Tour Operators' Social Responsibility Practices around Tourist Destinations in Addis Ababa: The Case of Entoto Tourist Site

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Abstract

Tour operation requires upholding Corporate Social Responsibility (CSR) to sustain the business and contribute for sustainable tourism development. Research promoting the issues showing the role of Tour Operation in CSR has been scanty in Ethiopia. Thus, this study was conducted to answer the question, "what are the practices of tour operators' social responsibility at Entoto Tourist Site in Addis Ababa?" To investigate this, descriptive research design, with mixed research approach, was employed. To collect data, 17 interviews were undertaken with selected tour operators, local people and selected government officials. Besides, respondents filled out 183 survey questionnaires. The result of the study showed that, of the domains of corporate social responsibilities, tour operators practiced legal and ethical responsibilities exceedingly going far than economic, environmental and philanthropic responsibilities. Their practices on latter three domains of responsibilities were very limited. Moreover, tour companies faced challenges that include lack of time management, lack of knowledge and skills, shortage of finance, lack of collaboration, lack of determination, lack of participatory policy, and lack of forcible rules and regulations. In general, the results of the study indicate that tour operators' social responsibility practice had been found at lower level. Therefore, tour companies should give due attention while practicing social responsibilities around the tourist destinations/sites. The local people should also ask the tour operators to be engaged in social responsibility activities at their

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locality. In addition, the government should inculcate CSR in tourism policy, supporting with rules and regulations.

Key words: Tour Operators, Social Responsibility, Practices, Challenges, Tourist Site/Destination, Entoto, Ethiopia

1. Introduction

Tourism is one of the industries, which grow fast, contributes a lot in playing immense role for international business, and used as the core source of income in different countries at global level. However, it has negative economic impacts: inflation, opportunity costs, over-dependence on tourism as well as socio-cultural impacts: loss of cultural identity, particularly when tourists are from the developed world and the hosts are located in a developing country and environmental impacts: pollution from vehicles, litter dropped by visitors, disturbance to habitats and damage to landscape features (Mason, 2003; Inkson & Minnaert, 2018; Lickorish & Jenkins, 1997). Due to these impacts, the sustainability of tourism becomes a hot issue throughout the globe. To offset these negative impacts and sustain the performance and investments in the sector, tourism companies need to engage in carrying out economic, social and environmental responsibilities and make changes to their business strategies in order to minimize these negative impacts and improve economic, social and environmental welfare (Sharma and Mani, 2013).

CSR implementation in tourism includes inculcating the long term vision; conserving tourism resources; being environmentally responsible; assuring equitable principles maintaining the well-being and involvement of local people in tourism activities; providing meaningful and fair employment for the host community; obtaining optimum guest satisfaction; and educating tourists about environmental and social concerns (Dodds and Joppe, 2005). Since the implementation of CSR in tourism started in 1990s, the interest of practicing it in the sector has become increasingly significant (Moscardo & Benckendorff, 2015). However, their practices in developed and developing countries have been different. In developed countries such as the United

States of America and European countries like United Kingdom, it has been adopted in their strategies and has been implemented in the way it can contribute to community and sustain their business (Chambers & et al., 2003). In African context, CSR has been at the infant stage until now, even if it has been tried to be adopted in continent's context and employed to its economic, social and sustainable developmental challenges (Visser, 2010). This implies that the practice of CSR in the continent is still at its early stage, although it has initiative and lagging factors related to administration, policy and management issues.

In Ethiopia, there has been dearth of research work on CSR practice of tourism companies except a study conducted by Hailu and Nigatu (2015) on hotel and hospitality industry in Gonder city. With regard to tour operators' social responsibility practices, the researchers found out paucity of studies and motivated to undertake study on the issue. Therefore, the aim of this research was to describe tour operators' social responsibility practices and the challenges they encountered around tourist destinations in Addis Ababa, particularly around Entoto Tourist Site.

2. CSR in Tourism

CSR has been launched in tourism industry since the mid-1990s and implemented by hotels chains and large tour operators (Pechlaner & Smeral (Eds), 2014). Carroll (1991) stated that CSR focuses on economic, legal, ethical and philanthropic responsibilities, but this does not include environmental issues. However, Swanson (2015) conceptualization of destination Social Responsibility includes environmental responsibility. This study considers Carroll's four domains of CSR concept including the environmental responsibility.

Aldosari (2017, cited in Gray, Adams & Owen, 2014) also states the benefits of implementing CSR for firms, including tourism business enterprises such as hotels, travel agents and tour operators. This is due to the fact it wins new business; increases customer retention; develops and enhances relationship with customers, suppliers and networks. It also

attracts, retains and maintains happy workforces and be an employee of choice; saves money on energy, operating costs and managing risks. Besides, it helps for differentiating the firms from competitors; generates innovation and learning, and enhances influence; improves business reputation and stand. In addition, it provides access to investment and funding opportunities. Finally yet importantly, it generates positive publicity and media opportunities and in turn adverts the firms. These lines show the applicability of CSR in tourism sector with how it can be implemented and benefits tourism enterprises and at the end brings sustainable tourism business and sustainable tourism development.

3. Tour operators' Social Responsibilities

Tour operators can practice CSR in the same way as other tourism enterprises. However, their CSR practice has been determined by destination social responsibility dimensions, which include economic, environmental, legal, ethical and philanthropic (Carroll,1991; Tran, Hwang, Yu & Yoo, 2018 cited in Su & Swanson, 2015). The first responsibility is economic responsibility. Without keeping economic responsibility, tour operators cannot engage in and practice social responsibility. The second destination responsibility is environmental responsibility, which refers to the tourist destination where environmental responsibility can be practiced. The third responsibility is legal responsibility in which they become responsible for the law of the region, state or country where they run their business. The fourth responsibility is ethical responsibility in which they keep the norms and customs of local people. The fifth responsibility is philanthropic responsibility in which they engage in applying charity works in the local community (Carrol, 1991 & Su & Swanson, 2015). In short, the focus areas of tour operators' social responsibility practices were measured by social responsibility activities that can be performed around tourist destinations/site in which this article also applies this context.

While tour operators have been implementing CSR around tourist destinations or sites, they have faced challenges that can be classified as

lack of information, management skills, resources, or time to be engaged in CSR activities (Vives, 2006). In another way, the challenges can be grouped as lack of stakeholders' collaboration, lack of knowledge and skills, financial problems, lack of proper time management and reporting system limitations (Bohdanowicz, Zientara, & Kujawski, 2015 & Oo, 2016). Besides, Lund-Durlacher (2015) states the barriers of implementing CSR in tourism businesses (hotels, travel agents, tour operators, and airlines) such as lack of time and effort, lack of awareness and knowledge, and limited government support.

4. Theoretical Framework of the Study

The theoretical framework of the study was developed based on Carroll's CSR model (1991), and Su & Swanson's destination Social Responsibility Concept (2015), which includes economic, environmental, legal, ethical and philanthropic responsibilities. *Economic responsibility* focuses on tour operators' contribution to the local economy through financing projects working on economic development, generating employment opportunities, attracting more tourists towards the tourist site, buying products and services from locals and encourage tourists to buy local products or services. *Environmental responsibility* is comprised of preparing and offering environmental friendly travel packages, protecting the environment with planting trees, and terracing works and so on. In addition, there is a need to respect dos, don'ts concerning environmental issues, reducing waste, and pollution, and making the tourists and local people involve in environmental protection activities. *Legal responsibility* inculcates laws prohibiting misbehaving in a community, safety and fairness related laws and environmental laws. *Ethical responsibility* is being governed by norms, standards and customs of local people, treat locals and customers keeping their personal dignity, treat impaired and minority groups equally, and make the tourist keep norms, standards and customs of local people. Lastly, *philanthropic responsibility* embraces engaging in helping the poor, orphans and aged people, participating in conserving heritages, supporting projects

that improve quality life of local people and making the tourists and local people engage in charity and humanitarian work (carrol, 1991 & Su & Swanson,2015). These core responsibilities and activities have been designed as shown in table 1 below.

Table1: Tour operators' social responsibilities and activities

Social Responsibility Domains	Social Responsibility Activities
Economic responsibility	1. contribute to local economy through financing projects working on economic development, 2. Generate employment, 3. Attract more tourists towards the tourist site, 4. Buy products and services from locals 5. Encourage tourists to buy local products or services
Environmental responsibility	1. Prepare and offer environmental friendly travel packages, 2. Protect the environment with planting trees, terracing works and so on, 3. Respect dos and don'ts concerning environmental issues, 4. Reduce waste and pollution, 5. Make the tourists and local people involve in environmental protection activities
Legal responsibility	1. Keep laws prohibiting misbehaving in a community, 2. Keep safety and fairness related laws 3. Governed by environmental laws
Ethical responsibility	1. Being governed by norms, standards and customs of local people, 2. Treat locals and customers keeping their personal dignity, 3. Treat impaired and minority groups equally, 4. Make the tourist keep norms, standards and customs of local people
philanthropic responsibility	1. Engage in helping the poor, orphans and aged people, 2. Participate in conserving heritages, 2. Support projects that improve quality life of local people 3. Make the tourists and local people engage in charity and humanitarian work

Source: Carroll's CSR model (1991), and Su & Swanson's destination Social Responsibility concept (2015)

5. Empirical Review

The integration and practice of CSR in the globe has been growing through time and has upheld a right position in business areas. For example, USA, Australia, Canada and United Arab Emirates are some of the countries that are implementing CSR (Egri & Ralston, 2008). The research, which had been conducted by Bill (2012) in Ghana, Tolevska (2015) in Macedonia and Oo (2016) in Myanmar, revealed this.

Bill's research was focused on exploring the adoption and implementation of corporate social responsibility in the hotel industry and the findings showed that Ghana has no workable corporate sustainability policies. It has been observed that the levels of CSR adoption and implementation had been low in the hotel industry.

Tolevska's research aimed at the issue of stakeholder's attitude towards CSR in Macedonia and the findings showed that tourism companies have positive attitude towards CSR and those companies have practiced it on economic aspect, neglecting the other dimensions, namely legal, ethical and philanthropic or environmental aspects. Most of the tourism companies have not involved into practice in detail; only a few companies have tried to implement it on workforce activities and community activities. There is also the inclination that the CSR concerns are the issues of the government. In general, CSR in Macedonia's tourism industry has a blurred picture. The positive attitude of the companies towards CSR (Tolevska, 2015) has not been necessarily gone with affirmative and progressive practices in the tourism industry in Macedonia

Besides, Oo's (2016) research examined the factors that motivate owners/managers of the hotels and tour companies in tourism sector to participate and adopt the Corporate Social Responsibility (CSR). The findings showed that hotels and tour operators have "the big influence on their CSR engagement including perceptions of CSR, motivations, barriers and benefits from engaging in CSR and types of CSR practices". There is a

significant difference of companies' managers or owners understanding in the interpretation of the term CSR. The companies have some constraints such as lack of time, money, collaboration and support from government to practice CSR. The main finding in this research shows that CSR practice has been influenced by the culture and tradition of Myanmar in relation to philanthropic aspects of CSR due to its interconnectedness with the Buddhism religion.

As it has been stated in the introduction part, concerning CSR in Africa, it has been at its infant stage, even if it has been inculcated in the African context and employed to "address the continent's economic, social and sustainable developmental challenges" (Visser, 2010). In Ethiopian context, studies on CSR practice are very limited in the tourism sector and almost non-existent in the case of tour operators.

6. Conceptual Framework

The conceptual framework of the study has been coined based on the objectives of the study focusing on destination social responsibilities of how tour operators have been practicing it, and the views of the local people and government official towards tour operators' social responsibility practices. It also includes the challenges of tour operators have faced while practicing those responsibilities.

Figure: Conceptual   Framework   of   the   Study
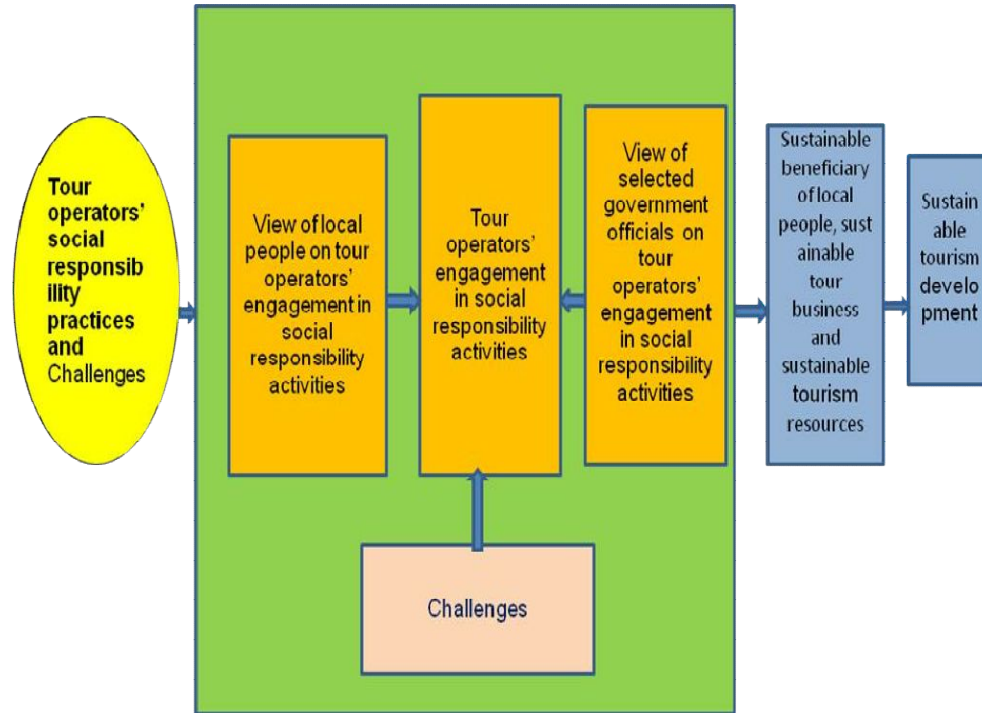
Source: Author's own construction (2019)

The above figure shows that tour operators' social responsibility practices contribute to sustainable benefit of the local people, sustainable tour business and sustainable tourism resources that all become the cause for sustainable tourism development. The views of the local people and government officials were used to triangulate the validity of data and the result of the study about tour operators' social responsibility practices around the tourist site.

7. Research Methods

Descriptive type of research involving both qualitative and quantitative approaches was employed and data were collected from tour operators' managers (owners or representatives), local community, and selected government office managers, directors or experts. The study focused on

only 455 licensed tour operators found in Addis Ababa who arrange visits for tourists to Entoto Tourist Site, and 383 local residents who led their lives around the tourist site permanently and 4 government officials who had special concern on the issue were selected as key participants of the research.

In order to select the samples, convenience, systematic random and purposive sampling techniques were employed. Convenience sampling technique was used to choose eleven informants from tour operators who have publicly known and easily accessible to the researcher. Systematic random sampling technique was employed to select 183 samples from the total population whose list was found officially in Gullelle Sub-city, Woreda 01. It was determined by sample size calculation formula: $n = N/ [(1+N (0.05)^2] \rightarrow 383/ [1+383(0.05)^2] = 195.65$, where n represents sample size; N represents total population; and 5% is margin of error (Singh and Masuku, 2014 cited in Yamane, 1967). This became approximately 196, and purposive sampling technique was applicable to choose 6 samples purposely (4 from government officials and 2 from local residents).The number of total samples was assumed to be 211, but due to different factors, 11 samples from local people were not found and didn't give evidence. Due to this, the total number of respondents was 200 samples.

Since both secondary and primary data were used in this study, secondary data, such as number of tour operators, concepts, theories and empirical evidences used in the literature part were collected through document review and primary data were gathered through semi-structured interview and questionnaire. Semi-structured interviews were used to collect data from tour operators and key informants who have deep understanding about the study under scrutiny, whereas questionnaire, with five point likert scales was employed for local residents to collect data about their views on tour operators' engagement in social responsibility activities. During data gathering, Amharic language was used in the case of interview and questionnaire to make the respondents understand the questions and give responses clearly. Of course, for foreigners, English language was used.

After data collection, data were transcribed and categorized into themes, and then translated from Amharic language into English language and then analyzed based on the nature of the data. Secondary data were presented with narration, and primary data were analyzed based on informants responses to questions related to personal details, and main themes of the research. The quantitative data was managed using Statistical Package for Social Science version 21; then, descriptive statistics such as frequencies and percentages were used to analyze the quantitative data.

With regard to the procedure of data analysis, mostly qualitative data were mainly analyzed first and followed by quantitative data analysis. With this procedure, the contents was presented by dividing them into themes on the basis of informants understanding about CSR, tour operators' engagement in social responsibility activities, which was categorized into five sub-themes. These include views of local people and government official on their engagement in those activities, respondents' suggestions about tour operators' social responsibility practice and the contribution of tour operators' social responsibility practice for local community, tour operators and sustainable tourism development.

8. Data Analysis and Discussion

In this part, demographic characteristics of the respondents, tour operators' engagement in social responsibility activities, views of local people and selected government officials on tour operators' engagement in social responsibility activities, and challenges faced the tour operators to practice CSR have been presented.

8.1. Demographic Characteristics of the Respondents
To collect the data of the study, 200 participants were involved and their sex, age and educational backgrounds were presented in table 2 below.

Table 2: Basic Information of Respondents

Question/Item	Category	Number/ Frequency	Percent (%)
Sex	Male	152	76%
	Female	48	24%
	Total	200	100%
Age	18-35	113	56.5%
	36-60	85	42.5%
	Above 60	2	1%
	Total	200	100%
Education	Illiterate	11	5.5%
	1-8 grade	52	26%
	9-12 grade	85	42.5%
	TVET levels	13	6.5%
	Diploma	16	8%
	First degree and above	23	11.5%
	Total	200	100%

Source: survey data of the Researchers (2019)

As it is shown in table 2 above, out of the total 200 respondents, 152 (76%) were males and 48 (24%) of them were females; 113 (56.5%) respondents' age ranged from 18 to 35 years old; 85 (42.5%) of them fall under the age range from 36 to 60 years old, and the rest 2 (1%) of them ranged above 60 years old. Regarding educational background, 11 (5.5%) of them were illiterate, 52 (26%) of them were from 1st up to 8th grades, 85 (42.5%) of them were from 9th to 12th grades, 13 (6.5%) of them were TVET levels, 16 (8%) of them were diploma, and 23 (11.5%) of them were first degree and above. These figures show that both sexes were participated in the study, although the majority of them were males and some of them were females; the study considered the age categories of young, adult and aged people; and about 189 (94.5%) of respondents were more or less literate and this helped them to give relevant information about the issue. To conclude, the study was inclusive of gender, age and education of respondents.

8.2. Tour Operators' Engagement in Social Responsibility Activities

To gather data about tour operators' social responsibility practices, in-depth interview were taken place with 11 informants and the data related to their engagement in economic, environmental, legal, ethical and philanthropic activities were collected.

With regard to economic responsibility activities, informants stated that they had engaged in attracting the tourist towards the tourist site, and encouraged tourists to buy local products and services around this site, but they had not engaged in contributing to local economy through financing projects working in economic development, generating employment to local people, and buying local products and services.

Regarding to environmental responsibility activities, informants from tour operators stated that they had engaged in preparing and offering environmentally friendly travel packages, and respecting the dos and don'ts in protecting the environment around the tourist site. However, they were not engaged in protecting the environment with planting trees, terracing and so on; reducing wastes and pollution around Entoto tourist site, especially in collecting wastes and rubbishes; and making tourists and local people involve in environmental protection activities. Informants also stated that they had practiced their legal responsibility by applying the law that promotes safety and fairness or security, and applied law prohibiting misbehaving in the local community; however, environmental law did not govern them.

From ethical responsibility point of view, informants stated that they had been engaged in being governed by norms, standards and customs of local people; keeping personal dignity of the customers and local people, treating impaired persons and minorities groups equally and engaged in making the tourists to keep the norms, standards and customs of the local people.

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Pertaining to philanthropic responsibility, informants explained that they had not been engaged in helping the poor, aged people and orphans by donating money. Some said that they had engaged, but no evidence of conserving heritages, supporting projects work related to schools, roads, water pipes, playgrounds, etc, making tourists and local people engage in humanitarian and charitable activities.

Overall, the above findings show that tour operators had practiced legal and ethical responsibility activities better than the economic, environmental, and philanthropic responsibility activities. However, these practices have not been in the way that sustains their business, the benefits of the local community and the tourism resources around the tourist site.

8.3. Views of Local People on Tour operators' Engagement in Social Responsibility Activities

Data about the views of the local people were collected from 183 respondents using questionnaire with five point likert scale and two key informants: St. Marry Church Museum Director and the local people representative. Like the engagement of tour operators, their views have been assessed based on five aspects of social responsibilities. Of course, in each responsibility, there were activities that corroborate their practices around Entoto Tourist Site and data analysis and interpretations were made using mean value of the data of each category of tour operators' social responsibilities.

Table 3: Respondents' Responses to Tour Operators' Engagement in Economic Responsibility activities

Economic Responsibilities activities	Respondents(183)				
	Strongly agree	Agree	I don't know	Disagree	Strongly disagree
Contribute to local economy through financing projects related to economic development	9(4.9%)	7(3.8%)	11(6%)	64(35%)	92(50.3%)
Generate employment for local people	10(5.5%)	7(3.8%)	10(5.5%)	83(45.4%)	73(39.9%)
Attract more tourists towards Entoto Tourist Site	17(9.3%)	50(27.3%)	7(3.8%)	64(35%)	45(24.6%)
Buy goods and services from local providers	20(10.9%)	91(49.7%)	6(3.3%)	38(20.8%)	28(15.3%)
Encourage tourists to buy local products	12(6.6%)	80(43.7%)	12(6.6%)	53(29%)	26(14.2%)
Mean	**13.6(7.4%)**	**47(25.7%)**	**9.2(5%)**	**60.4(33%)**	**52.8(28.9%)**

Source: Survey data (2019)

Table 3 above shows that the views of respondents on tour operators' engagement in economic responsibility activities around Entoto Tourist Site: 13.6 (7.4%) of them agreed strongly, 47 (25.7%) of them agreed, 9.2 (5%) of them did not know, 60.4 (32.7%) of them disagreed and 52.8 (28.9%) of them disagreed strongly. This shows, on average, 60.6 (33.1 %) of respondents agreed about tour operators' engagement in economic responsibility activities mentioned in table 3. However, 113.2 (61.6%) of them disagreed with this engagement. This implies that more than half of respondents had negative outlook about tour operators' engagement in economic responsibility activities stated in table 3. Besides, the interviewees stated that what the tour operators did was paying or made the tourist pay the entrance fee. However, this was not by their inherent interest, but the rule and regulation of the Church Museum forced them to pay the fee. In addition to this, they had bought capes and souvenirs, and drunken coffee around the tourist site. Due to the presence of the services, there are two guides providing services to tourists in some cases. Nevertheless, there was no any job that was created by the tour operators directly. In employment generating activities, they had not tried. They also contribute to bring many tourists towards the site. This indicates

that except buying products, increase number of tourists and encouraging them to buy those products, tour operators that had not engaged in other economic responsibility activities. Regarding job creation, it shows little contribution in which the finding reveal only two people have participated in tour guiding. It has not created by tour operators' individual involvement, but the business in general.

Table 4: Respondents' Responses to Tour Operators' Engagement in Environmental Responsibility Activities

Environmental Responsibilities activities	Respondents(183)				
	Strongly agree	Agree	I don't know	Disagree	Strongly disagree
Prepare and offer environmentally friendly products/services(tour packages)	16 (8.7%)	15 (8.2%)	8 (4.4%)	62 (33.9%)	82 (44.8%)
Protect the environment with planting trees, terracing and so on.	7 (3.8%)	11 (6%)	5 (2.7%)	74 (40.4%)	86 (47%)
Respect dos and don'ts about environmental issues/Respect to rules and regulations of the tourist site	32 (17.5%)	100 (54.6%)	8 (4.4%)	34 (18.6%)	9 (4.9%)
Clean wastes and pollution around Entoto tourist site	3 (1.6%)	24 (13.1%)	3 (1.6%)	66 (36.1%)	87 (47.5%)
Make tourists and local people involve in environmental protection activities/planting trees, terracing and so on	9 (4.9%)	11 (6%)	4 (2.2%)	66 (36.1%)	93 (50.8%)
Mean	13.4(7.3%)	32.2(17.6%)	5.6(3.1%)	60.4(33%)	71.4(39%)

Source: Survey data of the Researchers (2019)

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Table 4 indicates that the view of respondents on tour operators' engagement in environmental responsibility activities: 13.4 (7.3%) of the respondents agreed strongly, 32.2 (17.6%) of them agreed, 5.6 (3.1%) of them did not know, 60.4(33%) of them disagreed and 71.6 (39%) of them disagreed strongly. This indicates that 45.6 (24.9%) of the respondents agreed with tour operators' engagement in environmental responsibility activities, but 131.8 (69%) of them expressed their view as tour operators had not engaged in this responsibility activities. This leads to conclude that most of the respondents disagreed with tour operators' engagement in environmental responsibility activities. However, some respondents had revealed tour operators' engagement in this responsibility, although they were few in number. Furthermore, the key informants revealed that tour operators had not practiced environmental responsibility activities around Entoto Tourist Site. One of the key informants argued, "They hadn't engaged in environmental responsibility activities". As he confirmed they had not participated in planting seedlings, terracing, and cleaning the wastes around this tourist site. As the informants explained, they had put the wastes and materials after they had used finding baskets, but they had not engaged in picking up the plastics and other wastes around the tourist site. Besides, they added that few tour operators, almost about two, had participated in planting trees around this tourist site so far. Now it has stopped. They had not participated in this activity. This implies that tour operators had not engaged in protecting the environment around the tourist site as such.

Table 5: Respondents' Responses to Tour Operators' Engagement in Legal Responsibility Activities

Legal responsibility Activities	Respondents(183)				
	Strongly agree	Agree	I don't know	Disagree	Strongly disagree
Apply laws those promote safety and fairness to local people and tourists	47(25.7%)	95(51.9%)	6(3.3%)	13(7.1%)	22(12%)
Being governed with environmental laws	78(42.6%)	57(31.2%)	1(0.5%)	21(11.5%)	26(14.2%)
Guided with Laws related to prohibiting misbehaving	74(40.4%)	73(39.9%)	6(3.3%)	13(7.1%)	17(9.3%)
Mean	66.3(36.2%)	75(41%)	4.3(2.3%)	15.7(8.6%)	21.7(11.8%)

Source: Survey data (2019)

As it has been indicated in table 5, the respondents stated concerning tour operators' engagement in legal responsibility activities: 66.3 (36.2%) of them agreed strongly, 75 (41%) of them agreed, 4.3 (2.4%) of them did not know, 15.7 (8.6%) of them disagreed and 21.7 (11.8%) disagreed strongly. This indicates that 141.3 (77.2%) of the respondents stated their agreements, but 37.4 (20.4%) of them explained their disagreements. This leads to say that the greater part of respondents agreed with tour operators' engagement in legal responsibility. However, some of them expressed their disagreements. Moreover, the key informants around Entoto Tourist site assured that tour operators worked with being governed by the rules and regulations of the government. They explained not only the rules and regulations of the government, but also the rules and regulations of the church had governed their view as tour operators. This implies that they had applied the law enacted in Ethiopian constitution in 1994, specifically, article14 "Rights to life, the security of person and liberty", article 16 "The Right of the Security of Person", article 24, (1) "Everyone has the right to

respect for his human dignity", article 25 "Right to equality", and article 26 "Right to Privacy".

Table 6: Respondents' Responses to Tour Operators' Engagement in Environmental Responsibility Activities

Ethical responsibility activities	Respondents(183)				
	Strongly agree	Agree	I don't know	Disagree	Strongly disagree
Being governed by norms, standards and customs of local people	32(17.5%)	87(47.5%)	17(9.3%)	22(12%)	25(13.7%)
Treat local people and customers keeping their personal dignity	11(6%)	84(45.9%)	24(13.1%)	34(18.6%)	30(16.4%)
Treat impaired and minority groups equally	7(3.8%)	92(50.3%)	22(12%)	33(18%)	29(15.8%)
Make the tourists keep norms, standards and customs of local people	20(10.9%)	94(51.4%)	13(7.1%)	24(13.1%)	32(17.5%)
Mean	**17.5(9.6%)**	**89.3(48.8%)**	**19(10.4%)**	**28.2(15.4%)**	**29(15.8%)**

Source: Survey data of the Researchers (2019)

As to tour operators' engagement in ethical responsibility activities, it is indicated in table 6, the respondents forwarded their view that 17.5 (9.5%) of them agreed strongly, 89.3 (48.8%) of them agreed, 19(10.4%) of them did not know, 28.2 (15.4%) of them have disagreed and 29 (15.8%) of them have disagreed strongly. This indicates that 106.8 (58.4%) of the respondents expressed their agreement with tour operators' engagement in ethical responsibility activities, but 57.2 (31.2%) of them disagreed with their engagement in the activities of this responsibility. This in turn shows the number of respondents agreed on tour operators' engagement in ethical responsibility activities mentioned in table 5 has been nearly twice the number of respondents that expressed their disagreement. From this, we can infer that tour operators have practiced their ethical responsibility around the tourist site, but it has limitations. The local people expects more than what has been observed. In addition to this, the key informants stated

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that tour operators kept the ethics of the local people. For example, *Balehageru* tour keeps the culture acts of local people strictly. This tour operator most of the time keep the wearing style, and other norms, standards and customs of the local people. The other informant also agreed with the expression forwarded by the first informant. As two informants stated, tour operators were strictly disciplined; they kept the ethics of the local people. However, sometimes, very few guides who worked in freelance were observed violating the ethics, especially in wearing style, undermining local guides and other related ethical considerations. This did not include the manager of the company or the owners, but very few tour guides. This shows that most of the tour operators kept ethical issues enacted in the Global Code of Ethics for Tourism, article 1(1), which states, "stakeholders in tourism development and tourists themselves should observe the social and cultural traditions and practices of all peoples, including those of minorities and indigenous peoples and to recognize their worth" (WTO, 1999).

Table 7: Respondents' Responses to Tour Operators' Engagement in Philanthropic Responsibility activities

Philanthropic responsibility activities	Respondents(183)				
	Strongly agree	Agree	I don't know	Disagree	Strongly disagree
Engage in helping the poor, aged people and orphans with donating money	7(3.8%)	10(5.5%)	14(7.7%)	48(26.2%)	104(56.8%)
Assist in conserving heritages (the fine and performing arts)	10(5.5%)	32(17.5%)	13(7.1%)	62(33.9%)	66(36.1%)
Support projects related to schools, roads, water pipes, playgrounds, etc	3(1.6%)	5(2.7%)	5(2.7%)	13(7.1%)	157(85.8%)
Make tourists and local people engage in humanitarian and charitable activities	6(3.3%)	21(11.5%)	13(7.1%)	60(32.8%)	83(45.4%)
Mean	**6.5(3.6%)**	**17(9.3%)**	**11.3(6.1%)**	**45.8(25%)**	**102.5(56.1%)**

Source: Survey data of the Researchers (2019)

As shown in table 7, concerning tour operators' engagement in philanthropic responsibility: 6.5 (3.6%) of the respondents agreed strongly, 17 (9.3%) of them agreed, 11.3 (6.1%) of them did not know, 45.8 (25%) of them disagreed and 102.5 (56.1%) of them disagreed strongly. This shows that 23.5(12.9%) of respondents expressed their agreement but 148.3 (81.5%) of them expressed their disagreement. This in turn implies that the majority of respondents explained their disagreements with tour operators' engagement in philanthropic responsibility related activities. Key informants have also confirmed this, for instance, one of the informants stated that 'no tour operator was engaged in aiding the poor, aged people, and students who have no supporter, and conserving heritages.' Besides, he added that no one had participated in supporting local projects such as building roads, schools, electricity, and water pipes. Another informant also added that no charity work and heritage conservation that the tour operators engaged in. Of course, they did not ask them in the case of heritage conservation, especially Menelik II Palace as it is ruining. Tour operators had observed its ruining, but they did not try to mend it. The two key informants' views shows that tour operators were not engaged in heritage conservation around the tourist site.

Generally, the views of the local residents on tour operators' engagement in social responsibility activities were the same as that of tour operators. In other words, per the view of local respondents, tour operators' social responsibility practices had been limited on certain activities, as it had been indicated in tour operators' data analysis. Moreover, the views of key informants from government officials indicated that tour operators' engagement in social responsibility was nearly the same as those of the local people's view. This means that the views of government officials on tour operators' engagement in legal and ethical responsibility had been much better than economic, environmental and philanthropic responsibility. As they stated, tour operators had low practice in latter three responsibilities. In general, their overall social responsibility practice around Entoto Tourist Site was very low.

However, even if the tour operators' social responsibility practice has been very limited, the informants from tour operators stated that they have encountered challenges while practicing social responsibility. These challenges were lack of time management, knowledge and skills, finance, and collaboration. Besides, they explained other challenges such as lack of determination and absence of participatory policy, and unworkable rules and regulations. Out of these challenges, lack of stakeholders' collaboration was the most frequent challenge that faced tour companies in practicing CSR around the tourist site. Thus, it is required to create collaborative efforts to exert enhancement of corporate social responsibilities in the tourism endeavor.

8.4. Discussion of the Result of the Study

The implication of this study focused on one principle of corporate social responsibility, which is the principle of sustainability. Concerning this, Crowther & Aras (2008) explained that a company's social responsibility practice, which is behaving ethically, concern for people and environment, has positive correlation with its performance and business sustainability. It also indicates that company's CSR practice benefits the community in which it has been set up, and contributes to sustainable development. The same way, Behringer & Szegedi (2016) stated that CSR is a business model that promotes business contributions to sustainable development in the way it creates a balance between economic interests, environmental needs and social expectations. This implies that tour operators' social responsibility practice determines their sustainable performance in their business around tourist destinations or sites. This in turn benefits the local community and then contributes to sustainable development of tourism sector. However, in this case, their practice had been very low and their performance around the tourist site was not in the way it fulfills their business sustainable, expectation of local people and sustainable tourism development. This leads to conclude that if their practice continues as it happened during the time of the study, their business around the tourist site will be ceased gradually, since the local community cannot be benefited,

they may not protect the environment and as a result, the tourist site will be damaged, ruined and evacuated. This will become the cause for destination disappearance and impedance of sustainable tourism development. Therefore, the tour operators should be engaged in social responsibility around tourist destinations/sites.

9. Conclusion

The engagement of tour operators in economic responsibility had been bounded only in certain activities such as making the tourists buy local products, increase tourist around the tourist site and in some extent generating employment opportunity temporarily. However, in most cases, they had not engaged in economic responsibility such as contributing for local economy through financing projects related to economic development, except paying entrance fee for museum, buying local products and generating employment.

The tour operators' engagement in environmental responsibility were not far from only governed by dos and don'ts or applying the rules and regulations around the tourist site, and preparing and offering environmentally friendly travel programs. They had not engaged in planting trees, and terracing works, encouraging tourists to participate in environmental protection activities, and reducing pollution and wastes around the tourist site. Only few of them had engaged in planting trees, terracing and so on before, but not in the year of this study. Therefore, tour companies' engagement in environmental responsibility had not been as such expected. It was very low like economic responsibility.

Tour operators had engaged in legal responsibility activities around Entoto Tourist Site. Their practice of legal responsibility around the tourist site had been in the better way, although they had violated environmental law. Like legal responsibility, tour operators had engaged in ethical responsibility activities. Their ethical responsibility practice was in the manner that the local people had expected. However, rarely, they violated few ethical issues such as misbehaving. With regard to philanthropic

responsibility, tour operators had not engaged in helping the poor, aged people and orphans and in conserving heritages (the fine and performing arts) as well as in supporting projects related to schools, roads, water pipes, and playgrounds; and in making tourists and the local people involve in humanitarian and charitable activities around the tourist site. In short, they had not practiced philanthropic responsibility.

The views of local people and selected government officials have indicated that although tour operators had practiced legal and ethical responsibilities in a better way, they had lower practice in economic, environmental and philanthropic responsibilities. This supports the result of the data found from tour operators qualitatively.

With regard to the challenges, tour operators had faced lack of time management, knowledge and skills, finance and collaboration among stakeholders. In addition to these, lack of determination, participatory policy, and forcible rules and regulations were identified as challenges. Of course, out of these challenges, lack of stakeholders' collaboration was the most frequent challenge that faced tour companies in practicing CSR around the tourist site.

In general, the tour operators' social responsibility practice around Entoto Tourist site was identified as it had been low, and it was found that their practice was not in a way to contribute local community and sustainable tourism development. The reason is that they practiced only legal and ethical responsibilities. However, in economic, environment and philanthropic responsibilities, which can improve the quality life of the local people, but their practices had been very low. Thus, it requires the participation of all stakeholders to make use of the role of tour operators to engage in social responsibilities that required in tourist destination sites. The local people should also have awareness about it and ask the tour operators to practice this responsibility in any circumstances and the government to make it design tourism policy and legal framework that

make the tour operators to act in a socially and environmentally responsible ways.

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