all the 43 individuals are included within the investigation since their number is reasonable to be considered all.

The sample population for souvenir shops licensed and registered by Addis Ababa Ministry of Culture and Tourism from all the 11 sub-cities (Arada, Bole, Kirkos, Yeka, Nifas Silk Lafto, Lideta, Addis Ketema, Gulele, Kaliti, Lemi Kura) according to the new city administration of Addis Ababa are 305 in number. This study used Yamane's formula for calculating representative sample from this groups. (Yamane, 1967) suggested a simplified formula for calculation of sample size from a population which is an alternative to Cochran's formula. According to him, taking 95% confidence level with $\pm 5\%$ margin of error, the calculation for required sample size was as follows; Formula for calculation of sample size from a population which is an alternative to Cochran's formula. $P = 0.5$ and hence $q = 1 - 0.5 = 0.5$; $e = 0.05$; $z = 1.96$ so, $n = (1.96)^2 (0.5) (0.5) / 0.05^2 = 385$

Cochran pointed out the fact that a very large population provides proportionally more information than that of a smaller population. He proposed a correction formula to calculate the final sample size in this case which is given as; $n_0 / 1 + (n_0 - 1) / N$. Here, n_0 is the sample size derived from the above equation.

$n = N / 1 + N (e^2)$ and N is the population size. Here, $N = 305$, $n = 384$ (determined by $n = 1 + (n - 1) / N$) = 171. Accordingly, sample sizes of 171 respondents are selected to fill the questionnaire.

Hence, the total population of the comprised from sample from souvenir shops i.e. 171 and 43 members of the STOA (Society of Tour Operators in Addis Ababa) would be 214.

3.3.3 Sampling Technique

To select the respondents, this study used non-probability sampling specifically convenience sampling technique for selection of souvenir shops to disperse questioner to be filled in a self-administration manner. Convenience sampling is characterized as a strategy received by the researcher to gather inquires about information from a helpfully accessible pool of respondents. It is the foremost commonly utilized testing strategy as prompt, uncomplicated and conservative style. (Thomas Edgar, David Man, 2017). In numerous cases, individuals are intentionally approachable to be a part of the test within the particular case of tour operators, due to the episode of Covid 19 (Corona virus) and its notable comes about, significant sum of tour operators within the trade has ceased their operation and liquidated. Consequently, the helpful respondents among the time of data collection from Society of Tour Operators in Addis Ababa (STOA) also known as Talak Ethiopia Tour Operators Association are included tour operator's point of view towards the circumstance of the subject of the term paper.

3.4 Source of Data

The researcher utilized both primary and secondary data sources. The primary data was collected from test respondents adopting five point Likert scale of close ended questioner and interview questions were distributed for exhibiting organizational approach of the STOA; society of tour operators association in Addis Ababa and Ministry of Culture and Tourism office to initiate elaboration around the administrative acknowledgment towards the tourism marketing practices and traditional craft and art section of the industry.

The data collection process of the research will be based on both primary and secondary data. Secondary data obtained from articles, magazines, journals, brochures and web pages for the use of Ethiopian tourism industry practices together with traditional handicrafts and creativity art works documents that help the researcher to enlarge the knowledge in the topic under study.

3.5 Data Gathering Instruments

Questionnaires were arranged and distributed, in expansion interview guide was utilized for issues that require assist elaboration concerning tourism marketing practices, opportunities and challenges in the industry for traditional craft and art work sector.

3.6 Method of data Analysis

SPSS (Statistical Package for Social Sciences) version 20.0 was used to compute and analyze the data. The data was analyzed using inferential statistics such as chi square and descriptive statistics such as percentages, frequency, mean and standard deviation. According to (Moidunny, 2009), the utilization of these two approaches allows for inferences and generalizations to be made.

3.7 Instrument validity and reliability

Adopting from (Raju, 2009) and (Mykletun, 2001), research instruments consisted of questionnaires is modified by the researcher. According to (Orodho, 2004) questionnaires allow for measurement for or against a particular viewpoint and emphasizes that a questionnaire has the ability to collect a large amount of information in a reasonably quick space of time.

3.71 Instrument Validity

Mugend and Mugend, (2003) define as content validity of a measuring instrument is the extent to which it provides adequate coverage of the investigative questions guiding the study. In this study, content validity was determined by consulting the expertise of the supervisor and two tourism and marketing experts. These experts and the research advisor looked at every question in the questionnaire and do their own analysis to ascertain that the questions answer research objectives of the area understudy. Recommendations (to continue with the instrument with some correction) from the experts were taken into consideration in order to improve the instruments.

3.72 Instrument Reliability Test

Chronbach's Alpha measures the internal consistency between items in a scale. That is, we are looking for how participant are answering across all items of the research question.

Dimensions	Chronbach's alpha value	No of Items
Tourism marketing practices	.869	20
External challenges	.57	10
Internal challenges	.53	9
Over all reliability	1.97	39

Table 3.1: The Chronbach's Alpha value table

The purpose of deriving a scale score by having multiple items is to obtain a more reliable measure of the construct than is possible from a single item. This scale reliability's typically assessed by using Cronach's coefficient alpha, which can be thought of as the average of all of the inter-item correlations.

Therefore, Cronbach's alpha gives the proportion of the total variation of the scale scores that is not attributable to random error. As per George and Mallery (2003) the rule of thumb for interpreting alpha for dichotomous questions (i.e. questions with two possible answers) or Likert scale questions is; $\alpha \geq 0.9$, Excellent, $0.9 > \alpha \geq 0.8$, Good, $0.8 > \alpha \geq 0.7$, Acceptable, $0.7 > \alpha \geq 0.6$, Questionable, $0.6 > \alpha \geq 0.5$, poor and $0.5 > \alpha$, will be unacceptable. In our case the overall result is ≥ 0.9 hence, it is Excellent.

3.8 Ethical Considerations

According to Saunders, Lewis and Thorn hill, (2012), ethics refers to the appropriateness of your behavior in relation to the rights of those who become the subject of your work, or are affected by it. As the information is composing to be collected from the respondents by the researcher, the data was collected concurring to their willing. The study was free from bias and respondents were not requested to compose their name and address, to keep and guarantee their security.

The data was collected from willing respondents without any unethical behavior or forceful action. The results or a report of the study used for academic purpose only and response of the participant is confidential and analyzed in aggregate without any change by the researcher. In addition, the works of previous investigations or studies are cited appropriately by the researcher.

CHAPTER FOUR

DATA INTERPRETATION AND ANALYSIS

This chapter discusses the interpretation and presentation of findings obtained from the conducted analysis including the background information of the respondents and finding of the analysis based on the objective of the study response rate, descriptive statics, and independent t-test analysis will be presented. The research was conducted using a close-ended questionnaire with a 5 point Likert scales and interview questions. The survey had 5 rating scales ranging from 1= strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5=strongly agree. Hence, the data analysis and discussion of the research findings will be presented here below.

4.1 Response rate

Questioner were distributed to conveniently targeted attendees, they are association of tour operators in Addis Ababa, souvenir shops licensed under the acknowledgment of Addis Ababa Culture and Tourism as Sale of traditional handicrafts and gifts centers from 11 Sub cities (Arada, Bole, Kirkos, Yeka, Nifas Silk Lafto, Lideta, Addis Ketema, Gulele, Kality, Lemi Kura) according to the new structure of Addis Ababa City Administration. In addition, marketing management department employees of the Federal Ministry of Culture and Tourism, Addis Ababa Culture and Tourism Office are included to give a full dimension to perspectives to the study. The response rate is presented in the table below.

Questioner	Attendees	Population size	Returned questioner	Percentage of return
	Tour operators	43	30	69.7%
	Souvenir shops	171	146	85.38%
	Total	214	176	82.2%

Table 4.1: Response rate

According to (Mugenda, 2003), a response rate of 50% is adequate for analysis and reporting; a rate of 60% is a good and a response rate of 70% and over is excellent. Based on the assertion, the response rate is excellent.

4.2 Demographic Background of Respondents

The demographic characteristics of the respondents include age, and educational background, and working experience in the tourism industry of the souvenir shops and tour operators. The study also sought to determine the gender category of the respondent to ensure equitably of engaged in the research.

Variables	Items	Frequency of responses	Percentage of responses
Gender	Male	116	65.9
	Female	60	34.1
Age	18-35	110	62.5
	36-55	59	33.5
	Above 55	7	4.0
Educational background	Diploma and below	89	50.6
	Degree level	66	37.5
	Masters and above	21	11.9
Experience in the industry	Less than 5 years	67	38.1
	Between 5 and 10 years	44	25
	Between 10 and 15 years	43	24.4
	Above 15 years	22	12.5

Table 4.2: Respondents profile

The results obtained from the study demonstrates that (65.9%) of population within the tourism industry in relation with traditional craft and art works are male and the rest 34.1 % of the population under the subject study is female. This result demonstrates that, the industry is ordinarily ruled by males and there's a constrained cooperation of females within the industry related with the tourism marketing and the traditional handicraft and creativity art works chain.

The results obtained portrays that 62.5% of the key account distributors range from the age of (18-35), this age range accounts for the majority of the respondents while the age group from 36-55 years old accounts 33.5% while 55 and above years old account for 7% . This demonstrates that younger generation is taking a significant part in the tourism industry and the courtier's traditional craft and art works showcasing and reflection to the other side of the world.

The results obtained shows that 50.6% of the respondents have either completed secondary school education or are below level of completion while 37.5% have earned their first Degree. Meanwhile, only 11.9% of the respondents have further progressed with their education with

second degree and above. This demonstrates that, the research conducted regarding tourism industry and the marketing related practices towards traditional handicraft and art works dominantly comprised with first level educational background respondents so as the industry.

The results obtained portrays that 38.1% of the respondents have been in the tourism industry either in tour guide and operation or souvenir shops for less than Five year and the rest three groups been working into the tourism industry for Five to Ten years and above Ten years, Ten to Fifteen and above Fifteen years comprising 25%, 24.4%, 12.5% of total respondents respectively. From this figure it could be concluded that the majority of participants are experienced enough to give the actual trained in the industry for the study.

4.3 Descriptive Response Analysis

The response analysis was conducted using frequency percentage, mean and standard deviation. They were used to present the various characteristics for data sets. In this study, descriptive statistics helps to enables us to present the data in a more meaningful way, which allows simpler interpretation of the data. Moidunny, (2009) labeled Mean score and the interpretation is as follows. 1.00-1.80 mean score value= Very low, 1.81-2.60 mean score value= Low, 2.61-3.20 Mean score value= Medium, 3.21-4.20 mean score value= High and 4.21-5.00 mean score value = Very high. It is based on Raju (2009) and Mykletun et al (2001). Interviewee's results and their opinion were also included along with descriptive analysis.

4.3.1. Tourism Marketing Practices

The data analysis is based on the responses obtained from the population under study, the research has determined the results in terms of the mean score interpretation.

Tourism marketing practices (N=176)	Mean	Std. Deviation
Price		
Ministry of Culture and Tourism regulates that quality, durability of products of traditional art and craft works presented for sale in Addis Ababa	2.4489	1.23182
Ministry of Culture and Tourism controls rationality of pricing strategy for traditional craft and art products is for sale in Addis Ababa	2.4716	1.32203
Grand Mean for price	2.4602	
Product		
Ministry of Culture and Tourism regulator quality of products presented from the traditional craft, art works unto customers (tourists) expectation in Addis Ababa	2.0341	1.06314

Ministry of Culture and Tourism oversees the products from traditional craft and art sector are in a continuous improvement in quality, durability and handiness.	2.3636	1.19697
Grand Mean for product	2.1988	
Promotion		
The tourism sector is upholding the countries' traditional craft, art segments in Addis Ababa as part of the industry	2.8750	1.36748
The tourism industry is liking the art and craft centers with tourists	2.6477	1.32268
The tourism sector provides appropriate and timely information to tourists about craft and art centers in Addis Ababa	2.5625	1.31652
Grand Mean for promotion	2.695	
Place		
The tourism industry is contributing to the destination development and accessibility to the countries, traditional craft , art sector in Addis Ababa	2.6307	1.32016
Traditional Art and craft works in Addis Ababa are available together with support facilities and at centers with alternative routes for tourists	2.8239	1.22250
Traditional craft and art work centers are included in trip planning packages of tour operators in Addis Ababa.	3.0057	1.23518
Proper information maps, routes, etc. for the location of traditional craft, arts work centers are available in Addis s Ababa.	2.6420	1.31029
Grand Mean for place	2.775	
People		
Ministry of Culture and Tourism supervises that People engaged in traditional craft and art works and marketing have a good understanding about the significance of the sector they are working in for the tourism industry	3.0909	2.36709
Ministry of Culture and Tourism watch over people involved in traditional craft and art works and marketing are professional in conveying their products to the tourism market.	2.5057	1.23750
Ministry of Culture and Tourism supervises that people involved in traditional craft, art s production and marketing have a good command of communication.	2.5284	1.74660
Grand Mean for people	2.708	
Process		
Traditional craft and art works in the tourism marketing system are easily accessible to tourists in Addis Ababa.	2.6420	1.32762
The tourism marketing segment has a proper strategy in terms of integrating the traditional craft and art works in the industry.	2.5455	1.15049

The tourism marketing strategy is well organized and cautious in terms of regularity.	2.4659	1.33907
Grand Mean for process	2.551	
Physical evidence		
Traditional crafts art works are availed adequately for tourists visit and purchase	3.0909	1.32351
Ministry of Culture and Tourism manages that traditional craft and art works are availed at sites (show rooms, galleries, shops) with suitable alternatives and transportation centers	2.9091	1.20130
Traditional craft and art production centers are fitting for visit by tourists interested in observing the process of production.	2.5909	1.20605
Grand Mean for physical evidence	2.863	

Table 4.3.: Survey results on marketing practices

In determining the marketing trend with its price variable of the rationality of the price strategy and the corresponding durability of these traditional handy craft products, the research has determined the results in terms of the mean score interpretation of responses on the subject. The result showed that, the grand mean score for the rationality of pricing is 2.46 appearing lower level of price estimating methodology review within the industry.

In the case of product variable, the result shows that 2.19 is the grand mean scale of low value. In this regard, one can conclude that, the supervision mechanism in the tourism industry on the quality of these products onto customers' expectations and their progress of product improvement in the market has been given lesser attention by the concerned body in the tourism industry. In determining the practice of promotion in the tourism industry towards these traditional handicraft product, the research observed that, grand mean scored 2.69 of medium value. In this regard, it can be observed that, improved methods with hope of change are being implemented in the industries marketing practice in upholding and linking these handy craft section with the tourism industry and provision of appropriate information to tourists about these products of reflection countries art and tradition.

The place variable of the marketing trend is other dimension assessed, hence the gran mean value for this variable resulted 2.78 of a medium value. In this case, it can be said that, there is remarkable influence of the tourism industry with its marketing practice in contributing

destination development, together with support facilities and alternative routes of proper information with maps for locating these traditional handicraft sectors of souvenir shops to the targeted customers of the industry, i.e. Tourists in this case and inclusion of their location in trip packages. But, still the figure reflects that, improved procedures and strategies are required to take the effort to the next effective level.

when we come to the variable, People of the tourism marketing practice, 2.71 being the grand mean value interpreted as a medium value in this regard, in terms of intervention of the industries practice for overseeing the understanding of the people engaged in the industries significant to countries image building and showcasing of the culture and history of the nations at large, and also watch over these professionals in conveying their product to the market and their level of command of communication which has a great influence in the transaction of these souvenir products and their promotion to the target customers in the industry , it can be concluded that the industry practice has a medium level of involvement in this regard.

Process is the other marketing practice dimension assessed, the research looked through the accessibility of these souvenir shops of traditional handicraft and art products to the tourism market, the strategy being followed in integrating these segment and the organization and cautions in terms of regularity by the industries practice. Hence, the result with a grand mean value of 2.55 rated as low illustrates the insufficient concern given to this fragment. This gives comment that, the practices not being controlled for the outmost result in progressing the segment.

Physical evidence is the last dimension of the marketing practice to look through; this practice rated a 2.86 grand mean score of medium value. In this regard the adequacy of souvenir shops for tourists purchase and their availability with suitable alternatives and transportation centers including the production process of these handicraft products and their fitness for observation by interested tourists are the measurements taken for evaluation. Hence, from the mean value obtained, it can be concluded that, the tourism industries marketing practice has a medium level of intervention on overseeing these sector in terms of the supposed settings.

Hence, as it is illustrated above, the overall practice of tourism industry is rated as Medium. Unsatisfactory pricing strategy and inferior controlling on the development and improvement of

the quality of the products for sale is shown by the analysis of the results. This implies that product development approach and pricing strategy is required to uplift the image of these countries traditional, cultural and historical feats.

In an effort to encourage traditional handicraft and art products, tourism sector has a likelihood of improvement for location benefits with average intervention on matching its demand and supply functions, serve its customers well, with knowledgeable employees, guiding by professionals with good understanding in communication, simple to understand and easy to avail, service delivery in place and care of its customers valuable time.

In conclusion, these findings highlight implications for some practices are adopted to promote these souvenir shops for traditional handicraft products and the tourism sector at mediocre level. It is true that the promotion of the tourism sector is at competitive edge and enough practice strategy needs to be adopted to indorse the country's history of tradition and custom dazzling.

In addition, as the tourism marketing practice needs to develop improved organizational management, supportive structure for promotion and destination development, training of employees, product improvement and control mechanism with price control of over these souvenir shops is required.

Similar studies are also focused on marketing mix in tourism alike to this study. This is because it arbitrates to achieve the marketing end product, which is increased effectiveness in demand output in relation to supply and marketing investment by tourist enterprises (Raju, 2009). Modern marketing is based on the marketing concept which holds that businesses and organizations should focus on those people most likely to buy their product rather than the entire mass market (Ashikodi, 2012).

Pricing is the greater the intangibility, the more difficult it is to calculate cost and the greater tendency towards non-uniform services (Adewale, 2016). The methods used for promotion of services like advertising, personal selling, publicity and sales promotion are the same used in the promotion of products (Dukic and Stankovic, 2009).

Hence, travel being an important portion of the time and money spent in association with recreational and tourism experiences (Ashikodi, 2012), potential businesses should also carefully

assess alternative locations for distance and accessibility to target markets; location of competitors with respect to target markets (Adewale, 2016) as physical evidence is to be modified in accordance to the requirements of target customers (Nischay and Garima, 2012).

Likewise, from the interview conducted on tourism marketing practices related with traditional handicraft, creativity art sectors, respondents (R5,R8,R6 and R4) have mentioned that, the Ministry of culture and tourism shall put extra effort in supporting these sector with shifting the current marketing practice, adopting improved operation system of the tourism marketing trends adhering technology advancements for better addressing of these centers, devising of outlet mechanisms for better sale of these products in the industry, policy formulation to encourage the sector and familiarizing the artisans in relation to production technologies and design aspects, financial and management aspects of production units, marketing channels and methods for optimizing the sale of handicraft s among tourist and the tourism industry to increase competitiveness of the product in the tourism market and on professional business leading modus in the industry.

4.3.2 TOURISM MARKETING CHALLENGES

In this section of the analysis respondents were requested for their opinion on the internal challenges of traditional handicraft and art works. Hence, the results will be presented as follows.

I. INTERNAL CHALLENGES

Internal Challenges (N=176)		
Lack of Top Management Commitment	Mean	Std. Deviation
The incompetency on tourism management bodies has a negative impact on the performance of tourism marketing practices towards traditional craft, art sector in Addis Ababa	3.6591	1.07848
Poor tourism products and development plans have negatively impacted traditional crafts and art sector in Addis Ababa.	3.3523	1.05332
Lack of consideration to the traditional arts and crafts in tourism marketing practices is having a negative impact on the sector.	3.6080	1.03634
Gran Mean	3.539	
Human resource related challenges		

Unethical employees in the tourism industry negatively Improve Traditional Crafts and art sector through tourism Marketing practices	3.6534	1.23718
Lack of leadership skills in tourism marketing affects access to traditional crafts and arts sector in Addis Ababa.	3.6989	1.02271
The absence of trained tourism technology professionals in the industry will have a negative impact on the arts and crafts sector by making tourism marketing more traditional	3.3239	1.25252
Grand Mean	3.558	
Lack of research and development		
Deficient research on traditional crafts and art sector has a negative impact in terms of accommodating the sector as part of the tourism industry.	3.8409	1.08902
Lack of adequate tourism research centers related to traditional craft and art sector has a negative impact on the tourism market in the sector.	3.6477	1.14183
Lack of researches on the history of the country's traditional crafts and arts is negatively impacting the tourism market practices towards the sector	3.8977	1.02584
Grand Mean	3.7954	

Table 4.4: survey result of tourism marketing challenges

The leading organization issues of the industry are surveyed as one parcel of internal challenges. In this regard, with a grand mean value of 3.54 being rated as medium, the incompetency of the tourism management bodies in administration and integration of these segment into the industry, the less consideration given to this segment and poor tourism products and enhancement plans have been used as assessing measures of the challenge. The result highlights implication for ineffective administration to the expected level of support of these segments to transfer it into a well – organized segment of the industry.

Further, unethical employees in the tourism industry with absence of training on technical knowledge and know of the business and lack of skill in the tourism marketing are also contributing to the challenge. With a grand mean value of 3.56 rated as high infers that prepared human asset missing within the industry is significantly influencing the craftsmanship segment improvement within the industry.

In terms of research and development centers lacking, this internal challenge scored a grand mean score of 3.79 rated as high. This implies that, deficient researches conducted on traditional handicrafts, lack of adequate research centers is significantly contributing to the back warding of this segment in the tourism industry.

From this finding, it can be concluded that, all the internal challenges being rated as major except top management commitment issues, infers that, there's a need of tourism resource in terms of skilled manpower performing within the industry, a committed administration body driving the division, sufficient research conducted on the segment and advancement centers of the handicraft sector is required.

In similar studies, Kumar and Rajeev (2014) stated that one of the major issues faced by handicraft sector is in information dissemination. This has led to a situation where customers have no information related to the craft products. Insufficient advertisement and marketing, intrusion of foreign goods, inadequate supply of raw materials, inappropriate market price and ineffective government policies are some of the key challenges of handicraft industry

Similarly, from the interview conducted on tourism market related challenges on traditional handicraft, creativity art works, R2, R7, R1 interviewee's have mentioned lack of innovate and communicate, research and development centers may have underestimated the contributions of the traditional handicraft and art works in the tourism industry, in addition, managerial influences in leading the sector and effect of tourism professional discipline in integrating these sector with the tourism industry and has also been pointed out as a challenge during the interview conducted.

II. External Challenges

External Challenges (N=176)		
Legal challenge	Mean	Std. Deviation
Lack of awareness about the existing tourism laws negatively affects traditional craft and art works and their incorporation in the tourism industry	3.7102	1.04805
Lack of a clear goals, policy and frameworks for tourism sector is negatively affecting traditional craft and art sector and their absorption with in the tourism industry.	4.1420	3.22973
Lack of legal support for tourism physical assets is negatively affecting traditional craft and art works and the tourism practice for the industry.	3.8977	.90130
Gran mean	3.916	
Economy related challenge		
Foreign currency fluctuations can negatively impact tourism trading on the value of traditional crafts and art works.	4.0966	4.07175

Low level of income of local craft workers (artisans) has a negative impact on the traditional arts and crafts sector in the tourism industry.	3.9432	1.05677
Ethiopia's underdeveloped living status has had a negative impact on the promotion of traditional arts and crafts sector through the tourism industry.	3.8295	1.03892
Lack of infrastructure development in Addis Ababa has a negative impact on the advancement of the traditional craft and art sector in the tourism industry.	3.7614	1.22819
Grand mean	5.195	
Technology related challenge		
Poor ICT facility development has negative impact on tourism marketing practices towards traditional arts and crafts sector.	3.8466	1.06599
Lack of a tourism information network in Addis Ababa affects access to the traditional arts and crafts sector.	3.6818	1.17639
Grand mean	3.764	

Table 4.5: External challenges

Legal challenges are the first external challenges assessed; the researcher looked through lack of awareness on the existing tourism regulations and lack of clear goal, policy and framework of the industry for supporting this sector. Hence, the result with a mean value of 3.91 rated as high illustrates the insufficient concern given to this fragment. This gives comment that, the practice is not being controlled for the outmost result in developing the segment. Legal factor was rated high and exhibited the large mean in external factors as of Economy.

Economic challenges, with foreign currency fluctuation, low level of income of the handicraft producers like that of the underdeveloped living status related with the infrastructure development of the country of economic impacts low level of wage of the handicraft producers like that of the undersized living status related with the establishment enhancement of the country of monetary impacts are assessed with high mean value of a score of 3.91.

Technology facility issues are the other bottlenecks for the traditional handicrafts in the tourism industry. Poor ICT facility development and lack of proper tourism information supported by technological outlets are assessed having 3.76 mean scored values which is leveled as high. This indicates that, This study catches that the level of technology utilization, implementation of proper leadership policy and frameworks among principals, economy control and neutralization efforts for the fluctuation of exchange rates is practiced at a very lower level and significantly

affecting the development of handicraft sector to a well-organized industry. According to, Walton (2009) argument, tourism marketing is based on the occurrences caused by revolution in science and technology and these changes and technical civilization were the amassing of movement and travel. Subsequently, it should be truly considered by the industry in improving and modernizing the industry with the level of innovation improvement with the rest of the world parts. Progressing

4.3.3 Tourism marketing opportunities

The instrument of interest of tourists along with visiting the sights of handicrafts can stimulate the local market and revitalize some of the obsolete arts and crafts.

Utpal Barua, Utpal Barua, (September 2015) explained that, Shopping is a very important activity involved in tourism; it can definitely enhance the economic development of craft industry. Many tourists like to travel around the world with a target of visiting those regions where craft culture dominates the social activity of an area.

Tourists have a preference to explore the creativity and the skill that runs in the blood of the craftsmen and also understand how the culture is passed on from one generation to the other. They want to experience their lifestyle, culture and their connection with the particular craft, which is the major source of income for them. This kind of touristic activity is also termed as Craft Tourism.

Promotion of tourism marketing for the craft culture as a tourism component can be an efficient tool for the preservation of the sector. Properly executed guidelines and promotion direct benefits the artisans associated with the craft sector. Tourism marketing can provide an alternative means for traditional objects produced in underdeveloped societies and ensure the survival of existing jobs. In addition to that, from the interview conducted on the subject matter, interviewees has boldly mentioned the opportunities from the tourism industry towards the traditional craft and art works as, job creation opportunities to the artisans and means of income generation resulting improvement of leaving standards to the artisans. Above that, the industry, could give opportunity to this sector in terms of creating means of exchange of skills of design, product development, capitalization of the sector, In addition to this, through the tourism industry and the cultural and art history of the country could be reflected and promoted to the other side of the world and could be a good means of marketing plat form for showcasing of this craft sector products to international market.

4.4. Inferential Analysis

A t-test is a type of inferential statistic used to determine if there is a significant difference between the means of two groups, which may be related in certain features. A t-test looks at the t-statistic, the t-distribution values, and the degrees of freedom to determine the statistical significance. The independent test displays two different t-statistics, one based on the assumption of equal variances, the other assuming unequal variances. It will only consider the equal variances case. In order to investigate whether or not the mean difference found is by a chance t-test is conducted to the difference is statistically significant or not. The significant threshold is set with $P=0.05$, P value is the measure likelihood of finding the mean difference by chance if indeed there is no difference in the population. If the p value reported from a T-test is less than 0.05, then that result is said to be statistically significant, if the P value is greater than 0.05, then the result is insignificant (Rebecca Bevans. December, 2020).

We use the independent samples of for two sample t-test in comparing the mean cross two different categories. Hence from the table given below, we can conclude that tour operators and souvenir shops responded same way on the subject matter of the study.

Group Statistics for tour operators, N=30 and Souvenir Shops , N=146			
		Mean	Std. Deviation
Price	Tour operation	2.3793	.78667
	Souvenir shops	2.4762	1.05878
Product	Tour operation	1.9138	.80255
	Souvenir shops	2.2551	1.05721
Promotion	Tour operation	3.1954	.85689
	Souvenir shops	2.5964	1.03752
Place	Tour operation	2.9569	.58656
	Souvenir shops	2.7398	.95484
People	Tour operation	3.4828	1.88264
	Souvenir shops	2.5556	1.07860
Process	Tour operation	3.1379	1.10021
	Souvenir shops	2.4354	.92867
Physical evidence	Tour operation	2.8851	1.02072
	Souvenir shops	2.8594	.82662
Internal challenges	Tour operation	3.4943	1.08971
	Souvenir shops	3.5488	.75530
Human resource	Tour operation	3.4598	1.24216

	Souvenir shops	3.5782	.74467
Research Development	Tour operation	3.6667	1.39728
	Souvenir shops	3.8209	.73536
Legal Challenges	Tour operation	3.5977	1.15943
	Souvenir shops	3.9796	1.34143
Economy related challenge	Tour operation	3.5345	1.29856
	souvenir shops	3.9813	1.25345
Technology related challenge	Tour operation	3.2931	1.40482
	souvenir shops	3.8571	.81510

Table 4.4.1: Independent sample test between tour operators and souvenir shops

Independent Samples Test											
		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
Price	Equal variances assumed	3.185	.076	-.467	174	.320	.641	-.09688	.20723	-.50589	.31213
	Equal variances not assumed			-.569	50.355	.286	.572	-.09688	.17019	-.43866	.24490
Product	Equal variances assumed	5.423	.021	-1.646	174	.051	.102	-.34131	.20736	-.75057	.06796
	Equal variances not assumed			-1.977	49.344	.027	.054	-.34131	.17267	-.68823	.00561
Promotion	Equal variances assumed	1.827	.178	2.917	174	.002	.004	.59903	.20535	.19373	1.00433
	Equal variances not assumed			3.316	45.804	<.001	.002	.59903	.18067	.23532	.96275
Place	Equal variances assumed	14.519	<.001	1.180	174	.120	.240	.21710	.18404	-.14613	.58033
	Equal variances not assumed			1.615	61.693	.056	.111	.21710	.13441	-.05161	.48581
People	Equal variances assumed	3.395	.067	3.669	174	<.001	<.001	.92720	.25268	.42849	1.42592
	Equal variances not assumed			2.570	31.718	.008	.015	.92720	.36074	.19215	1.66226
Process	Equal variances assumed	4.322	.039	3.608	174	<.001	<.001	.70256	.19472	.31823	1.08688
	Equal variances not assumed			3.220	36.287	.001	.003	.70256	.21819	.26017	1.14494
Physical evidence	Equal variances assumed	2.386	.124	.147	174	.442	.884	.02565	.17491	-.31957	.37086
	Equal variances not assumed			.127	35.600	.450	.899	.02565	.20143	-.38304	.43433

Internal challenges	Equal variances assumed	11.008	.001	-.328	174	.372	.743	- .05450	.16629	-.38270	.27370
	Equal variances not assumed			-.257	33.501	.399	.798	- .05450	.21173	-.48501	.37602
Human resource	Equal variances assumed	22.998	<.001	-.690	174	.246	.491	- .11846	.17164	-.45723	.22031
	Equal variances not assumed			-.496	32.080	.312	.623	- .11846	.23870	-.60463	.36771
Research development challenges	Equal variances assumed	37.380	<.001	-.866	174	.194	.388	- .15420	.17805	-.50562	.19723
	Equal variances not assumed			-.579	31.126	.283	.567	- .15420	.26646	-.69756	.38917
Legal Challenges	Equal variances assumed	.306	.581	-1.431	174	.077	.154	- .38189	.26696	-.90878	.14500
	Equal variances not assumed			-1.578	44.150	.061	.122	- .38189	.24207	-.86969	.10591
Economy related challenge	Equal variances assumed	3.497	.063	-1.744	174	.041	.083	- .44681	.25618	-.95244	.05882
	Equal variances not assumed			-1.703	38.987	.048	.097	- .44681	.26236	-.97750	.08388
Technology related challenge	Equal variances assumed	25.629	<.001	-2.968	174	.002	.003	- .56404	.19007	-.93918	-.18890
	Equal variances not assumed			-2.094	31.816	.022	.044	- .56404	.26939	-1.11290	-.01518

Table 4.4.2: Survey result

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

This is the final part of the study which presents the summary of the findings, conclusions remarks and present and future recommendations.

5.1 Summary of Major Findings

The study aimed to analyze the tourism marketing practices, challenges and opportunities towards traditional handicraft, art sector in the tourism industry in Addis Ababa.

Using descriptive research method, the study found that the tourism physical facilities in A.A exhibited medium level of facilitations for centers/souvenir shops of traditional handicraft and art products. Tourism facility management (place variable) for traditional handicraft and art showcasing centers/souvenir shop is not well managed even if it provides potential location benefits.

Inappropriate market price, ineffective government policies are legal challenges evaluated influencing handicraft industry. Price variation of touristic products related with foreign currency exchange fluctuation will create unfair commercial setting environment for cultural commercialization. Hence, concerned government bodies have to get evolved in alleviating this event.

Insufficient advertisement and marketing, Information dissemination is other issue faced by handicraft sector. This has led to a situation where customers have not information to the expected level related to the craft products. Technological factors are found the main challenges of tourism marketing

Moreover, technology was also indicated as tourism marketing challenge including poor ICT facilities development, slow-moving tourism digital advertisement, lack of tourism Information network and weak tourism technology expertise. It was indicated that research and development in tourism activities were not properly expanded and having insufficient tourism related investment centers in Addis Ababa.

Further, the study found that tour operators and souvenir shop centers responded similar marketing challenges in legal, economic, technology, top management, human resource, research and development and resource availability aspects.

5.2 CONCLUSION

Handicrafts form a fundamental part of tourist experience representing local traditions and indigenous population's talents and skills producing income and job opportunities. As a unique experience for tourists, handicraft products have enriched national economy, identify and promoted cultural heritage, uniqueness and authenticity and cultural commercialization allowing tourists to truly understand the skill and the craft at rear and realize handicrafts unique tradition, linking tourists to artisans to facilitate them understand and appreciate the art. Interruption

The desire by the tourists to encounter and experience different cultures as well as their materials the craft industries is dependent on tourism industry practices.

The development of tourism areas involves various socially and legally sensible policies such as ecological tourism, eco-tourism, ethical tourism and other tourism development best practice. This is due to the fact that tourism has received widespread interest from tourism scholars, government, private sectors, local and international investors, and the public at large. The tourism marketing and its development have gained a great attention and have been adopted as a Policy in tourism planning by many governments and concerned bodies. Nevertheless, currently there are numerous tourism marketing challenges that hinder its effectiveness in managing and upholding traditional handicraft and art sector.

It is imperative to note that the tourism industry is based on marketing mix and its appropriate strategies and their interaction among them. This is because this industry is exceedingly sensitive to the social and physical conditions of the destination micro and macro environment. Thus, legal reforms, technological adaptation, research and development are very necessary. It is recognized that tourism industry faces numerous marketing challenges such as legal, economic, technology, top management, human resource, research and development and resource availability on tourism marketing and these should be addressed timely and effectively.

5.3 RECOMMENDATIONS

Though handicraft has been playing a significant role its contribution has been made trivial owing to emphasis on other tourism attractions in the country that has overshadowed the contribution of handicrafts sector. As a result, handicraft products tourism has not been getting sufficient attention from the concerned authorities. Hence, it's the right time for the recognition of handicraft s' contribution and thereby their promotion so that they play much enhanced role in the promotion of countries history of art and culture.

For this reason,

- Ethiopian tourism marketing practices should focused on legal and technological incorporation of all marketing mix, physical assets preservation and maximizing communities benefits
- Support of residents involved in the industry play a pivotal role in successful tourism marketing practices toward traditional handicraft and art works as tourism planners and other authorities engaged in the tourism industry. It is crucial defining strategies and practical tools for governments and the private sector to strengthen the links between handicraft s and tourism, the tourism policy makers must reform Ethiopian legal frameworks to create a responsible tourism practice and established area of tourism research and development pertaining in enhancing the handicraft sector development as an industry by its self and as part of the tourism segment. Comprehensive future research on sociocultural, socio-political and socio-economic importance of traditional weaving in Ethiopia has to be conducted.
- There should be effective tourism marketing that occurs through the message itself, which explains the benefits, as well as the media strategy employed to reach the target group regarding this traditional handicraft and art sectors.
- It is necessary to focus on quality improvement and ingenious production of handicraft products. It is crucial to focus on production and marketing practices of handicraft s and drawing lessons in relation to production technologies and design aspects, financial and management aspects of production units,. There are other implications also such as to establish a database for information on handicraft s' a medium of accreditation of cultural heritage, uniqueness and cultural symbolism by establishing research centers.

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- Overall, the country needs an effective marketing program that blends all the marketing elements to achieve the service provider's marketing objectives by delivering value to customers. This is because marketing mix is the key to design and implement an effective positioning strategy. All the elements of the marketing mix should be utilized to influence the customers' perception and hence the positioning of the service concerned. State policy improvement, increase in supply of raw materials, creative production and marketing are the ways that can promote handicrafts market. It is necessary recognizing the prominence of handicraft products tourism as a prodigious agent for preservation of traditional craft, methods of production and an effective means of sociocultural and economic empowerment, cultural renovation and national identity building.

5.4 LIMITATION AND FUTURE STUDY AREA

The study had the following basic limitations. The outbreak and spread of the Corona virus affected the tourism industry most. Travel restrictions and social distancing policies have had a dramatic effect on the industry. As countries of the world continue to place travel restrictions and closure of their borders, cruise companies, hospitality industries faced declined demanding patronage.

According to IATA as April, 2020, it is estimated that because of covid-19, Ethiopia will have 2.5 million travellers resulting in US\$0.91 billion revenue loss, risking 120,400 jobs and US\$0.80 billion in contribution to Ethiopian economy (Solomon August, 2020) replicated that, this impact specially relates to the harm of marketing opportunities on the subjects of this research. I.e. Traditional handicraft and art works sector from the tourism industry. In expansion, the episode of social unrest in most parts of Ethiopian rejoin as a result of the move of the ruling federal government may well be other image for the worldly scope of the study.

The execution of tourism during this period showed up impacted by the year circular political turmoil in parts of the nation and the resulting state of crisis acknowledged by the government in endeavor to control the circumstance. In specific, the repetitive issuance of travel notices to USA and UK citizens by their individual governments (Even though there were not clear dangers or attacks towards tourists), injured down the tourism segment particularly in its peak season by activating the cancellation of incalculable abroad package visits.

Being that said, in February 2019, the Ethiopian Service of Culture and Tourism recognized that the tourism division has experienced a decrease both in terms of traveler entries (-40,000) and

tourism pay (-145 million USD). This certainly contains a far-reaching result on tourism businesses and commerce of other kind that have direct associations to the tourism segment, where traditional handicraft and art works segment is directly related within the case of this term paper. Hence, the study couldn't target tourists as the industry has go-slow resulting from the above incidents. The study conducted targeting two respondents, tour operators and souvenir shops and also accompanied the research with the responses from government authorities overseeing this sector, i.e., Ministry of Culture and Tourism and Addis Ababa Culture and Tourism Office. However, it did not include tourists which are the first targeted customers of traditional handicraft and art products in the tourism industry. Hence, its findings might not be generalized to all tourism Stockholders revolving around industry. Therefore, future researcher could consider all concerned bodies found in Ethiopia to make the research more statistically significant and to infer generalization from the finding accordingly.

The other possible area of further investigation could be a comparative study of the level of service expectation and perception of customers before and after being served and managing tourism facilities and information technology application in tourism areas. In other words, the study need to be conducted at the gate of all tourists destination to measure the real expectation of the tourists about that specific Addis Ababa tourism services and finally the questionnaire designed to assess the perception of the tourists could be administered after they are exactly served to value unbiased service expectation of local and international gusts.

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ANNEX ONE

INTRODUCTION

I am Hana Abreham student of Master's program at St. Mary's University. Currently, I am conducting a research on “**Traditional Craft, Creativity Art and their Magnetism to Tourism Marketing**” for the partial fulfillment of Masters of Busies Administration program.

I really appreciate you for taking your time to fill out this questioner and I sure you that your response will be kept confidential and only for the purpose of this research paper.

Sincerely,

Hana Abreham

Email: hanatesema72@gmail.com

Phone No: +251912850906

PART ONE: DEMOGRAPHIC PROFILE OF RESPONDENTS

Instruction: Please choose the correct information about yourself for questions 1 to 4 among the response categories by putting mark in the box.

To which segment of the tourism industry do you work in

1. souvenir Shop
2. Tour guide and operation
3. Ministry of Culture and Tourism

1 Age

Young adult; age range 18-35 years

Middle aged adults ; age ranges 36-55 years

Older adults; above 55 years

2 Sex

3 Educational level

Diploma and below

Degree level

Masters and Above

4 Experience in the industry

Less than 4 years

Between 5 and 10 Years

Between 11 and 15 Years

Above 16 Years

PART TWO: Questioner on Tourism Marketing Practices

Instruction : please select only the options that match your idea for the queries below. Below is presented the tourism marketing practices with the Ethiopian traditional craft and art sector. Please mark the "X" with related answers. Accordingly, the following options are set.

- “1” “Strongly disagree”
- “2” “Disagree”
- “3” “Medium ”
- “4” “Agree”
- “5” “Strongly agree”

variable	Measure	1	2	3	4	5
PRICE	Deprived education and development of tourism products systems are negatively affecting the tourism market practices towards traditional craft and art works in Addis Ababa					
	Ministry of Culture and Tourism regulates that quality, durability of products of traditional art and craft works presented for sale in Addis Ababa.					
	Ministry of Culture and Tourism controls rationality of pricing strategy for traditional craft and art products is for sale in Addis Ababa.					
PRODUCT	Ministry of Culture and Tourism regulator quality of products presented from the traditional craft, art works unto customers (tourists) expectation in Addis Ababa.					
	Ministry of Culture and Tourism oversees the products from traditional craft and art sector are in a continuous improvement in quality, durability and handiness.					
PROMOTION	The tourism sector is upholding the countries traditional craft, art segments in Addis Ababa as part of the industry					
	The tourism industry is liking the art and craft centers with tourists					
	The tourism sector provides appropriate and timely information to tourists about craft and art centers in Addis Ababa					
PLACE	The tourism industry is contributing to the destination development and accessibility to the countries, traditional craft , art sector in Addis Ababa					
	Traditional Art and craft works in Addis Ababa are available together with support facilities and at centers with alternative routes for tourists.					
	Traditional craft and art work centers are included in trip planning packages of tour operators in Addis Ababa.					
	Proper information maps, routes,,etc. for the location of traditional craft, arts work centers are available in Addis s Ababa.					
PEOPLE	Ministry of Culture and Tourism supervises that People engaged in traditional craft and art works and marketing have a good understanding about the significance of the sector they are working in for the tourism industry.					
	Ministry of Culture and Tourism watch over people involved in traditional craft and art works and marketing are professional in conveying their products to the tourism market.					
	Ministry of Culture and Tourism supervises that people involved in traditional craft, art s production and marketing have a good command of					

	communication.					
PROCESS	Traditional craft and art works in the tourism marketing system are easily accessible to tourists in Addis Ababa.					
	The tourism marketing segment has a proper strategy in terms of integrating the traditional craft and art works in the industry.					
	The tourism marketing strategy is well organized and cautious in terms of regularity.					
PHYSICAL EVIDENCE	Traditional crafts art works are availed adequately for tourists visit and purchase.					
	Ministry of Culture and Tourism manages that traditional craft and art works are availed at sites (show rooms, galleries, shops) with suitable alternatives and transportation centers.					
	Traditional craft and art production centers are fitting for visit by tourists interested in observing the process of production.					

Table 1: Questioner on tourism marketing practices

**PART THREE: Internal and External Tourism Marketing Challenges towards
Traditional Handicraft and Creativity Art Works**

Instruction : please select only the options that match your idea for the queries below.
Below is presented how to balance the marketing challenges of the tourism industry presented with the Ethiopian cultural and handicrafts sector. Please mark the "X" with related answers. Accordingly, the following options are set.

- “1” “Strongly disagree”
- “2” “Disagree”
- “3” Medium ”
- “4” Agree”
- “5” “Strongly agree”

Variable		Measure	1	2	3	4	5
Internal Tourism Marketing Challenges toward traditional craft, Art sector	Top Management Commitment	The incompetency on tourism management bodies has a negative impact on the performance of tourism marketing practices towards traditional craft, art sector in Addis Ababa.					
		Poor tourism products and development plans have negatively impacted traditional crafts and art sector in Addis Ababa.					
		Lack of consideration to the traditional arts and crafts in tourism marketing practices is having a negative impact on the sector.					
	Human Resource	Unethical employees in the tourism industry negatively Improve Traditional Crafts and art sector through tourism Marketing practices.					
		Lack of leadership skills in tourism marketing affects access to traditional crafts and arts sector in Addis Ababa.					
		The absence of trained tourism technology professionals in the industry will have a negative impact on the arts and crafts sector by making tourism marketing more traditional.					
	Research and Development	Deficient research on traditional crafts and art sector has a negative impact in terms of accommodating the sector as part of the tourism industry.					
		Lack of adequate tourism research centers related to traditional craft and art sector has a negative impact on the tourism market in the sector.					
		Lack of researches on the history of the country's traditional crafts and arts is negatively impacting the tourism market practices towards the sector					

Variable		Measure	1	2	3	4	5
External Tourism Marketing Challenges towards Traditional Craft & Art sector	Legal	Lack of awareness about the existing tourism laws negatively affects traditional craft and art works and their incorporation in the tourism industry					
		Lack of a clear goals, policy and frameworks for tourism sector is negatively affecting traditional craft and art sector and their absorption with in the tourism industry.					
		Lack of legal support for tourism physical assets is negatively affecting traditional craft and art works and the tourism practice for the industry.					
	Economy	Foreign currency fluctuations can negatively impact tourism trading on the value of traditional crafts and art works.					
		Low level of income of local craft workers (artisans) has a negative impact on the traditional arts and crafts sector in the tourism industry.					
		Ethiopia's underdeveloped living status has had a negative impact on the promotion of traditional arts and crafts sector through the tourism industry.					
		Lack of infrastructure development in Addis Ababa has a negative impact on the advancement of the traditional craft and art sector in the tourism industry.					
	Technology	Poor ICT facility development has negative impact on tourism marketing practices towards traditional arts and crafts sector.					
		Lack of a tourism information network in Addis Ababa affects access to the traditional arts and crafts sector.					
		Fragile tourism technology expertise in the industry negatively affects tourism market practices towards traditional craft, art sector in Addis Ababa					

Table 2: Questioner on tourism marketing related internal and external challenges
