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(January 2004-August 2005)**

**Tourism as a Tool for Urban
Revitalization
[The case of Harar]**

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Sample Products

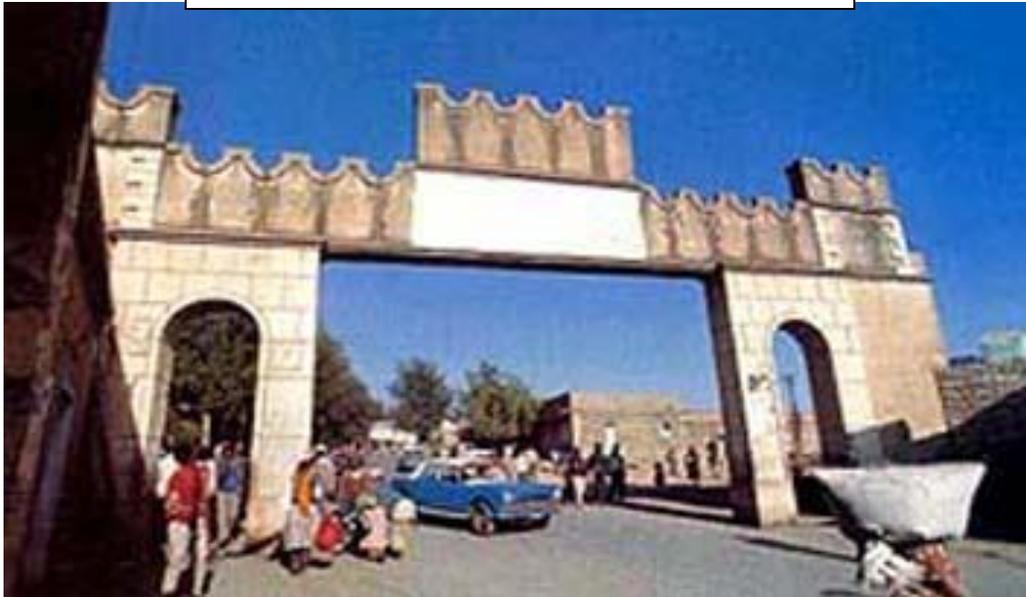


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Acronyms & Abbreviations

ALS	Average length of Stay
EURICUR	European institute for comparative urban research
FUR	Functional Urban Region
CBDA	Central business district area
CSA	Census Statistics Authority
IHS	Institute for Housing and urban development Studies
TCE	Tourism Commission of Ethiopia
HPNRS	Harari People's National Regional State
ITTT	Industry trade transport and tourism
UK	United Kingdom
UMC	Urban Management Centre
UNESCO	United Nations Education Scientific and Cultural Organization
US	United States
USD	United States Dollar
WTO	World Tourism Organization
WUD	Works & Urban Development

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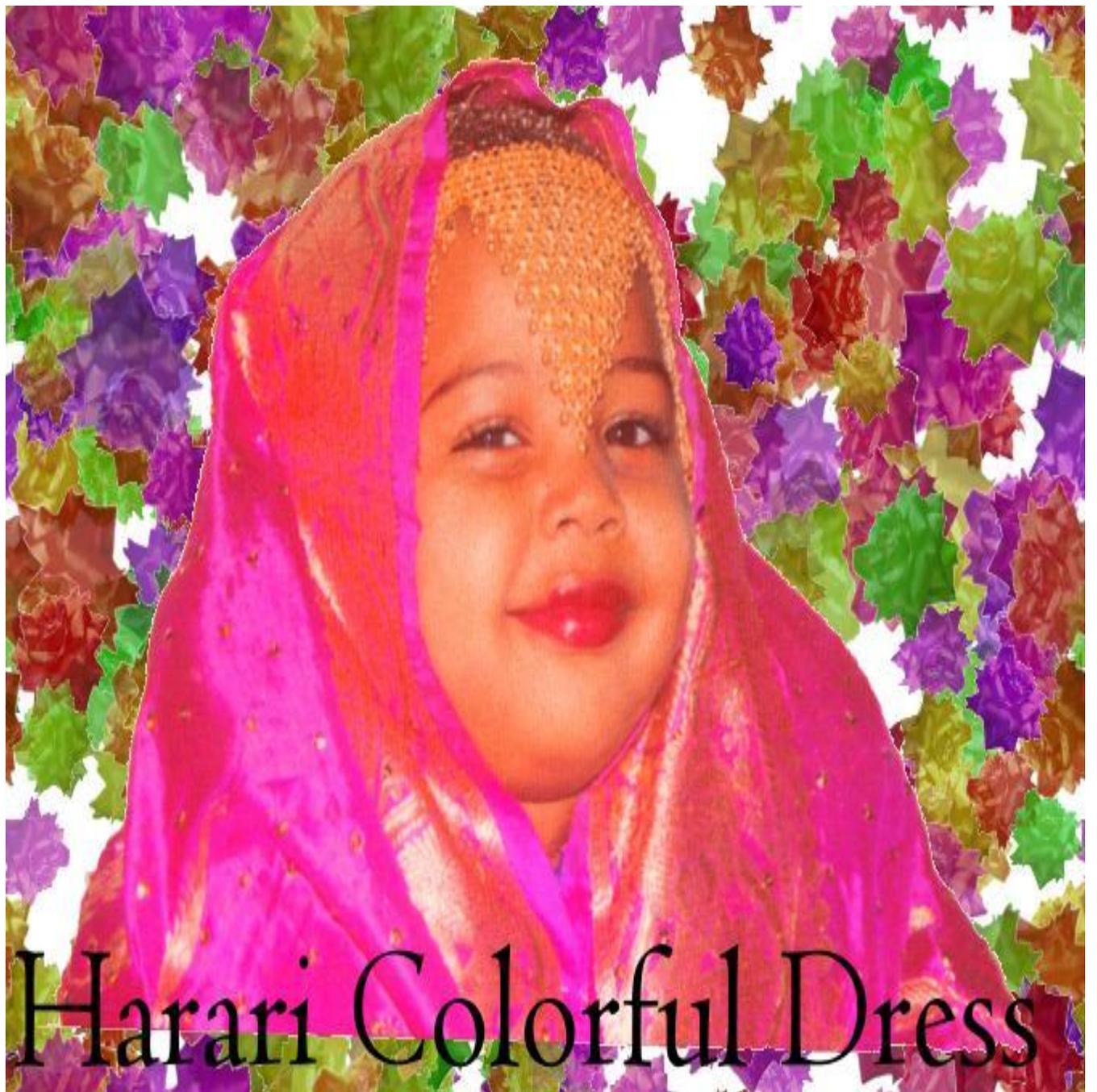
Summary

Harar is the capital of Harari People National Regional State/HPNRS/ which is 525km away, from the capital Addis Ababa. The area of the region is about 345 sq km while that of the city is 19.5sq km. The city is surrounded by Oromia National Regional State. The city of Harar is divided into two parts, the old and the new. The old part is known as 'The walled city' known as Jugal means the wall that encircles the old historical and cultural heritages considered the attractions of tourism.

The city's future has to be economically self-sufficient. The realization of this idea to be promoted needs some kind of dependable resources either natural or artificial. At this crossroad one can envisioned tourism being a tool in revitalization of the city, which is a way out growth sector of the economy to be sustainable using tourist innovative milieu with neighboring regions. To enhance tourism industry, Harar has to have relative appeal not only a location for business but also as a magnet for investor, visitors and inhabitants where by embark on revitalization.

The research which I have conducted starting from the fieldwork and during literature review, which enabled me using different theories to theoretical conclusion. The recommendations given because of the study I assume gain acceptance of the regional authorities that tourism activities need to be prioritized.

This paper comprises five chapters, chapter one states the background, problem statement, theoretical and conceptual frameworks, etc. Chapter 2 dwells on theoretical and historical issues and experience of different countries with specific of third world countries. Chapter 3 mainly depends on sort of literature review, but based on specific policies, data related with tourism of the country and specific to the study area that helps in answering research questions. Whereas chapter four solely deals with analysis of tourism with respect to attractions, amenities and accesses and contributions for revitalization. Finally, summary of conclusion and recommendations winded up in chapter five.



Chapter One

Introduction

1.0 BACKGROUND

1.1. General

Harar is the capital of Harari People National Regional State/HPNRS/ which is situated at the junction of high lands and low lands of eastern Ethiopia. It is 525km away from the capital Addis Ababa.

The area of the region is about 345 sq km while that of the city is 19.5sq km. The city is surrounded by Oromia National Regional State. The city of Harar is divided into two parts, the old and the new. The old part is known as 'The walled city' or the natives have named Jugal as it. Jugal means the wall that encircles the old historical and traditional houses, sacred graves, relics, holly shrines and mosques.

Italians established the new part of the city, which is considered modern part, during their occupation (1928-1933). These two parts of the city are very different in many aspects such as the nationalities, typology of houses, religion and every lifestyle

.

1.1.1. Historical

The walled city of Harar long the capital of an independent local Emirate to principal emporium on the horn of Africa, and the meeting place of many trade routes was settlement of major importance through this period.

The rich city-state soon attracted expansionist ambition. One of the first to envisage its annexation was Warner Muzinger, a Swiss in Egyptian service, (1874) urging Khedive to seize Harar. Further, explained to the Egyptian rule the economic and strategic advantages, which would be sufficient for the up keep of an entire Egyptian regiment finally this was happen in1875.

The commerce as a result increased rapidly and the number of caravans ravaging Harar from the coast rose, from seventy to four hundred. These developments coincided with a significant shift in the composition of trade. Export of coffee, leather, skin, ivory, gum, salve trade. The growth export was accompanied by a considerable increase in import, mainly of clothes, manufacturing goods. However, the import oriented trade led in turn to the decay of the age Harar handicrafts industry. Egyptian Ashrafi replaced Harar's coin.

After Egyptians left Harari's reign of Emirate restored 1885. Harar, because of its strategic commercial importance, had attracted the attention of Menilik II and annexed Harar Jan 6, 1887.

On the verge of Italian occupation, there were still a sizeable number of foreigners. The largest community was the Greek, which had once been 130 strong, but had declined because of rise of Dire-Dawa. In 1935 there were 50 foreigners in Harar a figure also cited as 45 of them Greek or Armenian, other foreigners a numbers of Indians, as well as the occasional Frenchman, German, Russian and Yugoslav. (Pan Khrust, 1966).

Now, after the fall of the Derg regime that leave the scar of its land and housing policy many evils happen on its heritages, the time comes to Harar having a regional states and it is one of the 9th regional states in the federal Ethiopia. That gives impetus to rejuvenate all its cultural heritages and open again to world to be visited. This historical beacon lies on the shoulder of her citizens, (Ayub, 1999)

1.1.2. Climate

Since it is located at 9^o23' latitude, 42^o24' longitude and an elevation of 6100 ft above sea level, it owns moderate temperate climate. Many travelers had described it as like pleasant climate, warm but not hot cool but not cold amongst them it is Burton enthusiastically explained using as a Persian poet sings of a heaven-favored city. "Its heat is not hot, nor it's cold, cold" (Burton, 1856).

1.1.3. Demographic aspect

However, the city is historically and originally identified with Harari ethnic minority who are the owners of the region followed by Somalis, Oromos, and Amharas in

their order of prevalence living together for so long over a century in peace and harmony. According Harari region population office, the population projected for 2005 estimated to be 116,700.

1.1.4. Economy

The economy of Harar mainly depended on trade,” today at the beginning of 21st century, following more than thirty years of upheaval in Ethiopia, Harar, maintains its standing with a certain commercial role, as the constantly increasing number of markets attracting larger and larger crowds tends to imply. But these recent markets today have sphere of influence that has been significantly reduced, limited as they are to the surrounding countryside, and the city is no longer the commercial hub it used to be.”(Revault, 2004)

. *Water* is the most important element for any development, in the year 2004 the source of water, which was Lake Alemaya for about 40 years, is abandoned. Starting late 2004 water wells, that has been dug from over 20 km away from Harar, outside the region, is the only source of water to Harar that is being rationing every fortnight. This being the case hampering any economic activity of the city that forced to fetch other sustainable source.

Industry is considered an important sector to employment as well as revenue source for local government. There are four old factories in the city with saturated employment. Only petty trade and self-employment businesses are considered the main area for employment where the unemployment rate reaches 27 percent. According a report of the bureau of Industry, Trade, Tourism and Transport (ITTT), out of eight category of industry grain mill embraces 34.7 percent of the total employment of the sector.

Road is an essential and basic infrastructure of a town, both asphalt, and gravel 17 and 26 km in length respectively in Harar, town. Which are both in poor condition and constricted that could not carry even the existing capacity. However, the roads from Addis Ababa and Dire Dawa, which are newly built, and well maintained that enhances the economic activity and increase the flow of traffic and the informal transport like mini-busses superseding the public busses or transport.

Tourism, according the final report (1995) of Tour consult/International,” Ethiopia has only just started to tap its historical and natural resources, currently its greatest tourism asset. However; with little accommodations available, visitor traffic cannot match the tourism demand”. (Tour consult, 1995) The same report elaborates the arrivals, “International inbound tourism to Ethiopia has increased steadily during the period 1990 to 1994, with the European market, which Ethiopia’s tourism is still dependent upon, generating 36 percent of all arrivals in 1994, and the African market registering 31% of all arrivals during the same period. Over the last 10 years, the Americans have greatly increased their number of arrivals into Ethiopia from 2% in 1989 to 13% in 1994 and this trend looks set to continue into the future.

1.2. Problem statement

The city’s future has to be economically self-sufficient. The realization of this idea to be promoted needs some kind of dependable resources whether natural or simulated. At this crossroad, among others given the potential of cultural and historical heritage one may envision tourism being a tool in revitalization of the city, which may also be a way out to growth sector for the economy to be sustainable using cluster formation or innovative milieu with neighboring regions.

1.2.1. Conceptual Framework

If a person wants to travel, first and for most he /she has to decide its destination. To make a decision there must be information about the place either through books, magazines, radios, television or electronic media, the Internet, in which that particular place marketed itself.

Then there comes a decision for mode of travel airplane, car, and bus or ship in which it is comfortable to reach the destination area.

Above all, that place has to have an attraction for its natural or manmade attractions to be visited. It may be historical, religious, culture and people, architects, heritage, festivals or events or for that matter the amenities should also have the possibilities of attraction like resort areas, foot ball, golf, recreation areas and of course hotels, restaurants, bars, shopping arcades are also another main components.

Through these three main pillars, that destination area will continuously gain visitors to revitalize its economy by attaining income and employment to its residents and foreign currency for its nation's balance of payments. / Diagram in the next page/

1.3. Objective of the study

1.3.1. General Objective of the study

To enhance tourism industry, Harar has to have relative appeal not only a location for business but also as a magnet for investors, visitors and inhabitants where by embark on revitalization.

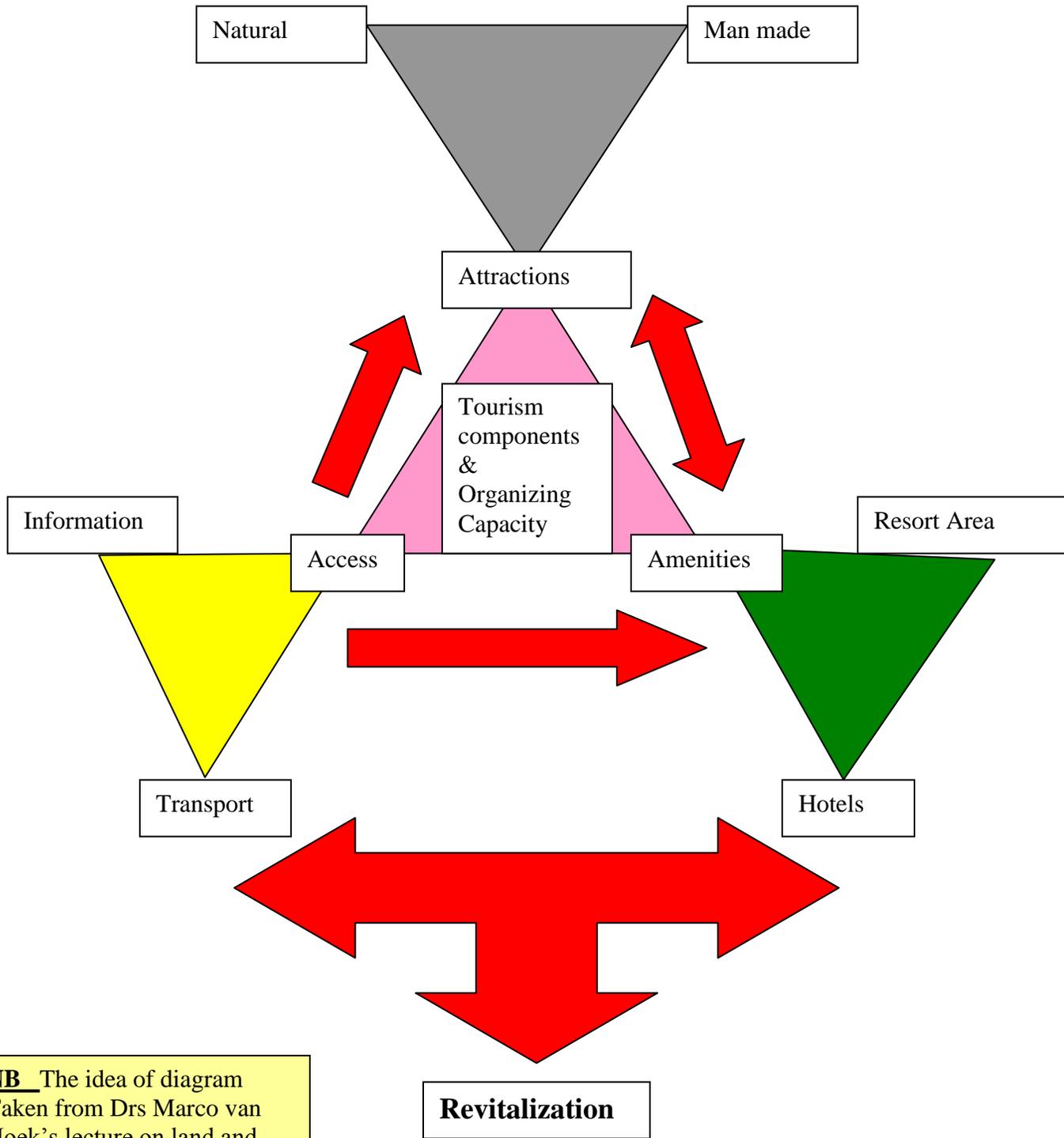
1.3.2. Specific objectives

- 1.3.2.1. To investigate failure of the existing tourist attractions
- 1.3.2.2. To study as to how tourism being a tool to revitalize cultural heritage and to asses if there are other tourist attractions in the region, to asses condition for creating tourism cluster with neighboring regions
- 1.3.2.3. To asses the contribution of tourism to the national economy
- 1.3.2.4. To see the organizing capacity of Harari region to perform revitalizing program

1.3.3. Research Questions

- 1.3.3.1. What are the existing tourism products in the city?
- 1.3.3.2. What factors responsible to enhance tourism?
- 1.3.3.3. How tourism helps the revitalization of a city?
- 1.3.3.4. Can tourism contribute to the revitalization of Harar?
- 1.3.3.5. Is there any opportunity to create innovative milieu in the region in tourism sector? Moreover, contribution to the national economy
- 1.3.3.6. Dose the city have an organizing capacity.

Conceptual Framework



NB The idea of diagram
Taken from Drs Marco van
Hoek's lecture on land and
real estate management and
modified.

1.4. Hypothesis

- 1.4.1. Existing tourism products fail to attract tourists.
- 1.4.2. Tourism helps in revitalizing cultural heritage, employment and infrastructure of the city and there by adding other tourism products.
- 1.4.3. There are favorable conditions to form tourism cluster with the neighboring regions, to contribute for the national economy.
- 1.4.4. The city has an organizing capacity

1.5. Significance of the study

Development resources are very limited in the region, the area of the region also very small. The agricultural option to the development, that is understood, is out of question. Because there is, either no any space left to expand agriculture or there is no water to intensify it. Similarly, industrial development for the future of the region is so deem without water it is unthinkable, but tourism industry seems feasible. Therefore, the study's feed back helps the authorities of the region know the region's comparative advantage for its feature development.

- There are also historical and cultural tourism products, which already used to attract European travelers that make the study relevant. Besides, the regions tourism products, there are a number of products outside, but in the neighboring regions and also these regions have already started exercising their cultural tie, celebrating festive together and tournament of sports competition.
- The federal government has already have the plan for regional tourism development for north, east, west Ethiopia, in which Harar is categorized(clustered) in the eastern zone.
- In addition to this, in the international arena, the city of Harar has established sisterly city relationship with two European cities
- Moreover, the study will help the region to plan for tourism development knowing Harar's comparative advantage to change into competitive advantage.
- Finally, since tourism is an urban function this study helps for the partial fulfillment of masters' course in urban management

1.6. Scope of the study

This study focuses on the condition of tourism products, the way the tourists consume the products, factors that inhibit tourism activity and that helps to enhance tourism as well. The impact of tourism activities in the region as well as assessing the possibilities of forming cluster with surrounding regions and their contribution for the national economy.

1.7. Methodology

The survey covers the selected areas in the town and surrounding regions

1.7.1. sampling design Regarding sample of residents it was collected from five traditional communities from each of them again five traditional neighborhoods were selected, in each neighborhoods five households selected except in one neighborhood the number of households became six, the total sample being 31.

For tourists, the data collected in four separate hotels from those who have already visited the products of the town. Both data were collected through questionnaires and all samplings were purposive.

1.7.2. Data sources and the type As mentioned above the data sources are visitors, residents, higher officials of the region as well as three officials of surrounding regions namely Dire-Dawa, Eastern Hararge zone of Oromia and Somali. The chairperson of the chamber of commerce of Harar also interviewed. Four hotels, souvenir shops, a tour operator and five internet cafes were also visited. All data were both qualitative and quantitative and again all the data were primary and secondary as well as from relevant, legitimate and dependable sources/see annex-5-list of interviewees/, and of course from the internet web sites. These all helped me to produce the research result, which solely depended on the materials for analyses.

1.7.3. Data analysis After organizing data and information collected, analysis started using both descriptive and analytical methods. Since I used different sources of data and different methods of analysis in my study, I was being able me to use triangulation. Therefore, I had been able to use multi-method approach, for they do not exist in isolation. In line with research questions, the analysis carried on with the help of tables, figures, charts, percentages.

1.7.4. Theoretical conclusion The research which I have conducted starting from the fieldwork and during literature review, which enabled me using different theories to theoretical conclusion.

1.7.5. Practical conclusion The recommendations given because of the study I assume will gain acceptance from the regional authorities that tourism activities need to be prioritized.

1.8. Limitation of the study

Unable to get reliable data of tourists visiting Harar, Tourist registration is in a holistic manner, this appeared to be leading to significant differences among different sources. Even the four museums visited have not standard format for registration. Another bottleneck was inaccessibility of valuable materials in the internet without dollar money.

1.9. Organization of the paper

This paper comprises five chapters, chapter one states the background, problem statement, conceptual frameworks, etc. Chapter 2 dwells on theoretical and literature issues and experience of different countries with specific to third world countries. Chapter 3 mainly depends on sort of literature review, but based on specific policies, data related with tourism of the country and specific to the study area that helps in answering research questions. Whereas chapter four solely deals with analysis of tourism with respect to attractions, amenities and accesses and contributions to revitalization. Finally, summary of conclusion and recommendations winded up in chapter five.

Chapter Two

2. Literature and Theoretical Framework

2.1. Policy and theoretical issues regarding urban tourism & revitalization

Urban management aim is to create and exploit potential economic development. It faces on those functions, which are the most profitable for the society as a whole from a long-term perspective, considering also the consequences of its decision of future competitiveness. It is decided at improving locational factors, by reducing the gap between its supply of locational factors and the demand of locational factors relevant to the identified functions. (Brammeza, 1994)

There fore the city centers, which is known as functional urban regions (FUR) where the effect of urban decline is predominantly prevail and as central business district area (CBD) should be revitalized. If one major weapon wielded by the cities in the struggle towards revitalization is a new market oriented policy. Such a policy is undoubtedly necessary condition and mutual dependency between urban regions. However, this type of policy is not a sufficient condition for economic revitalization. The city itself must also exhibit political for new growth (Berg, 1997)

However, in a city where there is rich heritage assets tourism will help the valuable importance. Thus, tourism is a major force in global trade. It plays a vital role in the social, cultural and economic development of most nations and has the potential both to preserve heritage and to destroy it. (Smith, 1995)

To set priorities wisely, an urban and tourist development policy makes high demands on the organizing capacity of the municipality. To develop and implement its tourist policy, the municipality will have to co-operate with a multi-trade of agencies, such as tourist offices, tour operators, developers and other local, regional and national governments. (Berg, 1995)

Components of the travel and tourism winds up whether the group or the individual traveler(s) is(are) concerned about where to go, the destination, how to get there, the access, where to stay, the hotels, and what to see, attractions at destination.(Britannica, 2005)

In broad terms, Tourism examines how different components of the industry work together to create a unified, successful travel experience. “In six parts it covers; an overview of the industry how tourism is organized, travel behavior; tourism supply, demand, policy, planning, and development research and marketing and future prospects” (Goeldner, 2002)

2.2. Tourism Products

What counts is a city's relative appeal not only as a locational for business but also as a magnet for investors, visitors and inhabitants. A city that fails to attract investors and developers will be hard put to carry through the renovation it needs. By the same token, cities that lack appeal to visitors can not profit from the strong expansion of the tourist sector, which increasingly, and for a growing number of cities is becoming a pillar of the local economy (Berg, 1997)

In addition to that, cities supply a multitude of function and facilities that can be used for recreative purposes by visitors and residents a like. These functions and facilities together make up the total tourist product of a city. With in that total product a distinction can be made between so-called primary and complementary products. The primary products supply the original reason to visit a town. Complementary tourist products do not themselves draw visitors, but contribute to the attractiveness of a city's primary products. The Leon Van den Berg and his colleagues further demonstrate the two concepts as follows, primary products are natural characteristics (landscape, climate) historical and cultural characteristics, attractions created for the specific purpose of drawing visitors and events. The complementary tourist product consists of such elements as hotels, restaurants, Conference centers and exhibition halls (Berg, 2002).

Smith also groups the individual inertia into small number of major categories below.

- Natural factors : constitutes Natural beauty and Climate
- Historical factors: comprises Architecture, Religious stories & practices and Other folk cultural attractions
- Social factors: includes Architecture, Religious stories & practices and Other folk cultural attractions
- Shopping and recreational resources:- embodied one Sport opportunities, two Museum, zoos, aquaria and gardens, three Health and relaxation opportunities and four Stores and shops;
- Tourism infrastructure: embraces one adequate roads, utilities and health services, two Adequate food and lodging facilities (Smith, 1995)

Tourism products explained in many different ways by many authors. Capel et al describes products as elements of tourism and categories than as primary elements secondary elements and additional elements and sub-categories each elements emphatically. The first is *primary elements*, which include activity places and leisure setting. /see elaboration in annex 1/ The second, *Secondary Elements* Hotels and catering facilities; shopping facilities; Nightlife; Markets finally, *Additional elements* Accessibility and parking facilities as well as Tourism facilities: information offices, sign posts guide, etc, it is important to relate tourism elements to the marketing program and to have a good insight in tourism elements of a city. (Capel, 2001)

2.3. Factors enhance tourism

Both the demand side and supply side regulate the tourism industry. Let as have an overview of both concepts one by one:-

2.3.1. Demand-side

Demand side concepts include classification of individuals and of trips. One of the important accomplishments of world tourism organization (WTO) Ottawa

conference was consensus on demand side definition for domestic tourism, previously it was meant for international travel only. Other important point is that of 'visitor' concept this also divided into domestic and international. (Smith, 1995)

Tourists can be described by their geographic, demographic and psychographic to determine their demand. (Alberta, 2003)

The massification of tourism was triggered by the following factors, especially in European countries. Continuous growth of income per household, the increase as leisure time, the higher grade of education, an alternated attitude towards work and leisure, the increased mobility among the population and the considerable reduction of tariffs and prices of traveling due to competition. (Capel, 2001)

2.3.2. Supply side

The supply side of tourism comprises the businesses and agencies that provide services to tourism. These include both profit-oriented firms as well as none profit organization, such as destination marketing organizations educational institutions. The importance of the supply-side perspective, however, goes far beyond just the classification of tourism business. (Smith, 1995)

. The development of the tourism undoubtedly contributes to the social and economic health of a city, on these basic conditions. They concern, respectively the cities image, the quality of its tourist products, and the expected effectiveness of tourists development in the end. (Berg, 1995)

Improvements in communication, both physical and telecommunication undermined the local base of cities. This enabled cities to compete against each other through the widening of spheres of influenced. The location of economic activities can now take place over wider areas. Cities have to compete to attract industries including tourism industry. (Capel, 2005)

In city development program the main aspect that draw attention is the un employment situation that need to strength the industrial fabric, (for creating new jobs) to stimulate tourism and to enhance the location climate. The second

priority in the programme is to advance tourism and improve the location milieu. (Berg, 1997)

Ato Ahmed Zekaria presently curator of the museum at the institute of Ethiopian studies said, "The guides are really the key to the game of exploring Ethiopia. If you have the best guide then you know the gist of the matter with in reach. If guides are not well trained, then they mislead you. And you in a confused state" (The Ethiopian Herald, 2005).

2.4. Tourism and revitalization

European cities have gone a long way to share their experience. It is well known fact that many major European cities have been confronted in the past several decades with a massive out flow of population. The then governments realize this effect and adopt town renovation programme by improving the local housing to halt the exodus and to address low-income population. This did not give them relief, then it was understood that restoring the urban economy was as urgent as an improving of housing. It is true that, the economic recovery of towns calls the availability of well-educated, high skilled personnel, as well as first class locations. This in return causes displacement as it was happened in USA, Europe, Brussels and Frankfurt and Tokyo. Increasing the gap between poor and rich causing erosion of residential function, therefore, revitalization looses societal support.

If revitalization policy is to improve the well fare of the entire population, and not fall for lack of societal support, then economic revival should go hand in hand with "social innovation". In designing policy, the local government must be conscious of the opportunities and limitations of its own populations, only then can it select the proper research for economic development and intervenes in a timely manner to ensure that citizens profit fully form and are not victimized by their city's economic revival. (Berg, 1997)

By so doing in case of Endohoven in advancing tourism and improve locational milieu. Industrial organization has left the city and its surroundings with legally of empty office space and other premises. Their redevelopment and alternative

employment could add attractions to the already pleasant tourist area of Zuid-Ost Brabant. This would strengthened the regions appeal to holiday makers, excursionists and so journeys as well as help to safe guard and improve the location climate. (Berg, 1997)

Most port cities in Europe are most keen in accelerating the revitalization process. Tourism, as other tertiary activities, might compensate for the loss in industrial jobs and generate new income (Berg, 1995). Listzin as quoted by Hemmer” Heritage preservation pays, but it might take time to find out how long it will take before it pays” (Hemer, 2004)

The city must live and the promotion of socio-economic revitalization within a financially sound and sustainable framework is equally important. (Hemer, 2004)

The heritage of historical cities is threatened by poverty and negligence, on the one hand and economic growth and modernization on the other. Rise in land values and pressure for high-density urban development, usually leads to the destruction of historical properties and the expulsion of vulnerable social groups who are being forced out by extraneous commercial activities and view inhabitants with secondary residences (Hemer, 2004).

2.4.1. Stone town of Zanzibar

Stone town, which is that of Zanzibar over 50% of the buildings of the stone town, are public housing. It is predominantly the urban poor, who occupy public housing and because many of the finest builds in the town are publicly administrated and leased as multi family dwellings. The living city, which is the stone town of Zanzibar, became a world heritage site in December 2000, joining a select list of sites around the world of ‘outstanding value’. But Zanzibar is a living city where daily life is a struggle for many of its inhabitants poverty degradation, inequity live side by side with built heritage of great beauty, the community based rehabilitation programme addresses these two realities.

. By focusing on the causes of degradation, the community based rehabilitation program is helping to preserve the cultural heritage of the stone town. Improved

with better sanitation safer cooking facilities and better all round living conditions; public housing assets are protected for future generation; and the built heritage of Zanzibar is preserved. This is an end in itself, and a means to an end: visitors come to see the stone town and growth in the tourism industry generates wealth and stimulates economic activity at all levels of society.

2.4.2. Hafsia quarter of the Medina /Tunis/

The intervention proposed to "stop deterioration that spreads from vacant areas and to create an activity pole capable of revitalizing the Medina" The population of the site was 4100 persons living in environment of deteriorated structures and obsolete infrastructure at a density of about 360 persons per hectares.

The rehabilitation of the Hafsia quarter benefits not only its residents but also Tunisia as a whole. The unique clear actor of the Medina is a source of pride to Tunisians and the tourism it generates provides a source of foreign currency revenue to the nation as well as employment and income to the local residents. The Hafsia project was the first attempt at upgrading a whole sector of an historic city center, rather than individual buildings. It built the capacity of participating institutions to address the environmental economic and social dimensions of the problem in a historic manner. It allowed them to develop multifaceted approach to rehabilitation. General lessons can be learned from the Hafsia project. Foremost, it is the economic feasibility of the public sector undertaking an ambitious improvement effort in a historical area by intervening strategically and acting as a catalyst to induce private developer's property owners and tenants to participate in the revitalization effort.

2.5. Tourism cluster

Urban management requires adequate administrative structure and principles. Co-operations inside the region with public and private partners and out side the region with related regions should be essential ingredients of urban management. (Bramazza, 1994) Clusters also show a combination of geographic proximity and sectoral specialization and consider the start of a dynamic development process. (Van Dijk, 2004), Van Dijk further explains, a cluster may

be characterized by a common cultural background and an institutional environment supporting its development

Tourism is an industry with substantially geographic content. Tools used to describing geographic tourism are generally labeled as regionalization methods because a common products of their application in the definition of tourism regions. Unlike biological species, tourism regions do not exist in themselves; they are created for and only for, some longer purpose. (Smith, 1995).He further added, analysts defined and use regions for many purposes, marketing, administration, promotion, planning and research. Moreover, he noted that, well or ill the effects of tourism development are limited in space. Further, the nature of those affects various generally from place to place, as function of regional conditions such ad the size and complexity of the local economy the number of tourisms the size of host population and the cultural context of development. Several authors stress the role of innovation in clusters networks a free exchange of ideas and inter firm cooperation all stimulate innovation in the cluster. (Dijk, 2004)

The cases in porter (1990) as quoted by Van de Dijk refer clearly too national level clusters; some times, they may even concern several countries. He finds as an underlying trend that in many countries clusters are becoming deeper and wider. Incase of the Netherlands he identified a tourism cluster that extends to parts of Belgium. Van de Dijk advices that to consider cluster as an intermediate level between the national and the enterprise level. (Dijk, 2004)

Hawkins and his company, clearly put the need of building strong relationships with adjacent jurisdictions, which I prefer to call innovative milieu, while the adage "what is good for Toronto is good for Ontario" The fact remains that ignoring Toronto does a disservice to the entire provincial tourism industry. From the visitor's point of view particularly the leisure visitor "Toronto" is a composite of a variety of experiences, not just those found with in the municipal boundaries. (Hawkins, 2003)

2.6. Organizing capacity

Organizing capacity as defined by Berg et al is the capacity to develop and implement strategies needed to respond to fundamental changes in society and to create conditions for a sustainable metropolitan development (Berg, 1997). The mission of urban management as explained by Bramezza et al is improvement of the competitive position of a city or a region in a harmonious and sustainable way. Urban management implies the creation of organizational capacity in order to enhance the configuration of locational factors, to identify and exploit the regional potentials in strategic, comprehensive and efficient way, drawing due attention to the urban functions that are likely to be most profitable for the society as a whole (Bramezza, 1994).

Organizing capacity considered to a tool that enables to perform any management function or accomplishing projects or programmes successfully. It embraces about seven elements. These elements are administrative structure, strategic network, vision and strategy, leadership, political support, societal support and spatial - economic conditions (Van Den Berg, 1997). Nevertheless, quality of larger event management under the characteristics of organizational and psychological subdivision organizing capacity has the following elements: vision and strategy, strategic networks, leadership, political and societal support local imbedded ness, and performance. (Hoek, 2004) However, when we say leadership is decisive, Leadership is important at all stages of the project. However, different stages of a project some times call for different forms of leadership and therefore sometimes for different leaders. Indeed, a success of leaders may be involved in a project. (Berg, 1997)The overall metropolitan development vision is translated into related consistent strategies for separate aspects. More over vision directs the organizing capacity. Without vision, efficient and effective organizing capacity is a utopia, “unguided missile” (Berg, 1997).

Regarding the network though it starts public participation from vision creation to planning participations public-public as well as public-private, are environmentally

suitable to meet in practice the need for overall quality and integration and thus add to the organizing capacity of an urban region. (Berg, 1995) Nowadays political support as well as societal support can be decisive for projects to be successful. By now investment to enhance Lisbon is competitive position has high priority; both the national and the local authority try to give substance to the revitalization of the city. (Berg, 1997)

It is exemplary that, Bethlehem 2000, which is Palestinians to develop a capacity in events management that did not previously exist. This capacity is just as important a part of the Bethlehem and the restored cultural heritage (Bethlehem, 2000, chronicle, 2002). This project document explains the selfless endeavors of its authorities as well as experts and the population at large. The project spans various dimension with its overall political context, the first of these is religious, the second economic, while third pertains to tourism.

2.7. City Marketing

City marketing is the processes of making the supply of urban products correspond with specific market groups, like elderly people, new companies, and foreign visitors. Among others, the following are main urban management namely strategic urban planning, city marketing, and creative financing. (Bramazza, 1994) The tourism marketing of a city, aimed to attract visitors and to fulfill the needs of the visitors, is a part of the general marketing policy of a city, which also satisfies the total needs of the inhabitants and the business sector. (Uytdewilligen, 2001)

Advertising, marketing and general promotion can cost a lot of money, but there is little tourist business that can work without some form of promotion. Sometimes e-marketing solutions can be implemented for much less and offer better result. Alberta, further added to the theory of marketing, i.e. four P's- product, price, place, and promotion are the elements of the marketing mix that can be manipulated to keep you a head of the competition. (Alberta, 2003)

2.8. Event management

Out of European experience, though they do not use the organizing capacity as it is used to be. The cultural and artistic elements and performances, that took place in Bethlehem during the millennium celebrations, exposed Palestinians to quality performances, tapped the potential of the diversity of Palestinian talent that had long lain down and set the stage for a rich. Vibrant and viable cultural life in retrospect, an endorsement of the international event consultants why a blessing in disguise as it forced (Bethlehem, 2000)

Chapter Three

3. Documented Facts about Harar

3.1. Policy and Condition of Tourism in Ethiopia

There is no policy on tourism in Ethiopia. TCE shows effort in preparing policy draft but not finalized. In the draft the general objective of the policy will be, enhancing tourism sustainable to promote to a higher stage using the opportunity in hand. (Draft policy, 2005) In this draft policy, it has also economic objective to expand investment tourism.

On the other hand, Ministry of Foreign Affairs prepares Policy Handbook, which compiles all policies in Ethiopia. Among the objectives of cultural policy, “Creating awareness that the conservation and preservation of cultural, historical and natural heritage are the duties and responsibilities of governmental and non governmental organizations, religious institutions and all Ethiopian nationals” (Policy Handbook, 2005)

Ethiopia, wants to plan tourism and as tool for development, that is why it invites consultants to help in this regard. Despite its various attractions, Ethiopia is a late starter in the East African tourism trade, up to now the countries accommodation capacity amounts to about 3,300 rooms of which the Ethiopian tourism commission consider of an acceptable standard for hosting foreign tourists, however these rooms still seem to cater more for business traffic than for ensure travelers. The mismatch between the potential and accommodation has to be resolved, which asks a tremendous effort and large capital participation of foreign capital to complete in this regard. (Tour consult, 1995)

3.2. Harar in the eyes of travelers

World wide, indigenous cultural heritage is a growing tourist's attraction much of this indigenous heritage linked to specific places or cultural landscapes. Tangible features linking diagrams cultures to heritage landscapes include archeological remains rocks art sites, museums, cultural centers and/ or going presence of indigenous people in lowland area. (Conference Proceedings, 2000) Today the city of Harar can be considered as a product, the walls the streets and cultural houses by the natives' strive conserved and reproduced, their historic environment, that of squares and streets of houses of mosques and tombs that make Harar an exceptional and unique city in Africa. Harar just as the central cities of Mombassa and Lamu (Kenya) as Barawa and Mogadishu (Somalia) and on the stone city of Zanzibar, it is the product of Muslim culture imported in to the Horne of Africa several centuries ago. (Revault, 2004)

3.2.1. Existing Situation

A traveler before half a century explains the situation "on account of its walls and the difficulty of housing relatively large population with in them, the old city has remained largely a congested area" (Panchrust, 1958). Revault put this figuratively, today the walled city, Jugal; with an area of 48 hectares and its 34,000 inhabitants is only a small part of the demonstrative district of commune

of Harar (Revault, 2004). Defecation of night soil in the open field, on the streets is common phenomenon inside Jugal the Harari population office considered this as it has created serious environmental problems in the town 42%, of the housing units, which had no toilet facility found together with high population and housing density sanitation is much more serious problem (population office, 2003). Revault and his colleague further explains the situation as it is "urban disorder", "social disorder" and filth and rubbish with in the city is proof of the degradation of urban space and thus gauge in surface area, but also gauge in society, opposes "civilized" to "uncivilized".

The rampant of solid and liquid wastes on the street repels the tourists as well as residents from visiting that place and prohibits residential function respectively. The out flow of indigenous population due to in search of job and avoiding the nasty situation within their surroundings the inconveniency of streets, being rough for tourists giving the hardships rather than enjoying because of the slum formation. The dilapidated housing conditions moreover the congestion, which can be calculated 708 persons per hectare and about 104 housing units in a hectare shows over populated and congested.

3.2.1.1. Housing The availability of adequate space and sanitation facilities deserve especial emphasis. The report of socio economic profile of the region continues to elaborate; the average number of rooms per housing unit was about 1.8 for the town. Out of the total housing unit in the town, 6.3% were under occupied, 41.5 percent were over crowded and 50 % were adequately occupied

3.2.1.2. Employment The unemployment of the Harar city estimated to be 27.1 percent according 1994 CSA census that are 7631. Direct employment in the tourism consists primarily of jobs in hotel and other tourism facilities and additionally in transport and the production and sale of Handcrafts. In this manner the Harar city, has many tourism related activities like museums, hotels and restaurants guides, transport and hand crafts, souvenir shops, embroidery

and basketry as self employment in the city, these activities constitute about 2740 which is 12.30 percent of the total employment population.

Cultural preservation, improvement program integrated urban development programs, re-housing of government efforts, policy coordination between national and local governments in view of improving unemployment and poverty alleviation quality of life by participatory arrangements public private partnership.

3.2.1.3. Budget Assignment The data of budget allocation for tourism, from regional government is available only for two years, that was also amalgamated with the industry, meaning industry and tourism budget for the year 1996 and 1997 was birr 220,000 and 565,300 respectively. Because after 1997 the tourism department loses its identity, hence, its budget cannot be identified and for the same reason its activity being weaken. The budget stated above, when compared to the total of the same year is 1.25 and 1.3 percent respectively.

3.2.1.4. Revitalization projects To perform any plan organizing capacity is the order of the day. To see organizing capacity in the region all the necessary stakeholders were interviewed with special emphasis given the region high officials I found that there is no any policy regarding tourism activity, but revitalization programs in different sectors for different purposes were planned and some started implementation and another also in different phases of implementation.

According the explanation by head of road authority of the region, in the city the projects that are in the pipeline, such as sewerage project, that helps to redeem the sanitation problem in the revitalizing area is the project that costs over 6 million birr on the verge of its implementation. Other projects, that are part of revitalization of heritage, are paramount construction that costs 3.75 million birr, in the same phase of implementation with that of sewerage, and 6.037 millions birr maintenance of asphalt road and new road that costs 7.5 million birr costs is

in the same phase like others. These totals birr 23.287 million that will avail employment and income.

3.2.1.5. Collaboration with neighborhood The Eastern circuit, which constitute Harari, Somale, Affar, DireDawa and partly Oromia, as TCE development plan states, “it is clear that this circuit is complementary to the northern circuit, as it contains the testimonies of another part of Ethiopian history, because of its contract with the Muslim culture and red sea area. The strategy for development of this circuit needs for consider the following actions on the part of the government and the private sector, as to preserve, its natural and cultural resources and at the same time improving integration with the northern and southern tourist circuits”. (Tour consult, 1995) Therefore, for the creation of innovative milieu or cluster formation the atmosphere of regional and national governments is conducive.

3.2.2. Indigenous’ Threat

Among other attractions, the on going presence of indigenous peoples in homeland area is vital for cultural tourism. (Conference Proceedings, 2000) Thus, shows as the people in their place of attachment can also considered as primary product. The aborigines, original inhabitants or Hararis in this case, their number is decreasing through time. The younger citizens of Harar have developed a tendency to move out of the town to start a career elsewhere none Hararis, mostly from central Ethiopia, tend to move into the city instead. (Hecht, 1992) /See table 1 in the annex 3/ the reduction of Hararis in number, in their place from 1920 to 1994 within seventy-five years time, reduced from 45,000 to 9374, which means, assuming other variables are non-existence; their number is decreasing by 502 every year. Out migration still are continuing and the prevalence of HIV/AIDS among the city population, with no doubt, affecting them too.

Revault and his colleague attribute to the people of Harari by the deepest of their heart and knowledge by saying, "today, the people of Harar possess a unique and marvelous historical heritage. This includes many aspects, such as the unique intricate mosaic of ties and obligation that provides a very high degree of solidarity and is not to be found among the Arab - Speaking and East African societies. The women's colorful basketry and their beautifully designed dresses somewhat similar to the Omani costumes" (Revault 2004). Among tourist respondents, one of them admires the beauty and charm of Harari women. "The elements make up an integrated part of the singularity and beauty of the urban landscape by filling in to all other spheres of the area - public, private & regions. All three types of tombs thus comprise one of the components of the religious and architectural heritage of the city". (Revault, 2004)

3.2.3. Hyena feeding

Possibly Harar's greatest attraction and certainly its most famous one (shown recently on a CNN clip of 'World Culture'), is the hyena Man of Harar. This type of feeding started 50 years ago, but the traditional hyena feeding was there in Harar that is the annual porridge feeding "the hyena king (actually the dominant female) the leader of the pack, always comes forward to taste the porridge first. If the hyena eats more than half the bowl, the year will be plentiful and good, if refuses famine may be around the corners "as Gordon put the traditional belief (Gordon, 2000)

3.2.4. Rimbaud House

Arthur Rimbaud (1854-1891) French poet and trader known as the "revolting genius" who lived in Harar and gave way to engage the sisterly city between Harar and his birth city Charleville of France. Now, the museum library in his name attracts many visitors for the architecture of the house, which is oriental and beautiful and on its terrace, you can view partially the old city of Harar (Gordon, 2000) This shows the possibility of creating new tourism product.

3.2.5. Basketry

Today the famous baskets of Harar are one of the old walled city's major tourist attractions. (Ahmed Z, 1999) A certain Harari women, who are still remembered as an outstanding innovation in basketwork, first developed the tourist trade. The types of baskets and techniques are developed for rather quick production of many items with in relatively short period (Hecht, 1992). Hecht further explains, the techniques demand great skill, since foundation and one selling coil often have to be composed with material of several (not only two) contrasting colors.

3.3. Amenities

Hotel; -A number of hotels in Harar are serving visitors. In 1993/94, in the hotels, the visitors average length of stay (ALS) amounts to 2.11 nights, in the eastern region. The distribution of the overnight stays among the three government owned hotels in the regions is as follows: the Dire Dawa hotel register 24,732 overnight stays; the Harar hotel registered 25,112 overnight stays; and that of Jijiga 17,794. This figure refutes the marketing articulation both of the tourism commission that says, "after visiting Harar you can stay the night in Dire Dawa where elegant hotels with in an hours drive" and that of Ethiopian air line magazine Selamta that says "while the town has a reasonable hotel, most people prefer to stay in Dire Dawa" more seducing intention. Why it needs to undermine Harar, if they want to support Dire Dawa, why they do not marketing it alone.

Thus bias of marketing aspect may harm Harar where as tourists experiencing many hotels like, Dessie, Tourist, Tewodros Wondimu, Bete Mengist out side Ras Hotel and now Abadir, Tana hotel and others which are modernized hotels are about to finish.

It is justifiable marginalization of Harar by on other fact; it is told by some tourists that the area is not safe. Again, this is ascertained by the warning of Gordon, which around Harar there are minefields, which is dangerous. However, the natives never heard of it. He added that, "Still something of an exotic bird in a

country that prides itself above all on its ancient Christian heritage, this great city is perhaps Ethiopia's most undervalued attraction."(Gordon, 2000)

3.4. Accessibility

These products mainly depend on the accessibility of tourist attractions. If this complete or the third dimension of tourism does not meet, it is hardly realize the existence of tourism. Hara is accessible by surface transport according population offices document there are 404 public transports in the city. (Pop. Office, 2001) the same document states that telecommunication line has the capacity of 7,600 sets, which seems excess. Telex and fax services are available.

3.5. Additional elements

3.5.1. Guides

Regarding guides of Harar Gordon in his book comments "unfortunately, the standard of guides in Harar is low even by Ethiopian standard sadly some visitors have claimed that their trips to the city remained by such 'misunderstanding' ". (Gordon, 2000)

3.5.2. Conservation

The regions president Ato Fuad Ibrahim utter the need of conservation on the preface of a book by saying that, "As Ethiopia's oldest living town, Harar is a historic town with a rich history and texture increasingly threaten by modern interventions and the loss of its traditional socio-economic base. The town has prospered and declined in waves overtime and is now a serious challenge to conservation due to developments over the last four decades" (Revault, 2004)

3.5.3. City marketing

The partnership created between Harar and Charleville, attains help in marketing Harar this is ascertained by the Mayor of Charleville Claudine Leodoux that, “It goes without saying that the aspect relating to the cultural heritage is also an element to take into consideration, the town of Charleville found in the 17th. Century is a unique example of urbanism that deserves being better recognized the stakes relating cultural heritage are thus an integral part of the wishes of the municipality. In this manner, it also seems indispensable that Charleville-Mezieres contribute to making the cultural heritage of Harar better known. This is a major aspect of the partnership to come” (Revault, 2004) this is a good opportunity to Harar.

Amenities like hotels and restaurants are crucial for ALS for tourists. In this regard in the eyes of Tourism Commission of Ethiopia (TCE) does not consider Harar as its favored child therefore all its brochures that advertise Harar advices tourist to bed in Dire Dawa to make it simple it adds in its advertising an hour drive from Harar. However, the reality is different. Gordon lists a place to stay for tourists about six hotels (Gordon, 2000). This can be asserted again by TCE document Regional Tourism Development Plan Harar exceeds Dire Dawa by tourist overnight stays Dire Dawa regestered 24, 732 while that of Harar was 25,112 in the years 1993/94. (Tour consult, 1995) The famous Ethiopian Airline magazine called Selamta parroting that of the previous notion by TCE trying to bias visitors, when it introduces Harar to the world, it adds,” While the town has a reasonable hotel, most people prefer to stay in Dire Dawa” by denying the fact.

3.5.4. Events

Event may be religious, traditional, cultural or historical and is classified as smaller and larger events, which means local, national or international. As products created, events can also be created. Ziarane is a type of tracking which Hararis fond. In the neighboring regions, the largest Christian pilgrimage site in

Ethiopia, also frequented by Muslims, is at Kulubi in the Chercher hills. It is only last decade that the official estimate of attendance was 120,000(Henz, 1997). It is a good source of income to all surrounding regions. They are participating in the management of this event.

Chapter Four

4. Analysis

4.1. Products of Harar

4.1.1. How products identified?

Using semi-structured and structured interviews all stakeholders have been interviewed, that is tourists, higher officials of the region, as well as the related offices and the residents. In the first place, the primary products are those products that the visitor determines to visit or the original reason to visit the area. Therefore, the list of products that tourist interview accumulates, and that of officials, and related offices given to the interviewer, besides, the list in the literature review the researcher asserts that no mismatch was found. Thus, the following primary products of Harar identified as the tourist attractions. /see SWOT or situational analysis Annex-2/

1. The walled city of Harar with its five gates
2. Cultural houses
3. Alleys ways (streets)
4. Historical sites
5. Shrines and mosques,
6. Colorful women dress
7. Hospitality of people
8. Hyena feeding
9. Rimbaud house
10. Cultural museums
11. Traditional markets
12. Crafts/basketry
13. Traditional villages& agriculture

4.1.2. The existing conditions of the products

Here is the picture of the existing situation based on interviews of residents who modify their houses as their wish to suit their living. Fifty five percent of owners as well as many tenants maintain their houses, and those who do not maintain willing to contribute free labor if other things facilitated. Regarding the utility services, the interviewees responded that 65% of them have water pipe installation 81% electricity, 45% telephone line, 81% kitchen privately owned, 58% of them have pit latrines. Those who do not have service like 29% water, 13% electricity, 42% Telephone, 13% kitchen and 29% latrine.

4.1.2.1. Sanitation_We confirm this by the data obtained by interview all 100% residents do not have an access to municipal sanitation services either for liquid or solid waste. Regarding solid waste, they carry every type of solid waste including the night soil and dump it on open spaces. As to liquid waste 68% of households', discharge all type of waste directly on open streets and 84% of them considered the city as dirty and tormenting.

Tourists who were interviewed 25% of them give comments on sanitation regarding solid waste appearance in the street as hygienic problems everywhere in the city, flies prevalent, which is considered unhealthy. It is repellant to the quality of life of the residents and the visitors.

4.1.2.2. Indigenous population- among my respondents, who are Hararis constitute 78 percent of whom 91.67% have children outside Ethiopia.

4.1.2.3. Shrines and Mosques_In the Jugal within 48 hectares, with all 5115 houses, accommodating 34000 people still there are 82 mosques, it tells the history of Harar. Moreover, more than one hundred tombs considered shrines occupy certain space. No religious city in the world can compete with this concentration of religious institutions in such a small area, be it in Cairo or in Istanbul. Among my tourist respondents, 50% of them visited mosques and shrines and listed them as their priority of visit.

4.1.2.4. Hyena Feeding_Tourists, who are interviewed, 35% of them prioritized, hyena feeding as the main attraction of Harar.

4.1.2.5. Rimbaud house and other cultural museums_Thirteen percent of the tourists' prioritize the Rimbaud house as the main attraction of Harar, since its establishment within the last five years; it draws larger number of visitors than any museum, this shows a tourism product can be created. There are other three museums in Harar, the one that of the government, the other owned by the Harari community and the last owned by a private, dedicated individual Sharif and his family private museum. It is frequently visited by expatriate researchers, Harari Diaspora, and government guest of honors. Among respondents, 10% of them listed museums as prioritized attraction of Harar.

4.1.2.6. Basketry and other crafts Jewelry and basketry are produced in abundance in Harar, You can find many souvenir shops, but the main market for jewelers and basket are in Addis Ababa souvenir shops, which sell these products for tourists. Bookbinding is still alive in Harar, because Sharif's effort who put life in it as it was before a century. You can confirm that this is an attraction of Hararis by the comments given in the museums registration book. Five percent of tourist respondents prioritized this craft as an attraction of tourists.

4.1.3. Secondary products_Today, there are three new clean standard hotels, the functioning ones the other are about to open in the near future, the last one is ready to start operation to enable tourists to decide their place to stay.

As can be seen in the table two in annex ---3--- average expenditure in a hotel per day for bed birr 68 and for meals birr 60 totals being 128 birr. Tourist respondents' average length of stay (ALS) in Harar is 2.50 nights in this manner average tourist expenditure is going to be Birr 320. However, the estimation of ITTT is birr 500, which I used ITTT's because mutatis mutandis they add fee for guides and the entrance of museums

The tourists who interviewed have commented in the first place that the price of services is rising unreasonably from time to times. The information they get from operators, guidebooks and brochures changed when they arrive at hotels. There are also undisciplined hotel workers who intrude into their room. The noises that emitted from religious places and schools are very nuisance which irritate tourists in their hotel rooms, 30% of my respondent have raised complaint of this sound pollution, 16% of them comment on water shortages in the hotel.

4.1.4. Other products

Harar is accessible by surface and air transport. In case of air transport, there is an international airport in Dire-Dawa, which is 50 km away from Harar. There are a number of buses and car renters in Dire Dawa or for surface transport from Addis Ababa, there are busses at bus terminals. Informal transports like minibuses are also available. Nevertheless, among my respondents 10% of them raised complaints on the transportation systems and suggested it has to be improved. Comments are such as booking needs days whereas planes are being empty. The other comment is the lousy buses take a long time and cause fatigue to the travelers.

4.1.5. Factors to enhance tourists

4.1.5.1. Demand side

Tourism as industry, its market is controlled or interacted between supply and demand; this will be explained in the following manner.

1. Residents, who interviewed, live for a long time in the Jugal. 87.1% of them live in their place for over 30 years and 67% of them still do not want to leave their houses neither for a remunerative compensation nor for better area or modern houses other than their native area with its entire nuisance. They prefer to live in the same manner of their descendants. However, 29% of the respondents want to change their houses for better place and new houses, because they are in a very bad condition, so that, they want to improve their

living conditions, which now their area deteriorated and congested not suitable for living.

2. Visitors, they can be divided into international and domestic. It is in museums that we get registrations both for domestic and international visitors. Though the registration did not undertake in its proper formats and conditions, still it is obligatory to use their data because there is no any other option. Table 3 in the annex --3-- shows domestic and international arrivals.

The variation of data in each museum depends on their location, accessibility and the guide's choice to influence which museum suited to him. Nevertheless, the maximum number of visitors visited Rimbaud House, This shows it is attracting a large number because it is well organized more or less with better curatorial activity. If we see the domestic visitor, we can understand domestic tourism is on the rise and encouraging. Rimbaud House's visitors in 2004 54.7 % are Ethiopians. Regarding international tourists, the museums are not a good source; it is ITTT, which has hotel reports and other sources, which could be used for a better assessment of foreign tourists. Therefore, the total number of international visitors exceeds by far the registration of museums.

The purpose of visitors according to my respondent is 75% of them come for vacationing/leisure, 10% researchers, 5% business and 10% other.

Regarding their geographic distribution, no registration in the region can have the proper data. ITTT and the curator of Rimbaud house together they agreed on the following percentage, French 30, Spanish 20, Italian 15, German 8, English 7, Japan 5 others like Dutch, American, South African and Australian constitute 15,. But my data indicate that German 25%, French 15%, Spanish, UK, Italian, USA each scored 10%, Dutch, Australia, Israel, Mauritius each have 5%. According to my data, which is favored by the national TCE's, from 1995 to 2002 throughout the five years the German's number is greater than French arrivals. Therefore, the estimation of ITTT seems skeptic unless it is confirmed by proper registration.

The Demographic aspect of my respondents are 35% at the age of 20-30, 15% at the age 31-40, 35% at the age of 41-50 above 50 years old are 15%. Thus shows it is economically active group, which are vacationing. In case of sex, 75% are male and 25% are female.

These tourists who decided decide Harar for their destination have got the information from different sources, 35% from history books, 15% from friends, 35% from guide books and 15% from tourist operators, non indicate the information from tourist commission of Ethiopia. This shows the weakness of federal government marketing activity or the result of marginalization. When the respondents relate the information with what they visited, reflecting psychographically 40% had good information, 30% not good information, 20% complaint on price increase, 10% the information they received as it was bad image.

Among respondents 10% comments the role of tourism office cannot be seen, at least the information of the office of where about is unknown to them. Others which constitute about 30% comment on the absence of signpost of market places, the atmosphere of museums is not good and the guides' capability being poor. In case of re visiting, 80% of my respondents are their first visit, 5% second time 15% thrice.

3. Business or tourism investment as lingua franca looks encouraging in case of Harar. The table 4 in the annex---3---will illustrate the tourism investment contribution. The capital inflow from out side the region that is considered as tourism capital or tourism investment, that comprises domestic and international investment, that can be seen in the table which out weighs the generation of the region's capital. (The region's capitals do not include the government). Therefore, tourism investment, that is 61% of the capital, that costs birr 182,416,100. In the employment sector, also 55% in the contribution of business tourism, in this figure international tourism alone contributes 28% of the capital and 14% of the employment. This is mainly the contribution of Harari Diaspora in Canada, USA, Australia and Saudi Arabia. Even in the domestic investment that constitutes

33% of capital the majorities are Hararis living in Addis Ababa, Dire Dawa and Adama in their respective contribution order.

4.1.5.2. The supply sides

Regarding road and transport, the road from Addis Ababa is constructed in international standard asphalt road enhanced transport services, where by minibuses transporting passengers day and night but this information is not available for tourists. Dire Dawa airport is renewed and expanded to up grade its standard as an international level. The road connection has been improved between Dire Dawa and Harar and also between Addis and Harar.

.Housing:-My sample also shows the average number of rooms per housing unit is 1.7, in this regard the family size in the sample that shows 12 in one room housing space for these large size of the family. The population office estimated the backlog being 6,192 the report shows the paradox with in five years of time (1996-2000) 82 housing units by municipality were constructed 20 were by individuals 1.3% of the backlog as a result causing mismatch and congestion and creating trouble for both residents and visitors.

Shops- many shops were under construction in the modern town of Harar by investors.

Environment - Gulley that enhanced by erosion is a dreadful to scarce space and communication. Pollution by Harar brewery factory discharging its effluent without treatment causing Hazard to the population, and population abandoned using Khatibin River. All houses discharge their sewerages directly to the surrounding streams of Harar town. Houses rented by individuals and kebeles without latrines, using public space and narrow streets for defecating, causing real nightmare for by walkers on foot.

Communications - today, out of house-to-house telephone installation, tele-centers are satisfying the public. There are a number of them sprouting in the

town, but the five the researcher visited are also used as an internet cafe - giving internet services especially, Canal Internet Café frequented by a number of tourists.

4.2. Conditions of revitalizing area

The kebele houses owned by government within my sample area, theirs have been rented very minimal to assign a collector, that does not cover his/her salary. 19.4% of the respondents rented from 1 birr to 2.5 Birr and 19.4% for 3 to 5 birr. Only 3 percent of them rented for birr 7.50, which are the highest rented government houses in that area. On the other hands, privately owned renter, two of my respondents rented the same type of houses for birr 120 and birr 250. One can conclude that, either increasing kebele house rent, so as to be able to maintain houses or demolish the houses in order to relief the Jugal from congestion.

4.3. Conditions of tourism activities

The comparison of tourist arrivals between Ethiopia as a whole and that of Harar illustrates both increasing through 1999 to 2004. However, that of Harar, though fluctuation is seen (during the first and second year) the increase is at decreasing rate, for five years consecutively the share of Harar was 1.75%, 1.18%, 1.42%, 1.28% and 2.03% respectively. Regarding the percentage receipts for the same period of Harar compared with that of Ethiopia, scored 1.03%, 0.36%, 0.42%, 0.57% and 0.61 respectively. /see also table 5 in the annex—3--/

The poor attention from both federal and regional governments for the tourism activity and the unwanted situations discussed in the previous topics may make the flow of tourists without much impact on the economy of the country.

4.5. Tourism cluster

What is good for Harar is good for Dire Dawa, Jijiga and surrounding of Harar Working together, since they have the same cultural background, and could

benefit sharing experience, given the individual competitiveness to improve their individual effort. These regions Somali, Dire Dawa, Oromia and Affar including Harar, they started early of their regional cooperation on cultural activities, sport festivals and cultural exhibitions by forming congress of cooperation, rotating the leadership every year among the groups. This congress could develop a strong cooperation even on the regional security matters.

On my interview the Eastern zone of Oromia administration office head, Jijiga head office of Somali president, Dire Dawa tourism office head and Harari regional state president all want to continue cooperation on tourism that benefits all. On this regard, Dire Dawa has many attractions such as, painted caves of Legoda and Gola Ajawa, the old rail way station and hotels that accommodate tourists with good facilities. Oromia has also many attractions surrounding Harar Babile wild life sanctuary, the presence of a colony of 148, unique elephants in the world called *LOXODONTA AFRICANA*, cave paintings of Samte, Kulubi church and many others. Somale has also Karamara Scenic plateau, Dakata rocks, Camel water trough and nomadic way of Somali life. The products together with that of Affar are categorized in this eastern part of Ethiopia, which is rich of scenic areas. The Awash Park and many archeological sites including the famous site of Hadar are where Lucy found. Extended scenery of the Rift valley is a treasure for tourism, which is not yet tapped.

4.6. Tourism and national economy

Considering Ethiopia's receipt from tourism, we could hardly say increasing, if we see the data from 2000 to 2002 for three consecutive years 577.8, 642 and 676.1 million birr respectively. When compared with the country's GDP for the same years it is 1.11, 1.21 and 1.31 percent respectively. The contribution is meager compared to export share, which was 14.60, 17.45 and 18.63 for the same period, which is encouraging. If we compare the receipt from per tourist with certain African, countries for 1999, Ethiopia's amount was 292 USD while that of

Eritrea was 491, Kenya 338, Congo 2400. The Average was 348 and Ethiopia was below average.

4.7. Organizing Capacity

Strategic planning fashionably designed in every bureau of the region but all are going the same mistake that they did not include even the main stakeholders. The municipality and tourism office have strategic plan that do not include any stakeholders other than their management. There is no coordinated vision for the region or for the city. A Consultant is understudying administrative structure; according to the higher officials told to the researcher. No networking of any type of strategic plan or any kind of plan without participation that binds public-public, public - private and any sort of lingua franca cannot be imagined. Top leader's planning is considered to be deadly important but it remained to be seen. Societal support, traditional community based (Afocha, Idir) is positive to support any plan but there is no plan to integrate them. Spatial economic condition of the city is going to be investigated, up to now; it is believed to be informally distributed.

The alliance, with that of French and Turkish embassy that resulted with sisterly cities arrangement between Harar municipality and that of Charleville (France) and Sanely Urfa (Turkey). Both relations are showing some sign of good gesturers that will bear fruit in the future. Cultural ties among five neighboring regions have counted since years elapsed, but the result of it is not yet strong. The other encouraging sign, regarding tourism, there are some activities in reserving women's activity in basketry and other handcrafts through a loan of the World Bank.

Chamber of commerce of the city is willing in any activity to collaborate with either municipality or the regional government; however, it is institutionally so weak to play its effectively.

Chapter Five

5. Conclusion & Recommendation

5.1. Conclusion

Harar is a home of indigenous Hararis, who are natives of, the old walled Muslim city, white streets, the colorful people, fascinating hospitable people, with all their tangible and intangible attractions are solely owned by the Hararis, known as Adere by many nationalities in Ethiopia. When we say the attractions of Harar especially that of primary products, we mean that it totally owned by the Harari people, who are minority in their own homeland by politico- historical reasons.

Revault and his colleague attribute to the people of Harari by the deepest of their heart and knowledge by saying, “today, the people of Harar possess a unique and marvelous historical heritage. This includes many aspects, such as the unique intricate mosaic of ties and obligation that provides a very high degree of solidarity and is not to be found among the Arab - Speaking and East African societies. The women's colorful basketry and their beautifully designed dresses; somewhat similar to the Omani costumes,” (Revault, 2004). Among tourist respondents, five percent of them admire the beauty and charm of Harari women.

Among other attractions, the on going presence of indigenous peoples in homeland area is vital for cultural tourism. (Conference Proceedings, 2000) Thus, the people in their place of attachment can also be considered as primary product. Nevertheless, the number of aborigine original inhabitants is decreasing through time, which might affect this colorful urban culture.

Today the walled city, Jugal, with an area of 48 hectares and its 34,000 inhabitants is only a small part of the demonstrative district of commune of Harar.

This city with, 82 mosques that tell the history of Harar and 95 tombs considered to be the abode of many spiritual fathers serve today as shrines of great importance. No religious city in the world can resemble the concentration of religious signs. Among my respondent 50% of them visited mosques and shines and listed them as their priority of visit.

Possibly the greatest attraction and certainly its most famous one (shown recently on a CNN clip of 'World Culture') Tourists, who interviewed, also confirm this reality and 35% of them prioritized as the main attraction of Harar is hyena feeding.

Thirteen percent of the tourists' have prioritized the Rimbaud house as the main attraction of Harar. There are other three museums in Harar owned by the regional government, community and private,

Five percent of tourist respondents prioritized crafts as an attraction of tourists

The dilapidated housing conditions, moreover the congestion, which can be calculated 708 persons per hectare and about 104 housing units in a hectare creates over populated and congested environment. The kebele houses owned by government with in my sample area their rent is minimal to assign a collector, which does not cover his/her salary. 19.4% of my respondents rented from 1 birr to 2.5 Birr 19.4% of other also rent for 3 to 5 birr. Only 3 percent of them rent for birr 7.50, which are the highest rented government house in that area but on the other hands privately owned renter, two of my respondents rented the same type of houses for birr 120 and birr 250.

- All rented houses had been confiscated by the previous regime based on proclamation no.47 of 1995.It is the proclamation that deprived the ownership of houses that was considered the heritage of the natives, that being the case for deterioration of the place. The availability of adequate space and sanitation facilities deserve especial emphasis. The report of socio economic profile of the region continues to elaborate; the average number of rooms per housing unit was about 1.8 for the town. Out of the total housing unit in the town, 6.3% were under occupied, 41.5 percent

were over crowded and 50 % were adequately occupied. Among my respondents, 29-percentage want to change their houses for better place and houses, because they are in a very bad condition, so that, they want to improve their living conditions.

The population office estimated the backlog houses being 6,192 the report shows the paradox within five years of time (1996-2000) 82 housing units by municipality were constructed 20 were by individuals within 1.3% of the backlog as a result causing congestion and creating nuisance for both residents and visitors.

5.1.1. Questions and Answers, the Hypothetical conclusions

Research Question: -- *What are the existing tourism products in the city?*

The existing tourism products, which are experienced by tourists, are the walled city with its valuable heritages in it. The wall and gates, cultural houses, narrow white streets, historical sites, mosques and shrines (tombs), culture of indigenous people, hospitable people, Rimbaud house and other museums, hyena feeding, traditional markets, crafts and basketry, and traditional village and agriculture.

Hypothesis:--*Existing tourism products fail to attract tourists.*

Tourists who were interviewed 25% of them give comments on sanitation regarding solid waste appearance in the street hygienic problems everywhere in the city, flies prevalent, which is considered discouraging. It is repellant to the quality of life of the residents and the visitors. By the data obtained by interview all 100% residents of Juggle do not have an access to municipal sanitation services either liquid or solid waste.

The tourists who interviewed have commented in the first place that the price of services is rising unreasonably from time two times. The information they get from operators, guides and brochures changed when they come to Harar. There are also undisciplined hotel workers who intrude into the room. The noises that

emitted from Churches and schools are very nuisance that irritates tourists in their hotel rooms, 30% of my respondent have raised complaint of this sound pollution, 16% of them comment on water shortages in the hotel.

In addition, among my respondents 10% of them rise complaints on the transportation systems and suggested it has to be improved. Comments are such as booking needs days but planes are being empty the other comment is the lousy buses take a long time and cause fatigue to the travelers. Nevertheless, all problems sited above can be tackled through strategically planned revitalization program.

This hypothesis is rejected in a short run, it is rejected because the tourists' number is increasing every year from 2000(1608 tourists) to 2004(3917 tourists). Data indicate that German 25%, French 15%, Spanish, UK, Italian, USA each scored 10%, Dutch, Australia, Israel, Mauritius each have 5%. These tourists, who decided Harar for their destination have the information from different sources, 35% from history books, 15% from friends, 35% from guidebooks and 15% from tourist operators, none indicate the information from tourist commission of Ethiopia. The reservation lays on the point that expulsion of vulnerable group so to say the indigene has been observed for years(1920-45,000 Hararis reduced to 9375 in 1994) that they are replaced by secondary residents. For one or another reason, they are being minority from their own native place. All tourism products discussed earlier are owned by the people of Harari, who are under most threat of diminishing which might affect the tourist products negatively. Therefore, in the long run the attraction will fail to attract tourists unless revitalization programme carried on without further ado.

Research question:--*What factors responsible to enhance tourism?*

It is the demand side and supply side, which stimulate each other. The demand side constitute the income increase, increase of leisure time, increase mobility, price of travel decrease through increase of comfort enhance competition. The

supply side image of the place, quality of attractions and amenities like hotels, restaurants, improved locational factors, improved communications and facilities.

Research Question: -- *How tourism helps the revitalization of a city?*

Heritage sites should be improved and it has to have an appeal not only for businesses it should have an appeal both for residents and visitors. If there is urban decline in the city centre or FUR, the CBDA has to be improved to attract locational factors. If the place attracts business and tourists the place has the chance to be revitalized the economic conditions gain impetuous to rejuvenate by employing capital and labor. For the same reason, especially in hotels, restaurants, lodges, transportation sectors, museums, tour operators, guides and for different tourist consumable crafts by generating income and employment to the city and in return the city's infrastructures will improve roads sewerages, hotels, and cultural sites.

Research Question: -- *Can tourism contribute to the revitalization of Harar?*

Yes, tourism sector alone pull the foreign and domestic capital as business tourism. Within ten years, (1995-2004) 182,416,100 million Birr invested in tourism sector, which generate 1751 employment without considering employment during construction period. The public sector also assigns 23.287million Birr, for the next year to improve the cultural sites and improve internal transport. The tourism receipt estimated annually increase from 1999 to 2003 from 2 to 4.73 million birr. This receipt is very significant when compared with the budget allocated for tourism by the regional government, which is 0.2million birr the receipt of 2003 is 24 times bigger and is about 4.2% of the total annual budget of the region for the same year.

Hypothesis: -- *Tourism helps in revitalizing cultural heritage, employment and infrastructure of the city and there by adding other tourism products.*

The hypothesis gain acceptance, because The unemployment of the Harar city estimated to be 27.1 percent according 1994 CSA census that are 7631. In my

sample, the figure is 48.4% unemployed. Tourism activities constitute about 2740 individuals, which is 12.30 percent of the total employment population. In the employment sector, 55 % (1751) is the contribution of business tourism, but that of international tourism alone contributes 28% of the capital and 14% of the employment; this is mainly the Harari Diaspora in Canada, USA, Australia and Saudi Arabia. The public sector also assigns 23.287million Birr, for the next year to improve the cultural sites that helps to improve internal transportation infrastructures and constructing sewerage structure in historical heritage sites. The existing tourism sector (12.3%) together with tourism investments (8%) comprises 20 percent from the total employment of the urban area. As the sector pays in a long run another products can be created just like Rimbaud house to expand the area of tourism.

Research Question: -- *Is there any opportunity to create innovative milieu in the region in tourism sector? contribution to the national economy?*

The surrounding regions can create tourism cluster in the first place, products of tourism and tourism cluster can be created. Since they have similar cultural background, it is sine qua non to form cluster and yet all have unique tourism products. These regions, Somali, Dire Dawa, Oromia and Affar including Harar started early of their regional formation to cooperate on cultural activities, sport festivals and cultural exhibitions by forming congress of cooperation, rotating the chairmanship every two years among the groups. This congress developed the cooperation even on the regional security matters. TCE has also categorized these regions in the same tourism circuit. The cluster contributes 7.2% of annual national receipt that of 1991-19994.

Hypothesis: -- *There are favorable conditions to form tourism cluster with the neighboring regions, to contribute for the national economy.*

The existing situation ascertains, that there is favorable condition to form cluster hence the hypothesis accepted. The congress formed among the said regions has already working on sport tournament every two years. They present cultural

exhibition together. All officials of the four regions accept the cooperation on tourism cluster for their mutual benefits at the same time all have their own tourist products. Still the cluster contributes 7.2% of annual national receipt that of 1991-1994.

Research Question: -- *Dose the city has an organizing capacity?*

Harar city does not have organizing capacity, because both the city administration and the regional HPNRS do not have strategic planning. The city does not have an administrative structure, and both levels assure this is to come after the consultant who is hired for this purpose finalizes his report.

Hypothesis: -- *The city has an organizing capacity.*

This hypothesis has been rejected, because the city does not have modus operandi of organizing capacity. The municipality and tourism office has strategic plan that do not include any stakeholders other than their management. There is no coordinated vision that of the region as well as that of the city. A Consultant is understudying the administrative structure.

5.2. Recommendations

5.2.1. The region should have a policy on tourism that is based on revitalizing cultural heritage and help promote employment, and should work with natives in Diaspora to invest in their native area at the same time, encourage interaction from public sector. Of course, this should obviously be led by well prepared a strategic of master plan, which is visionary, well-netted network, following modus operandi of grass root and stakeholder participation. This will enhance and yield both societal and governmental support in a given spatial economy; the importance of leadership should be envisaged. This is designed to arm the performer with organizing capacity for effective managing for a given programme, project and/or event.

5.2.2. The residents should also participate in awareness creation of the fundamental tourism concept and its advantage. They also have to be aware of

visitors need and aspiration of a better hospitality.

The Unesco cities for peace prize 2002-2003 for Africa, has been awarded jointly to the city of Harar (Ethiopia) In recognition of its outstanding contribution to the promotion of the values of peace, tolerance and solidarity in every day life.

Barcelona, 6 September 2004

5.2.3. There should be responsible and autonomous organization with strong portfolio and high caliber professional capacity that is capable to plan, implement and evaluate all activities of tourism. It should be backed with holistic support especially by the municipality. It enhances tourism activities through marketing, build image, and prepare tourism information such as; signpost management, brochures, guide-map, guidebook control standard of hotels and restaurants that are frequented by tourists.

5.2.4. There should also be guidelines, rules and regulations, to be abided by all tourist individuals and institutions. It is essential to educate tour operators, guides, hotel and restaurant owners, waiters, receptionists and related employees; taxi drivers, museum curators, souvenir shop owners in order to help and facilitate their activity, and acquire management skill to improve their services as well as their products to reap the fruits of tourism.

5.2.5. In addition to this, cultural heritage sites should be clean and experienced by visitors pleasantly. To do this:

- Projects that are in the pipeline like sewerage and road construction and maintenance should gain especial emphasis and execute in time as planned
- Kebele houses in Jugal are the heritages by themselves. Therefore, they either should gain the necessary considerations to return to the previous owners before expropriation by the then government or should be transferred to the legitimate public organization in order to have the necessary follow up and maintenance and administration, since they are the cause of congestion and in the Jugal area.
- Unemployment condition, which enhances poverty prevalence in the cultural heritage area, is rampant. Panhandlers are until they are hindering the movement of tourists as if poverty threatens the development of Harar.

Therefore, to improve the situation a programme has to be carried on intervening through housing as to meet the backlog, vocational training through social innovation, avail credit scheme, and finally employment creation.

- To ease overpopulated area, especially where the area should be improved before further deterioration and totally abandoned, because of slum formation. Those who want to get out of the area gain proper attention in their rehabilitated area as a compensation for their displacement.

5.2.6. Above all, the aborigines should gain the necessary attention to be rehabilitated in their homeland. Their heritage and culture should be preserved and conserved. To do this:

- Population policy should be designed that fits and help the indigenes out from the threat being endangered
- Cultural heritage areas should be conserved
- Their culture, language, songs, values and norms, rituals should be respected and revived
- Their traditional costumes and organizations should be maintained
- All the threats, such as rapid reduction of their number, out flow, HIV/AIDS should meticulously designed to combat so as to maintain their population

"Heritage valuables are not necessarily tangible; smells, colors etc. are also part of the heritage. Children today in stone town live with in their physical environment; they are part of the heritage. The minaret is only valuable with the intangible asset of the voice calling for prayer courtyards are places where people meet. If you don't allow people to interact the building will lose its value".

Muwalimu

Director of heritage Zanzibar

5.2.7. Moreover, since there are other tourist products in the surrounding regions, the cooperation that had already been started among these regions should gain

impetus to achieve further cooperation in the field of tourism to create innovative milieu for their mutual benefit.

5.2.8. Finally, the evil attitude that marginalizes Harar with its surroundings by hidden motives to disfavor it which is manifested in airlines booking services, CTE and the airlines promotion aspects that under mines Harar's amenities. The creation of illusionary mine fields, and unsecured situation as it has been told for tourists. This condition intended to terrorize and discourage tourists from reaching their destination Harar. In addition, the heritage authority waits intentionally until the cave paints spoiled and washed away its importance.

Warning

The vicinity east and south of Harar is a Known mine field area (see Dangers & Annoyances in the Ethiopia Facts for the visitor section}. Trekkers beware!

Comment

Men and animals such as buffaloes, elephants and antelopes are depicted on the cave face out side the actual cave. Unfortunately, they have been much scribbled over by the local children. (Gordon, 2000)

5.2.9. After improving the sanitation problems and maintaining the proper image, then there should be emphatically, strive to market Harar as a city its products together with tourism cluster. To realize this:

- To utilize the opportunity and promises or the consensus reached with the two European sisterly cities
- To initiate participation among the government, business and investors in construction of modern hotels, restaurants, exhibition halls and conference centers
- To use the innovative milieu, to share financial burden to promote their tourism products together
- To create events, that can be favorite to its natives in the Diaspora, using like traditional annual tracking Known as Ziarane This has two fold effect on one hand by creating products we have extra source of fund ,on the other hand, this event mobilizes large

number of natives abroad in different parts of the world, which enables further marketing of Harar

- Ethiopia should focus on the Middle East to market Harar and its surroundings because they might have the affinity towards Muslim culture
- The e marketing is the most efficient and effective in city marketing through creating web site using cyberspace

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Primary elements

Activity place

- Cultural facilities
 - Theaters
 - Concert halls
 - Cinemas
- Exhibitions
- Museums and art galleries
- Sport facilities
 - Indoor and out door
- Amusement facilities
 - Casinos
 - Bingo halls
 - night club
 - Organized events

Annex 1

Leisure setting

- Physical characteristics
 - Historical street patterns
 - investing buildings
 - Ancient moments / status
 - Eclectically buildings
 - parks and green areas
 - Waters, canals and rivers fronts
 - Harbors
- Socio - cultural features
 - Liveliness of the place
 - Language
 - Local estimated costumes
 - Folklore

SWOT (Situational Analysis)

Annex 2

Strength

- Presence of historical sites
- Good climate
- Good hospitality
- Indigenous culture
- Traditional houses
- Shrines and mosques
- Narrow streets
- Old walled city
- Hyena feeding
- Rimbaud house & cultural museum
- Traditional markets
- Crafts
- Landscape
- Embroidery
- Jewelry
- Book binding
- Traditional village & Agriculture

Opportunities

- Tourism potentials
- Established of health university
- Islamic history
- Muslim city of Ethiopia
- Rich traditional customs
- Registration world heritage
- Good climate
- Sisterly cities
- Peaceful cities
- Diversified culture
- Traditional agriculture
- Hotel investments
- Road construction for A.A to Harar
- Good relation with neighbors
- Tourist attractions of neighbors

Weakness

- Water shortage problems
- Sanitary problems
- Congestion /over populated/
- Weak city administration
- Sound pollution
- Absence of tourist office
- Poverty /pan handlers/
- Absence of Proper guides
- Weak museum curators
- High cost of hotels and service
- Administrative jurisdiction area is not delineated
- Absence of clean taxis
- Absence of tourist information center
- Absence of information materials
- Limited budget assignment
- Undisciplined hotel waiters
- Poor registration system

Threats

- squatting /illegal settlement/
- Gulley formation toward city
- in migration
- limited space
- limited standard hotels and restaurants
- unreliable schedule of air line
- absence of bus transport which is suitable for tourists
- attention of federal government being weak & discouraging
- commitment of regional government
- out flow of indigenous people
- HIV AIDS prevalence

Annex 3

Table: _ 1 Reduction in number of the indigene Hararis

Year	Condition /Author	No destination
1850	Richard Burton	8000
1870	Egyptian Mute	35,000
1888	Populists Chke	42,000
1903	American Studies	17,500
1920	Forbes	45,000
1927	American studies	35,000
1928-1933	Italy Nin Africa	15,000
1994	Census (ECSA)	9,374

Harari population office (2001)

Table: _ 2 Conditions of Hotel Accommodations

No	Name of hotel	No of rooms	No of beds	Standards	Prices in birr	Average room /bed occupancy		Food price		
						Daily	Rate	Brk.	Lu n	Din
1	Ras Hotel	47	65	3	125,188,2 27	22/32	47/4 9	15	25	25
2	Abadir	40	60	2	12,28	24/33	60/5 5	10	30	30
3	Tewddros	21	22	3	11,15,25	17/18	81/8 1	8	15	15
4	Belayneh	22	30	3	60,80,100	20/26	91/8 7	15	25	25
	Total	130	177	2-3	-	83/10 9	-	-	-	-

Table: _3 Domestic and International museum visitors

No	Name of museums	visitors	2000	2001	2002	2003	2004	2004 %
1	Harari Nationality	Domestic	na	na	1737	1803	1188	40.6
		International	na	na	1872	2183	1741	59.4
		Total	-	-	3609	3986	2929	100
2	National Harari	Domestic	196	133	521	440	355	33.6
		International	296	236	705	749	700	66.4
		Total	465	369	1226	1189	1055	100
3	Arthur Rimbaud House	Domestic	na	na	1400	1626	2062	54.7
		International	na	na	1026	1501	1705	45.3
		Total	-	-	2426	3127	3767	100
4	Sharif Private	Domestic	na	na	240	306	369	43.1
		International	na	na	365	420	488	56.9
		Total	-	-	605	726	857	100

Attention: na = non available

Table: 4 Investment contribution (1995-2004)

No	Address	Capital estimated in birr ('000)	%	Employment opportunity	%
1	Harar	116,916.8	39	1,421	45
2	Ethiopia (out side Harar)	99,823.5	33	1,306	41
3	International	82,583.6	28	445	14
		299,334.9	100	3,172	100

Table: _ 5 Contribution of Harar tourist arrival and receipt to the nation

	1999	2000	2001	2002	2003	2004
Arrival Eth.	115,000	135,954	148,438	156,327	179,910*	na
" Harar	2016	1608	2102	2998	3662	3917
Percentage of Harar	1.75	1.18	1.42	1.28	2.03	-
Receipt Eth.	252,000,000	577,800,000	642,000,000	676,100,000	778,094,300**	na
" Har.	2,601,244.8	2,074,802.4	2,712,210.6	3,868,319.4	4,725,078.6	-
Percentage	1.03	0.36	0.42	0.57	0.61	-

* Estimated figure by CTE

** estimated by researcher as of receipt 2002

Na non available

Organizing Capacity Matrix

Annex 4

Institutions title	Regional Gov'nt	Municipality	Urban Dev'nt Bureau	Urban Dev'nt sector	Chamber of commerce	ITT tourism sector
Strategic planning /vision/	Understudying	Formulated by the management	Policy is needed	Integrated dev'nt plan is needed	No plan	amalgamated vision, plan with management
Administrative structure	“	Understudy		Need to Urban tourism	Structure without staff	
Strategic networking	This has to be seen	No networking			Yes But poor	
Leadership	“	Important			important	
Societal support	supportive	Positive			We posses	
Governmental support	committed	committed			Ok	
Spatial economic condition	Understudy	Informally distributed			To be seen	

List of Interviewees**Annex 5**

No	Name	Post
1	Ato Fuad Ibrahim	H PNRS President
2	Ziedan Bekri	Mayor of Harar
3	Nabil Mahdi	Head of bureau wud&ittt
4	Arif Mohammed	Head of Dep't of ITTT
5	Abdul Hakim Abdulmalik	Head of sector w&ud
6	Awad Abdulhadi	Harar chamber of commerce chair person
7	Abdulaziz Mohammed	Zonal Administrator of Eastern Hararge/Oromia/
8	Mohammed Shiekha	Somali Region Presidential office Head
9	Ali Ahmed	Dire Dawa tourism department Head
10	Sebsebe Gazahagne	Dire Dawa tourism department Expert
11	Abdulmuhiemin Abdulnasir	Trio-T Tour operator
12	Abdulsamad Idris	Owner of Canal internet cafe
13	Salahadien Mohammed	HPNRS Road authority

Questionnaire for residentsA / Tenure typology and condition

1. Address, Kebele ----- Number ----- Name of community -----
-
2. Age ----- Sex----- Male ----- Female -----
3. Occupations a/ Yes -----b/ No ----- c/ Monthly income Birr -----
4. Ownership a/ Owner ----- b/ kebeles -----
5. Number of family ----- Sex, Male ----- Female -----
6. If rented house from a/ Keble -----
b/ rented individual-----
c/ Amount of rent in Birr -----
7. Services
 - . Water services a/ piped ----- b/ Common ----- c/ no service -----
 - . Electric a/ installed-----b/connected with neighborhood-----
-
C/ no connection-----
 - . Telephone a/ installed-----b/ using neighborhood-----c/ not
using---. Latrine a/ independent-----b/ common latrine-----
c/ no latrine--
 - . Types of latrine a/ fenced field-----b/ pit latrine-----c/
flushed latrine-----
 - . Kitchen a/ independent-----b/ common-----c/ not
available-----

- . Communication a/ radio-----b/ television-----c/
satellite dish-----
8. Number of rooms
a/ One ----- b/ two ----- c/ three ----- d/ four -----
--
e/ Above four-----
9. Compound
a/ Private ----- b/ common----- c/ If common how many -----

10. Typology of the house
a/ Harari cultural house----- b/ Modern traditional-----
c/ Changed cultural house-----
- If changed made name the changes-----

B/ Tourism aspects

11. What are tourists?
a/ Knows----- b/ no knowledge-----
12. What is the use of tourism-----
a/ ----- b/ ----- c/ -----
13. Disadvantage of tourism
a/ ----- b/ ----- C/ -----
14. Do you have relatives abroad?
a/ Yes ----- b/ No-----
If you have relatives
a/ Types of relation -----
b/ There number -----
15. Within this year is there any arrival of your relative
a/ Yes ----- b/ No -----

- C/ If they send any message to you Yes----- No-----
16. If there is an arrival from your relative state their stay
- a/ One day ----- C/ one month -----
- b/ One week ----- d/ over a month -----
17. Do you guess his / her expenses during stay
- a/ Between 1000 _ 2000 Birr -----b/ Between 2000 _5000 Birr -----
-
- C/ Over 5000 Birr -----

C/ Maintaining Houses

18. If your house has any maintenance within the past 10 years.
- a/ Yes ----- b/ No -----
19. If it is maintained
- a/ Minor maintenance ----- b/ Major maintenance -----
- C/ Almost newly constructed -----
20. The cost required for maintaining
- a/ between1000 _ 2500 Birr -----b/ Between 2500 _5000 Birr -----
-
- C/ Between 5000 _10,000 Birr -----d/ Over 10,000 Birr -----
21. Do you want to improve housing conditions
- a/ Yes ----- b/ No -----
- If yes what type of improvement name it
- a/ ----- b/ ----- C/ -----
22. If you have an access to loan for improving your house do you borrow?
- a/ Yes ----- b/ No -----
23. If you are obliged to contribute share for borrowing what percentage do you want to cover.
- a/ No I can't ----- C/ 30% -----
- b/ 50% ----- d/ 25% -----e/ less than 20% -----
24. If you do not have any to contribute are you willing to give free labor?

a/ Yes ----- b/ no -----

25. If you are willing to free labor for how long ? for

a/ One day -----b/ One week -----C/ One month -----

26. If it is needed to demolish your house

a/ Do you accept ransom-----b/ Exchange in place-----

C/ Other than traditional house accommodation-----d/ other options you suggest-----

D/ Environmental conditions

26. How do you discharge your sewerage / sullage/

a/ Sewage system-----b/ Open ditch-----c/ directly on the street ---

27. Solid waste management----- disposing system

a/ Municipal donkey back -----b/ Municipal track -----

C/ open dumping field disposal -----

28. Your streets are

a/ Clean ----- b/ Dirty -----

29. Neighborhoods area

a/ Suitable for living -----b/ uncomfortable area -----

C/ What do you like it to be -----
--

30. In this house for how long you stay

a/ Over 5 years -----

b/ Over 10 years-----

C/ Over 15 years -----

d/ Over 20 years-----

This Questionnaire is meant only for academic Purpose

To be filled by tourists

1. Nationality _____ sex _____ Age _____
2. Day of arrival in Ethiopia _____ in Harar _____
3. Type of visit - Business _____ (make a thick)
Research _____ Leisure _____
Other _____
4. How do you plan to visit Harar (Information about Harar)
(Destination selection factors) _____

5. What areas have you visited _____
6. Relate the information you get and your visit /what info lack/ _____

7. What is unique in the eyes of tourists in Harar _____

8. Length of your stay _____ days _____ hours ---- moths-----
9. What attracts you most from your visit (prioritize top three) _____

10. How many times do you visited Harar (Make a thick)
 - Only now _____
 - Twice _____
 - Thrice _____
11. Please do not hesitate to write if you have any comment that would be worth
beneficial to the city's tourism industries (problems encountered) _____

Thank You for Your cooperation

Interview Questions - /mayor + Manager/

1. Why do you think Harar losing market share?
2. What are the top three competitive strengths for Harar?
3. What are the top three competitive weaknesses for Harar?
4. How is Harar perceived in the market place-domestic, international
5. Top five issues facing the Harare tourism industry and preventing it from reversing the trend in market share.
6. Are there any immediate opportunities we could capitalize on. That does not require enabling legislation or significant new resources.
7. What other cities in the area are doing things better?
8. The primary role for the city's tourism office
9. How can the tourism industry work together and coordinate efforts?
10. How can Harar entice move private sector tourism investment? As well as public sectors
11. Do we need any policy to govern tourism sector?
12. How do we coordinate regional tourism?
13. Administrative stricture
14. Vision and strategy
15. Strategic network (public + private)
16. Leadership
17. Societal support
18. Political support – spatial economic condition
19. Quality of urban environmental – cleanliness – public space
20. Tourist facilities Waste management, law and order
21. What events can be funded by the municipality resources

Structured interval - for ITTT

/Industry, Trade, Tourism and Transport Sector office/

1. What are tourism products?
2. Is there any vision of developing tourism?
3. What are tourist attractions in the area.
4. What sites preferred by tourists / Prioritize/
5. City income from tourism in Birr / Year specified/
6. Contribution to GDP of the region /Year specific/
7. Creation of jobs from tourism industry /Present status/
8. What percent of business created by tourism /Present status/
9. The average hotel occupancy rate per day / month/year
10. Average length of stay of tourists in Harar
11. Average spending of a tourist on average stay
12. Problems encountered by safety and security
13. What mechanism used for awareness creation /Promotion /
14. Is there any tourism events? in the region
15. Who are strategic alliance and parties
16. What are the obstacles in tourism activities?
17. Visitor's service availability
 - . Visitor's assistance language
 - . Accessibility issues – Public transport
 - Public places
 - Taxi service – cleanliness
 - Language
 - Short fare policies
 - Inspection
18. Demand for indigenous industries products
19. Number of tourists visited for years 1994 – 2004 international Vs domestic.
20. What is the plan with regard of an increase of tourism activity?

Out of market interviews

1. What are the top three attributes you or your clients look for in an urban or city destination? How does Harare rank against these three attributes?
2. How is Harare perceived as an urban destination?
3. What do you see as the top three competitive disadvantages for Harare as an urban destination?
4. What are the three advantages that Harare offers? Does the industry sufficiently capitalize on this advantage?
5. What would your primary recommendation be to the Harare tourism industry in order to better service your need or cater to your clients?
6. What other cities in the region are Harare's primary competitors? What are they doing particularly well?
7. What other recommendations would you suggest to Harare to improve its competitive position?