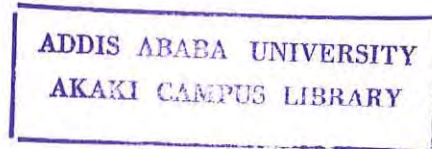


Factors affecting Geotourism development in Erta ale active volcano, North East
Ethiopia.



Seblewengele Debebe

A Thesis Submitted to

Department of Tourism and Development

Presented in the partial fulfillment of the requirements
for the Degree of Arts (Tourism and development)

Addis Ababa University,

Addis Ababa, Ethiopia

May, 2014

Declaration

I hereby declare that the thesis entitled "Factors affecting Geo-tourism development in Erta Ale ,North East Ethiopia" submitted to Department of Center for Environment and Development Studies (CEDs), College of Development Studies, Addis Ababa University, is a ordinal work done by me for partial fulfillment of the award of the Master of Art Degree in Tourism and Development. It is a record of the original report works done by me and has not presented for a PhD/Degree /Diploma/ or any other Fellowship in any University or Institution or for publication. All the sources of materials used for the thesis has been explicitly acknowledged (including citation of published and unpublished sources) in original.

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Abstract

Seblewongel Debebe

Addis Ababa University, 2014

Factors affecting Geo-tourism development in Erta ale, North East Ethiopia.

The study is undertaken to Factors affecting geo-tourism development in Erta ale, North East Ethiopia. In order to answer the research question both close ended and open ended questionnaire were developed and distributed for one hundred international tourists and forty tour operators. In addition to focus group discussion, interview and non participant observation were tools for data collection. It relied on both primary and secondary data. The study is expressed as a descriptive study with both qualitative and quantitative methodological approaches. Therefore, both qualitative and quantitative types of method have been jointly implemented.

International tourists who had an experience of visiting Erta Ale active volcano, key informants from Afar region culture and tourism office, local residents, tour guides selected using non probability purposive sampling whereas tour operators were randomly selected from Addis Ababa. After collecting the data, the qualitative data were analyzed through interpretive and descriptive method. On the other hand, the quantitative data were analyzed with the help of statistical package for social science (SPSS) version 16.0.

The finding revealed that insecurity and bad image of the destination, poor marketing and promotion, lack of basic infrastructure, lack of trained human resource are factors affecting geo-tourism development of the study area.

Key words: Geo tourism, SPSS (Statistical Package for the Social Science).

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In the 21st century, tourism emerges as a significant income generating sector as well as weapon in the war against poverty and an incentive for sustaining social, cultural, and environmental development for various countries in the globe. In recent years, it has been increasingly recognized for its economic potential to contribute in the reduction of poverty in developing countries. Its geographical expansion and labor intensive nature support a spread of employment and can be particularly relevant in remote and rural areas where three quarters of the two billion people live under extreme poverty conditions (UNWTO, 2002).

Most developing countries have a comparative advantage in tourism over developed countries: They have assets of enormous value to the tourism industry such as culture, art, music, natural landscapes, wildlife, and climate including World Heritage Sites - the visits by tourists to such sites can generate employment and income for communities as well as helping in the conservation of cultural and natural assets; tourism is labor intensive so that it provides a wide range of employment opportunities from the highly skilled to unskilled and generally it requires relatively little training; it provides not only material benefits for the poor but also cultural pride. This means, tourism creates greater awareness of the cultural and natural environment and its economic value, a sense of ownership and reduced vulnerability through diversification of income sources (Christie and Crompton, 2001).

Tourism has become an important alternative sector for most developing countries having already overtaken cash crop agriculture and other primary industries as the major source of national income, employment, and export earnings. Investment in the

tourism industry enables the developing countries to diversify their economic and to explore other opportunities for economic growth (Ngenzi, 2009). As Ethiopia depends largely on an agricultural- subsistence farming, based economy with an insignificant manufacturing sector, this tourism industry with opportunities for local supply principally to agricultural and horticultural products, may enables it to escape from the recurrent poverty.

A number of factors have undermined tourism development and tourists' flow in most of African regions. These factors include poor infrastructure plans such as road, electricity and water supply; insufficient accommodation; image of the country; inadequate promotion of tourism; poor telecommunication facilities and in a number of cases security problems (Economic commission for Africa, 2001). Christie and Crompton (2001) further stated that "the quality of Africa's resource endowment for tourism is exceptional, but most countries have only barely developed their tourism potential." The development of tourism, especially in previously undeveloped parts of the country, requires the existence of infrastructures, hotel accommodation, and other facilities specific to tourism.

Situated in northeast Africa with the two Sudanese, Eritrea, Djibouti, Somalia, and Kenya as its neighbors, Ethiopia is old beyond imagination. It is endowed with a wealth of rich and varied historical, natural, and cultural resources which are a great asset to the country's tourism development. It has very distinct cultural and historic products: its culture and traditions date back 3000 years based on ancient Axumite civilizations and the Ethiopian Orthodox Church; the walled ancient city of Harar with its seven gates considered as the fourth holiest city in Islam; a cradle of human being with fossilized evidence of the ancestors of homo sapiens as old as 4.4 million years B.C. and the much more famous Dinknesh, or *Lucy*.

It is a country of contrasts and extremes, from the cool Semen Mountains over 4600m to the low-lying Danakil depression 120m below sea level and the hottest place on earth including Erta Ale active volcano and sites revered among adherents to Christianity, Islam and Judaism as well as diverse African traditional societies. Therefore, Ethiopia, not only can offer the usual African game and cultural experiences to visitors, but it also has a rich array of historic and natural sites that set it apart from most of its neighbors (Dereje, Theodros, et al., 2006). With this special quality anyone can see Ethiopia has an historic and cultural tradition dwarfing any African country south of the Sahara.

On the one hand, as stated above, Ethiopia's tourism potential is unique and diversified; on the other hand however, it is one of the poorly performing countries in terms of tourist arrivals. For example, the total number of tourist arrivals in Ethiopia in 2011 is 328,800 which are more than five times smaller than the number in neighboring Kenya 1,644,000. However, even then it is a major source of foreign exchange earnings in the country claiming an average of 33.34% of the total export earnings from 2006 to 2012 (Yabibal, 2012). What another worse problem here is that this limited tourists arrival has been restricted mostly in the North Historic Route of the country. According to Prof. Viganó, Ethiopia visited by over 340,000 tourists in 2010 sees tourism as the fastest growing industry, deserving a definite image promotion and attention. However, based on this data in 2010, Afar region was visited only by about 0.2 percents of overall country's tourists. Ethiopia nowadays offers only precious little alternatives for a visit, the fairly well established Great North Route of Lalibela, Gondar, and Bahr Dar; extended to Axum and to some extent the South Ethnographic circuit and National parks (Vigano,2010). This implies that though tourism becomes a little bit booming in Ethiopia, the flow of tourists has

still followed a mono route for North Historic Route. In the early sixties of last century, an experienced tourism developer Arthur Miller, after setting up the North Route for the Emperor in detail including the sitting and suggestion for the styles and names of the State Hotels that follow it, went back to USA and wrote his favorite Country, “The one that needed more work in terms of tourism development is our Ethiopia”.

The government of Ethiopia has also perceived the potential contribution of tourism to the war against poverty and to achieve the millennium development goal of the country. For this, a serious and committed dialogue on tourism development by the Late Prime Minister Meles has testified to the fact that there is indeed a vision for tourism by the government. Further he states that “My government believes that an increased focus on tourism can play significant role in the war against poverty both in Ethiopia and across Africa as a whole” (World Bank, 2006).

To increase the benefit of tourism for the country it is important to valorize our unique nature and cultures that do not merely just lie on the north historic route. Rather, we have to also employ some absolute assets we are neglecting in the North East, like Erta Ale active volcano the so called ‘*smoking mountain*’ and ‘*Dalol depression*’ known as ‘the other planet’, archeological sites like ‘*Hadar*’, unexploited hot spring water of the Afar region and other untapped resources of Afars’.

According to the head of ministry of culture and tourism:

Ethiopia is an undeveloped country; we are trying to maximize what we have in order to benefit our society. Ethiopia's tourism sector is one of these sectors that we trust to contribute much and create employment opportunities; tourism is one of the areas that we wish to promote, we are welcoming foreign direct investment in Ethiopia's tourism sector (MCTO, 2013).

1.2 Statement of the Problem

Ethiopia is seeking to develop the tourism sector in all possible forms of tourism and developing all types of destinations in order to boost its economy and alleviate poverty throughout the country (Mohammed, 2012). The vision of ministry of culture and tourism is to see Ethiopia becoming one of the top five tourism destinations in Africa by the year 2015, which signifies transformation of the Ethiopian Tourism Industry into a viable (practical) economic sector by improving the overall performances of the industry and ensuring its rapid growth.

To realize this ambition, focusing on diversified tourism resources of the country and proper utilization would develop the tourism industry. Therefore, it is the time to study about the newly developed concept of tourism, Geo-tourism resources of the country focusing on assessing factors affecting geo-tourism development in Erta Ale active volcano. In another speaking, to develop the tourism potential throughout Ethiopia and let it contribute in the effort to reduce poverty and underdevelopment in the country, finding the main determinants of geo-tourism development in different parts of the destination is vital issue and it will help the country to come up with diversified destination. However, as to my knowledge, organized and methodologically sound studies which investigate factors affecting geo-tourism development in Erta ale active volcano. More specifically, the following factors were motivating the researcher to conduct study on this particular topic & place:

1. Even though Erta Ale active volcano endowed with a cluster of tourist attractions, so far relatively the flow of tourists to the area is not satisfactory
2. Due to its security problem and probably its distance from Addis Ababa, many tourism researchers did not undertake study on the selected area.

3. Since I have been the resident of samara town at one time, I have had a chance to get an insight about the problem, and therefore, I decided as it needs investigation and immediate solution.

1.3 Objective of the Study

1.3.1 General Objective

The main purpose of this study is to investigate factors affecting geo-tourism development in Erta ale active volcano and to propose possible solutions that could improve tourism development in the area.

1.3.2 Specific Objective

- A. To assess the current state of the tourism resources in Erta ale active volcano.
- B. To examine the rate of tourist flow in to the study area
- C. To identify the constraints of tourists flow and tourism development in the study area.
- D. To access future perspectives of Erta-Ale active volcano and geo-tourism for tourism development.

1.4. Basic Research Questions

To achieve the intended objectives and set the general frame work for this study, the researcher has designed the following research questions.

1. What tourism resources are available in the study area that could be used for tourism venture?
2. How does the rate of tourist flow look like?
3. What are the most challenging problems of tourism activity and tourism development of Erta Ale active volcano destination?
4. What are the future perspectives of Erta Ale active volcano in terms of tourism development?

1.5 Significance of the Study

This study will be used as guide to those who are involved in the planning and execution of geo-tourism development in Afar region specifically, Erta Ale active volcano site. It will help them to identify problems and weaknesses which are affecting geo-tourism development in Erta Ale active volcano. The study has provided suggestions to overcome the barriers which can hold back the development of tourism in Erta ale volcano destination. As part of solution, it also has provided some direction for policy makers and stakeholders concerning the development of linkages between pastorals economy and tourism in the study area.

In addition, it may help the Policy makers and concerned federal, regional as well as districts government bodies to culminate the problem of the study area; to clearly expand the sector and to make Afar region beneficiary out of the industry as well as to diversify tourist destinations of the country. Moreover, it may introduce additional tourism resources of the study area for travel intermediaries, investors, and tourists; and it may also help to lay the ground for more detailed and integrated research in the indented place and problem.

1.6 Scope of the Study

The specific objectives of the research focus on current state tourism resources in the study area, on assessing tourists flow and tourism activities and future prospects of tourism business in the study area. Therefore, the scope of this study rests on tourism resource of the study area, factors that affect geo-tourism development and future prospects of the study area in terms of tourism development. The study covered geo-tourism area of Afar regional state, particularly, the case of Erta ale active volcano eruption.

1.7 Definition of Operational Terms

Canyon: A Spanish term describing a deep, steep-sided valley, with a river flowing at the bottom, characteristic of plateau country under arid and semi-arid climates (Medlik, 2003).

Geo-tourism: Geo-tourism is a form of natural area tourism that specifically focuses on geology & landscape. (Newsome & Dowling, 2010). Further it is also a tourism that is aimed to visit more of the geographically disastrous places like volcanoes, hot springs, Lavas, Hot spots, hot smoking points, Tropical places.

Host community: The local inhabitants of tourism destinations. Their culture, environment, and values may be influenced by tourists, both adversely and favorably (Medlik, 2003).

International tourist: Also known as inbound tourists, for statistical purposes, 'an international visitor who travels to a country for at least one night and whose main purpose of visit may be classified under one of the following three groups: (a) leisure and holidays; (b) business and professional; (c) other tourism purposes' (WTO, 2002).

International visitor: For statistical purposes, any person who travels to a country other than that in which he/she has his/her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited. This definition covers two classes of visitors: international tourist and international same-day visitor (WTO, 2005).

Joint venture: A contractual arrangement involving two or more separate parties in the joint ownership of business units and joint participation in their financial outcome,

as well as usually an involvement of the parties in the management and operation of the venture, as defined in the agreement (WTO,2005).

Leakages: Withdrawal of demand from an economy when money is spent on buying goods and services from another economy or when money is put into savings. Or if many goods and services used by the tourism industry is imported goods (Medlik, 2003)

Linkages: The extent to which industries use goods and services available from other sectors of the same economy rather than importing them. If most goods and services used by the tourism industry are produced domestically, tourism is said to have strong linkages with other sectors of the economy (Medlik, 2003).

Lodge: A term used as a synonym for hotel industry, but also in a wider sense to include to a varying extent all or most other establishments of commercial hospitality, such as guest houses and also condominium (Medlik, 2003).

Tour operator: A person or organization managing and giving service for tourists (Beeler, 2000).

Tourists: are staying visitors who stay overnight at a destination. (Middleton, 2001)

Tourism development: Keyser (2002) defines tourism development as a process that improves the livelihood and quality of life of people living at tourism destination.

Tourist Information Centre (TIC): Office offering information about tourist/visitor attractions, facilities and services, and sometimes also offering such services as accommodation reservations (dictionary of travel, tourism and hospitality, 2003).

Tourist product: In a narrow sense, what tourists buy, e.g., transport or accommodation, separately or as a package. In a wider sense, a combination of what the tourist does and of the attractions, facilities, and services he/she uses to make it

possible. From the tourist's point of view, the total product covers the complete experience from leaving home to return (WTO,2002).

Tourist attractions: Elements of the tourist product which attract tourists and determine the choice to visit one place rather than another (dictionary of travel and Tourism).

Volcano tourism: involves the exploration and study of active volcanic and geothermal landforms. It also includes visits to dormant and extinct volcanic regions where remnants of activity such as lava rock formation (Bourseillier and Durieux, 2002).

1.8 Limitation of the Study

The researcher has faced a serious problem to get international tourists who had visited Erta Ale active volcano because the peak season to visit Erta Ale was on November and December, at the time even the research proposal were not approved.

While I was traveling to Erta Ale Volcano eruption site from Samara town I have faced transport problem which needs high amount of cost first but later with the help of Afar region culture and tourism office I got a chance to travel to the place with group of Geosciences MSc program students from United Kingdom, University of Edinburgh as a researcher.

The research has also been faced a serious problem to find authentic statistics of tourists and other crucial data about the study area from both federal and regional culture and tourism offices. As a matter of fact, despite Erta Ale volcano travel the researcher has also encountered with serious transportation problem to access with tourism resources /attraction/ of the study area. Therefore, the researcher used recorded and written documents to know more about the scattered tourism potentials of Afar region.

As a matter of time and financial constraints, the study has been confined only with a sample of 100 tourists, 40 tour operators and spends two month in the field to collect the data. In the view of the researcher, having such amount of little samples of quantitative data as well as limited interviews and discussion with informants for qualitative data may not give in-depth observation unlike big sample size and long period investigation could provides us.

Nevertheless, as much as possible adequate care has been taken to keep the authenticity and quality of this paper by scarifying financial, time and energy which is it required.

1.9 Organization of the Thesis

This research consists five chapters: The first chapter is an introductory chapter and provides the introduction and an over view of the main issues to be discussed in the thesis. The statements of the problem, basic research questions, conceptual framework, and significance of the study, delimitation of the study, limitation of the study and organization of the study formed the basis of this chapter. Chapter two introduces and compares the previous literatures with this particular thesis. Chapter three presents methodology of the study: It outline research design and methods of data collection; it also describe the stages the researcher went through, during the process of gathering data for this thesis as well as the brief description of the techniques used to analyses these data. The results of the study were discussed in chapter four. This section provides findings up on which the subsequent chapters are based. The last chapter provides the conclusion and recommendations.

CHAPTER TWO

LITERATURE REVIEW

In this section, some of the available literature as well as what various intellectual suggested towards this particular topic have been discussed and compared with this research work.

2.1 Geotourism and volcano tourism development

Geo-tourism as 'geographical tourism' was introduced publicly in 2002 and was reported by the Travel Industry Association of America and National Geographic Traveler (Tourtellot, 2000). Geo-tourism differentiates itself from ecotourism through focusing on the geographical and geological character of a region, whereas many of ecotourism's definitions limit ecotourism to occurring only in protected or natural areas.

Geo-tourism was first defined (Hose, 1995) in England. There are two viewpoints of geo- tourism:

- ✓ Purely geological and geo-morphological focused Sustainable Tourism. This is the definition followed in most of the world.
- ✓ Geographically Sustainable Tourism, the most common definition in the USA. This emphasizes preservation of the geographical sense of a place in general, beyond simple geological and geomorphologic features.

Geo-tourism was identified by Hose (1995) as a niche product area suitable for the tourism sector. Hose described geo-tourism as 'the provision of interpretative and service facilities to enable tourists to acquire knowledge and understanding of the geology and geomorphology of a site (including contribution to the development of earth sciences) beyond the level of aesthetic appreciation'. In addition, according to Hose (1995) and Robinson and Novelli (2005) geo-tourism can be considered part of

the vast array of niche products being developed for tourists. The development of niche tourism experiences is an emerging trend which is influencing tourism development.

In 1997, Jonathan Tourtellot of The National Geographic Society defined geo-tourism as tourism that provides an authentic travel experience while at the same time sustaining and even enhancing the geographical character of the destination. Within the definition, Tourtellot revealed five aspects of a travel destination which must be supported and conserved in order for this type of travel experience to be sustained over time: the local environment, heritage, aesthetics, culture, and well-being of its residents. The idea is that tourism can be a positive force that benefits both travelers and local environments and economies.

Geo tourism focuses upon and highlights these unique qualities associated with a particular destination to the visitors, local residents, and the destination's tourism industry. In this way, all stakeholder groups can understand the value of these qualities in sustaining the livelihood of local residents while also providing an authentic travel experience for visitors over an extended period of time. It is part of the tourist's activity in which they have the geological patrimony as their main attraction. Their objective is to search for the protected patrimony through the conservation of their resources and of the tourist's Environmental Awareness.

Scholars believed that Geo-tourism as knowledge -based tourism, an interdisciplinary integration of the tourism industry with conservation and interpretation of a biotic nature attributes, besides considering related cultural issues, within the geosites for the general public. It is also expressed as form of natural area tourism that specifically focuses on landscape and geology. It promotes tourism to geosites and the conservation of geo-diversity and an understanding of Earth sciences through

appreciation and learning (Tourtellot, 1995). This is achieved through independent visits to geological features, use of geo-trails and view points, guided tours, geo-activities and patronage of geosite visitor centers. The provision of interpretative and service facilities for geosites and geomorphosites and their encompassing topography, together with their associated in-situ and ex-situ artifacts, to constituency-build for their conservation by generating appreciation, learning and research by and for current and future generations.

Today, People visit volcanoes for a variety of reasons, the major one is probably the fascination of being close to the power of nature (Sigurdsson and Lopes-Gautier, 2000), followed by religious beliefs (Donovan, 2010). Additionally, volcanoes produce multiple benefits for society (geothermal energy, rocks, minerals, tourism, etc.) However, the major economic resource that stems from volcanoes is tourism (Sigurdsson and Lopes-Gautier, 2000).

The volcanic landforms, therefore, stand out as a factor to consider, an exceptional geomorphologic heritage for science and an unquestionable social value. Even so, there hardly exists any interest in including territorial shapes, in general, and the eruptive ones, in particular, as one of the essential touristic attractions when designing itineraries, routes or circuits, although they are inescapably present in all of them.

2.2 Destination Development

Tourism is widely regarded as a means of achieving development in destination areas. In a sense, this role of tourism is officially sanctioned, in as much as the WTO asserts in the Manila Declaration on World Tourism that world tourism can contribute to the establishment of a new international economic order that will help to eliminate the widening economic gap between developed and developing countries and ensure the steady acceleration of economic and social development and progress, in particular in

developing Countries (Ngenzi, 2009). Interestingly, and reflecting the organization's broader membership and objectives, the focus of the WTO is primarily on the contribution of tourism to development in the less developed countries of the world. In this context, tourism is seen not only as a catalyst of development but also of political and economic change. That is, international tourism is viewed as a means of achieving both 'economic and social development and progress' and the redistribution of wealth and power that is, arguably, necessary to achieve such development. It is perhaps, no coincidence that, in 1974, the United Nations had also proposed the establishment of a New International Economic Order in order to address imbalances and inequities within existing international economic and political structures; this immediately raises questions about the structure, ownership, and control of international tourism issues.

The important point here, however, is that attention is most frequently focused upon the developmental role of tourism in the lesser developed, peripheral regions. Certainly, many such countries consider tourism to be a vital ingredient in their overall development plans and policies (Inskeep, 1988).

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Tourism has become a favored means of addressing the socioeconomic problems facing peripheral rural areas whilst many urban areas have also turned to tourism as a means of justifying the problems of industrial decline (Ngenzi, 2009). Indeed, government support for tourism-related development is evident in financial support for tourism-related development or regeneration projects. Thus, just as tourism is a global phenomenon, so too is its developmental contribution applicable on a global basis. What varies is simply the contextual meaning or definition of 'development' or the hoped-for outcomes of tourism development. Therefore, it is necessary to review

the reasons why tourism, as another key industries or economic sectors, is seen as an attractive vehicle for development (Wahab and Pigram, 1997).

2.3 Destination Development goal, Process and Strategies

There is no single theory which describes tourism development. However, the formulation of a strategic approach will involve a review of reflections from different authors and case studies on this subject. Tourism development can take place in a range of forms. A tourism product grows from infancy to maturity. First, a tourist destination is found by few tourists. In response to this discovery, local entrepreneurs supply adequate amenities to accommodate visitors and service their requirements. For tourism to develop, a country or a region which possesses attractions must provide some hospitality for prospective tourists. The public sector also assists to expand the infrastructures. More importantly, they provide means to appeal to more visitors in the future (Ngenzi, 2009)

As indicated by Middleton (2001) destination development consists of many dimensions, including market development, product development, and human resource development. There are three general goals to be achieved through destination development:

- Increase in the economic value of tourism
- Improvement in the quality of life of people; and
- The protection and responsible utilization of natural resources

According to Inskeep (1988) tourism requires systematic planning so that it is developed properly, responsive to market demands, and integrated into the total development pattern of an area. Planning in tourism leads to tourism development. In fact, tourism planning is the process for tourism development. All prospect activities for the future are guided by plans. Indeed, Khan (2005) believes that

planning essentially attempts to allocate scarce resources between different competing uses with a view to maximizing output, income, and employment and to ensure the balanced growth of different sectors. In its broadest definition, planning is organizing the future to achieve certain objectives (Inskeep, 1988). According to the WTO (1994) tourism planning optimizes and balances the economic, environmental, and social benefits of tourism, with equitable distribution of these benefits to society, while minimizing possible problems of tourism. Tourism development planning at the destination level is primarily about programming change in the use of resources in some prescribed fashion. Resources are analyzed, markets assessed, impacts considered, goals established and actions defined (Ngenzi, 2009).

Inskeep (1988) argues that tourism planning takes place at all levels in the hierarchy of developmental planning-international, national and regional; land use planning of resorts and other tourism development areas; site planning of tourist facilities; architectural, landscaping, and engineering design. On the national level, tourism planning is concerned with formulation of tourism development policy and strategy, physical structure, and means of implementation. Inskeep continues arguing that a physical structure includes identification of the major tourist attractions, designation of tourism regions, transportation access to and within the country, and touring patterns. Whereas Cooper et al. (2005) claim that many regional and national tourism development plans have attempted to shortcut the above tourism evolution cycle by aiming for the final stage of mass tourism straight away, but few destinations can make this leap without first securing outside capital and expertise and incurring severe social stress.

The planning for tourism development must include local communities and individual attractions. Gartner (2005) admitted that public involvement is a democratic process

and as more countries embrace the concept of market-based systems the call for more involvement in all issues that affect one's life increases.

Though tourism development in many tourist destinations in developing countries is not operated by the community, but handled by local leaders in combination with international tour operators. Ngenzi (2009) has stated that community involvement in tourism development has become an ideology of tourism planning. Therefore, tourism planning process should involve creating a future that is acceptable to the host community as also to others who would be part of the host community as tourists for a short period of time. However, people who benefit or suffer from the major impacts of tourism are those who live in the communities in the tourist destination, these people must contribute in planning decisions regarding tourism development (Ngenzi, 2009)

Inskip described the basic components of tourism development to be considered in the planning process as follows:

- Tourist attractions and activities;
- Accommodation facilities and services;
- Other tourist facilities and services such as tour and travel operations, tourist information, restaurants, retail shopping, banking and money exchange, medical care, public safety, and postal service;
- Transportation facilities and services;
- Other infrastructure including water supply, electric power, sewage and solid waste disposal, drainage, and telecommunications;
- Institutional elements of marketing programs, education, and training programs, legislation and regulations, public and private sector investment policies, public and private organizational structures, and environmental and socio-economic programs.

Cooper et al. (2005) developed major objectives, commonly found in tourism development plans. These are stated out below:

- To develop tourism sector in all respects and at all levels of high quality, though not necessarily of high cost.
- To encourage the use of tourism for both cultural and economic exchange
- To distribute the economic benefits of tourism, both direct and indirect, as widely and to as many of the host community as feasible
- To preserve cultural and natural resources as part of tourism development and facilitate this through architectural and landscape design which reflect local traditions.
- To appeal to a broad cross-section of international (and domestic) tourists through policies and programs of site and facility development
- To maximize foreign exchange earnings to ensure a sound balance of payments.
- Attract high-spending 'up-market' tourists and increase employment opportunities
- To aid peripheral regions by raising incomes and employment, thus slowing down or halting emigration.

Generally the goals of tourism development are the following: (Wily, 2003)

1. Provide a framework for raising the living standard of the people through the economic benefits of tourism.
2. Develop an infrastructure and provide recreation facilities for visitors and residents.
3. Ensure development within visitor center and accommodation which are appropriate to those areas.
4. Establish a development program consistent with the cultural, social, and economic philosophy of the government and people of that region.
5. Optimize visitor satisfaction.

2.4 Major Constraints of destination development and tourists' flow

Collectively, there are various developmental traps or challenges of tourism development and tourists' flow. Commonly tourism development will face the following four broad challenges (Sharpley, 2009).

(1) Geographical characteristics: smallness, remoteness and 'land-lockedness' may limit access and investment.

(2) Vulnerability to external shocks: these include both natural disasters and external political or economic factors.

(3) Structural handicaps: limited transport and accommodation facilities; poor telecommunications; limited access to global distribution systems; human resources weaknesses and high leakages and inter-sectoral weaknesses

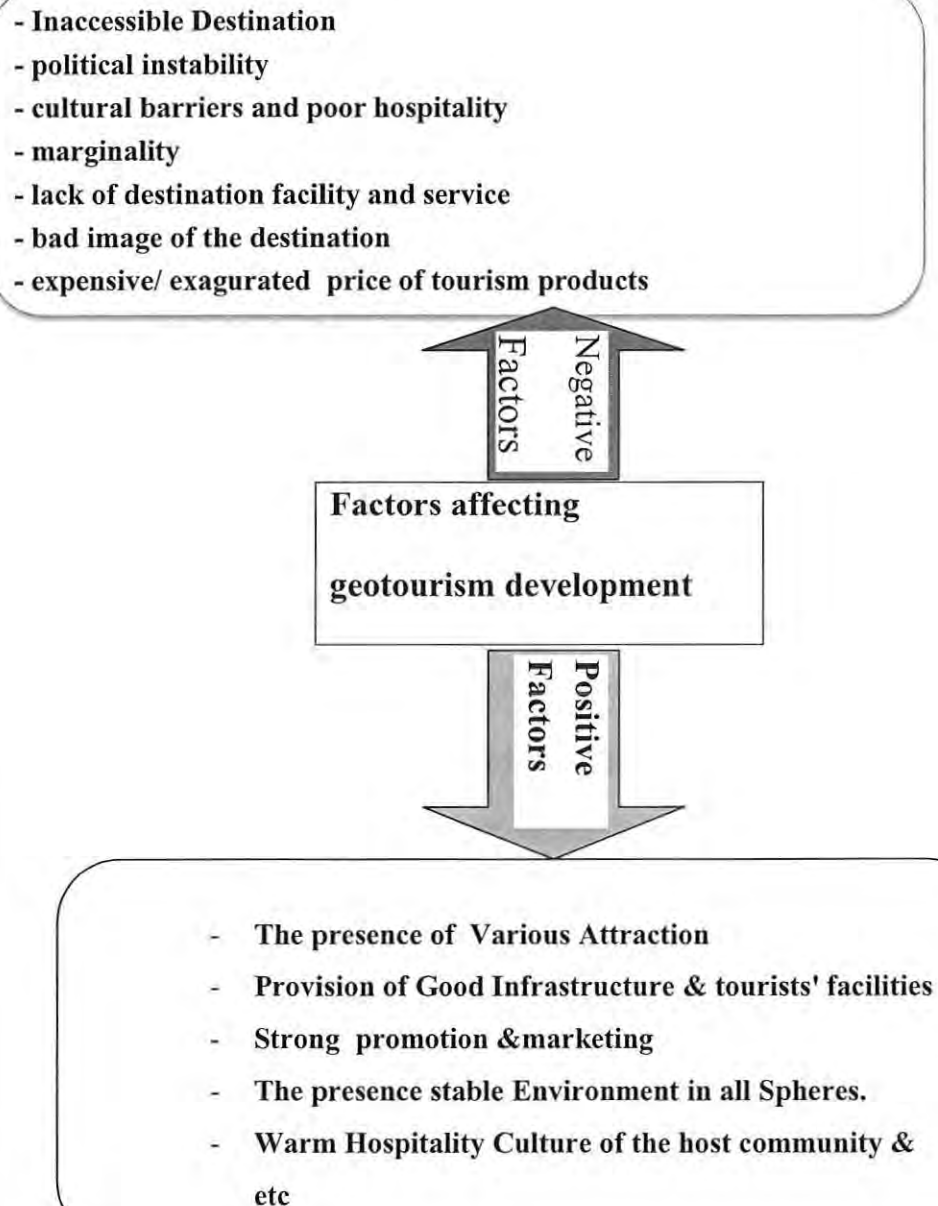
(4) Policy environment: an absence of appropriate domestic policies for and investment in tourism development may be exacerbated by a lack of international recognition of the specific challenges facing LDCs. At the same time, ineffective institutional structures and a lack of expertise in planning or managing tourism at the national level may compound this problem.

According to Keyser (2002) the development of tourism in a country or destination can be constrained by economic and non-economic factors; which were:

- Limited promotion of tourism both internally and internationally
- Limited access to financial markets, to mobilize investment funds for developing tourist facilities and services;
- Geographical marginality and inaccessibility of destinations
- Limited confidence of international and domestic investors in making the necessary investments in tourism;
- Limited budgetary allocations to the tourism sector;

- Lack of integration and fragmentation in the tourism industry;
- Limited statistical data on tourism, which deters conducting detailed analysis of tourism; and
- Lack of market intelligence; not understanding which tourist is high value.

Figure 1. Conceptual Framework



CHAPTER-3

RESEARCH METHODOLOGY

3.1 Study area

This research has been conducted in Afar region at Erta Ale active volcano. The selection of this study area was based on several factors: Erta Ale active volcano is unique tourism resource; the researcher had good information and observation on the problems of the area, and lastly, the researcher believed that Erta Ale active volcano.

Erta Ale is one of the driest and hottest places on earth. It is located on 110-120m below sea level on 13.60 Latitude (dd) , 40.70 Longitude (dd) and located on 613 Elevation (m) which is called low elevation volcano. It is 897 Km far from Addis Ababa and 302 Km far from Afar region capital, Samara town and North Eastern part of the country. Temperatures during the year range from 25°C to 47°C. The people of Afar speak afar language as a mother tongue. It is part of the Cushitic branch of the Afro- Asiatic language family. Based on 2007 census conducted by Central statistical agency of Ethiopia (CSA) the Afar regional state has a total population of about 1,390,273.

Figure 2. Map of Erta Ale



Source: Google map of 2013

3.2 Data Sources

Both primary and secondary sources of data were employed for this particular study. The primary data were gathered from questionnaires, Interviews, FGDs and non participant observation. These instruments generated both qualitative and quantitative data. Secondary data sources include published and unpublished materials such as books, journals, thesis, maps...etc.

3.3 Research Design

Descriptive research design has been employed for this particular study. Thus, this study is expressed as a descriptive study with both qualitative and quantitative methodological approaches. Therefore, in this study both qualitative and quantitative types of method have been jointly implemented. This kind of strategy has enabled the researcher to get more comprehensive information in the field. However, the approach of this study is more inclined to qualitative research method.

3.4 Methods of Data Collection and Research Tools

Generally, there are two broad types of data; these are primary data and secondary data. Hence, for this particular study, both primary and secondary data were collected using the method describe below.

3.4.1 Primary Data: The primary data for this study has been collected via different instruments such as questionnaire, interviews, non-participant observations, and focus group discussions (FGD).

Questionnaires: Quantitative research involves some numerical data or data that have been quantified in answering the research questions and goal of the research (Saunders, et al, 2007). Questionnaire was one suitable data collecting tool deployed in this particular study for gaining access to as many respondents (tourists and tour operators) as possible. The researcher has chosen the questionnaire as supplementary data collection technique for interview, observation, and FGD; because according to Saunders et al. (2007) it is usually better to link it with other multiple-methods. Accordingly, to assess the viewpoints of tourists and tour operators, Totally 2 open ended questions and 32 pre-developed questions were developed totally 34 statements were prepared for tourists. However, 2 same statements were addressed by both tour operators and all tourists. On the other hand, from the total of 24, questions 22 of them were addressed only for tour operators. The statement alternatives (variables) were scaled as follow. A five-point scale ranging from ‘strongly disagree’, ‘disagree’, ‘undecided’, ‘strongly agree’, and ‘agree’ was used. The first measurement of the scale that was the “disagreement side” which combined “strongly agree” and “agree,” the second measurement of the scale was neutral which is “undecided” and the third measurement scale which represented the “approval side” “combined “disagree” and “strongly disagree”. Totally, 140 questionnaires have been distributed for different

stakeholders (for tourists and tour operators) of which about 126 have been successfully completed and returned to the researcher. Finally, the data from each source were organized, presented, and interpreted in the way to address each research questions.

Interviews: The objective of an interview is to confirm the validity of the information that was retrieved from questionnaires, secondary data and other sources employed in the study (Yin, 2000). Much of the data were obtained by exploring and discussing various topics with informants.

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Structured Interview: The researcher has carried out formal interviews using structured interview for culture and tourism bureau officials (see appendix C). In such a way formal interview was also a key method of gathering information for this study.

Unstructured Interview: Interview where there is liberty to formulate questions as when it comes to mind around the research topic was deployed. It is similar with conversations. The interviewee is given fairly free range to talk about any aspect related to the broad interests of the researcher (Bailey, 2007). The first question asked of one interviewee might differ totally from the question asked of the next interviewee. There are several types of unstructured interviewing; for instance: in-depth interviewing, focus group interviewing, narratives, and oral histories Saunders et al (2007). Unstructured interviews such as in-depth interviewing, focus group interviewing, and oral histories were deployed for, individuals from Afar culture and tourism tourists, local residents, tour guides and tour operators.

In both type of interviews, the researcher was asking the question in face to face manner and tried to shape the questions in such a way as to induce the respondents to answer questions instinctively and without any restraints. As a result, the researcher was able to investigate further issues emerging from the interview that considered

appropriate to the respective interviewees. At the end of each interview the respondents were asked if they had further comments or views they want to share with the researcher.

Non-Participant Observation: The researcher was a passive observer, listening and watching tourism resources and the activities of tourists and drawing conclusions from them. This method was most appropriate to use because the researcher able physically observe tourism resources and the problems that challenge the tourism development in the study area. The observation was done for two month (December and February) but able to spend at Ertale active volcano only for one and half day. However, the rest months has been spent at Samara town and Addis Ababa to distribute and collect questionnaire.

The researcher videotaped the tourism resources and events that thought had a strong bearing on this study. It is also important to mention the researcher's personal observation (2003-2004 E.C) as the resident of Samara town has given some hint about tourism activity of the study area.

Focus Group Discussion (FGD): Typically FGD brings together five or more people who share similar experience or concerns or socio-cultural backgrounds to talk about a specific issues (Liamputtong and Ezzy, 2005). FGD are usually conducted with the help of moderator in environment or setting that permits participants to engage in a relaxed manner in lively discussion for one or two hours. In this study, the researcher organized two FGDs at two places (i.e. in Samara town and Askoma Bahri village). Participants were two informants from local people, two tour guides, two informants from Afar region culture and tourism office and one informant from tour operator. The discussion started with the researcher making a brief speech detailing the nature and objective of the study and by promising that the information generated could be

kept confidentially. In addition, all discussion was made with local vernacular language i.e. Amharic and English language when necessary tape recorder was also employed.

3.4.2 Secondary data: As was mentioned earlier, this study was relied on both primary and secondary data. Thus, the researcher has also used secondary data. Most of secondary data were obtained from documentary sources. According to Yin (2003) the significance of documentary data with regard to descriptive studies is to validate assumptions by supplementing documentary data with the study under discussion. Accordingly, the researcher has collected data from various documents and archival researches such as books, researches, proclamations, regulations, journals, magazines, articles and proceeding.

3.5 Participants of the Study

The participants of this study were purposefully selected local individuals who are living around the study area; people who work in Afar culture and tourism office, tour guides, tour operators in Addis Ababa and foreign tourists.

3.6 Sample size and Sampling Techniques

Based on Robert V. et al, 1970 the researcher has been used the following sampling formula to determine number of sample population:

$$S = \frac{X^2 NP (1-P)}{d^2 (N-1) + X^2 P (1-P)}$$

S= required sample size

X²= desired confidence level (0.5%)

N= population size

P= the population proportion 50%

D= degree of accuracy (50%)

Using six years tourist data 4,555 average number of tourists and out of 65 tour operators 40 of them were derived and calculated to decide number of sample tourist and 285 was the result. However, because of financial and time constraints and

according to Feiedman et al., 1998 exceeding 10% of minima for reasonable representations the researcher has taken a sample size of 100 foreign tourists, 40 tour operators totally 140 samples were decided for quantitative data. In such a way a decision was made to have 100 questionnaires administered in Addis Ababa city and Samara town to tourists where most of tourists are spent their half day time and a night respectively. The tourists, local residents, tour guides and Afar region culture and tourism office samples were purposefully selected based on the criteria that who has visited Erta Ale active volcano and had exposure to the study area whereas tour operators were randomly selected from Addis Ababa. Therefore, a total number of 100 tourist and 40 tour operators have been employed. However, the response rate of the questionnaire was 90 foreign tourists, 36 tour operator which were lower than the targeted (100 foreign tourists and 40 tour operators respectively). Nevertheless, these returned samples were representative enough to retrieve valuable information for the analysis.

For non-quantifiable data the samples has been selected based on their experience, exposure, role, and influence on policy making in tourism industry of the study area. Accordingly, 4 local residents, 3 people from culture and tourism bureau of the study area, 3 tour guides, 3 tour operators, totally about 13 individual were interviewed in Addis Ababa and Samara town. Thus, respondents were drawn from a wide range of stakeholders including Tourists, Culture and tourism bureau managers, and selected individuals from the local community, tour operators, and tour guides. In turn this enabled the researcher to gather deep and detail information. Therefore totally 153 samples have been employed in this study.

3.7 Data Analysis

Regarding the analysis, both descriptive statistics with the help of Statistical software (SPSS) and qualitative descriptions were employed. The portion of data which was readily quantifiable (information from closed ended questionnaires) have been organized and coded before inclusion into the Statistical Package for Social Sciences (SPSS 16.0 version). This software helps to summarize data, compile appropriate tables and graphs, examine relationships among variables, and perform tests of statistical significance based on the research questions (Babbie, 2001).

Numerical data were further converted to percentages for analysis, interpretation, and synthesis. Variables were described in terms of response derived from question of those specific objectives. Concerning the interpretation of data, simple descriptive method was used. This implied that each variable was described and explained in relation to other variables or questions of those specific objectives. Whereas readily non-quantifiable data, it can take many forms such as photos, videotapes of behaviors, and words (often information from open ended questions, key informants (interviewees), FGD and etc, are the raw materials much effort has been made by the researcher to analyze these raw data and qualitative descriptions were employed to interpret the qualitative data. Hence, with regard to this study, the non-quantifiable data was classified and summarized in the subsequent chapter and discussed through qualitative descriptions.

Finally, information garnered from the focus group, interviews, non-participant observation, and written sources were incorporated into survey questions and analyzed accordingly.

CHAPTER FOUR

RESULTS AND DISCUSSION

In this chapter the collected data were presented and analyzed in the way to achieve objectives through answering of the basic research questions. As mentioned in chapter one, the main aim of this study is to assess trend of tourist flow and tourism development in Erta Ale active volcano Geo-tourism site and to propose the possible solutions that could improve tourism development in the area. Therefore, the data discussed were made around five basic research questions.

4.1 Characteristics of Participants

This subsection consist personal information of tourist respondents.

4.1.1 Foreign Tourists Profiles

Out of aggregate questionnaires distributed for international tourists, 90 were collected and eligible for analysis. The response rate of international tourist respondents was 90%, this percentage was high because most of the tourists filled the questionnaire immediately and returned it to the researcher or his assistants. Ten questionnaires which were left at different accommodation establishments to be filled later by tourists in their own time were not at all returned. These questionnaires covered some demographic characteristics such as gender, age marital status and nationality.

Gender of Foreign Tourists Respondents

Table 1: Gender of foreign tourist respondents

Gender	Number of Respondent	Percentage (%)
Male	62	68.9%
Female	28	31.1%
Total	90	100%

Source: Field survey by the researcher, 2013/2014

As table 1 illustrates that the majority of the respondents were males 62 (68.9%), while female respondents were 28 (31.1%). It confirms that the male tourists outnumber the female tourists in the study area. This means, there was a considerable majority of male visitors within that particular period of time in (2013/2014) in the study area.

B) Age of Foreign Tourists Respondents

Table 2: Age of foreign tourist respondents

Age	Number of Respondent	Percentage (%)
Under 20	6	6.7%
21-34	36	40%
35-49	28	31.1%
50-65	18	20%
Above 66	2	2.2%
Total	90	100%

Table 2 represents the age of foreign tourists respondents who have been participated in the study. The highest numbers were in age group of 21 to 34 years 36 (40%) and 35 to 49 years 28 (31.11%), followed by the age group 50 to 64 years 18 (20%). Other respondents were aged below 21 years 3 (6.7%). The lowest percentage of tourists respondents were 66 years and above that is 2(2.2%).

This implies that Afar region has been visited by adolescents who able to resist the existing temperature and long trekking. Therefore, this figure may awaken the stakeholder to exploit trekking and other adventure types of tourism venture.

C. Origin of international Tourists

Table 3: Origin of Foreign tourists

Countr y	Spain	Fran ce	Britis h	Israel	USA	Canadia n	China	Switz- erland	Russia	Total
No of respon dent	32	24	10	6	4	4	4	4	2	90
In %	35.5	27.1	11	6.6	4.4	4.4	4.4	4.4	2.2	100

Source: Field survey by the researcher, 2013/ 2014

The majority 32 (35.5%) of tourists have come from Spain, 24 (22.6%) respondents 24(27.1%) from France, 10 (11%) respondents were from British, 6 (6.6%) respondents were from Israel 4 (4.44%) of the respondents were from USA, 4 (4.4%) from Canadian, 4 (4.4%) China, 4 (4.4%) from Switzerland and 2(2.2%) from Russia.

Thus, according to field survey by the researcher the four top tourist generating countries to the study area were Spain, France, British, and Israel; represent more than 80% of international tourist arrivals followed by USA, Canada and Switzerland have

provided 4.4% tourist respondents each. One tourist respondent was come from Russia. But according to the statistics obtained from Afar region Culture and tourism Bureau the five top generating countries of tourists to the study area were French, Spain, Italy, Netherland, and Germany. From this survey it is logical to conclude that in terms of continent Europe was the dominant generating continent of customers to the study area which cover more than 82.2% of tourists.

4.2 Inventory of tourism Resources in the Study Area

Tourism resources are features in the study area that are valued (i.e. having unique attributes) by the visitor or visitors at some particular points of time (WTO). Even though a destination has an abundance of resources that are attractors, they are not functioning as true attractions until they are ready to receive visitors. Resources that are managed, developed, and gone through the marketing process are known as tourism product (Kader, 2008). Gunn (1988) has argued that attraction have exercised a magnetic “pulling Power” over people since ancient time this magnetism comprises not only the interest and preferences of tourist but also quality of the design development and operation of attraction. He however, suggested that the concept of an attraction is essentially modern. He dated the appearance of term ‘tourist attraction’ to 1862 and denigrated them as “attenuated” cultural from little intrinsic value “but wonderfully saleable as tourist commodity.

Table 4 Afar region has wide range of tourism resources

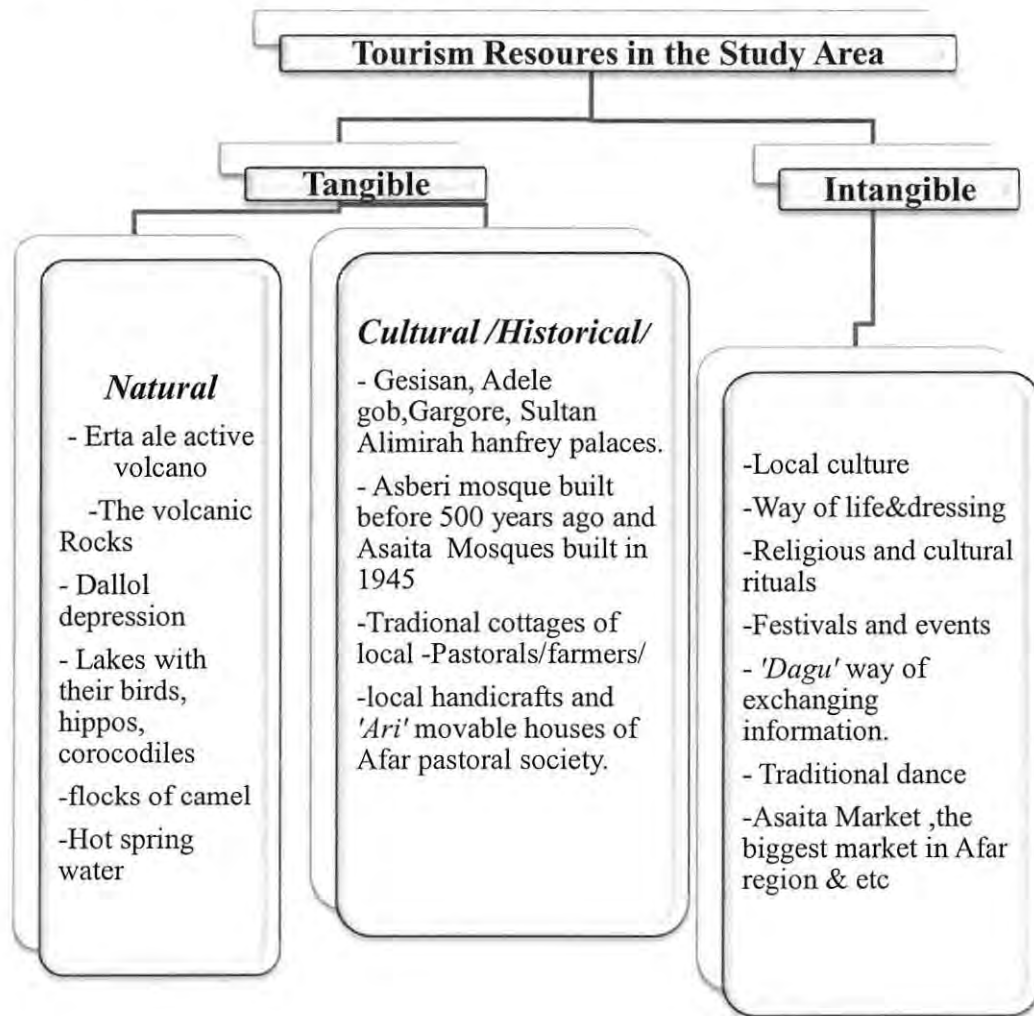
Statement	Number of foreign tourist responden t	Percentage (%)	Number of Tour operator respondents	Percentage (%)
Afar region has wide range of tourism resources				
Strongly disagree	8	8.9	0	0
Disagree	0	0	0	0
Undecided	24	37.7	15	41.7
Agree	24	26.7	18	50
Strongly agree	34	26.7	3	8.3
Total	90	100	36	100

Source: Field survey by the researcher, 2013/2014

The results points that 64.5% (26.7% agree plus 37.8% strongly agree) of international tourists consent that Afar and Specifically Erta Ale active volcano site has a wide variety of tourists attractions that could be visited, 24 (26.7%) of foreign tourist could not decide whether the study area offered a wide range of attractions or not, and only 8 (8.9%) of foreign tourists respondent felt that the study area was not offering a variety of attractions to tourists.

The same statement has been distributed for tour operators in Addis Ababa. They have stated their opinion as follow. 23 (91.7%) tour operators believe that Afar and Erta Ale active volcanic destination has a plenty of tourism resources, 3 (8.3%) of them did not decide whether the study area offer a wide range of attractions or not, whereas no travel agency and tour operator denied the prevalence of abundance tourism resource in Afar region.

Figure 3. Inventory of tourism resources in the study area



Based on document and video evidences found from Afar culture and tourism bureau; interview made with key informants in Afar region culture and tourism bureau as well as my personal observation, the tourism resources of the study have been inventoried as follow.

4.2.1 Cultural and historical tourism resources of the region

The region's cultural and natural tourism resource has been identified by Afar region culture and tourism office through their tourist guide notebook. Based on this written material, personal observation and other sources, the researcher explained available resources of the Afar region as follows.

Among cultural assets of the region, traditional dances for different ceremonies like weddings, rituals, and holidays. *Hora* is dancing style during war, weddings and Eid holidays, *Sede'a* a dancing style performed by both adult and young girls with the opposite sex. *Tirtira* is the dance of triumphant warriors who just came back or are marching towards a battlefield. *Lale* can bring about a hot holiday vibe, with chanting accompanied by clapping and hopping of Afar men. *Keke* is a dance when women partake in the holiday dance, the rhythm changes into a keke. *Melabo* performed during weddings and Eid holiday, women line up in two rows holding their Gilles and sing in chorus while moving round.

'*Ari*' is portable house; the magical hands of Afar women build the portable house from palm fronds and matting. The interior's has moderate room temperature aid the burning hot climate outside. The inside has partitioned rooms for different purpose.

Cultural foods are among major tourism assets of Afar people. *Mufe*, milk, bread and porridge are often on Afars' dishes for daily meals. "*Ge'ambo*" and cheese with sauce are also among the yummiest. The Afar never uses microwave oven but they invented a compliment of it to prepare one of their delicious foods, '*mufe*'. A hot metal box is buried under the ground and heat is supplied from within and without while the food gets baked with the right amount of heat.

The afar people are also famous for carving various kinds of equipments out of wood, metal, palm fronds and skin. *Fidima*, a floor carpet made of palm fronds and dyed with attractive colors. *Ayni*, a decorated cow milking pot made of palm fronds. *Arari*, a tool use to accumulate the milk. *Amur*, a camel milking jar made of palm fronds. *Korana*, another food accumulation jar carved out of wood and decoder with....shell. *Afleyta*, is a bag made of skin in which long distance travelers carry water in. *Girib*, is a skin bag use to keep crops. The hand tool most frequently identified with Afar

people is *Gile*, a sword like knife made of metal. *Gile* serves Afars as a weapon, knife to slather animals and mere ornamental tool.

In addition, the region has historical heritages which are not exploited and visited yet. The *Gesisan palace*, which is built by sultan yayo mohammed in 1916 to give refuge to the then exiled ruler Iyassu (aka Lij Eyassu) on the top of the mountain and gird with threefold fence for defensive purposes. Adele Gob palace built by Mohammed Hanfrey (Elalta), sultan who ruled Afar from 1860-1900. *Gargore palace* is the other historical palace of the area by Sultan yayo 1916-1927, a heroic leader who ruled the then sultanate Awsa. Sultan Alimirah hanfrey used to dwell in the contemporary palace since 1938 till 2003. It is located to the east of Asaita near Awash River.

4.2.2 Natural Attractions

Dallol: known as '*the other planet*' which is used to be part of the Red Sea with vast kilometers salt deposits. The salt thickness is about 5km. Below the salt lake is a substantial source of volcanic heat which causes hot water to rise through layers of salt and anhydrite deposits. Minerals get dissolved and deposited, near the springs and form vertical shape in yellow color.

Through structured interview a marketing and planning officer of Afar region culture and tourism office explained that; "hot springs are the other beauty of the region but which are not developed yet as a tourist attraction like that of Dallol depression and Erta Ale volcano. *Alalo bad hot spring* 15km from the region's capital has blue color surrounded by wild animals. *Lake Afdera* is the biggest in the region with 11,300 hectar about 226 km North of Samara. It is one of the biggest salt mining sites in Ethiopia. *Lake Gemeri*, The deep blue lake fringed by '*lish saly*' tolerant vegetation and surrounded by high mountains, support dense population of Hippos and

crocodiles. *Lake Abbe* marks the boundary between Djibouti and Ethiopia and lie on 8087 Km². *Tendaho artificial lake* lays 10km away from samara is a wonderful area for fishing and water transport. *Lake loma* , the calm with ostriches, Zebras and field goat around is just 14 Km west of semara. *Lake yardi* a place for who would like to watch birds in Afar region. There are various specious of birds; Crocodiles, Hippos and fish are attractive features of the lake.”

Erta Ale active volcano: a smoking mountain is the English version of the Afar language. Erta Ale is 613 meter high, with one or sometimes two active lava lakes at the summit which occasionally overflow on the south side of the volcano. It is notable for being the longest existing lava lake, present since the early years of the twentieth century 1960. It is a shield volcano in which has an active lava lake in its summit crate. The volcano has undergone seven eruption events for the past 125 years. Three of the early eruption dates 1873, 1903 and 1904 are uncertain. However, 1906, 1940, 1960 and 1967 are well established events (Oppenheimer and Francis (1998). Document from Afar culture and tourism office proved that Erta Ale Lava Lake has been continuously active for almost 90 years. These make Erta Ale one of the longest known historic eruptions (Tourist guide, 2012).

Throughout the unstructured interview with Head of Afar culture and tourism Bureau explained that most of these tourism resources were still totally untouched by man while others were underutilized. According to the opinion of local people, tour guides and travel agencies whom the researcher interviewed and filled the questionnaires, Afar and Erta ale area have many actual tourism resources which are not used yet.

The tourists have also been requested to identify the potential tourism resources of Erta Ale volcano destination. Accordingly, they expressed their opinion in open

ended questions that nature based tourism such as '*Trekking*', '*adventure tourism*', '*geo tourism*', and '*academic visiting*' on Earth science related field of study were recommended as the best viable potential for Afar and Erta ale volcanic destination.

4.3 Analysis of Tourism Demand in the Study Area

The analysis of the tourism demand is aimed at identifying the types of visitors, their need, and trip behavior during their visit to Erta Ale and Afar region thereby to identify the different market segments, past and present travel pattern and willingness to travel at the study area. It also presents the statistic information of tourist arrival to the study area.

The number of tourist arrival to the study area has also been examined in this study. It is important to have the statistic of tourist arrival for provision of tourist infrastructure in the future and to identify the opportunities of the study area. A better planning and management could be prepared using the statistic. However, the data available in the study area was very limited the researcher found only six years data from Afar region has been found in the Afar region Culture and tourism Bureau.

As interview with key informant and tourists approved that, Samara city and Logia village has served as the stopover destination of tourists in the study area because hotels that relatively fit with international tourists are found in samara only. There is neither hotel nor lodge or any kind of relatively better accommodation out of Samara and Logia and around in the study area.

Table 5: Lists of Hotel and their facility in Logia and samara (1997-2006)

Hotels in Logia village

S.No.	Name of Hotel	No of Rooms	Address & phone
1	Nazreth no.1	55	(251-3) 35500222
2	Nazreth no.2	30	(251-9)11655445
3	Agip	37	(251-3)35500306

Hotel in Samara town

S.No	Name of hotel	No. of room	Address & Phone
1	Erta Ale Motel	21	(251-3) 36660324

Source: Afar region culture and tourism, 2013/2014

However, the culture and tourism marketing and planning told to the researcher during structured interview (see question number 7, Appendix C) there are five accommodations which are under construction in samara town namely *Aligidaq Hotel*, *Aramis Pension*, *Tourist hotel*, *Osis lodge* and *dalol hotels* are future accommodation potentials of the study area.

Table 6: Tourists Arrival to the Study Area (2000-2005 EC)

No	Year in EC	Foreigners
1	2000	3917
2	2001	4500
3	2002	4006
4	2003	6957
5	2004	6289
6	2005	5583
Total		27,335

As depicted in the above table, the arrival of foreign tourist was decline in 2002 E.C by 12.33% that is from 4500 in 2001 E.C to 4006 in 2002 E.C. The main reason for this decline is not well identified. However, some key informants believe that it is because of less promotion and advertisement activity of tour and travel agencies and the region's culture and tourism office.

Again in 2004 and 2005 EC the arrival of foreign tourists declined by 10.5% and 12.36% respectively. According to key informants from Afar region culture and tourism bureau and others reliable sources , at this particular time there was a shooting incident on the night of 17 January 2012 at Erta Ale volcano in which two German, two Hungarian and an Austrian national tourist were killed , Two Germans and two Ethiopians were kidnapped. Two Belgians and a Hungarian injured. According to Ato Tesfaye, the Afar region culture and tourism marketing and planning officer, the aftermath of this incident led to the distribution of the information on different websites and still it creates misconception about the security of the study area.

Generally, the evidence by statistical records of visitors' arrivals to Erta Ale active volcano can normally be indicated that total number of foreign visitors has been remarkably unsatisfactory and below expectation when contrasted with its unique tourism potential that the area could guaranteed. The reasons for this are many and varied as it is going to be discussed in different parts of this paper.

4.3.1. Length of Stay

Table 7: length of stay

How long (in days) is/was your visit in Erta Ale?	Foreign Tourists	Percentage (%)
Less than 3 days	60	66.7
Between 3 days & 1 week	20	22.2
More than 1 week but less than 1 month	10	11.1
1 month or more	0	0
Total	90	100

Source: Field survey by Researcher 2013/2014

The above question has been requested to foreign tourist to calculate the length of their stay in the study area. As the result shows in table 13, the majority 60 (66.7%) of foreign tourists spent less than 3 days; 20 (22.2%) spend between 3days and 1 week, 10 (11.1%) of foreign tourists extended their stay to more than one week but less than a month. Tourists who were staying there for a week were groups of Geosciences MSc program students from United Kingdom, University of Edinburgh were in that groups whom the researcher met during data collection. But there were no international tourist respondents who spend a month or more in the study area.

4.3.2. Purpose of Visit

Table 8: Purpose of Visit to Ethiopia

Question	Response	
What was the main purpose of your visit to Ethiopia?	foreign tourists	Percentage (%)
Holiday	54	60
Visiting Relatives & Friends	0	0
Business/meeting/conference	26	29.1
Other	10	10.9
Total	90	100

Source: Field survey by the Researcher, 2013/ 2014

The above question was asked in order to find out the major reason that had attracted these international tourists to Ethiopia.

The results showed that the majority 54 (60%) of the respondents were for Holiday, 26 (29.1%) were for Business/meeting/conference; while 10 (10.9%) of them were come for other various reasons which were not specified.

Table 9: Purpose of visit to Erta Ale active volcano

Question	Responses	
What was/is the main purpose of your visit to Erta Ale active volcano?	foreign tourists	Percentage (%)
For trekking activity	4	4.4
To see the active volcano and geological rock formation of lava.	76	84.4
Others	10	11.2
Total	90	100

The above question was asked in order to find out the major attractions that had fascinated these international tourists to visit Erta Ale active volcano and to know what an attraction Erta Ale holds in the minds of tourists who have decided to visit Ethiopia.

As the above survey showed that the majority 76 (84.4%) of foreign tourists have flown to Erta Ale in order to visit the active volcano and geological rock formation of volcanic lava , 10 (11.2%) were respond under other activity category; while 4 (4.4%) of them were for trekking activity.

Table 10: Willingness to repeat visits

Question	Response	
	No of Foreign Tourist respondent	Percentage (%)
Do you have an intention to revisit Erta Ale in the future?		
Yes	72	80
No	18	20
Total	90	100

Once a customer is sufficiently motivated to buy a product, the experience of consumption will affect all future attitudes towards it. If the product is highly satisfactory, the probability of repeat purchase will be high, the likelihood of good ‘word of mouth’ will be high and the customer will have ‘learned’ that satisfaction is associated with that product. Such experience will lead naturally to good feelings and the prospects of establishing some form of continuing relationship with those customers. If the experience is highly unsatisfactory, the consumer may never buy that product again (Middleton, 2003.)

The foreign tourists have been requested whether they will revisit Erta Ale or not. According to the data collected from the questionnaires about 80% of them want to revisit Erta Ale because of its uniqueness and natural heritage. Whereas 18 (20%) of foreign tourists approved that they have made their last visit to Erta Ale and have no any plan to revisit but they didn't write their reason not to visit again. This implies that for the future Erta Ale volcano has a considerable foreign tourist demand as witnessed by 80% of customers and this figures also entails that most of foreign tourists have been satisfied by the attractions potential of Erta Ale active volcano.

4.4 Major constraints for tourism development and tourists flow to Erta Ale volcanic site.

Much has already been written on obstacles of tourism development and tourists' flow. Indeed, there are various developmental challenges of tourism development and tourists flow. Normally, it has long been recognized that the particular economic, political, and socio-cultural characteristics of destinations, particularly in LDCs, may restrict the extent to which opportunities presented by tourism may be realized (Ngenzi, 2009). Specifically, the following four broad factors were identified as a challenge of tourism development in LDCs (UNCTAD, 2001). These are Geographical characteristics: smallness, remoteness and 'land-lockedness' may limit access and investment; Vulnerability to external shocks: these include both natural disasters and external political or economic factors; Structural handicaps: limited transport and accommodation facilities; poor telecommunications; limited access to global distribution systems; human resources weaknesses and high leakages and inter-sectoral weaknesses and Policy environment: an absence of appropriate domestic policies for investment in tourism development. At the same time, ineffective

institutional structures and a lack of expertise in planning or managing tourism at the national or local level may compound this problem.

Despite a certain efforts made by the Ethiopian government in developing tourism all over the country through putting in place related tourism policies, improving tourism sites, investing high capitals to develop new infrastructures, there are still a lot to be done particularly in remote part of the country. In the implementation of the strategies towards tourism development and to attract a substantial number of tourists in the study area some issues are yet unsolved.

The major issues slowing down tourism development and tourists' flow could be categorized in political instability and the subsequent bad image, marketing and promotion related constraints; service related barriers; infrastructure related problems and location constraints.

4.4.1 Instability/insecurity and Destination Image Related Constraints

Events of violence can affects tourist destination image long after events has passed and stabled (Neumayer, 2004). Most of tourism stakeholders have a bad perception towards Afar region in general and Erta Ale active volcano in particular. In terms of deteriorating the image of the study area, tour operators have played a fundamental role. According to Marshalls (2007) tour operators are more involved in painting the picture of a tourist destination based on how they want to sell a tourist destination. Mishra and Panda (2001) stated that travel intermediaries play the role of influencers for many of their loyal customers. This implies that they are of greater importance to both the tourist and the destination marketer particularly in the cases of destinations with far greater distance from the point of origin. Mclellan and Noe identified them as gatekeepers of information, since they provide information about destinations even

if travelers do not choose to use their services. Therefore, tour operators serve as an opinion leader and expert for taking a travel decision process.

Open ended question number 14 (see appendix -A) was intended to know the impacts of political instability, since Erta Ale is located nearby Ethio- Ertrea boundary, on tour operator with regarding to taking tourists to the study area. However, accordingly, 58.3% believe that political instability not detracted tour operators from taking tourists to the study area.16.7% of respondents advocate that political instability of the area has detracted tour operators from taking tourist into Erta Ale active volcano. The rest 25% of respondents remain undecided.

Moreover, according to informal conversation made with some tour operators, most of tour operators did not take tourist to Erta Ale active volcano due the security problem of the region. As one tour operator told to the researcher that:

“while we took tourists to the destination, we have a responsibility to keep the security and safety of our customers ourselves, we are also expected to pay 1,500 birr per person for four local police man in every packaged tour. Therefore, we are forced to ask high amount of fee from visitors which is higher than other parts of the country. These higher payments dissatisfy our clients every time, sometimes tourists cancel their visit to Afar and back to their country.”

To identify and to be clearer with the pre-visitation images of Erta Ale Active volcano in the view of international tourists, they have been asked the following question and they responded it as follow.

Table 11: Tourists' pre-visiting expectation

Question	Responses	
	Foreign Tourist respondents	Percentage (%)
Did you fear any of the following problems before you come to here?		
Security	70	77.8
Accommodations	10	11.1
Transport	4	4.4
Tour guide	6	6.7
Total	90	100

Majority of respondents, 70 (77.8%) foreign tourist pointed out that security was their major potential threats before they arrive at Erta Ale volcano, for 10 (11.1%) respondents accommodation has been their potential problems while 4 (4.4%) respondents fear transportation problem, 6 (6.7%) respondents were worried for the problem of tour guide.

From the above table, it is possible to wind up that whilst at their home, foreign tourists drew the image of the study area as instable where safety and security of tourist would be endangered. Accommodation was the second most potential obstacle for foreign tourist.

Therefore, one basic factor that adversely affects the flow of tourists to the study area according to foreign tourists is that they don't feel safe to visit Erta Ale active volcano.

A tourist destination with a strong and consolidated image in the market has a better guarantee of prosperity and vice versa Crompton (1991). Thus, image becomes one

of the main assets of a destination and one which has the most influence on the decision making of tourists when choosing a destination.

As the response of tourists, tour operators as well as culture and tourism Bureau marketing officer for the researcher unstructured interview reveals that Erta Ale volcanic destination fits in one the context of image situations as “negative images” especially after 2012 tourist incident which basically implies a place prejudiced wrongly due to lack of information or perception developed by certain individuals. This means, tourists had bad expectation about Erta Ale security without traveling to the area as Middleton (2003) said destinations have images, often based on past story rather than current situation.

With regarding to question number 23 (see appendix-A) inbound tour operators have to give their opinion on what they felt about the image of Erta Ale as a destination. Accordingly, 41.7% tour operators confirmed that Erta Ale volcano destination has bad image. Half of them did not have any reflection on Erta Ale volcano destination whereas only 8.3% tour operators believed that Erta Ale volcano has a good image.

In question number 3 of (see appendix-A) tour operators have been asked as where they took their customer more repeatedly than others. This question aimed to identify the inclination of tour operators among different tourist destination of the country thereby to know the position of the study area in mind of tour operators. Out of total 36, majority 33 (91.7%) of tour operator respondents indicated that they took tourists more frequently to the Northern Historic route (Lalibela, BahrDar, Gonder, and Axum) while the remaining few tour operators 3(8.3%) said that they were recurrently take tourists to southern Ethnographic Circuit (for example : Arba minch, Hawassa etc.).

Therefore, based on the above survey most of the time tour operators were not inspired to take their customer to the study area, Afar particularly Erta Ale active volcano. Almost all tour operators were involved to take their customer to the historic route and southern ethnographic circuit. Their reason has been asked on unstructured interview for tour operators those who are not interested to take their tourists raised cost of the destination as a major problem. Almost more than five tour operators in Addis Ababa told the researcher about the expensive cost of camels, local tour guides, tourists chef and police man. The overall cost of these groups expected to be covered by tourists' fee which is not acceptable by most tourists.

A good international image is among the top concerns that can stir up international tourists to visit a particular country. Thus, the above statement has helped in determining the views of international tourists towards Erta Ale active volcano as a destination.

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Another researcher's result displays that 88.9% of the total 90 respondents choice was undecided; this denote majority of respondents refrain from saying anything concerning the image of Erta Ale at international level; it is because of most of international tourists have got the first information about Erta Ale active volcano either in Addis Ababa or after they arrive Ethiopia through tour operators not from relatives or friends. So, that they could not make a decision whether Erta Ale had a good image internationally or not, whereas the rest 11.1% of the tourists claimed that Erta Ale did not have a nice reflection on the international level.

Beside to this, as Afar region Culture and tourism Bureau Marketing expert responses to structural interview reveal that:

Afar region have untapped tangible and intangible; cultural, historical, and natural tourism resources. For example, Hot spring lakes, historical palaces like Adele gob palace, Asberi mosque (500 years old). These are very few attractions among what we have, but we did nothing by these resources so far, because of low attention given for the region's tourism development before decades. It is from the 1960s up to now the central government have been in a position to promote the north Like Lalibela, Gonder and Axum by giving the very title "Northern Historic Route" as a lone destination in Ethiopia; surprisingly this route represents the whole Ethiopia still today as far as the attraction of the country concerned in the mind of many foreign tourists. In contrary, Afar has been made to be branded only by being the origin of human kind 'Lucy' and hottest desert.

Moreover, the conclusion of the argument of the focus group discussion (FGD) also indicates that Erta Ale is the only active volcano in the country as well as among world's active volcano tourist attraction .However; this region is identified not by this actual tourism resource rather by marginality, desert, hot temperature and instability. Some the participants of FGD said that: *"the recent incident on tourists deteriorates the image of Afar specially Erta Ale area. However, both the federal and the regional government turn their face towards the issue so now it has better image than before"*. Therefore, based on the above argument, it is logical to conclude that insecurity image of the study area and its subsequent bad feelings were one among others responsible factor that contributes for the underdevelopment of tourism in the study area.

In order to know what reflections they have in their mind concerning Erta Ale active volcano as a destination in their post-visitation period, the following statement has been provided for foreign tourists.

The main aim of this question was to know what seems like the post-visitation image of Erta Ale active volcano in the perception of foreign tourist. Ryan (2005) proposed that there are three stages of tourist behavior to the perspective tourist consumption process. The stages are Pre-during-and post-visitation. Likewise, the tourist behaviors include the choice of destination to visit, subsequent evaluation, and future behavioral intention. The subsequent evaluation include the travel experience or perceived trip quality during the stay, perceived value and overall satisfaction while the future behavioral intentions include the intention to revisit and willingness to recommend.

As the above table reveals that, surprisingly all 90 (100%) of respondents approved Erta Ale as beautiful destination with shortage of major facilities. However, as we have discussed earlier, 77.8% a pre-visitation expectation of foreign tourists for Erta Ale was instable destination. This implies that after they observe the reality practically, the perception of tourists has been improved.

4.4.2 Marketing and Promotion Related Barriers

Marketing is the process of achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors' (Kotler, 1991); While Promotion means persuading prospective buyers through paid-for advertising, brochures, sales promotion techniques, public relations (PR) activity and the Internet. It includes advertising, direct mailing, sales promotion, merchandising, sales-force activities, brochure production, Internet communication, and PR activity. Clarke, 2001).

The results of the survey clarifies that 33.3% of the foreign tourist as did not recognize Erta Ale as a tourist destination, 48.9% of foreign tourist respondents remained undecided and only 2.2% foreign thought that Erta Ale is known as a tourist destination. The above survey implies that less effort has been made at international level to promote and introduce Erta Ale as a tourist destination.

Table 12: Means of tourist information about Erta Ale for the first time

Question	Response	
	Number of foreign tourist respondents	Percentage (%)
How did you hear about Erta Ale for the first time?		
By Television/radio	10	11.1
From Friends/word of mouth	6	6.7
From Travel agents/ Tour guide	60	66.6
From News paper, guide book, internet	14	15.6
Total	90	100

Source: Field survey by the Researcher, 2013/ 2014

The above question was asked in order to identify the tool of communication by which most tourists have heard for the first time about Erta Ale active volcano. The answer would help to know the major tool that possibly was promoting the area in other countries and to identify which mechanism was popularly used by tourists.

The outcome of the survey revealed that 60 (66.6%) informed by tour operators. 10 (11.1%) of them acquired information about Erta Ale through television or Radio; 6 (6.7%) were informed by their friends; 14 (15.6%) of tourist respondents read about Erta Ale active volcano in newspapers or books and on the internet. Therefore, this

survey indicated that there is lack of programmed and organized promotion using internet since it is the easiest way of advertisement for potential tourists all over the world. Lack of advertisement using internet websites in this globalization period will make any tourism product out of the market.

Table 13. Where tourist have heard first information about Erta Ale active volcano

Question	Foreign tourists response	Percentage %
Where did you hear any information about Erta Ale active volcano for the first time?	-	-
In my country when I was booking	76	84.5
After I came to Ethiopia,	14	15.5
After I came to Afar	0	0
Total	90	100

Source: Field survey by the Researcher, 2013/2014

The above question and foreign tourists answer will help the researcher to evaluate the effort made to promote and introduce Erta Ale for the prospective tourists in different area and to identify up to where Erta Ale is known currently.

Based on the above results the survey revealed that 76 (84.5%) of tourist respondents were heard about Erta Ale when they are in their country while they are booking to visit Ethiopia through tour operators; 14 (15.5%) of them acquired information after they came to Ethiopia in Addis Ababa and tourists are informed about the study area before to Afar.

From this survey, as it has been said on previous table 16, many tourists are informed about Erta Ale by tour operators. Again table 17 reveals that usually promotion of Erta Ale active volcano has been made by tour operators.

The researcher has also conducted well structured interviews on Question number 6 (see appendix C) with different responsible bodies of Afar culture and tourism stuffs about the study area concerning marketing and promotion. For instance the head of Afar culture and tourism Bureau stated that:

"We have financial problem to promote our tourism resources internationally in organized manner. However, we have tried to promote the region's top ten tourist attractions using organized documentary film about Erta Ale in different year with the help of Walta information center, Haleta Avert and entertainment plc and Ethiopian radio and television. Recently this year in January 2014 there were group of BBC journalists were organizing a documentary on Erta Ale active volcano for which we gave them everything they need. This will help Erta Ale destination to be known in the world.

On Question 9 (see Appindex C) the same question has been provided for Afar region tourism marketing and promotion expert. He point out that:

We have tried to promote our tourism resources by using national Media only; for instance, we promote our tourist attractions via Ethiopian Radio and Television using documentary film. In addition to theses we have also prepared leaflets, brochures and other printing media to disclose what the region have in terms of tourism attractions but the problem is not printing about the attraction it is about how we should distribute them for international tourists!

Thus, it is rational to conclude that even though Afar region especially Erta Ale active volcano is unique natural attraction of the country and endowed with diverse tourism resources, there is no enough promotion has been made neither at national nor international. Therefore, together with other problem, absence of appropriate

marketing and promotion become obstacle for the development of tourism in the study area.

4.4.3 Tourist Service and Tourist Information Center (TIC) Related issues

The following statement had been used to know the impact of information for inbound tour operators. Lack of adequate information about the tourist attractions of Erta Ale active volcano was detracting tour operators from taking tourist to the study area (Question number 16 see appendix A). The results points out that 50% (33.3% agree plus 16.7% strongly agree) of inbound tour operators consented that lack of adequate information about the tourist attractions of Erta Ale active volcano did not detract tour operators from taking tourists to the area 3 (8.3%) of tour operator could not decide whether it has impact or not, and the rest 12 (33.3% disagree) of tour operators respondent felt that lack of adequate information about the tourist attractions of Erta Ale active volcano had role for the passiveness tour operators to Erta Ale active volcano.

Tourists had been also requested the level of satisfaction by the provided information in Erta Ale active volcano.

Table 14: Level of information for tourists

Question	Response	
	Number of foreign tourist respondents	Percentage (%)
How did you qualify the adequacy of information for tourists?		
Adequate	-	-
Moderate	20	22.2
Inadequate	50	55.6
Not at all	20	22.2
Total	90	100

From the total of 90 respondents 25 or 55.6% claimed that the provision of information for tourists in Erta Ale active volcano was below standard or inadequate, 22.2% of them said that moderate while the rest 20 respondents blamed that there is no any information for tourist in Erta Ale active volcano. Therefore, more than two third of respondents believed that even though Erta Ale active volcano is gifted with invaluable attraction, there was no enough information for tourists.

Still another international tourist expresses his resentment on tourist service of the study area through informal conversation with the researcher as follow.

Most guides were not professionally trained and did not have the required knowledge and experience in tourism and hospitality. I believed that Tourism service providers need not just to meet tourist's expectations; they must exceed them by delivering knowledgeable, guiding service and an unparalleled experience in a professional and friendly manner." He added that there was a

lack of tourism culture in general amongst Ethiopians which undermined their ability to provide good service to tourists.

Based on structured interview (see Question number 1, section 2 Appendix C) a head of Afar culture and tourism office stated that:

To improve tourism in Erta Ale active volcano, we must give a good service so that our customers feel better served. To realize this we have tried to give training for locals and local tour guides, for those who guide packed camel to Erta Ale. In fact, there is complains by our clients and we believe as there is still a need to improve the quality of tourism products and services.

Generally, the results of the above survey confirmed that tourist's information services need to be improved. The level of service in general has been reported by our respondents was poor this may be due to lack of organized system, lack of professionalism and slow response of hosts. This can be validated by the lack of a tourism and hospitality institutions in Afar region at all by the time of the study the researcher personally has got a chance to met untrained local individuals who are currently working as tour guides in the study area.

4.4.4. Infrastructure Related Barriers

As Brown (1999) stated although Africa possesses many natural and cultural attractions, by themselves they are insufficient to satisfy the tourist since they must be complemented by other tourist's facilities and a supporting infrastructure. The availability of enough tourism infrastructures in a destination can be used as a link to the global economy and support investments. Tourist infrastructure in Ethiopia is

generally very poor, with some of the world's worst hotel rooms, ground transport network, and ICT infrastructure (Mitchen and Coles, 2009).

The following question has been prepared to assess infrastructural barriers of the study area.

Based on another result 66.7 % tourist have been faced accommodation problem, other 11.1% have experienced lack of telecommunication and internet, 11.1% tourist said there was transportation and 11.1% stated about sanitation problems of small huts built by local people.

Question number 19 (see appendix-A) was prepared for the purpose of accessing the influence of infrastructure in relation with tour operators' activity towards the study area. The result shows that 58.3% of tour operators did not take tourist to the study area because of inadequateness of tourists' infrastructure whereas; the rest 41.7% of tour operators did not affected by infrastructural problem.

4.4.5. Geographical Marginality

To access the impacts of geographical marginality of the study area on tourism development and tourist's flow a certain evaluative questions have been provided for tourists as well as tour operators.

Question number 6 (see appendix-A) was also aimed to determine whether geographical marginality /spatial distance/ from the center detract tour operators from taking tourist to Erta Ale active volcano in addition to other factors. All (100%) of respondents believed that geographical marginality /spatial distance/ has no any role to deter tour operator movement towards Erta Ale active volcano. Therefore, According to the opinion tour operators' geographical marginality has zero impact on tourism development and tourists' flow of the study area. In addition, during

unstructured interview most of international tourist said that: “Geographical marginality would never hinder the flow of tourist to a destination; rather sometimes but not always geographical marginality would become an attraction by itself for adventure tourists.”

From the above argument it is logical to conclude that geographical marginality/spatial distance has no any impact on tour operators and international tourist.

One of the central objectives of this study was identifying and ranking the constraints of tourism development and tourists flow in the study area and to suggest the possible solutions. So far, the researcher has tried to identify factors that affect tourism development and tourists flow in the study area. Therefore, the following questions were prepared to rank these factors and to collect the opinion of tourists and tour operators on the possible solutions respectively.

Table 15: Factor slowing down tourism growth in Erta Ale active volcano

Question	Response			
	Foreign tourists		Tour operators	
Which among the following factors do you think are slowing down tourism growth in Erta Ale active volcano?	No	%	No	%
Lack of attractive tourism resources	0	0	0	0
Geographical marginality/spatial distance/ from the center	0	0	0	0
Lack of basic infrastructure (accommodation, electricity, high way)	80	88.9	36	100
Inhospitality of the host community	0		20	55.6

Insecurity or lack of strong security	60	66.7	32	88.9
International negative image	60	66.7	23	63.9
Inadequate promotion of tourism internationally	90	100	36	100
Lack of trained human resource	60	66.7	3	8.3

Source: Field survey by the researcher, 2013/2014

Respondents select more than one element in their response from the given alternative factors of low tourism development of Erta Ale active volcano geo tourism site. Based on their choice results indicates that all 80 (88.9%) of foreign tourists, as well as all (100%) of tour operator respondents acknowledged lack of basic infrastructure (study area) to be the major factor affecting tourism growth; 90 (100%) of foreign tourists, 36(100%) of tour operators respondents affirmed that inadequate promotion of tourism internationally was main barrier; 60(66.7%) foreign tourists 32(88.9%) of tour operators blamed lack of strong security in the region to be the main issue on tourism growth; 60 (66.7%) foreign tourists plus 23(63.9%) of tour operators respondents claimed the international negative image on the study area as responsible factor; 60(66.7%) foreign tourists and 3(8.3%) of tour operators believed that lack of trained human resource was the main factor affecting tourism development in Erta Ale active volcano. 20(55.6%) of tour operators declared inhospitality of the host community as the main obstacle for slow tourism growth of the study area.

Thus, the first and most major constraint factor of tourism development and tourists' flow according to this study was inadequate promotion of tourism internationally followed by lack of infrastructure followed by insecurity/ lack of strong security system and its subsequent bad image of the region (the study area); the fifth obstacle was reported to be is lack of trained human resource ranked. The sixth barrier according to tour operators was inhospitality of the host community.

Table 16: Improvements needed to make Erta Ale active volcano site best tourist's destination of the country

Question	Response			
	Foreign tourists		Tour operators	
Which among the following things do you think need improvements to make Erta Ale active volcano site best tourist destination?	No	%	No	%
Tourist information service and promotion	30	33.3	27	75
Tourism attractions	0	0	15	41.7
Basic infrastructure (highway, transport...)	30	33.3	30	24.6
Telecommunication facilities	20	22.2	20	55.6
Accommodation	90	100	30	83.3
Total	250	-	122	-

Based on the results illustrated in table 21 , 30(33.3) of foreign tourists respondents as well as 27 (75%) of tour operator respondents believed that tourist information service was to be developed as well as aggressive promotion and image building to be made; 90 (100%) of foreign tourists respondent and 30(33.3 %) of tour operators reported that accommodation facilities were not good enough; 30(33.3%) of foreign tourists respondent and 30(24.6%) of tour operators indicated that basic infrastructure including water, sewage and electricity was to be upgraded as well; 20 (22.2%) of foreign tourists and 20 (55.6%) of tour operators felt that telecommunication facilities and internet were to be developed; 15(41.7 %) of tour operators recommended that tourism resources should be improved while 20 (22.2%) foreign tourists reported entertainment and leisure facilities to established.

4.5 The Future Prospects of the Study Area to be developed as Tourism

Destination

Though currently tourism business in the study area has found in its embryonic stage, there are some indicatives and optimism activities in terms of tourism venture for the near future. According to the response of Afar region culture and tourism Bureau managers for my written and oral interview, the greater obstacle of Erta Ale active volcano tourism development was the absence accommodation for tourists. They presented the situations:

Indeed Afar region is gifted with both natural and cultural tourist attraction all are underutilized. Though did not commensurate with the available resource, tourists have flown to the region, but so far they are not comfortable with some basic infrastructural problems and the host community never been benefited that much from tourism. The most important reason for this was absence of accommodation for tourists to make them spent night in Erta Ale and nearby village. Almost all visitors of our attraction spent a night in Erta Ale and rush to leave the region within two days. To avoid this critical problem and to implement the suggestion of our customer, we have already designed a project to construct community based lodge and three standardized hotels in samara town. Now we are in a position to create awareness for the society so as to persuade them concerning the benefit of this lodge; then we believe the construction of this lodge will be launched within a short period of time.

In addition, the railway construction which is proposed to start from Tajura (Djibouti) cross Erta Ale active volcano mountains and railway is under construction to connect Afar region to the capital city. All of these proposed constructions could increase number of tourists and tourism development of the area.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

The purpose of this study was to investigate factors affecting geo-tourism development in Erta Ale, North East Ethiopia. The study was conducted in Erta Ale active volcano geo-tourism site. The investigation was carried out at hotels, guesthouses, tour operators, and culture & tourism offices. These Hotels and other accommodation establishments were located in Addis Ababa, and Samara city. The participants of this study were foreign tourists who visit Erta Ale active volcano, tour operators in Addis Ababa, selected local residents, as well as workers in Afar region culture and tourism office. Both quantitative and qualitative methods were applied to conduct this thesis.

Primary data were collected through questionnaires, interviews, FGD, and non-participant observation whilst secondary data were collected from documentary sources. But the study was mainly relied on qualitative method such as interviews, FGD and non-participant observation. The collected data were analysed through simple descriptive analyses. After evaluation and interpretation of all necessary data, the results were established. Thus, based on the result of this thesis investigation, it is quite sufficient to formulate the conclusion and answer the question stated in the research proposal.

The results of this study revealed that Erta Ale active volcano is attractive natural tourism resources. Most of the respondents believe that Erta Ale active volcano has a significant range of tourists' attractions with beautiful and unspoiled natural environment.

The tourism demand of the study area has also been analyzed. To analyses the past tourist arrival in the study area, the statistics of tourist arrival from 2000-2005 has been taken from Afar culture and tourism bureau. Again from 2004 to 2005 EC the arrival of foreign tourists fall down by 10.5%, and 12.36% respectively. According to key informants from culture, tourism and information bureau of Afar and others reliable sources , at this particular time there was a shooting incident on the night of 17 January 2012 at Erta Ale volcano in which five killed ,three injured and four people kidnapped. Latter revealed that two German, two Hungarian and an Austrian national were killed. Two Germans and two Ethiopians were kidnapped.

According to this study the four top tourist generating countries to the study area were Spain, France, British, and Israel; represent more than 80% of international tourist arrivals followed by USA, Canada, china and Switzerland have provided 4.4% tourist respondents each (see table 4). The outcome shows in table 14 that majority of international tourists spent less than 3 days an international tourist. As one vital objective of this study, looking for tourist flow determinants, identifying the study area's major strengths and weaknesses in tourists' minds would tell what factors attract tourists and what deficiencies repel them or send negative signals to future tourists. The results showed that the majority 54 (60%) of the respondents were for Holiday, 26 (29.1%) were for Business/meeting/conference; while 10 (10.9%) of them were come for other various reasons which were not specified.

Majority 76 (84.4%) of foreign tourists have flown to Erta Ale in order to visit the active volcano and geological rock formation of volcanic lava , 10 (11.2%) were respond under other activity category; while 4 (4.4%) of them were for trekking activity.

Tourists were asked to position Erta Ale active volcano as compared to an average of others destinations image they have in mind in each item of comparison. In addition, as a way of assessing the image Erta Ale has in the world and they were asked to give their standing before and after their visit. Accordingly, before they visit it most tourist were considered study area as most instable/unsecured but after-visitation all most all tourists were appreciate the safety and the tourism resource of the study area so that about 80% of foreign tourists want to revisit Erta Ale active volcano because of its scenic beauty and natural attractions. So, visitors have an excellent visitation experience, but with some significant inconveniences. Meanwhile most visitors' perspective opinions reflect some priority areas of concern: These comprise general infrastructure, quality of services, inadequate tourist information and communications, weak transport linkages, poor quality of accommodation and lack of shopping service for tourists.

As discussed in Chapter 4 (4.2) the result indicates that Erta Ale active volcano was extremely endowed with natural and cultural attraction of Afar region. In spite of this, Barriers are inevitable in a developing tourism destination but it is crucial to identify these barriers to consider sustainability. Thus, the constraints affecting tourism development in the study area can be summarized as Follows:

Instability and bad image: whilst at their home, international tourists drew the image of the study area with instability where safety and security of tourist would be endangered. It was also approved that the threat of instability of the area has detracted 16.7% of tour operators from taking tourist into Erta Ale active volcano geotourism destination. Erta Ale's poor image was cited by all tour operators in Addis Ababa. Even when there were few tourists who were fascinated to visit Erta Ale and other Natural attractions of Afar region, either they were discouraged by tour

operator of Addis Ababa since they were not ready to arrange trips to Erta Ale active volcano or by informing them about stable situation and accommodation excitement nearby the study area.

Poor marketing and promotion of tourism resources: it is another obstacle of tourism development in the study area was. The outcome of the survey on marketing and promotion revealed that 60 (66.6%) informed by tour operators. 10 (11.1%) of them acquired information about Erta Ale through television or Radio; 6 (6.7%) were informed by their friends; 14 (15.6%) of tourist respondents read about Erta Ale active volcano in newspapers or books and on the internet. Therefore, this survey indicated that there is lack of programmed and organized promotion using internet since it is the easiest way of advertisement for potential tourists all over the world. Lack of advertisement using internet websites in this globalization period will make any product out of the market. Generally, tourism sector of the study area is missing vital demand-driving mechanisms: branding using internet websites which is marked as best way of connecting globalized world to larger marketing networks of developed world.

Lack of basic infrastructure in the region was another main issue on tourism growth of the study area. The limited supply of standard hotels, lodge or equipped accommodation service is also problem of the study area regularly experienced by visitors. The absence of qualified and experienced human resources such as trained local tour guides was another problem seen in the study area which affects tourism development of the study area.

The researcher also prioritize most challenging problem of Erta Ale tourism development based on the analysis result. Thus, the first and most major obstacle of tourism development and tourists' flow was inadequate international promotion and

marketing of tourism followed by lack of infrastructure (accommodation, communication, banking...etc) followed by insecurity/ lack of strong security system and its subsequent bad image of the region (the study area); the fifth obstacle was reported to be is lack of trained human resource was ranked. The sixth barrier according to tour operators was inhospitality of the host community.

Literatures signify that by crossing all these only few (very insignificant) tourists were interested to Erta Ale active volcano; that is only 0.2% out of the country's total tourist arrivals has visited Erta Ale active volcano. From the overall investigation tourists have no accurate information about Erta Ale active volcano geo-tourism site and tour operators are not interested to take customers to the study area so that they couldn't have better demand for Erta ale tourists' destinations. This implies that the study area did not have demand from outside as the real preferences of these people are different from what they thought Erta Ale can offer to them. This end up on curtaining the flow of foreign tourists to visit Ethiopian tourism offers.

There are some initiatives of bright projects in the study area for development tourism. The researcher has tried look-over these future prospects of the study area. Accordingly, there is a project to construct community based lodge and three standardized hotels in samara town. Now we are in a position to create awareness for the society so as to persuade them concerning the benefit of this lodge. In addition, the railway construction which is proposed to start from Tajura (Djibouti) cross Erta Ale active volcano mountains and railway is under construction to connect Afar region to the capital city. All of these proposed constructions could increase number of tourists and tourism development of the area and considered as major broad future prospects of the study area.

5.2. Recommendations

In this section I have described some of the potential solutions in order to overcome the problems faced by the study area tourism development.

Since the analysis of factors affecting geo-tourism development in Erta Ale has been done in this research, and broad objectives have been set on the national level through the country's vision to see Ethiopia becoming one of the top five tourism destinations in Africa by the year 2015 which signifies transformation of the Ethiopian Tourism Industry into a viable economic sector by improving the overall performances of the industry and ensuring its rapid growth.

The research result come up with various major constraints which are considered as negative factor for tourism development (see conceptual framework, figure 1). Lack of infrastructure, lack of competitiveness with bad image in comparison to other destinations, together with instability threat, is a huge challenge; the following recommendations are given based on what already exists in Erta Ale active volcano, rather than on unrealistic expectations.

Safety and security issues: This is one of the tourism development challenges of the study area. The result reveals that tourists had negative expectation about Erta Ale active volcano security issue before their visit. In order to avoid such expectation the government and the host community must take strict measures in order to maintain law and order situation as other destinations of the country. To capture international tourists, Erta Ale active volcano geo tourism site must offer an assurance of safety, fulfill the needs of visitors, and guarantee a unique experience for their clients. This should be done by creating awareness and sharing benefit from tourism revenue for

the marginal people to build a sense of belongingness and motivate them to protect tourists and the study area from outsiders attack. In the long term, well organized permanent police force needs to be established nearby the area.

Marketing and promotion: The other key solution for Erta Ale active volcano tourism development is executing comprehensive campaign on introducing what Afar region possessed in general and Erta Ale active volcano in particular.

Brochures and leaflets should be designed by local, regional, and national tourism bureau, by tour operators and other private sectors by detailing what is special about Erta Ale active volcano tourist attractions and travel information about how to get to the study area and detail information about its geological process can be distributed to any foreigners who are present in Ethiopia whether they are tourists or visitors. The Ethiopian Embassy should also afford such promotion materials for Ethiopian Diaspora for distribution at their work places to the potential tourists who they have contact on daily basis. These materials should also be available at places that the tourist frequently access for their travelling information such as the travel agents and tour operators and during flights.

Information about the area should be released and updated on the internet within a regular basis; tourism information should also be provided on this medium too. The national, local media and international media should become a major source for portraying positive image and Erta Ale active volcano beauty and heritage to outside world. Beside this, the Ethiopian Embassy and airlines office in abroad should work together with the Ethiopian inbound tour and travel coordinators who have great power in convincing tourists about tourist destinations supply attraction. Moreover, the Ethiopian airlines should work on tourism advertizing along with its flights marketing strategies.

Image Issues: The purpose of much destination marketing is to alter the existing image held by the target market segment so that it fits more closely with the destination's desired position. According to this study, fears and concerns of potential visitors to Erta Ale active volcano was based on inadequate or inaccurate information. Therefore, positive images should be developed through smart advertising of the unique and diverse tourism resources of the study area. It is advisable therefore, marketing techniques of Erta Ale and Afar region in general should be aimed at addressing the real image of Erta Ale active volcano. Afar region is known by its brand 'Lucy' and called as the origin of human being, combining Erta Ale active volcano with this brand will be more helpful. These tasks can be best accomplished through the utilization of effective and dedicated tourist promotion boards and private participations in tourism promotion.

Public Awareness and Training Programs: First and foremost, the technical and responsible personnel of culture and tourism bureau of the study area should be trained if tourism development to be realized according to expectations. Education program from high management positions to grass root level personnel is very important. The awareness creation programs in the study area should systematically be prepared and organized by establishing and articulating the objectives and specifying the awareness techniques to be disseminated by determining and defining target group e.g. students, community leaders, village elders, government officials, representatives of religious group and stakeholders etc.

Government and other concerned bodies should implement long term and short term tourism and hospitality management training programs for the host communities. A periodic impact assessment of what they have gained from training would help to

improve quality and efficiency of all those concerned. Experience sharing program should be arranged with other relatively developed destinations of the country.

Host Community Involvement: Major achievement in tourism industry can be achieved by the help of residents of the destination. Local residents can play their role through protecting security, hospitality, their own small businesses, giving rooms of their homes in areas where hotels are not present, guiding tourists where tourist's guides are not available, arranging local festivals by not increasing the price to items unnecessarily. Therefore, a special attention should be paid in empowering and involving the host community in tourism business. If local community involved and get benefit from the tourism industry sense of belongingness will be established.

Linking Tourism with Local Economy: Tourism has the biggest potential, if linkages with the local economy are existent, to contribute to sustainable tourism development, and thus to poverty reduction (Tapper and Carbone, 2004.)

So as to realize and ensure the involvement of the host community, economically and socially sustainable and financially viable linkages should be made between pastorals economy and tourism. This should be done through the provision of empowerment program such as basic skill development and adult basic education and training. Further support for pastorals could be done in the form of infrastructure development and by acknowledging them in participatory tourism decision making. Establish organized market network between Hotels, lodge and restaurants and pastorals of the study area or the region. For instance pastorals of Afar region and nearby Erta Ale active volcano able to supply live animals like camel and goat as well as animal products like fresh meat, milk, and milk products; in the long run, the pastoral able to provide meat for campfire ceremony of tourists, high-end restaurants and supermarkets, which could potentially bring premium prices. During the fieldwork,

informal conversations with foreign tourists revealed the wish to acquire more healthy fresh meats to substitute canned ones. Despite the lack of other representative data, this information suggests that there is a potential in this respect. Pastoralists also able to rent camel for tourists so that 'camel riding' for tourists must be arranged in addition to carrying tourists luggage.

Tourism Investment: The Ministry of Culture and Tourism with Ethiopian Investment Promotion Centre should act swiftly in engaging investors in tourism investment in Erta Ale active volcano geo-tourism site. Attractive investment packages should be designed with incentives such as tax holidays and starting capital etc. An investment must be promoted in different business such as restaurants, hotels, lodges, tour operators and others. Tireless efforts must be made to encourage private investors of both local and international in improving and expanding tourism facilities and services for tourists. In addition, the government must prioritize the tourism industry by allocating sufficient amount of annual budget to this sector, funding new projects, attracting private investments and participating more in tourism fairs at countrywide and worldwide.

Federal and regional Co-operation: Afar region culture and tourism office and Ministry of culture and tourism office need to create strong communication on the progress of Afar's region tourism development. Through effective coordination, their role could be vital in tourism development of the study area and improvement.

Diversifying Tourism Products: As this study approved that Afar region has diversified natural attraction such as hot spring water, Geo-tourism, and cultural attraction. However, the lack of available handicraft and gift items or souvenirs disappoints tourists and undermines the poverty reduction role of tourism. The disappointment created by the unavailability of handicraft items and materials that

serve as souvenirs and mementos for tourists decreases much of the possible promotional work that could have been done by the tourists themselves. So, the available historical, cultural, and natural attraction should be complemented with handicraft and gift items or souvenirs. As my personal observation Afar women are skilled enough in producing very beautiful household materials and jewelry which are able to catch the eye of viewers. Such production capacity of the local people should be further capitalized and changed in business and generate money in the form of souvenir shops. The responsible body (government, NGOs, and private sectors) should appreciate and finance such kind of community based traditional handicraft production activities. Moreover, poor shopping opportunities with limited choices and varieties of items further hold back tourist spending. Therefore, standard and quality shops should be established and provide the local products and artifacts to tourists.

Infrastructural and Service Related Issues: Although Erta Ale active volcano is one of the best attractions of the country it is insufficient to satisfy the tourist since it must be complemented by other tourist facilities and a supporting infrastructure. If Afar region and Erta Ale active volcano site are to compete successfully with other destinations of the country, it is imperative that the infrastructure and service requirements should be fulfilled. Tourist infrastructure and other amenities should meet at least a certain minimum acceptable standards. The government and the private sectors as well as NGOs therefore, should increase their role in the area in providing infrastructures and facilities to tourists. Banking facilities, standard hotel, lodge, cultural restaurants which reflect Afar's culture and restaurants should be established. In addition, internet services should be established nearby the study area.

Provision of organized data: organized document about the study area is vital issue for the future development of a destination area. For example, having properly recorded number of tourists both domestic and international would help the responsible body to clear with increment or decrement of tourist flow. This would help to identify determinant factors for the growth or stagnancy of tourist flow to the study area and make possible amendment. The region's culture and tourism office will able to control the existing situation or future of the attraction by planning accordingly using previously recorded data. In addition, for researchers it can be easy to come up with clear idea of the region resource such as in terms of identifying the average tourist flow to the Erta ale active volcano.

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Appendices

Appendix A

Addis Ababa University

Center for Environment and Development Studies (CEDS)

College of Development Studies

Questionnaire for Tour and Travel Agency

Dear Sir/ Madam!

Good morning/ Good afternoon. Please, be kind enough to fill in the appended questionnaire pertaining to my Masters study entitled “Trends of tourist flow and tourism development in Afar region: the case of Erta Ale”

Description

The research is being carried out to assess tourist flow and tourism development of Afar region: the case of Erta Ale active volcano Geo-tourism site. Thus, the questionnaire is part of the ongoing research. So we would like to ask you to be so kind and honest to fill the questionnaire. In addition, by filling in this questionnaire, you will contribute to improve number of tourist and tourism development of the study area, which is the most attractive Geo-tourism destination of the world.

Prepared by: Seblewongel Debebe

Section 1: Background information of the company

The respondent's position _____

Educational background _____

Section 2: Questions

We are kindly asking you to circle the given alternatives under each question. If you have any question you can contact the person who gives you to fill the paper.

1. Do your company organize tour package to Erta Ale active volcano?
A. Yes B. No
2. What are your promotional strategies
A. Advertisement (TV, radio, magazine...)
B. Personal contact
C. Information brochures
D. Others please specify _____
3. Which one is best destination your company prefers to take customers repeatedly better than any others destinations of a country?
A. Northern historic routes (Lalibela, BahrDar, Gonder, and Axum)
B. Southern Ethnographic Circuit (Hammer, Arbaminch...etc)
C. Afar region , Erta ale active volcano and Dallol depression Geotourismsite
D. Eastern route of the country (babile, elephant sanctuary)
4. What are the major challenges that your customers faced while visiting Erta Ale?
(Circle all if it is necessary)
A. Security issues
B. Lack of Accommodation & Transport
C. Lack of hospitality and well trained manpower
D. Marginality/remoteness

E. All of the above

5. Do you think that your company has repeated travel to Erta Ale Active volcano?

A. Yes

B. No

6. If your answer is 'No' for the above question number 6, What are the factors that detract your company from taking tourists to the destination? Below there are elements that represent expected problem of the destination so, mark (✓) the appropriate one

Elements	Strongly agree	agree	Strongly disagree	disagree	undecided
Lack of infrastructure					
lack of security/ political instability					
Geographical marginality					
High transportation cost					
Poor locals hospitality					

7. Which one of the following tourist facilities are easily accessed by tourists of Erta Ale? (Circle more than one or all of them if it is necessary)

A. Accommodation

B. Transportation

C. Entertainment

D. Road link

E. Shops

F. All of the above

G. None

8. What are the things that are not liked by tourists when they are visiting Erta ale active volcano?

A. Uncomfortable Highway

B. Weak Transportation service

C. Lack of communication service, banking and internet

D. Poor hospitability

E. Hot Temperature of the area

F. All of the above

9. Do your company created websites with full information of Erta Ale active volcanic eruption including tourism activities of the area?

A. Yes

B. No

10. Which among the following factors do you think are slowing down tourism growth in Erta Ale active volcano?

A. Lack of attractive tourism resources

B. Geographical marginality/spatial distance/ from the center

C. Lack of basic infrastructure (accommodation, electricity, high way)

D. Inhospitability of the host community Insecurity or lack of strong security

E. International negative image

F. Inadequate promotion of tourism internationally

G. Lack of trained human resources

11. How did you quantify the quality of the study area as a tourist destination?

A. Adequate

B. Moderate

C. Inadequate

D. Not at all

12. What do you think about the relationship between tourism development of Erta Ale and infrastructural development its surroundings?

A. Positive relationships

B. Negative relationship

C. Hard to identify

D. I don't know

13. Which among the following things do you think that need improvements to make Erta Ale active volcano site best tourist destination?

- A. Tourist information service and promotion
- B. Tourist attraction
- C. Basic infrastructure (high way, transport...etc)
- D. Telecommunication facility
- E. Accommodation
- F. Entertainment (eating place, bars,...etc)

14. Since Erta Ale is located nearby Ethio- Ertrea border, as a tour operator can you say that it is one of the threats of your company to take your clients to the area?

	Statement	1	2	3	4	5
15	Infrastructural problems					
16	Lack of adequate information about the tourist attractions of Erta Ale active volcano detracting tour operators from taking tourist to the study area.					
17	Erta Ale has a potential to attract number of tourists due to its natural phenomena					
18	tourists are satisfied after visiting Erta Ale due to basic information provision about the destination					
19	There is increment of tourist number who is traveling to Erta Ale volcano in recent years.					
20	Erta Ale is easy to organize tour packages to Erta Ale ?					
21	There are qualified multi-language local tour guides who assist tourist's interaction with local people during their visit.					
22	Safety and security of visitors is well protected during their visit to Erta Ale					
23	Erta Ale active volcano has good image among international tourists before visiting the area.					
24	tourists are highly satisfied by the standard of hotels in Afar region in terms of their service quality and cleanness					

Appendix B

Dear Sir/ Madam!

Good morning/ Good afternoon and welcome to Erta Ale tourist destination.

Description

You are kindly requested to fill this questionnaire that is prepared to collect data for a research, being carried out to assess tourist flow and tourism development of Afar region: the case of Erta Ale active volcano Geo-tourism site. Thus, the questionnaire is part of the ongoing research. So we would like to ask you to be so kind and honest to fill the questionnaire. In addition, by filling in this questionnaire, you will contribute to improve number of tourist and tourism development of the study area, which is the most attractive Geo-tourism destination of the world.

N:B Strongly agree= 1 Agree = 2 undecided = 3 Disagree= 4 strongly disagree= 5

Section 1: Visitor information

Where are you from? _____

Citizenship _____

Place of residence _____

Sex Female ☐ Male ☐

Age

Less than 18 ☐ 19- 40 ☐ 41- 59 ☐ 60 and above

Section 2: please Circle your choice

1. Where did you get any information about for the first time?

- A. In my country
- B. After I come to Ethiopia, in Addis Ababa
- C. After I come to Afar region

2. What sources of information did you use to find information about Erta Ale Volcano?

- A. From friends or relatives
- B. From News paper, guide book, internet
- C. through Media like Television or radio
- D. It is part of packaged tour operators/ tour guides
- E. None

4. What is the purpose of your visit to Ethiopia?

- A. Holiday
- B. Visiting friends and relatives
- C. Business/ meeting/ conference
- D. Other , please specify

5. What is the purpose of your visit to Erta Ale?

- A. For trekking
- B. To see the active volcano and geological rock formation of lava.
- C. Others, please specify

6. Have you visited Erta Ale before?

- A. yes
- B. No

7. If your answer for question No. 6 is "yes", Do you think that there is positive development progress in the destination in regard with tourist facility development?

- A. Strongly agree
- B. agree
- C. Undecided
- D. Strongly disagree

8. How did you reach to Erta Ale active volcanic destination?

- A. flight
- B. Self drive
- C. organized tour
- D. Others, please specify _____

9. How long did you stay at Erta Ale?

- A. less than 3 days
- B. between 3 days and one week
- C. more than 1 week but less than a month
- D. 1 month and more

10 . Did you fear any of the following problems before you come to here?

- A. Security
- B. Accommodation
- C. Transport
- D. Tour guide

11. How did you book Accommodation service during this trip?

- A. Through tour and travel operators
- B. Part of an organized tour
- C. Directly with accommodation
- D. stay with relatives/ friends
- E. Others, _____

12. What are major infrastructural problems that you face while visiting Erta Ale volcano?

- A. Accommodation (hotels, Guest House...)
- B. Transport (taxi, rental Cars)
- C. Telecommunication (internet, telephone...)

D. Others, please specify _____

13. How do you qualify the adequacy of information for tourists?

- A. Adequate
- B. Inadequate
- C. Moderate
- D. Not at all

14. Which among the following factors do you think are slowing down tourism growth in Erta Ale active volcano?

- A. Lack of attractive tourism resources
- B. Geographical marginality/spatial distance/ from the center
- C. Lack of basic infrastructure (accommodation, electricity, high way)
- D. Inhospitability of the host community Insecurity or lack of strong security
- E. International negative image
- F. Inadequate promotion of tourism internationally
- G. Lack of trained human resources

15. Which among the following things do you think that need improvements to make Erta Ale active volcano site best tourist destination?

- A. Tourist information service and promotion
- B. Tourist attraction
- C. Basic infrastructure (high way, transport...etc)
- D. Telecommunication facility
- E. Accommodation

F. Entertainment (eating place, bars,...etc)

16. What is your image of Erta Ale as tourists spot after you visit it?

- A. Beautiful with all facilities available
- B. Beautiful with major facilities lacking
- C. Desert and marginal area
- D. instable and lacks security

17. What were your memorable activities you did during your visit to Erta Ale?

- A. trekking
- B. traveling with Camel
- C. looking at the ongoing active volcano
- D. Others, _____

18. Do you have any intention to revisit Erta Ale in the future? What is your reason?

A. yes

B. No

Appendix C

In advance, I would like to give my deep appreciation and respect for your time, effort and frank response. The effectiveness of the thesis conducted by **Seblewengel debebe** in partial fulfillment of *Master of Arts in Tourism and Development*, college of Development Studies, Addis Ababa University and entitled "Tourists' Flow and Tourism Development in Afar Region: The Case of Erta Ale active Volcano Geo-tourism site "is highly depending on the response you will give me so, please assist me by providing the appropriate answer for the following information.

Section I: Interview Guide for Afar region culture and tourism marketing and promotion expert

1. Describe what attracts visitors to travel to Erta Ale volcanic destination?
2. Tell us about the accommodation services preferred by tourists at the destination? If not, why?
3. What are the things that are not liked by tourists when they are visiting Erta ale active volcano?
4. Is Erta Ale considered as a safe destination by tourists?
5. How far the Erta ale active volcano tourist destination influenced the tourism industry of the region?
6. What are unique features of the study area which made it different in addition to its natural features?
7. Is there standardized accommodation for tourists?
8. Do you think that there is increment of tourist flow to Erta Ale? What do you think that the reason?
9. Do you have well organized promotion and marketing system and printed materials such as, websites, brochures? If it is 'yes' in what languages?

10. Do you have most important events (e.g, festivals, concerts, sporting events, folk traditions etc.) in your destination which can motivate tourists to visit the area in addition to its natural attraction?
11. What kind of development needs to make Erta Ale best destination ever?
12. What challenge tourism activity and tourism development of Erta Ale?

Section 2: Interview Guide for head of Afar region culture and tourism office.

1. Is there any training provided for local people about the potential of Erta Ale and how to be benefited from the tourism activity? If not, what is the reason?
2. Does your organization collect any data (surveys) in the field of tourism? (Visitors survey, satisfaction with services provided in your destination etc.)
3. Do you have upcoming projects in your destination in the near future (up to 5 years) in tourism infrastructure of Erta Ale?
4. To what extent that your office is aware of the problems tourists encountered while in Erta Ale? .(problems that tourists are facing while visiting Erta Ale)
5. What measures taken by the ministry to increase tourist arrivals and their length of stay?
6. Do you have well organized promotion and marketing system and printed materials such as, websites, brochures? If it is 'yes' in what languages?

