Domestic Tourism as a Reconciliation Mechanism for Socio-cultural and Political Crisis in the Multicultural Society of Ethiopia

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ABSTRACT

Domestic tourism in a multicultural nation that has been divided or remain hostile to each other can be a means of reducing tension and promoting dialogue, cross-cultural understanding and reconciliation mechanism for socio-cultural and political crisis. Therefore, the main purpose of this study was to explore the role of domestic tourism as a reconciliation mechanism for socio-cultural and political crisis in the multicultural society of Ethiopia. To achieve this objective, quantitative and qualitative case study method and, purposive and stratified sampling techniques were employed for questionnaire, focus group discussion and interview data gathering instruments. Tourism stakeholders, experts and domestic tourists were participated in the study. Quantitative data was hand-coded into SPSS and analyzed by descriptive statistics, correlation, ANOVA and independent t-test. The interpretation of qualitative data was used a thematic descriptive approach that utilizes a theme summary data and unattributed quotes to illustrate dominant issues in respondents' own words. Generally, both the qualitative and quantitative data revealed that domestic tourism plays a great role as a crisis shock absorber, conflict resolution mechanism, bringing social justice, easing social tension, tolerance, mutual respect and reconciliation for a divided society. The t-test elucidated that there was a statically significance difference between the single and married respondents on domestic tourism's role but their average mean was fairly above the average mean value. However, the ANOVA and t-test elucidated that there was no statically significance difference between sex, age, experience and educational qualification groups of respondents on the issue of domestic tourism's role as a reconciliation mechanism. Finally, based on the results of the study involvement of religious and cultural institutions and their leaders, and government should encourage reconciliation work through domestic tourism were some of the recommended points to the sustainable development of domestic tourism and national reconciliation.

Key Words: Domestic Tourism, Socio-Cultural, Political, Crisis, Reconciliation and Ethiopia.

1. BACKGROUND: RELEVANCE AND THE STATE OF KNOWLEDGE

Nowadays, there is an increasing number of global disasters and crises ranging from political instability, natural disasters, human-induced disasters, economic crisis, and bio-security threats that impact tourism destinations and tourist subsidiaries in a region. The co-existence of different ethnic groups of the developing nations is often complicated by lack of mutual understanding, historical grievances, and unequal access to wealth and opportunities. This leads to the prediction that more ethnically divided countries are at higher risk of conflict. On empirical grounds, there is indeed evidence that ethnic heterogeneity increases the incidence of civil conflict (Montalvo & Querol, 2005), particularly in countries where natural resources are more abundant (Wegenast & Basedau, 2014) or governments have previously adopted policies to capitalize on the astrictive nature of ethnicity (Wucherpfennig, Metternich, Cederman, & Gleditsch, 2012). The desire for peace and harmony on a personal, national and international level is a fundamental aspiration of humanity. But the reality is far different. Many of the politicians and activists of different ethnic group representatives continue to live behind borders that divide nations, cultures, religions and neighbors by accentuating fear, hostility, mistrust and suspicion. Thanks to tourism, the world is becoming a global village in which people from

different continents, countries and cultures of a country are made to feel like next door neighbors. In facilitating more authentic social relationships between different individuals and groups tourism can help over-come many real prejudices and foster new bonds of fraternity. In this sense tourism has become a real force for world peace stability (D'Amore, 1988).

If the disaster occurred once between/among different ethnic groups, conflict markers will play an important role in managing post-conflict emotions (Novelli et al., 2012) and sharing of history and heritage. The contested nature of conflict-related events requires careful interpretation of history and the peace process to avoid that tourism opens past or underlying animosity (Friedl, 2014). It is argued that travel not only enhances cultural understandings of those who visit new places, but it has the potential to positively affect host communities in their reconciliation process. Scott (2012) proposed that, based on the interactions with responsible travelers and the production of new knowledge, tourism can contribute to hope and new faith. As such tourism acts as a confidence building measure and a symbol of return to organic solidarity.

Ethiopia is a multicultural nation in which over eighty five ethnic groups live together. More than perhaps any other country in Sub-Saharan Africa, which is known for its ancient and rich culture (Gordon and Carillet, 2003). Each ethnic group has its own unique cultural traits which attracts the attention of domestic and international tourists as well. Ethiopians are extremely proud of the range of their traditional customs, the visual and performing arts and special lifestyles, values, traditions, and festivals and events, banquets, music, theatre, shows, village and rural life, historic and religious monuments or vernacular buildings and ruins (Camerapix, 1995). In addition to this, the presence of international tourists has become an important feature in everyday life of many Ethiopians, in both rural and urban areas (MoCT, 2008). However, the problem is when the rationale for tourism development has been discussed within the country; it is often conceived in macroeconomic terms: generation of foreign exchange, government revenue and employment. These benefit the whole of Ethiopians, but it ignores the social and cultural elements of tourism sustainability. Even the tourism development policy of Ethiopia (2009) is biased to the economic contribution of tourism industry which magnifies merely the economic impact of international tourism without considering domestic tourism and its significance of the sector beyond its economic contribution. It emphasizes simply the contribution of international tourism in earning and conserving foreign exchange, in creating employment opportunity and distribution of income. Additionally, measurements are taken simply to enhance the economic profitability of the sector. The study prepared by World Bank (2006) emphasizes on tourism resources of Ethiopia, required facilities, and the linkage of tourism sector with local economy.

To sum, the understanding level of tourism researcher and practitioners on domestic tourism is not clear for the smooth running of the industry and above all studies regarding the role of domestic tourism as a means of reconciliation for socio-cultural and political crisis in a multicultural society like Ethiopia is limited. Even the studies that have been made are sketchy and isolated; they shed very little light on the subject matter. Little research has been conducted in assessing the economic contribution of international tourism for the local community and restricted to explore tourism potentials of the country and assess challenges of foreign tourists in destination sites. Especially, researches are remained to assess the significance of domestic tourism as a reconciliation mechanism for socio-cultural and political crisis of a multicultural nation. Therefore, the purpose of this study is to explore the role of domestic tourism as a means of reconciliation mechanism for socio-cultural and political crisis of a multicultural society of Ethiopia.

2. METHODS AND MATERIALS

2.1 Research Design

The methodological approach for this study is described as a cross sectional study within the qualitative and quantitative domains. In the course of the fieldwork, the study was relied on both primary and secondary sources of data. Primary data includes in-depth open-ended and semi-structured interviews; this permits the researcher to probe to unearth respondents' over all understanding on the role of domestic tourism as a reconciliation mechanism for socio-cultural and political crisis of a multicultural nation. Formal and informal discussions were conducted with different community members, domestic tourists, tour operators,

associations, experts and government officials. Secondary data includes archival research from policies, books, proclamations, regulations, journals, magazines, proceedings, pamphlets, manuals, bulletins, newspapers, reports, articles, internet materials and individual writing exercises related to the study. Therefore, descriptive research design sourced through questionnaire, interview, focus group discussion, observation and document consultation were employed.

2.2 Population, Sampling Technique and Size

The population of the study was the Ministry of Culture and Tourism, the nine National Regional States and two City Administration Culture and Tourism Bureaus, tourism and culture related associations, tourism media forum, domestic tourists, Ethiopian tourism Organization and respective offices and associations at these cities as well as the community members. From the regional states and the city administrations Addis Ababa, Mekele, Summera, Bahir Dar, Harar, Dire Dawa, Jigijiga, Hawassa, Assosa and Gambela were purposively selected and a random sample of all legally operating tourism and related offices and associations in the case study area was taken. So, offices and associations in the case study area have been taken as a sample frame. Yamane (1967) sample size determination formula with the assumption of a 95% confidence interval, and 5% precision level (Where, **n** is sample size, **N** is population size, and α is level of precision) was employed to determine the number of participant population for questionnaire survey and for the interviewees, purposive & convenience sampling were used. Data saturation was used to determine the number of interviewees and three (3) FGD were conducted at Addis Ababa with eight (8) participants and two at Bahir Dar with seven (7) participants in order to get depth information about the issue.

$$n = \frac{N}{1 + N\,(\alpha)2}$$

Whereas, the number of participants to each destination (stratum) distributed using Kothari (2004) sample size distribution formula.

$$n1 = (\frac{N1}{N})n$$

Where, 'N1' the total number of population in each destination, 'n1' the number of participants in each stratum, 'N' the total number of population in all destinations, and 'n' the total number of sample participants. Accordingly, table 1 below shows the exact sample size of each stratum (city) participants from the government offices, different associations and private tour operators, guides and hoteliers which have involved in domestic tourism as per the recommendation of the respective city offices.

Table 1 Sample Size of the Study Population

No.	Cities	No. of Populations (N)	No. of Respondents (n)
1	Addis Ababa	137	48
2	Hawassa	86	31
3	Jigjiga	43	15
4	Bahir Dar	112	40
5	Summera	49	17
6	Assosa	36	13
7	Mekele	106	37
8	Gambela	32	11
9	Harar	73	26
10	Dire Dawa	56	20
Total		**730**	**258**

Source: Ministry of Culture and Tourism, 2018

To obtain an unbiased study sample and to give equal chance of being selected to all participants, simple random sampling was applied. However, the sampling procedure of domestic tourists, senior experts of each office and tour operators and associations was purposively selected for interview and FGD which helped the

researcher to exclude uninterested respondents, consider variations in education level and experience of respondents to the subject of the study. Above all, the whole experts of the organizations were not participated in the study because some of those who are working in these offices do not have relevant experience to the study.

2.3 Data Collection Instruments

To properly address each objectives both qualitative and quantitative data collection instruments such as questionnaire, focus group discussion (FGD), interview, document consultation, and personal observation were conducted.

2.3.1 Survey Questionnaire

It was used to collect data from experts of Culture and Tourism bureaus, Ministry of Culture and Tourism, hotels, Tourism Ethiopia, associations and tour operators. Both unpublished and published pools of items, adapted to the study area context, were used for questionnaire development to strengthen its quality of measurement. The questionnaire was written in Amharic and English languages. After the applicable pre-tests the final instrument was developed. Paying special attention to communication between the instruments and the respondents, the questionnaire was translated in to Amharic in which all respondents are familiar with. To ensure that the same meaning is retained, both the translated version in Amharic and the original version in English were proof read by experienced researcher who are familiar with Amharic and English languages.

Then assistant data collectors were given orientation on how to collect data using the developed instrument. The data collection was entirely on a voluntary basis. Respondents were met and oriented on the purpose of the research. Cover letter was attached with the questionnaire explaining the objectives of the research to encourage respondents contribute for the achievement of the research objective. Therefore, a total of 258 questionnaires were distributed to these bureaus' and offices' experts based on Yemane's (1967) sample size determination formula and the number of respondents at each destination was selected with a simple random sampling method based on Kothari's (2004) sample size determination formula for each stratum as described.

2.3.2 Key Informant Interview

Individual discussions with key stakeholders both from the private and public sector including senior experts from each bureau and offices, associations, tour operators and domestic tourists at each destination and policy and decision makers in order to elaborate on the challenge being faced was conducted. Each group discussion pool of items was organized based on the major themes of the research objectives. All interviews were recorded by digital voice recorder and notes were also taken throughout the course of the interview. To assure generalize-ability, data was collected from the maximum recommended number of samples based on the principle of data saturation. Based on these seventeen (17) domestic tourists, nine (9) private tourism operators and governmental officials were participated in the study.

2.3.3 Focus Group Discussion (FGD)

A total of five (5) joint discussions with both private and public stakeholders were conducted with eight (8) and seven (7) respondents to identify the area of focus in order to elaborate on the challenges being faced. Therefore, three FGDs from Addis Ababa and two from Bahir Dar were held.

Table 2 Number of Focus Group Discussions (FGD) and Participants

No.	Cities	No. of FGDs	No. of Participants
1	Addis Ababa	3	24
2	Bahir Dar	2	14
Total		**5**	**38**

Each group discussion pool of items was organized based on the major themes of the research objective. All group discussions were recorded by digital voice recorder and notes was also taken throughout the course of the group discussion. To assure generalize-ability, data was collected from the maximum recommended number of samples based on the principle of data saturation and the heterogeneity/homogeneity of the participants was considered.

2.4 Data Analysis Procedure

After the data have been collected it is accompanied by proper way of analysis in order to interpret and draw conclusion from the mass of collected data.

2.4.1 Analysis of Quantitative Data

Quantitative data was analyzed with the help of Statistical Package for Social Science (SPSS) Version 21. This computerized statistical analysis, was begun with simple frequency analysis (percentage) and descriptive statistics measures (Mean and Standard Deviation) to the complex analysis of correlation, one-way ANOVA and independent sample t-test which were used in making comparisons between two different groups within the sample. Therefore, before doing so the data validity and reliability were checked. Exploratory and confirmatory factor analyses were employed in order to validate the measuring instrument. Items that do not correlate strongly (0.25) with the sum of the remaining items or that correlate negatively with one another was removed from the measuring instrument. Items with low variance and with a mean that is distant from the center of its range was also removed (DeVellis, 2008). After the removal of the above-mentioned items the reliability of the individual scales was measured with Cronbach's coefficient alpha, which should be above 0.70 (Nunnally, 1998).

2.4.2 Analysis of Qualitative Data

Before the analysis of data, it is a must to measure the validity and reliability of the qualitative data. So, as reliability refers to the research trustworthiness and conformability (Bryman, Becker, and Sempik, 2008) to assure the reliability (repeatability) of qualitative data, all the interviews and focus group discussions (FGDs) were recorded and transcribed word for word. Therefore, one could go back and recheck the answers or responses. The interpretation of qualitative data was thematic analysis approach. In this case the interview and focus group discussion results were repeatedly and thoroughly read so as to gain the major themes of each respondent. Utilization of summary data and unattributed quotes to illustrate dominant issues in respondents' own words was employed. So, the processes of transcribing /interpreting from Amharic (local language) to English as well as identifying themes, coding and clustering was carried out. Therefore, the method of data analysis of the study is procedure of categorization of verbal or behavioral data, for the purposes of classification, summarization and tabulation. Consequently, the content of the qualitative data was analyzed on two levels. Including the basic level of analysis of descriptive account of the data, this is what was actually said with nothing read into it and nothing assumed about it and the higher level of analysis is interpretative, it was concerned with what was meant by the response, what is inferred or implied.

3. RESULTS AND DISCUSSION

Analysis and discussion of data as part of scientific methodology of research process are fundamental to reach to some conclusion. Therefore, this section deals with the interpretation and discussion of data collected from tourists, tourism and hospitality experts through questionnaire. In addition to the questionnaire, open ended interview, focus group discussion and observation were conducted with tourists, tourism and hospitality experts to secure additional qualitative data and to find out the role of domestic tourism as a reconciliation mechanism for socio cultural and political crisis of multicultural society, Ethiopia. Besides, data was gathered through document analysis. All the data gathered from questionnaire were organized in tabular form and to triangulate the data interview and focus group discussion questions also qualitatively described in words simultaneously with the questionnaire data to give answers for the basic research question. For this purpose,

the first part of the study discusses about the characteristics of the respondents while the second part deals with the analysis, results and discussion of the data of the study corresponding to the basic research question.

3.1 Characteristics of Respondents

Based on the sampling technique and procedure described in previous sections, totally two hundred fifty eight (258) copies of questionnaires were distributed to the respondents of the study and two hundred forty five (245) filled it properly and valid (94.9%). Accordingly, the first part of the questionnaire was distributed to forty eight (48) experts sampled from Addis Ababa, out of these questionnaires, forty six (46) were filled in and valid (95.8%). The second questionnaire was distributed to thirty seven (37) experts sampled from Mekele, out of these questionnaires, twenty eight (28) were filled in and valid (75.7%). The third questionnaire was distributed to thirteen (13) experts sampled from Assosa, out of these eleven (11) were filled in and valid (84.6%). For the other questionnaires distributed to experts sampled from Hawassa, Jigjiga, Bahir Dar, Summera, Gambela, Harar and Dire Dawa were filled in and returned (100%).

The items in the questionnaire were grouped into two parts. The first part contains items related to respondents' characteristics about their sex, marital status, age, experience and educational qualification of experts and the second part comprises of variables related to the main study objective.

Furthermore, unstructured interview was held with seventeen domestic tourists and nine experts at the national and regional level. Therefore, six experts were from Addis Ababa (Stakeholder directorate director from the Ministry of Culture and Tourism, Ethiopian Tour Operators Association President, Tourism Ethiopia destination development directorate director and destination marketing directorate director, Ethiopian Tourism Professionals Association President and Addis Ababa Tour Guides Society President) and three from Bahir Dar (tourism development directorate director from Culture and Tourism Bureau, Bahir Dar and its enviros Tour Guide Association President and Bahir Dar Hotel Owners Association President). Similarly, three Focus Group Discussions (FGDs) were conducted with twenty two discussants at Addis Ababa (one) and Bahir Dar (two). This was very important to obtain data with regard to issues that required more clarification. Accordingly, the results of the study are presented as follows.

Table 3 Characteristics of Respondents as per their Sex

Variables	Characteristics Categories	Respondents (N= 245)	
		Frequency	Percent
	Male	138	56.3
	Female	107	43.7
Sex	**Total**	**245**	**100.0**

Source: Compiled Survey Data

As it can be seen from table 3, among the selected sample 245 experts from the national tourism and hospitality industry, 138 (56.3%) were male respondents and 107 (43.7%) of them were female experts in the industry. Therefore, it is concluded that the majority of the tourism and hospitality experts in the country were male experts.

Table 4 Characteristics of Respondents as per their Age

Variables	Characteristics Categories	Respondents (N= 245)	
		Frequency	Percent
	< 20	31	12.7
	20-29	156	63.7
Age	30-39	46	18.8
	40-49	8	3.3
	50-59	4	1.6
	>= 60	-	-
	Total	**245**	**100.0**

Source: Compiled Survey Data

Table 4 revealed that from the selected sample 245 experts, the majority 187 (76.4%) of the experts were under thirty years of age. This is a hope and a challenge for the tourism and hospitality industry. In one way, the industry lacks experienced professionals who can coach and guide the youngsters with a practical skill and knowledge and on the other round it can be counted as an opportunity for the young professionals to have intact experience of the industry with confidence and contribute their share for nation building process. The last two rows of this table also shows the same result, only 12 (4.9%) of experts were in the age of forty and above. The rest 46 (18.8%) of the respondents were in between the age of thirty and thirty nine who had an average age bracket of the industry.

Table 5 Characteristics of Respondents as per their Marital Status

Variables	Characteristics Categories	Respondents (N= 245)	
		Frequency	Percent
Marital Status	Single	140	57.1
	Married	92	37.6
	Divorced	12	4.9
	Widowed	1	0.4
	Total	**245**	**100.0**

Source: Compiled Survey Data

Table 5 depicted that from the selected sample of 245 experts, the majority 140 (57.1%) of the respondents were single and 92 (37.6%) were married. The rest 13 (5.3%) were divorced and widowed with many reasons. In general, this shows that much of tourism and hospitality professionals were single with many reasons which need further investigation since it is out of the scope of this study.

Table 6 Characteristics of Respondents as per their Educational Qualification

Variables	Characteristics Categories	Respondents (N= 245)	
		Frequency	Percent
Educational Qualification	Primary School	6	2.4
	Secondary School	44	18
	Technical and Vocational	76	31
	First Degree	104	42.4
	Postgraduate	15	6.1
	Total	**245**	**100.0**

Source: Compiled Survey Data

Table 6 illustrated that from the selected sample 245 experts, only 119 (48.5%) of the experts who were engaged in the tourism and hospitality industry had first degree and above. This implies that above half 126 (51.5%) of the experts of the industry had primary, secondary, technical and vocational educational qualifications. This makes the experts to have very limited technical skills on the industry instead of having a broad knowledge and expertise as per the industry's need. On the other round this revealed that still the private sector of the industry doesn't believe on academic qualification and they employed their workers based on a specific technical skills (i.e communication skill) since they employed only technical level expertise and there was no mandatory regulation for the recruitment of first or post graduate level experts.

Table 7 Characteristics of Respondents as per their Work Experience

Variables	Characteristics Categories	Respondents (N= 245)	
		Frequency	Percent
Work Experience	<10	149	60.8
	10-20	71	29
	21-30	18	7.3
	>30	7	2.9

| Total | 245 | 100.0 |

Source: Compiled Survey Data

Table 7 demonstrated that from the selected sample of 245 experts, the majority 149 (60.8%) of the respondents had less than ten years of working experience. Row two of this table also shown that 71 (29%) of the respondent experts had an experience between ten and twenty years and the last row of the table also depicted that only 7 (2.9%) of the respondents had thirty and above years of working experience in the industry. To sum, the majority of the experts who were working in this industry had less experience than what it is expected from the industry and this may be a foiling to the industry or it may be taken as an opportunity if they were committed. Predominantly, junior experts had the experience of joining governmental organizations and when they got experience, they shift to the private organizations. Therefore, they took the governmental offices as the last option for survival instead of making as place for changing the industry's problem.

3.2 Reliability of the Survey Instrument

The reliability and validity of the instruments were assessed by scale and/ or dimension in order to look into the measurement of domestic tourism in the subsequent sections. According to Joppe (2000), Validity determines whether the research truly measures which it was intended to measure or how truthful the research results are. However, reliability is the extent to which results are consistent over time and an accurate representation of the total population under study and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable. Therefore, Cronbach's coefficients alpha (α) values were computed for each scale to assess the reliability of each questionnaire dimensions.

Table 8 Reliability of the Three Domestic Tourism Dimensions

Dimensions	No. of Items	Alpha Coefficients for Dimensions		Overall Scale Reliability
		A	N	
Cross-Cultural Dialogue and Understanding	20	0.910	245	
Justice Tourism	20	0.904	245	
National Consciences	19	0.919	245	**0.855**

Source: Compiled Data

Table 8 elucidates that the internal consistence (reliability) of cross-cultural dialogue and understanding, justice tourism and national consciences instruments were 0.910, 0.904 and 0.919 respectively. In addition to this, the value of alpha for the total scale (overall scale reliability) were computed and found to be 0.855, indicating a high level of consistency of domestic tourism measurement items. Therefore, all the reliability test values for each dimension is high, within the widely accepted limit for high reliability test as recommended by Nunnaly (1998).

3.3 Correlation of Variables

It involves the calculation of Pearson's correlation coefficient which is a measure of the extent to which variables vary in the same way. Correlation coefficients range from -1.0 to +1.0 with 0 meaning no relationship between the variables, and 1.0 meaning a perfect relationship, one to the other. A positive correlation is one in which a higher score on one variable is related to a higher score on the other. This is expressed by a positive value for the correlation coefficient. When there is a negative sign, as one variable increases, scores on the other decrease. It also examines the strength of the identified association among variables (Sekaran, 2003). As indicated by statisticians, Pearson's correlation matrix indicates the direction, strength and significance of the bivariate relationship among the variables in the study. In this study, the correlations among the three domestic tourism dimensions were analyzed.

Table 9 Pearson's Correlation Coefficients of Variables

Variables	1	2	3
Cross-Cultural Dialogue & Understanding	-	0.685**	0.582**
Justice Tourism	0.685**	-	0.746**
National Consciences	0.582**	0.746**	-

Source: Compiled Data

** Correlation is significant at the 0.01 level (2-tailed)

Table 9 illustrates that the Pearson's correlation coefficients of the three domestic tourism dimensions used in the study. It has been reported that all the modified domestic tourism measurements were found to have a statistically significant correlation with each other and a strong association r = 0.746 was reported between justice tourism dimension, and national consciences. However, without going into elaborate statistics, it is important to understand that the square of the correlation is more important than its absolute value (Anderson, 1998).

The square of the correlation indicates the proportion of variance held in common between the two variables. The value of r does not directly correspond to the strength of the relationship; it is the square of r, r^2 that indicates the amount of variance that the two variables share. Therefore, r = 0.746, then r^2 = 0.5565, so the justice tourism dimension, and national consciences share 55.6% common variance. As it is shown in row one, column four of this table, the cross-cultural dialogue and understanding scale is highly correlated with the national consciences r = 0.582 and shares 33.9% common variance. Within row one, column two of this table also revealed that cross-cultural dialogue and understanding is correlated with justice tourism r = 0.683 and shares 46.7% common variance. Therefore, all the three dimensions of domestic tourism issues have positive and strong correlation with a value near to one, which shows perfect association since its correlation is significant at the 0.01 level (2-tailed) which is beyond the assumption (0.05).

3.4 Role of Domestic Tourism for Justice

Justice tourism is a relatively new notion, which emerged in theory from the theorization of the ethics of tourism, which has appeared in recent times. This section of the paper will begin by showing that tourism is an area rife with issues of (in) equity and (in) justice. There are two ways of understanding injustice that are relevant to tourism, both of which may be found operating together in various cases. The first involves forms of tourism that are indisputably exploitative, e.g. sex tourism, child sex tourism, organ-transplant medical tourism, poverty tourism and cultural tourism that profanes sacred rituals.

The second way involves forms of tourism that destroy the places where people live, work and play. We are referring more broadly to the idea that actions that affect places where people live, work and player important sources of justice or injustice, being closely tied to people's health, psychological well-being, social lives, physical health and education. Therefore, tourism is an arena rife with justice issues and acts of injustice despite all efforts to characterize it as a commercial activity free of ethical concerns. Powerful interests gain benefits from exploiting, marginalizing and dispossessing local communities in the effort to gain profit from tourism developments (Whyte *et al*., 2011).

Studies conducted on inequalities for certain socioeconomic and racial groups with respect to the distribution of federally managed tourism sites (Floyd and Johnson, 2002), greater water usage by tourists than local residents (Stonich, 1998), exclusion of local residents from protected parks (Akama, 1999), exclusion of relocated residents from enjoying the recreational benefits (Geisler and Lesoalo, 2000) proved that there was a competition of the locals and the tourist on resource usage. Decades of domestic tourism development

experience show that consideration of local cultural dynamics is crucial to the effective design, implementation and evaluation of domestic tourism. Survey responses also pointed to the importance of peace as a foundation for the effective functioning and cohesiveness of domestic tourism. Respondents stressed that local history, geography and political systems all play a role in determining how justice and domestic tourism is understood and applied in practice.

To date, there is no universally agreed formal definition of justice tourism or a single one-size-fits-all model of implementation. Instead, the emphasis is placed on the specific context of the country. How justice tourism is interpreted and recognized, the elements that may be considered a threat to this diversity, and the aspects that are consequently included and excluded, vary within and between countries and are largely determined by contextual factors. In this regard, respondents stated that domestic tourism is important not only with regard to a country or region's specific context, but also as a means of exploring one's own culture and values from the perspective of another cultural community. Some respondents refer to the promotion of domestic tourism as a means of strengthening national identity as a policy and strategic focus of the country. Therefore, the basic purpose of this section is to identify weather domestic tourism fosters reconciliation of a divided nation, ethical and equitable tourism development or not.

Table 10 Reliability of Reconciliation and Equitability of Variables

Variables	No. of Items	Alpha Coefficients for Variables		Overall Scale Reliability
		A	N	
Reconciliation	6	0.747	245	0.744
Ethical and Equitability	14	0.875	245	

Source: Compiled Data

Table 10 elucidates that the internal consistence (reliability) of reconciliation and ethical and equitable instruments of justice tourism were 0.747 and 0.875 respectively. In addition to this, the value of alpha for the total scale (overall scale reliability) were computed and found to be 0.744, indicating a high level of consistency of justice tourism measurement items. Therefore, all the reliability test values for each dimension are high, within the widely accepted limit for high reliability test.

3.5 Role of Domestic Tourism for Reconciliation Mechanism

Responses demonstrated two main streams of understanding domestic tourism. The first conceives of domestic tourism as an environmental prerequisite for peace and social cohesion. The second understands domestic tourism as an instrumental tool for education and advocacy, and as a means to contribute to initiatives such as those seeking to integrate all locals and counter radicalization, discrimination and racism. Respondents underlined the importance of domestic tourism to peace through its contribution to maintaining peaceful societies and addressing conflict prevention. A notable trend that emerges in the survey responses was the contribution of domestic tourism to preventing conflict through the creation of the necessary foundations for peace and social cohesion.

To justify how domestic tourism fosters justice tourism, the items for the questionnaire were prepared in the form of five points Likert scale comprising Strongly Disagree, Disagree, Undecided, Agree and Strongly Agree with the value of 1, 2, 3, 4 and 5 respectively. The average value was obtained by dividing the sum of each value by the number of rating scale. Therefore, the average value is 3. Based on the average value, the result was interpreted. If the score is less than 3 it is below the average of agreement, and if the score is greater than 3, the agreement is above average. To make more specific, if the mean fall between 0.5 and 1.49 it is Strongly Disagreement, between 1.5 and 2.49 Disagreement, between 2.5 and 3.49 scored Undecided, between 3.5 and 4.49 Agreement and above 4.5 score always Strongly Agree. The level of significant difference is at $\alpha=0.05$, which is the level of 95% confidence interval (2-tailed). Accordingly, the value less than 0.05 ($p < 0.05$) confirms the existence of statistical difference between the response of the respondents.

However, p value = 0.05, implies the absolute value F- calculated equal to F- critical and hence no discussion can be made on the difference.

Table 11 Average Mean Values of Reconciliation Mechanism Variables

Domestic Tourism Variables	Mean	N
Crisis Shock Absorber	3.88	
Conflict Resolution Mechanism	3.82	
Easing Social Tensions	3.93	245
Tolerance and Mutual Respect	4.07	
Justice Activism	4.23	
Reconciliation	4.18	

Source: Compiled Data

Table 11 illustrates that the average mean values of all responses were with the bracket of 3.5 to 4.49 and the level of significant difference is at α=0.05, which is the level of 95% confidence interval (2-tailed). This implies that all the respondents agreed on the role of domestic tourism as a reconciliation mechanism for a multicultural nation with the average response of 4.018.

Table 12 Correlation Coefficients of Reconciliation Mechanism Variables

Domestic Tourism Variables	1	2	3	4	5	6
Crisis Shock Absorber	1	.551**	.511**	.227**	.227**	.204**
Conflict Resolution Mechanism		1	.574**	.255**	.292**	.199**
Easing Social Tensions			1	.397**	.281**	.240**
Tolerance and Mutual Respect				1	.404**	.334**
Justice Activism					1	.448**
Reconciliation						1

Source: Compiled Data
**Correlation is significant at the 0.01 level (2-tailed)

Table 12 row one illustrates that there is a high Pearson's correlation coefficient between domestic tourism is an excellent crisis shock absorber and domestic tourism represents a form of 'conflict resolution mechanism' with r = 0.551, then $r^2 = 0.3036$, so the variables share 30.4% common variance and highly correlated each other. Row two of this table shows the highest Pearson's correlation coefficient between domestic tourism represents a form of 'conflict resolution mechanism' and domestic tourism is an excellent instrument for easing social tensions with r = 0.574, then $r^2 = 0.3294$, so the variables share 32.9% common variance and highly correlated each other. However, row two last column of this table shows the lowest Pearson's correlation coefficient between domestic tourism represents a form of 'conflict resolution mechanism' and domestic tourism fosters reconciliation within a divided society with r = 0.199, then $r^2 = 0.0396$, so the variables share 3.9% common variance only.

Table 13 Domestic Tourism as a Crisis Shock Absorber

Agreement Level	Frequency	Percent	Mean
Strongly Disagree	4	1.6	
Disagree	17	6.9	
Undecided	55	22.4	**3.99**
Agree	110	44.9	
Strongly Agree	58	23.7	
Total	**245**	**100.0**	

Source: Compiled Data

Table 13 elucidates that 58 (23.7%) and 110 (44.9%) of the respondents strongly agreed and agreed respectively on the issue that domestic tourism is as an excellent crisis shock absorber of a multicultural

society or 168 (68.6%) of the respondents agreed on the issue and only 21 (8.5%) of the respondents didn't agree and understand the role of domestic tourism for crisis management. Similarly, table 13 illustrates that the mean value of all respondents in one is above average (3) on their agreement level on the role of domestic tourism as an excellent crisis shock absorber of a multicultural society. Since statistically the agreements mean values of all respondents is 3.99 which is in between 3.5 to 4.49 that show agreement, the average tourism expert respondents agreed that domestic tourism plays a great role for crisis management of a nation. With the same question from 138 male 87 (63%) and 107 female 81 (76%) of the respondents agreed on domestic tourism as a crisis management mechanism for a multicultural nation of Ethiopia.

Table 14 Domestic Tourism as a New Form of 'Reconciliation Mechanism'

Agreement Level	Frequency	Percent	Mean
Strongly Disagree	5	2.0	
Disagree	12	4.9	
Undecided	39	15.9	
Agree	128	52.2	
Strongly Agree	61	24.9	**3.93**
Total	**245**	**100.0**	

Source: Compiled Data

Table 14 illustrates that 61 (24.9%) and 128 (52.2%) of respondents strongly agreed and agreed respectively on the role of domestic tourism for reconciliation mechanism for the multicultural and ethnically diversified nation. Whereas, 12 (4.9%) and 5 (2%) of the respondents disagreed and strongly disagreed on the issue of domestic tourism's role for reconciliation mechanism for a diversified nation. From 138 male 107 (78%) and from 107 female 84 (79%) respondents agreed and 8 (6%) male and 9 (8%) female respondents disagreed on the role of domestic tourism for reconciliation mechanism for a multicultural nation. Correspondingly, table 14 explained that the mean value of all respondents in one is above average (3) on their agreement level on the role of domestic tourism as an excellent crisis shock absorber of a multicultural society. Since statistically the agreements mean values of all respondents is 3.93 which is in between 3.5 to 4.49 that show agreement, the average tourism expert respondents agreed that domestic tourism plays a great role for crisis management of a nation. Therefore, it is concluded that the majority of the respondents agreed that domestic tourism is a tool for reconciliation mechanism.

Table 15 Domestic Tourism as an Instrument for Easing Social Tensions

Agreement Level	Frequency	Percent	Mean
Strongly Disagree	6	2.4	
Disagree	8	3.3	
Undecided	31	12.7	
Agree	119	48.6	
Strongly Agree	81	33.1	4.07
Total	**245**	**100.0**	

Source: Compiled Data

Table 15 explains that 81 (33.1%) and 119 (48.6%) of the respondents strongly agreed and agreed respectively on the role of domestic tourism for easing social tensions. In other words 200 (81.7%) of the respondents agreed that domestic tourism is an instrument for easing social tensions. Whereas, 14 (5.7%) of the respondents disagreed on the relationship between domestic tourism and easing social tension. For the same question 108 (78%) of male and 92 (86%) of female respondents agreed that domestic tourism can be an instrument for easing social tensions. In the same way, table 15 illustrates that the mean value of all respondents in one is above average (3) on their agreement level on the role of domestic tourism as an excellent crisis shock absorber of a multicultural society. Since statistically the agreements mean values of all respondents is 4.07 which is in between 3.5 to 4.49 that show agreement, the average tourism expert respondents agreed that domestic tourism plays a great role for easing social tensions. Therefore, domestic tourism is an instrument for easing social tension in the multicultural nation.

Table 16 Domestic Tourism for Social Justice and Reconciliation within a Divided Society

Agreement Level	Frequency	Percent	Mean
Strongly Disagree	6	2.4	
Disagree	3	1.2	
Undecided	28	11.4	4.11
Agree	128	52.2	
Strongly Agree	80	32.7	
Total	**245**	**100.0**	

Source: Compiled Data

Table 16 reveals that 208 (84.9%) of the respondents agreed on domestic tourism is a social justice and reconciliation mechanism tool within a divided society. In the other round only 9 (3.6%) respondents disagreed on the issue. Whereas, the mean value of all respondents in one is above average (3) on their agreement level on the domestic tourism is a social justice and reconciliation mechanism tool with mean value of 4.11 which is in between 3.5 to 4.49 that show agreement on the issue.

4. CONCLUSION

In the absence of domestic tourism, there is a continuing state of resentment, uneasy or volatile relationships among different ethnic groups of the nation and, perhaps, an ongoing cycle of tit-for-tat actions with inevitable 'collateral damage' and reinforcement of hatred. A major strength of domestic tourism as a contributor to reconciliation is the ability to make the first move, the move that breaks the bonds of inertia and encourages others to take action. Despite the international tourism's focus on historic events, domestic tourism is not about the past. It is a counter against exploitation of the past for political or personal purposes, and about taking control of the future through reconciliation. Therefore, domestic tourism devoted to the reconciliation objective require us to look into ourselves, to examine 'the dialectic of good and evil in the human heart', and to maintain the societies awareness of the extent to which a repetition of such evils remains a continuing possibility.

5. RECOMMENDATIONS

Based on the outcomes of the study, the following recommendations have been made. While there is a wide agreement on the role of domestic tourism as a reconciliation mechanism in Ethiopia, there is need to employ aggressive development and marketing strategies regarding domestic tourism. The recommendations are made as follow:

1. **Government Should Encourage Reconciliation Work through Domestic Tourism:** Therefore, domestic tourism will be an important and on-going catalyst in its achievement, whether it receives the support of government and organizations or whether it remains indefinitely a people's movement. Recent initiatives contributing to reconciliation tourism include a wave of new festivals and events focused on reconciliation. These and tourism ventures should continue the quiet, daily work of dissolving the barriers. In addition the government should not only do tourism to get macro economic advantages but also doing it to solve socio cultural and political crisis. Therefore, the since it is enable. Since reconciliation is about healing, justice, truth and people being different but finding solutions together, the government should encourage and the future, Ethiopian heritages must embrace all its peoples and cultures.

2. **Educate the Tourism Operators on the Value and Role of Domestic Tourism:** The study revealed that the need to educate and re-orient the tourism operators on the value of domestic tourism in tourism and social, cultural, environmental and economic development of a place and the need to involve the locals. Therefore, if the locals become more aware of the potential benefits of domestic

tourism, there will be a positive response, thereby culminating into a boom in domestic tourism within the local destinations. As a result, the national and regional tourism and cultural organizations and higher educational institutions should organized trainings, workshops or seminars on the contribution of domestic tourism for cross-cultural dialogue, understanding and national consciences.

3. **Involvement of Religious and Cultural Institutions and their Leaders:** They are also recognized for their role in supporting the implementation of policies and activities, and in peace mediation efforts. There is closer cooperation between heads of religious institutions and stronger involvement in efforts to reject religious and cultural values exploitation in Ethiopia which is an important factors in enabling domestic tourism. Furthermore, they should strengthen domestic tourism by promoting harmonious interreligious and cultural coexistence in this multi-religious and cultural nation of Ethiopia.

4. **Strengthen the National Tourism Media Forum:** The significant rise in the use of mainstreaming and social media as a means to enhance civil society voices and foster inclusive participation in the country is an enabling environment for domestic tourism development. However, as per the respondents, a significant number of regional mainstreaming media and ethnic activists in the social media have exploited these vehicle for hate speech and racism, as well as to undermine social inclusion and incite violence in the country. Therefore, at least the national media should be a model for preaching and fostering cross-cultural dialogue and understanding among the nations, nationalities and peoples of the country by providing equal opportunity, respect, and tolerance for peaceful conflict resolution and consensus-building of the nation. In addition to these efforts, the government and other stakeholders also should strength the existing tourism media forum which are always preaching diversity and contributing to the national solidarity movement of this multicultural society.

5. **Building Domestic Tourism, Building Reconciliation:** The local, regional and federal government strategic directions lens should focused on the development of domestic tourism. The most significant impediment to building a tourism industry has been a lack of understanding on the part of the community as to the value of the story they can market to domestic tourists. Therefore, respectful relationships with indigenous peoples and domestic tourists are important and ongoing communications on both sides support reconciliation, cultural diversity and internal good news stories, and these in return reduces conflicts and constructing linkages between different ethnic groups of the nation.

6. **Establishment of National Domestic Tourism Stakeholder Platform:** Respondents highlight a range of actors and institutions that should involve in domestic tourism development in Ethiopia, varying from government organizations and political leaders to religious institutions and leaders, universities, tour operators, tour guides, transport companies, individual celebrities, cultural institutions, nongovernmental organizations and civil society. They argue that the resilience of these processes depends on interdisciplinary cooperation, and that progress in domestic tourism which requires multi stakeholder cooperation, shared responsibility and strong leadership. Therefore, there should be a new form of domestic tourism development stakeholder platform and the platform should grouped similar stakeholders together and give specific tasks to play.

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