



# **Routes in Addis Ababa**

**Feasibility of Walking Tours in Africa's Capital City**

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# Could Addis Ababa support regularly-scheduled guided walking tours?

- Proximity
- Surfaces
- Safety & Security
- Climate
- Tour Guides



# Beyond the “McDonaldization” of travel—Walking Tours

- Expand the space of home or expand one's experiences?
  - Tourism in the experience economy



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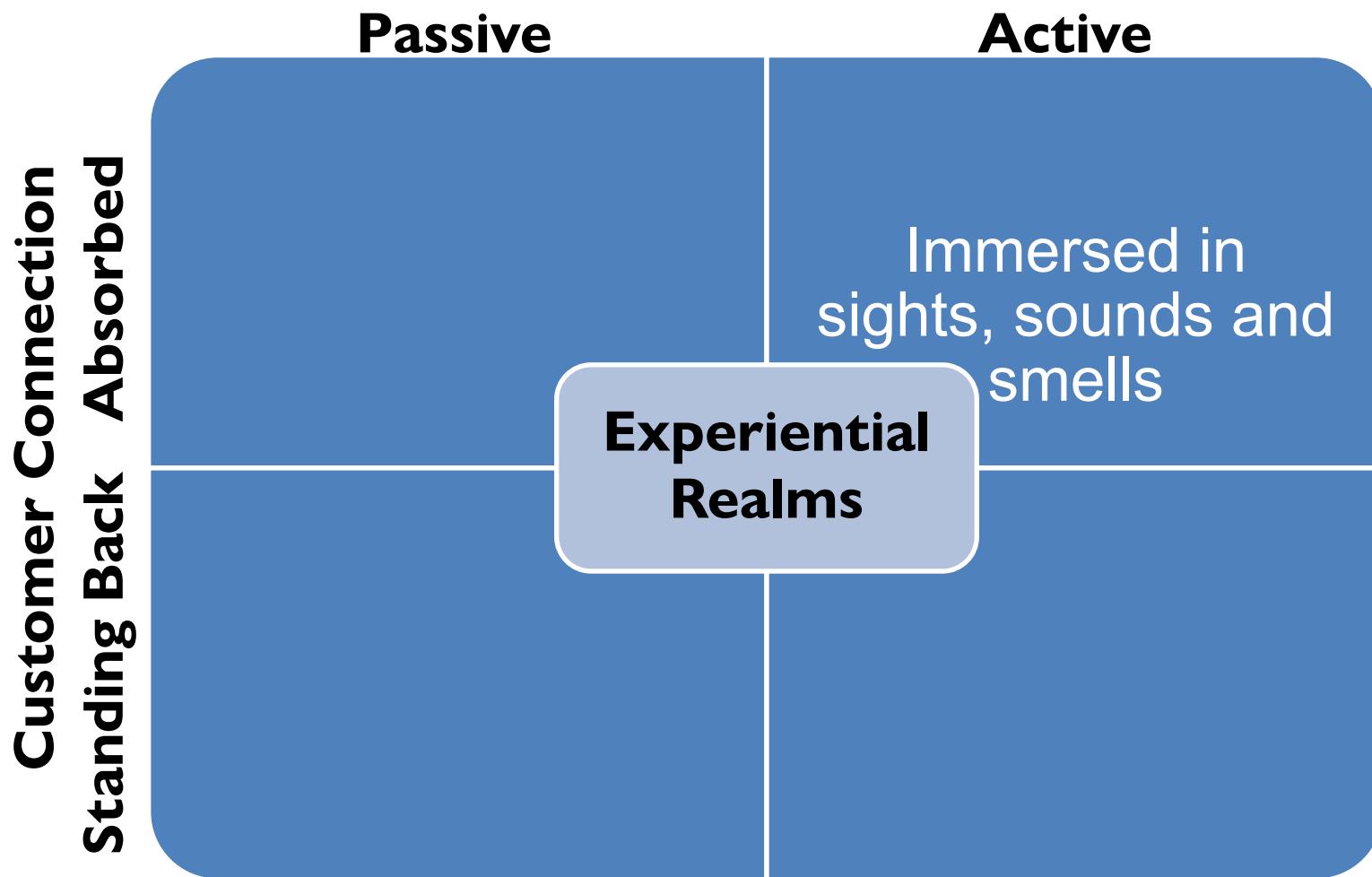


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# Customer Participation



Lagniappe: social experiences



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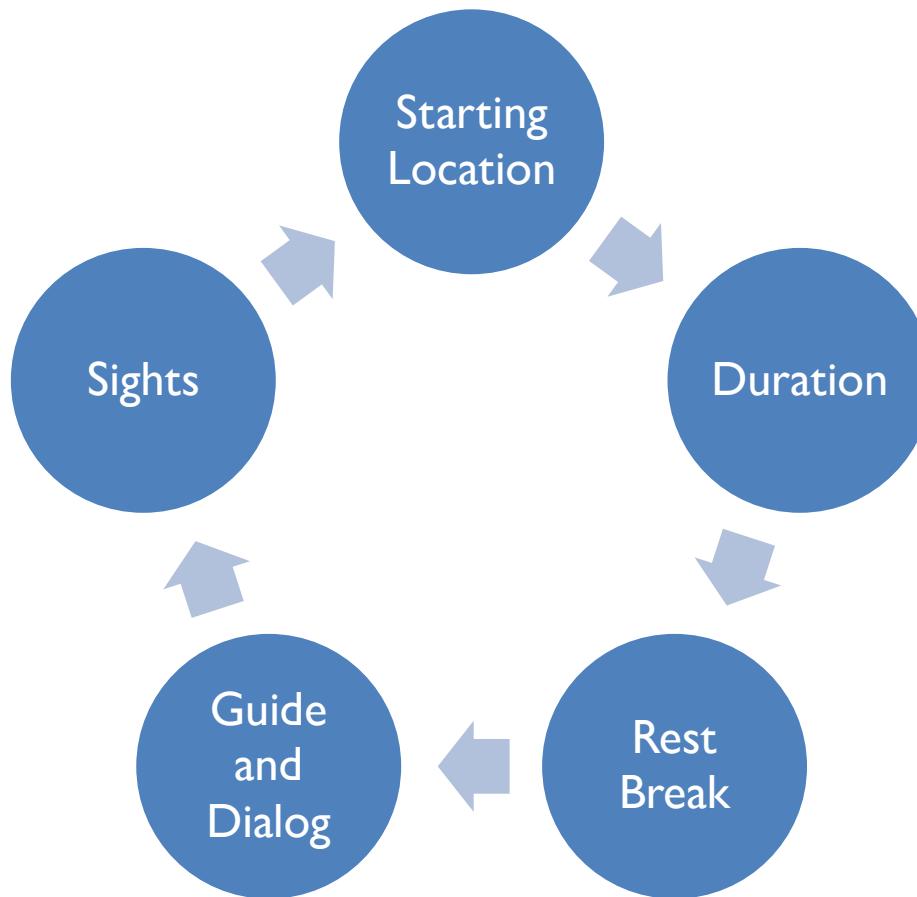
# Research Method

- Case study research method using archival field evidence
- Modeled after Schmidt (1979)

Schmidt, C. J. (1979). The Guided Tour: Insulated Adventure. *Journal of Contemporary Ethnography*, 7(4), 441–467.

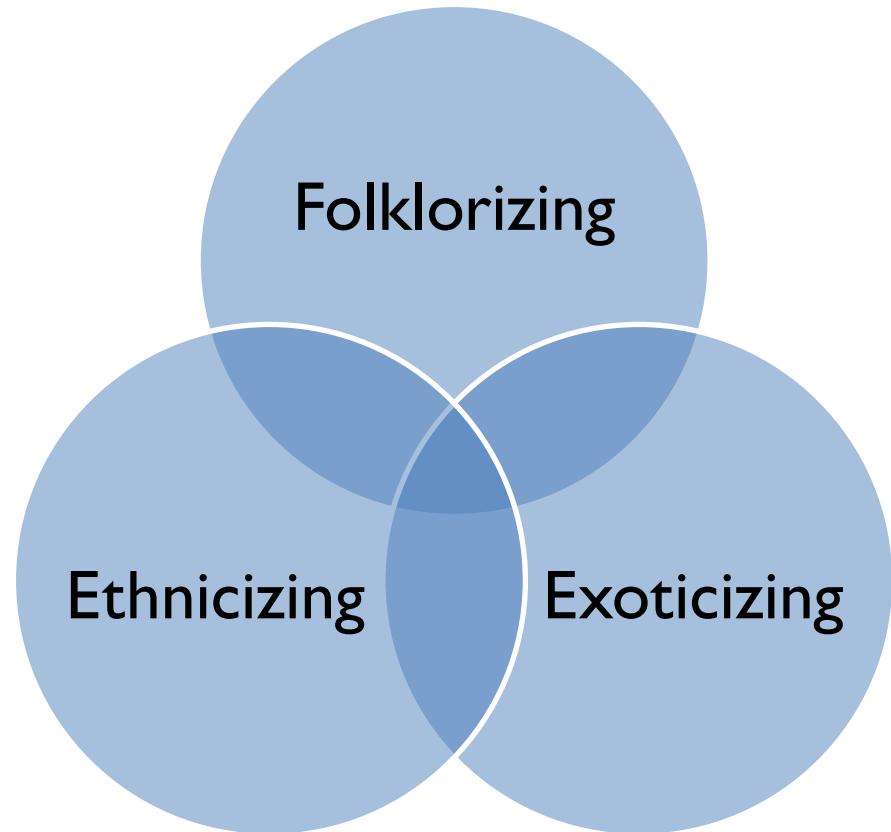
- Archival evidence:
  - published studies involving walking tours and tourism
  - Descriptions of existing guided walking tours
- Field evidence:
  - Interview with local residents and businesses
  - 3 illustrative path examples in Addis

# Basic Elements of a Guided Walking Tour



# Tour Guide Characteristics

- Four functions of a tour guide:
  - Instrumental
  - Social
  - Communicative
  - Interactionary



# Characteristics of Addis Ababa

- Sights and Landmarks
  - Monuments and public art
  - Markets
  - Scenic beauty and vistas
  - Historical buildings
  - Shops and cafes
- Climate and Seasonal Patterns
- Altitude
- Walking surfaces



# Addis Ababa's Climate

Not so cold

Average warmth  
when it is hot

Wetter than several  
major European cities

Addis Ababa  
Amsterdam  
Copenhagen  
Frankfurt  
Lisbon  
Paris

Addis Ababa  
Amsterdam  
Copenhagen  
Frankfurt  
Lisbon  
Paris

Addis Ababa  
Amsterdam  
Copenhagen  
Frankfurt  
Lisbon  
Paris

Coldest	Second Coldest	Third Coldest
Nov (7)	Dec (7)	Jan (7)
Jan (-1)	Feb (-1)	Dec (1)
Feb (-3)	Jan (-2)	Mar (-1)
Jan (-2)	Feb (-1)	Dec (0)
Jan (8)	Feb (9)	Mar (10)
Jan (1)	Feb (1)	Dec (2)

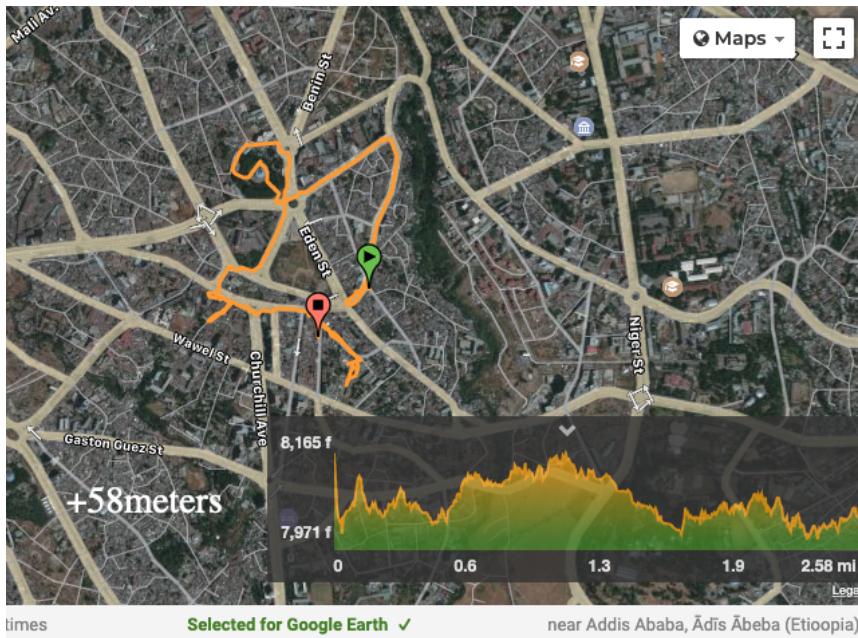
Warmest	Second Warmest	Third Warmest
Mar (25)	May (25)	Feb (24)
Jul (22)	Aug (22)	Jun (21)
Jul (22)	Aug (21)	Jun (19)
Jul (25)	Aug (24)	Jun (23)
Aug (28)	Jul (27)	Sep (26)
Jul (25)	Aug (24)	Jun (23)

Wettest	Second Wettest	Third Wettest
Jul (28)	Aug (28)	Sep (23)
Jan (22)	Nov (21)	Dec (21)
Dec (17)	Jan (17)	Nov (16)
Jan (17)	Nov (16)	Dec (16)
Dec (15)	Jan (15)	Mar (14)
Jan (17)	Dec (16)	Nov (15)

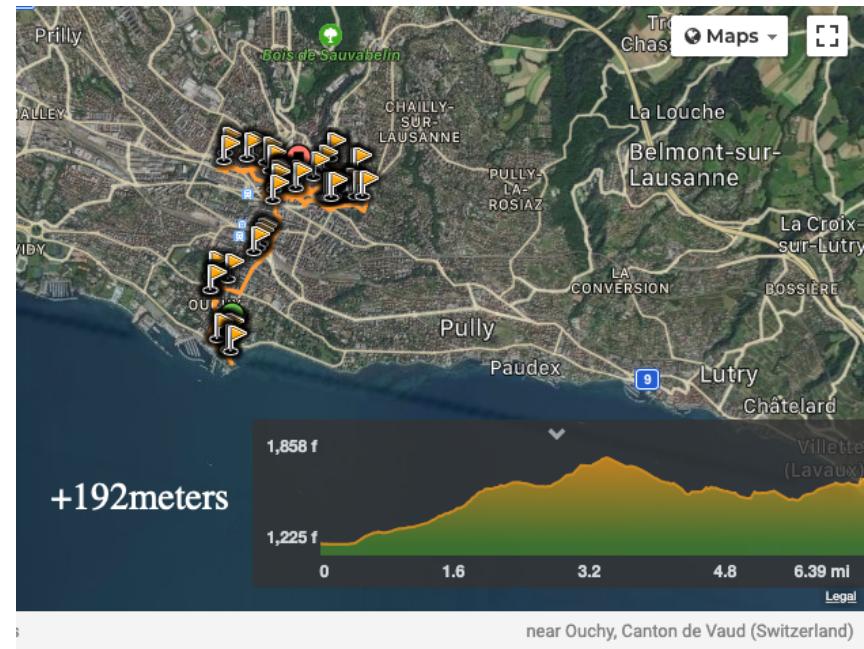
Source: [climatetemp.com](http://climatetemp.com)

# Elevation Compared: Addis Ababa and Lausanne

## Addis Ababa: Piazza to Taitu Hotel



## Lausanne, among the chocolates



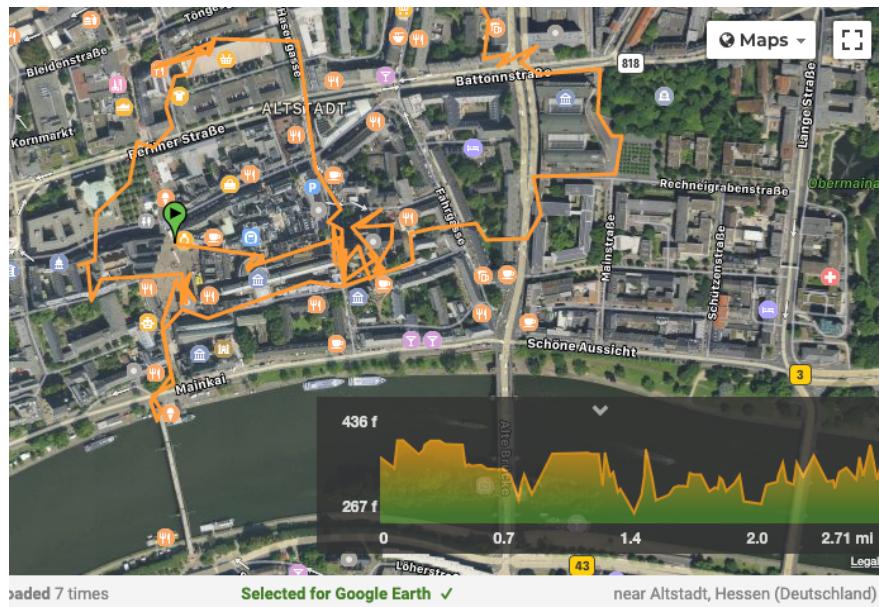
**Elevation Gains +58 meters**

**+192 meters**

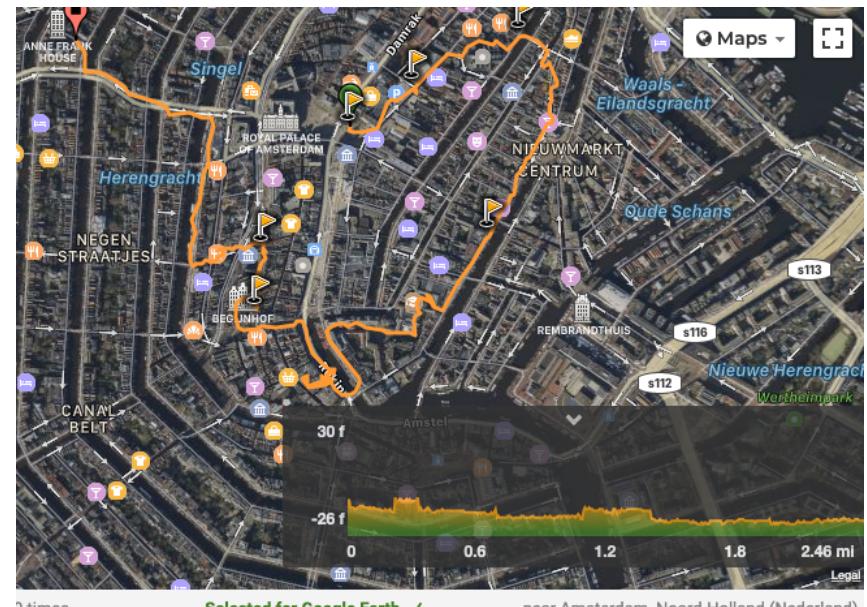


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# Elevation Compared: Frankfurt and Amsterdam



Elevation Gains +52 meters



+17 meters



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- Place walking tours in the broader context (tourism)
- Exploratory: describe walking tours
- Compared tours description to Addis Ababa setting
- Path to relatively simple, bite-sized, follow-on projects

