



**ADDIS ABABA UNIVERSITY  
SCHOOL OF GRADUATE STUDIES  
COLLEGE OF DEVELOPMENT STUDIES  
TOURISM DEVELOPMENT AND MANAGEMENT PROGRAMME**

**POTENTIALS AND LIMITATIONS OF RELIGIOUS AND CULTURAL RESOURCES  
FOR TOURISM DEVELOPMENT IN AND AROUND DEBREBIRHAN, NORTH SHOA**

**BY  
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**OCTOBER, 2022**

**ADDIS ABABA, ETHIOPIA**

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AND MANAGEMENT**

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This is to certify that the thesis prepared by Abay Bahretibeb Feleke entitled: "*Potentials and Limitations of Religious and Cultural Resources For Tourism Development in and around Debrebirhan*" in partial fulfillment of the requirements of Masters of Art in Tourism Development and Management complied with the regulations of the university and meets the accepted standards with respect to originality and quality.

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## **Declaration**

I declare that this research report entitled: "**Potentials and Limitations of Religious and Cultural Resources for Tourism Development in and Around Debrebirhan**" is original work of my own under the supervision of Dr. Ephrem Assefa and has not been presented for any other degree at any university. All sources of material used for the thesis has been duly acknowledged in the text and a list is provided.

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This thesis entitled "*Potentials and Limitations of Religious and Cultural Resources for Tourism Development in and Around Debrebirhan*" is submitted for examination with my approval as college's advisor.

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## **Acronyms**

|         |  |
|---------|--|
| AAU     | Addis Ababa University   |
| AIEST   | International Association of Scientific Experts in Tourism       |
| ANRS    | Amhara National Regional State                                   |
| ARCCH   | Authority for Research and Conservation of Cultural heritage     |
| CSA     | Central Statistical Authority                                    |
| EWCA    | Ethiopian Wildlife and conservation Authority                    |
| FGD     | Focus Group Discussion   |
| GDP     | Gross Domestic Product   |
| KM      | Kilometers   |
| M       | Meter  |
| MOCT    | Ministry Of Culture and Tourism                                  |
| NGO     | Non-Governmental Organizations                                   |
| ROW     | Right Of Way   |
| STD     | Sustainable Tourism Development                                  |
| STMP    | Sustainable Tourism Master Plan                                  |
| SUNARMA | Sustainable Natural Resource Management                          |
| UNESCO  | United Nations Educational, Scientific and Cultural Organization |
| UNWTO   | United Nation World Tourism Organization                         |
| WTTC    | World Travel and Tourism Council                                 |

## **Abstract**

*Debrebirhan is one of the most resourceful tourism destinations in Ethiopia. It has paramount socio-cultural and natural assets. It is also a place of cultural diversity and other attractions which may be of great interest for tourists. The area is said to have tremendous potential for tourism development. This study was, therefore, aimed to assess the potentials and limitations of religious and cultural resources for tourism development in and around Debrebirhan, North Shoa. The study used a qualitative research approach and pertinent data were gathered through interviews and focus group discussion. A total of 31 respondents were used for collecting primary data through interview as well as FGD. Qualitative data gathered via interview and FGD were analyzed through thematic analysis. The study found that the area has ample religious and cultural resources that could be important for tourism development. The findings also indicate that the major factors affecting religious and cultural resources as well as the development of tourism in the study area are limited stakeholders' participation in the sector, status of heritages is good if not well preserved, infrastructural problems and limited transportation facility, and financial constraint to develop destination. Therefore, the researcher would like to suggest that the Ethiopian Ministry of Tourism together with different stakeholders should work to develop the cultural and religious resources for tourism development in the area.*

**Key words:** cultural tourism resources, religious tourism resources, potential, limitations, Tourism.

# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the study

The UNWTO (1993) defines tourism as “activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.”

The reason why tourists choose a destination is based on the extent of destinations’ attractiveness and interest in influencing tourists’ satisfaction. The assessment of destination potential helps to indicate and rate the importance of existing destination resources in each region or province. The assessment of tourism destination potential includes the examination of destination value or equity, physical aspects of destinations, readiness of destinations in terms of infrastructure, accessibility, environment, reputation and safety. The assessment of destination potential is related to the five major components of destinations including attraction, accessibility, amenities, accommodation and awareness (Fanta, 2017).

Tourism potential development is very important aspect of every actual or potential tourism resource all over the world. It involves the improvement of the physical infrastructure in the destination in form of support facilities, branding, promotions, and advertising amongst others. Sub-Saharan Africa offers a considerable potential, not only for seaside tourism, but also for environmental and ecotourism, cultural tourism, sports tourism, and discovery tourism. However, this potential remains largely untapped (WTO, 2011).

Ethiopia is one of the oldest nations in the world. it was one of the African countries to establish a tourist industry in the 1960s.it has an immense heritage tourism potential owing to its natural attractions that include some of the highest and lowest places in Africa, very old and well preserved historical traditions with fascinating obelisks, churches and monasteries (Yabibal, 2010).

Tourism can provide value for a destination in a number of ways. In economic terms, tourism helps to increase and diversify economic activity, flow-on economic benefits through a

community, stimulus for economic development and investment. In socio-cultural terms, tourism enhances quality of life, community development, employment and income, conservation of cultural heritage, increased amenity, and community pride. Tourism also contributes to the protection of environment such as increasing awareness of environmental significance, conservation of natural and built environments, and implementation of sustainable practices. Many destinations have previously focused only on the economic value of tourism. However integrating both economic and non-economic impacts provides a more holistic view of tourism and better informs destination management decisions.

Tourism is one of the most potential and feasible sectors of developing economies. It has been taking one of the most important sectors of national economy. In many rural area of Ethiopia, there are a few viable alternatives other than tourism. Therefore, tourism should be considered as one of the most important economic development opportunities available for the developing country like Ethiopia (UNWTO, 2001).

Debrebirhan is one of the most resourceful tourism destinations in Ethiopia. It has paramount of socio-cultural and natural assets. It is also a place of god gifted religious assets, cultural diversity and other attractions which may be of great interest for tourists. The area is said to have tremendous potential for tourism development. This study is, therefore, aimed to assess the potentials and limitations of religious and cultural resources for tourism development in and around Debrebirhan, North Shoa.

North Shoa zone is rich in historical resources. It was a strong hold and leadership center of the Solomon dynasty during 1270 – 1527 EC.; and administrative centre for the Shoan dynasty since 1696 E.C up to the reign of Atse Tewodros (Bernhard Lindahl, 2005 and Debrebirhan culture and tourism bulletin, October 2020).

Debrebirhan (**Amharic: ደብረብርሃን**), established in 1446 E.C, was administrative center during the reign of Atse Zarayakob. It is 130 kilometers north east Addis Ababa. Today, it is the administrative center of the North Shoa zone of the Amhara region. (Debrebirhan city administration culture and tourism bulletin, October 2020).

## **1.2 Statement of the problem**

Ethiopia has immense tourism potential owing to its natural, historical and cultural endowments. To develop the tourism potential and let it contribute in the effort to reduce poverty and underdevelopment in Ethiopia, finding the main determinants of tourist flows in the country is of great necessity (Fanta, 2017). The potential tourism development contributes to growth and hence poverty reduction in any given area and clearly needs to be considered in light of the alternative opportunities available. Tourism is a dynamic and pervasive industry that provides a range of benefits and value to organizations, communities and regions that participate in the industry (Fanta, 2017).

In Ethiopia, religious and cultural tourism is the most important part as the main capital of sustainable tourism resources. Religious and cultural tourism are forms of works of art developed by local communities in enriching visual aesthetics at this time in the country. The development of religious and cultural tourism was triggered by the demand of tourists to see traditional religious arts and culture tourism as well as sustainable tourism products. The levels of interest of tourists, destination in Ethiopia strongly encourage the development of religious and cultural tourism as tourism potential (Berhanu, 2018).

However, the untapped tourism resources of Ethiopia as well as Debrebirhan did not bring expected economic and social benefits to the local community. This can be evidenced by the fact that Ethiopia's tourism sector generated not more than over \$3.32 billion in revenue from less than 1 million tourists (UNWTO, 2018). This means comparing with neighboring countries, Ethiopia has poor performance. For example according to the report of Debrebirhan (2021) though Debrebirhan is one of the biggest tourist destination areas in the country with diverse actors of tourism, their interaction and integration towards the common objectives of the tourism sector is very poor.

Several studies have been conducted to assess the potential of tourism resources in different parts of Ethiopia such as in Dejen woreda (Atsbiha Gebreegziabher, 2015), Elkere district of Ethiopian Somali region (Seyoum Merga, 2019), Wegdie woreda in northern Ethiopia (Mohammed Eshetu, 2019), east badawacho woreda of Hadiya zone, South Ethiopia (Asrat Desta, 2017). However, these studies attempted to explore only the cultural heritages, conservation of cultural heritages

and the local economy. Moreover, these researchers did not study the potentials and limitations of both cultural and religious resources and not identified well the challenges faced while converting the tourism potentials into a product.

Besides, there is limited number of studies conducted in relation to tourism in and around Debrebirhan area. For example, a study conducted by (Woldetsadik Deresse, 2013) indicates that Debrebirhan's diverse religious and cultural resources provide excellent opportunities for the development of tourism. However, tourism resource potentials and the challenges presented in developing tourism destinations have not been examined in Debrebirhan and its environs.

Therefore, to fill the research gap, this study conducted to investigate the potentials and limitations of religious and cultural tourism resources in and around Debrebirhan, North Shoa, and Ethiopia.

### **1.3 Research questions**

The major research questions of the study were:

1. What are the religious and cultural tourism resources available for tourism development in and around Debrebirhan?
2. What are the limitations that impede the development of cultural and religious tourism resources in Debrebirhan and its periphery?
3. What are the potential opportunities of cultural and religious tourism resources for tourism development in Debrebirhan and its periphery?
4. What strategies are put in place to develop cultural and religious tourism resources in and around Debrebirhan?

### **1.4. Research Objective**

#### **1.4.1. General objective**

The general objective of the study was to investigate the potentials and limitations of religious and cultural tourism resources in and around Debrebirhan, North Shoa, and Ethiopia.

### **1.4.2 Specific objectives**

The study had the following specific objectives:

1. To identify the existing religious and cultural tourism resources in and around Debrebirhan.
2. To determine the religious and cultural tourism development practices those are currently available in and around Debrebirhan.
3. To identify the limitations which affect the development of religious and cultural tourism in Debrebirhan and its periphery?
4. To identify the potential opportunities of cultural and religious tourism resources for tourism development in Debrebirhan and its periphery.
5. To assess the major strategies used to develop religious and cultural tourism in and around Debrebirhan.

### **1.5. Significance of the study**

This study has paramount significance for various stakeholders in updating the knowledge about the concepts related to the potentials and challenges of tourism development in the destination area. For tourism planners and destination managers (Zonal and woreda officers, policy makers, NGO, etc.), the study provides information that can be an input for future planning and strategy formulation. It enables to have better understanding about the challenges facing the destination to achieve sustainability and gives some clues for the successful implementation in the study area. In addition, the study provides relevant information for those who are trying to engage in similar studies and inspires further research. Moreover, for tourism practitioners (those who work on tourism industry), the study offers relevant information to be considered while designing package tour programs.

### **1.6. Scope of the study**

The scope of the study can be discussed in terms of theme (content), geographical area and methodology. Theme wise, the study was delimited to assess the religious and cultural tourism potentials and limitations, and to transform the potentials into actual products. In geographical terms, the study was delimited to Debrebirhan and its surroundings. Moreover, in terms of

methodology, the study was descriptive in design and pertinent data gathered via interview and focus group discussion (FGD).

### **1.7 Limitation of the study**

Several factors limited the progress of the study. The first limitation was transportation to and from the study area. The second limitation was a threat to peace and security. The third limitation was unwillingness of the people to be interviewed face to face due to COVID-19 lockdown, and other uncontrolled occurrences around the study area.

### **1.8 Ethical guidelines**

Adherence to the guidelines helps to use them as common repository of generally accepted research ethical practices prevent serious deviations that constitute research misconduct, helps maintain integrity in research work shows the credibility of science with the general public and leads to better results since it leads to more attention to details of a research.

Therefore during the research work the researcher took an official letter from the college of developmental studies, Addis Ababa University to collect data in the study area. Moreover, the researcher asked the consent of the respondents with due respect and held their responses with utmost confidentiality for the purpose of conducting responsible research work. Besides, the researcher used only original work of my own and cited secondary sources according to the AAU anti -plagiarism policy.

### **1.9. Organization of the study**

This study is organized into five chapters. The first chapter focuses on introduction to the study, and includes background of the study, statement of the problem, research questions, objective of the study, significance of the study, scope of the study, limitations of the study, definition of key operational terms, and organization of the study. Chapter two focuses on review of prior literatures written on issues related to tourism potentials and challenges i.e. review of theoretical and empirical studies, and conceptual framework of the study. the third chapter deals with the research methodology including research approach, research design, research respondents, sample size and sampling techniques, data collection instruments, reliability and validity of data

collection instruments, methods of data analysis and ethical considerations. The fourth chapter includes data presentation, analysis and interpretation. Finally, chapter five presents summary, conclusion and recommendation based on the findings of the study.

### 1.10 Definition of key operational terms

- **Tourism** refers to activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (WTO, 1993).
- **Tourism development** refers to the growth and maintenance of the tourism industry in a given locality. It is a net of techniques, theories and studies oriented to develop tourism industries in poor economies or countries (Mohammed el amine Abdelli, 2020).
- **Tourism resource** refers to natural and man-made attractions, infrastructure, services, and the conditions that attract tourists to an area and may contribute to the formulation of a tourism destination (Linda I. Lowry, 2017).
- **Potential tourism resources** refer to the sum of the natural, anthropogenic and material resources and conditions necessary for a destination management (Ulas Akkucuk, 2019).
- **Cultural tourism resources:** cultural resources are physical features, both natural and man-made, associated with human activity. Cultural resources are the major attraction of cultural tourism in most countries. It consists of both cultural material (archaeological/historical resources) and non-material (ethnographic sites are yet to be established in the area (Okpoko et al, 2006: 61).
- **Man-made resources** include objects shaped or created from human actions (Ezenagu, 2009).
- **Natural resources** include those physical and animal features used by humans for specific purposes apart from its natural use. In its entirety cultural resources stand as anything which represents human past experience and most times are unique to certain groups (Ezenagu, 2009).
- **Religious tourism resources:** are forms of heritage tourism products, both tangible and intangible, to satisfy religious tourist's curiosity (Shair and Karan 1979; Singh 2006).

- Heritage tourism involves travel to sites that in some way represent or celebrate an area, community or people's history; identity or inheritance. Heritage attractions are typically divided into three categories: natural, cultural and built.

## **CHAPTER TWO**

### **2. LITERATURE REVIEW**

This chapter deals with the theoretical, empirical reviews and a conceptual framework related with the potentials and limitations of religious and cultural tourism resources in and around Debrebirhan, North Shoa, and Ethiopia.

#### **2.1. Theoretical Review**

##### **2.1.1 Basic concepts and terminologies**

There is no single definition of tourism that is universally accepted. Hunziker and Krapf, in 1942, defined tourism as "the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided that the stay does not imply the establishment of a permanent residence and is not connected with a remunerative activities".

The above definition was then accepted by international association of scientific experts in tourism (AIEST, 1942) as follows: "tourism is the sum of phenomena and relationships arising from travel and stay of non-residents in so far as they do not lead to permanent residence and are not connected with any earning activity." This is one of the oldest conceptual definitions that were accepted for a considerable time. Then the AIEST discussed the definition once again and redefined as 'the totality of interrelations and phenomena that are derived from people who travel and stop in places that are not their main permanent domiciles- neither jobs nor for leisure or in the context of business activities nor the study ' (AIEST, 1981).

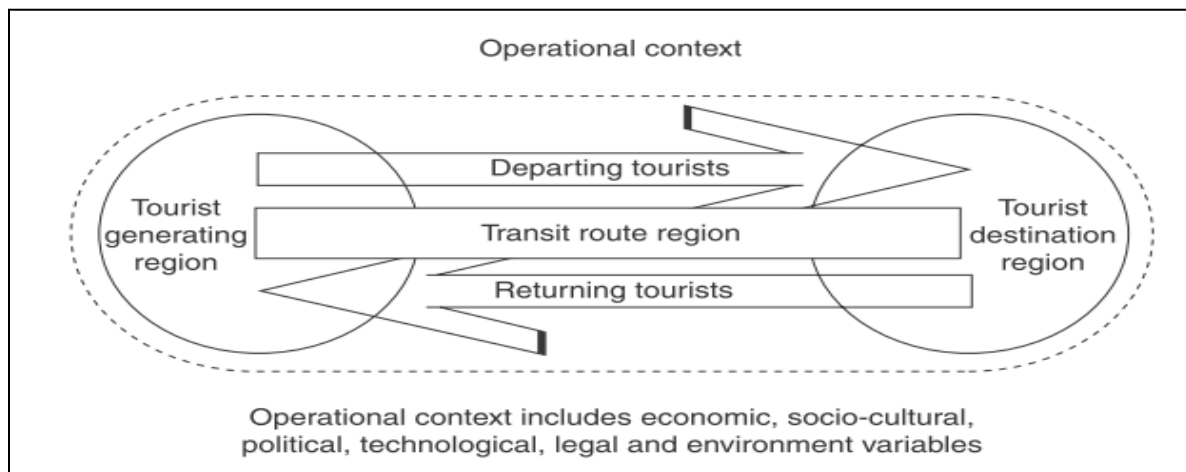
Travel and tourism industry, with a vast amount of economic, socio-cultural and environmental returns, is one of the most important economic sectors of the world (Berhanu, 2018). The tourism industry plays multiple roles in the economy, socio-culture, and environment of different countries of the world. The most widely recognized outcomes of tourism include providing employment, incomes, taxes revenues and foreign exchange (Nicolaidis, 2016; Suleiman and Mohamed, 2010).

According to Nicolaidis (2016), tourism is an activity of human beings moving and staying in places outside their permanent residence and environment for recreation, business and trade

purposes. Now a day, tourism is increasingly becoming an important economic sector in many developing countries (UNCTAD, 2007). The industries were one of the major sources of foreign exchange earnings and the most viable and sustainable economic development option (UNWTO 2011).

The UNWTO (1993) defines tourism as “activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.” This is the definition used in this study.

According to Leiper (1990), a tourism system is composed of three components: tourist generating region, transient region and destination region. The origin is made of potential and actual visitors and refers to their residential areas. The destination is the area that is visited by travelers because of the attraction generated by its resources. Another critical element of the tourism system is the linkage, which includes transportation services, promotional activities, and information.



**Figure 1: Tourism system (Leiper, 1990)**

In addition to tourism, it is better to differentiate between terms such as visitor, tourist, and excursionist. A visitor is defined as 'any person traveling to a place other than that of his/her usual environment for less than twelve months and whose main purpose of trip is other than the exercise of an activity remunerated from within the place visited'. Tourist refers to temporary visitor staying at least 24 hours in the country visited and the purpose of whose journey can be

either for leisure (recreation, holiday, health, study, religion, and sports) or business, family, mission, meeting. Excursionist on the other hand temporary visitor staying less than 24 hours in the country visited (including travelers on cruises). Excursionists are also called day tourist or day excursionist (UNWTO, 1993).

### **2.1.2. Types /Forms of tourism**

UNWTO has divided the forms of tourism into five namely inbound tourism, outbound tourism, domestic tourism, internal tourism, and national tourism.

- Inbound international tourism: visits to a country by nonresidents of that country.
- Outbound international tourism: visits by the residents of a country to other countries.
- Domestic tourism: visits by residents within their own country.
- Internal tourism: domestic plus inbound international visits by residents and non-residents within a country.
- National tourism: domestic plus outbound international. In other words, it refers to visits by the residents of a country within their own country and to other countries.

### **2.1.3. Types of tourism resources**

A resource is a source or supply from which benefit is produced, typically resources are materials or other assets that are transformed to produce benefit and in the process may be consumed or made unavailable (Mohammed Asif, 2015). Tourism resource is normally taken to refer to tangible objects. There are different types of tourism resources some of them are:-

#### **2.1.3.1 Cultural tourism resources**

Cultural resources are physical features, both natural and man-made, associated with human activity. The man-made resources include objects shaped or created from human actions while natural resources include those physical and animal features used by humans for specific purposes apart from its natural use (Mohammed Asif 2015).

In its entirety cultural resources stand as anything which represents human past experience and most times are unique to certain groups (Ezenagu, 2009). Cultural resources are the major attraction of cultural tourism in most countries. It consists of both cultural material (archaeological/historical resources) and non-material (ethnographic sites are yet to be established in the area (Okpoko, et al 2006: 61).

### **2.1.3.2 Nature -based tourism resources**

A natural resource is anything obtained from the environment to satisfy human needs and wants. Nature -based tourism: a broad term that covers all tourism experiences centered on wild or natural environments. Environmental tourism: tourism that takes place in natural settings with an emphasis on understanding and conserving natural environments. it is tourism based on the natural attractions of an area. Examples include bird watching, photography, stargazing, camping, hiking, hunting, fishing, and visiting parks. These experiential tourists are interested in a diversity of natural and cultural resources (UNCTAD, 2007).

### **2.1.3.3 Religious types of tourism resources**

Are forms of heritage tourism products, both tangible and intangible, to satisfy religious tourist's curiosity (Shair and Karan 1979; Singh 2006).Religious tourism is one of the most prevalent forms of heritage tourism in the developing world today and is among the earliest precursors of modern day tourism (Ramakrishna, 2013).

Religious tourism is a special type of tourism that is strongly motivated by religious reasons. Its variants are faith tourism or spiritual tourism. It can be defined as faith tourism, where people are constantly resident, engaged in work, and out of places where they meet their usual needs, to realize their religious beliefs and to see tourist attractions for tourism attractions. Religious tourism, spiritual tourism, sacred tourism, or faith tourism, is a type of tourism with two main subtypes: pilgrimage, meaning travel for religious or spiritual purposes, and the viewing of religious monuments and arte facts, a branch of sightseeing. Often, they undertake a pilgrimage for religious reasons or for the purpose of worship. Examples of these kinds of trips include the hajj to mecca for Muslims, pilgrimages to Jerusalem or the Vatican for Christians, and traveling to Bodh Gaya for Buddhist (UNCTAD, 2007).

#### **2.1.3.4 Historical or heritage tourism resources**

Heritage tourism is tourism that respects natural and built environments – the heritage of the people and place (Sarah and Nicholls, Christine Vogt, 2004).

Historical or heritage tourism means traveling with the primary purpose of exploring the history and heritage of a place. People often combine their love of history with other tourist delights like shopping, amusement park visits, and luxurious resort stays. Examples of heritage tourism activities include visiting a museum or historic home, eating the local food, or taking part in a festival. Historical tourism is important for various reasons; it has a positive economic and social impact, it establishes and reinforces identity, it helps build image, it helps preserve the cultural and historical heritages; with culture as an instrument it facilitates harmony and understanding among people (UNCTAD, 2007).

#### **2.1.4. Determinants of tourism development**

There are many factors that influence the running of the tourism industry. Some show immediate effect while, there are also factors which affect in the long run.

##### **2.1.4.1. Environment at destination**

Tourism is in its best form when the destination boasts of conducive climate. In contrast, any undesired changes in the environment such as high winds, flash floods, drought, and extreme climate can affect tourism adversely. For example, during harsh summer months in India, people prefer to travel to colder climate regions like hill stations (Mohammed Asif 2015).

##### **2.1.4.2. Economy of the country**

When a country is undergoing economic turbulence and when people are facing unemployment issues, tourism is affected adversely. On the contrary, when a country's economy is doing well and people can afford to spend money on leisure, tourism progresses (Berhanu, 2018).

##### **2.1.4.3. Historical or Cultural Importance of the Destination**

The place or destination of travel affects the tourism business to a great extent. If the destination is of great historical or cultural significance then tourists will certainly like to visit the place for

seeing monuments, castles, forts, ancient architecture, sculptures, caves, antic paintings and utensils, clothes, weapons, ornaments, and other allied heritage. For example, the world famous places of historical and cultural importance are Taj Mahal (India), Pyramids of Giza (Egypt), Bagan (Burma), acropolis (Athens, Greece) (Berhanu, 2018).

#### **2.1.4.4. Research Importance of the Destination**

There are tourists who visit places with the objective of studies and exploration. The need for research promotes tourism. Archeologists, geologists, oceanographers, biologists and zoologists, architects, and people researching arts and cultures seek places that have great significance in the field of research (Berhanu, 2018).

#### **2.1.4.5. Religious Importance of the Destination**

The places of religious importance or worship are always flooded with tourists. At these places, tourism is at its peak at particular time periods in a year. The tourists often go on pilgrimage to find inner peace and invoke blessings of the deities they worship and to cleanse their sins before death, for example, mecca, Bethlehem, Kashi.

The determinants of tourism development are those factors which affect tourism development such as culture, peace, security, developed infrastructure of the world, visa facilities, natural beautification, attitude of the people, tourist number, quarantine, world population, education, income level, price level of different commodities in the world, different languages and fare of hotel e.t. are the well-known factors which affect the tourism industry positively and negatively in the world. Similarly on one side these factors push the tourism industry in the short and long run positively and negatively while on the other side affect the economic growth of the global economy of the world negatively and positively. The outbreak of wars, political unrest, famine, and un-favorable economic policy were, perhaps, among the major factors that hindered the growth of tourism in Ethiopia.

### 2.1.5. Factors affecting tourism development

Factors that will affect tourism growth can be classified into two major categories (Mohammed, 2015).

- **Internal factors:** are those that are within the control of the enterprise.
- **External factors:** are those that are beyond the control of the enterprise.

#### **Internal factors :**

- Management of the hospitality firm
  - I. the management style and structure
  - II. Careful about the ethics of the business, the workforce will be better.
  - III. best customer experience
  - IV. more effective than competitors
- The workforce of the hospitality firm
  - I. well trained to meet the demand of the business and customers
  - II. changes in the employees of the firm
  - III. internationally tourist and travelers may compare
- Change and conflicts management
- Types of facilities and activities available

#### **External factors:**

These refer to factors that affect the organization, but are not organization's control. This is generally referred to as pest factors, political, economic, social and technological factors.

- **Political factors such as** government stability and likely change, tax policy, trade control, import restrictions (quality and quantity), freedom of press, corruption etc.
- **Economic factors such as** economic growth, interest rates and monetary policies, taxation, inflation rates, exchange rates, consumer confidence, etc.
- **Social factors such as** income distribution, lifestyle changes, work/career and leisure attitudes, education, health consciousness, labor/social mobility, living conditions, etc.

- **Technological factors such as** public transport infrastructure, rates of technology transfer, changes in IT/ internet / mobile technology, levels of car ownership, etc.
- **Environmental factors/Ecological factors** weather, laws regulating environmental pollution, endangered species, recycling, etc.
- **Legal factors such as** discrimination law, copy right, patents/ intellectual property law, consumer protection and e-commerce, employment law, health and safety law, etc.

### **2.1.6. Tourism destination development theories**

Tourism destination development theories are theoretical perspectives on tourism development sometimes called regional development theories. Tourism destination development theories as theories are approaches used to analyze tourism phenomena of a tourist destination where the tourist destinations are the units of analyses (WTO, 2002). These theories help assess the influence of tourism as a development factor on regional and local development, to indicate the theoretical basis of tourism growth as a factor of regional development.

#### **2.1.6.1. Important theoretical perspectives:**

Different scholars are credited for the development of destination development theories. These theories include Christaller' destination area development (1963), Cohen's (1972), Doxey's Irritation Index Model (1975), Plog's psychology of tourists (1973), and Butler's Destination Life Cycle Model (1980). A brief discussion about these theories is given below.

##### **2.1.6.1.1 Destination area development (Christaller, 1963)**

Christaller (1963) is one of the premier scholars in the area of destination development. He is a German geographer and planner who suggested there is a process of continual development of recreation/tourist areas. His ideas are summarized as follows:

- Destinations develop and change over time.
- There are different types of visitors at different times.
- The tourist experience (the tourism product) changes over time.
- The impacts on the destination change over time.
- The involvement of locals in tourism destinations changes over time.
- New cycles involving new tourist destinations will occur.

### **2.1.6.1.2. Typology of tourists (Cohen, 1972)**

Cohen (1972), a sociologist of tourism, classifies tourists into four types, based on the degree to which they seek familiarity and novelty: the drifter, the explorer, the individual mass tourist, and the organized mass tourist. He identified four tourist types (Cohen, 1972): organized mass tourist is the least adventurous tourist that spends most of his time in her comfortable environmental bubble throughout her trip. The trip is organized in advance and the tourist has no decisions on it. Cohen's model of typologies of tourists is an early conceptual framework aimed at the sociological analysis of the phenomenon of modern tourism. ... Cohen identifies four different categories of tourists within a spectrum of institutionalized or non-institutionalized characteristics.

### **2.1.6.1.3. Doxey's Irritation Index Model (1975)**

Doxey's Irritation Index Model (1975) is one of the most influential models is Doxey's **irridex model (1975)** which suggests that residents' attitudes toward tourism may pass through a series of stages from “euphoria,” through “apathy” and “irritation.” to “antagonism,” as perceived costs exceed the expected benefits .established by Doxey (1975),irritation index or “irridex” is based on the understanding of local residents' attitude change toward tourists and tourism development in different stages of a destination's life cycle. ...during the first stage, the number of tourists is small and the local community welcomes tourism .established by Doxey (1975), irritation index or “irridex” is based on the understanding of local residents’ attitude change toward tourists and tourism development in different stages of a destination’s life cycle. Its different phases are primarily the consequence of tourism development in terms of its varying social, economic, and environmental impacts on the destination. This model assumes the resulting circumstances with negative sociocultural impacts can lead to irritation in the local community. Its four stages of euphoria, apathy, irritation, and antagonism explain the deteriorating responses of the local residents to tourism development. During the first stage, the number of tourists is small and the local community welcomes tourism. In the phase of apathy, the number of tourist’s increases and the relationship between tourists and residents becomes formalized. Irritation is the phase when residents become concerned about tourism due to significant growth of arrivals.

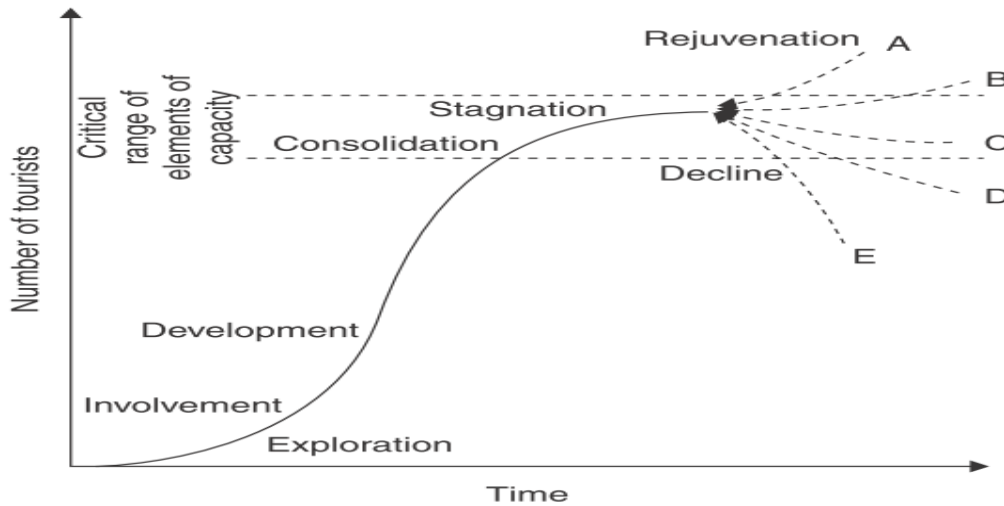
#### **2.1.6.1.4. Plog's psychology of tourists (1973)**

According to Plog, destinations rise and fall in popularity because they appeal to specific types of tourists over time, and follow a relatively predictable pattern of growth and decline in popularity. To put it simply, Plog's theory demonstrates that the popularity of a destination will rise and fall over time. Plog's model is largely regarded as a cornerstone of tourism theory. Plog essentially delineated these types of tourists according to their personalities. He then plotted these along a continuum in a bell-shaped, normally distributed curve. This curve identified the rise and fall of destinations. Briefly, the theory states that the economy of resort regions will follow a life cycle characterized by six stages: "exploration", "involvement", "development", "consolidation", "stagnation" and then either "decline" "rejuvenation". Butler suggested that tourist numbers be used for the "s" -shaped life cycle curve. The butler model of tourist resort development the tourist industry, like all industry, is dynamic and constantly changing. Therefore, the butler model is a way of studying tourist resorts and seeing how they change over time and in relation to the changing demands of the tourist industry. According to butler's theory, gender is essentially formative repetition of acts associated with male or female. Currently, the actions appropriate for men and women have been transmitted to reproduce a social atmosphere that both maintains and legitimizes a seemingly natural gender binary.

Plog has identified two groups of tourists based on New York residents' attitude to travel (choice of holiday destination). These are known as psychocentrics and allocentrics. Psychocentrics are tourists who seek familiar environment and culture, and hence prefer to visit nearby sites. On the other hand, allocentrics seek unusual, uncertain environment. They take risk to travel far from local environment (travel long distance).

### 2.1.6.1.5. Destination lifecycle model (Butler, 1980)

Butler's destination lifecycle model (1980) is the most famous and widely accepted cyclical theory of tourism development. The cyclic model includes 7 stages:



**Figure 2. Butler's tourism area life cycle model** (Butler, Miossec, 1993).

**The Exploration stage:**-This is the primary phase when governments and local people are beginning to think about tourism and how they could capitalize and maximize their opportunities in this industry. In the **involvement stage**, Small, but steadily increasing flow of tourists tends to appear.

Moreover in the **development stage**, big companies start to see the emerging potential of the area as a tourist resort and therefore start to invest money in the region. During the **consolidation** stage tourism growth slows. This may be intentional, to limit tourist numbers or to keep tourism products and services exclusive, or it may be unintentional. There will generally be a close tie between the destination's economy and the tourism industry. In some cases, destinations have come to rely on tourism as a dominant or their main source of income. Many international chains and conglomerates will likely be represented in the tourism area. Besides in the **stagnation phase**, the number of incoming tourists is stabilizing. This results in economic, social, political, and environmental problems. The development of the tourism industry significantly affects the qualitative characteristics of the area, which were seen as the main factors of attraction and exclusivity at the beginning of tourism cycle. This stage can last for a short or very long period.

In the **Decline or rejuvenation-** from the stagnation point onwards there are 2 basic possibilities: decline in various forms or rejuvenation (regrowth of the resort) decline can be slow or rapid, and regular visitors are replaced by people seeking a cheap break or day trippers. Rejuvenation involves a cash injection from either a private company or the government, to create a new attraction within the original resort to boost its popularity.

Butler's tourism area life cycle model is great because it provides simplistic theoretical guidance to tourism stakeholders. Those who are just starting out can use this model to plan their tourism infrastructure and development. It encourages critical thinking and long-term thinking. However, butler's tourism area life cycle model can also be criticized for its simplicity. Without sufficient knowledge and training, tourism stakeholders may not understand this model and therefore may not adequately utilize it. The linear approach taken with this module does not account for unique and unaccounted for occurrences. In other words, not every destination or attractions may follow these stages in this way.

Turner (1993, 1999) has also identified three stages of the tourism development in the area:

- 1) The search for the area suitable for tourism development;
- 2) The rapid development of tourism in this area
- 3) The entrenchment of tourism in the area. Initially, tourism is developing slowly. When the suitable location is discovered and popularized, tourists start to invade this area, and the local community refuses other economic activities and begins to build the infrastructure for tourists and offer desirable services. if the tourism continues to evolve, it reaches the last stage of tourism development and becomes fully mature. it becomes a formal business activity, which is based on the local resources and other attracting factors, amenities and services, tourism organizations, which are concerned with the promotion of tourism development. The drawback of this model is that it focuses only on the physical changes in the territory and that there the motives of tourists and local communities are still not evaluated.

## **2.1.7. The concept of development and tourism development**

### **2.1.7. 1 Concept of development**

Different scholars defined development in different ways. Sharpley (2002) described development as “the continuous and positive change in the economic, social, political and cultural dimensions of the human condition, guided by the principle of freedom of choice and limited by the capacity of the environment to sustain such change”.

In strictly economic terms, development has traditionally meant achieving sustained rates of growth of income per capita to enable a nation to expand its output at a rate faster than the growth rate of its population (Todaro and Smith, 2012).

Sen (2009), in his capability approach argues that the “capability to function” is what really matters for status as a poor or non-poor person. Development has to be more concerned with enhancing the lives we lead and the freedoms we enjoy.” what matters fundamentally is not the things a person has—or the feelings these provide—but what a person is, or can be, and does, or can do. What matters for well-being is not just the characteristics of commodities consumed. This concept is called concept of happiness and development. Clearly, happiness is part of human well-being, and greater happiness may in itself expand an individual’s capability to function.

Development must therefore be conceived of as a multidimensional process involving major changes in social structures, popular attitudes, and national institutions, as well as the acceleration of economic growth, the reduction of inequality, and the eradication of poverty (Todaro and Smith, 2012).

Tourism development theory, which is derived from the dominant theories of development; Modernization, Dependency, Neo-liberalism and Alternative development, Wan Melissa Wan Hassan 2009. development theory provides the suitable conceptual framework and platform to elucidate the processes in tourism development. It shows these processes are not solely the result of unilateral actions, invoked by factors such as politics, economics, culture and the environment (Wan Melissa Wan Hassan, 2009).

The processes of tourism development could only be elucidated within the context of the development stage of a country, Van Doorn (1979, cited by Pearce, 1989, p. 12). Thurot (1973) has suggested that there are three stages of development in relation to the evolution of the airlines routes. However, Miossec (1976) proposes five stages of development, from the original pioneer resort to a fully developed hierarchy and specialized saturation stage when conceptualizing tourist space dynamics (Oppermann and Chon, 1997).

Modernization in tourism development also stipulates for the consumption of 'experience' as an end product. Tourists improved their social structural status when they manage to travel and consume these experiences (Wang, 2000) and hence fulfill their ego needs (Maslow, 1987). Butler (1980) further improvised the evolution of tourism development through his product cycle-based evolution of tourist destination.

More recently, Agarwal (2002) has used Butler's work as a template when she contends that many British seaside resorts, which were in the stagnating or declining stage, have rejuvenated when for example theme parks were introduced at these resorts. Agarwal argues that endogenous or exogenous forces also play a significant role in a process of destination development.

Meanwhile, Myrdal (1957) uses regional economic development theory in tourism studies, to look at the filtering of economic benefits through regional, national and local economies.

Tourism development in peripheral countries is strongly influenced by events in the core countries. The flow of mass tourists from central to peripheral countries, and the running of hotels and resorts, are subject to various control mechanisms found in the former (Britton, 1989). The roles of tour operators in core countries, one of the most influential tourism suppliers due to their huge financial resources and industrial leverage. Thus, according to dependency theory, tourism is an industry like any other, which is used by the developed countries to perpetuate the dependency of the developing countries (Oppermann, 1993, p. 540).

In this study, the term development refers to social conditions within a nation, in which the authentic needs of its population are satisfied by rational and sustainable use of natural resources and systems. Development can be total or partial innovation to an existing structure. Development includes the specifications that social groups have access to the project site, basic services such as education, housing, health services, and nutrition and above all that their culture

and traditions are respected within the social framework of a particular area developed. In order to appreciate the points made above, the development theories of tourism need to be evaluated (Khairil Wahidin Awang, 2005).

The meaning of development has been a burden on ancient political scholars. It has acquired diverse meanings and interpretations from different scholars such as Amartya sen, Todaro, Coralie Bryant, etc.

### **2.1.7. 3 Concept of tourism development**

Tourism is one of the major economic sectors in many countries; due to this see the promotion of tourism as a development strategy. The development of tourism not only creates growth in the tertiary sector, but it can also have a positive multiplier effect and cause growth in the primary and secondary sectors as well.

Ethiopia, the tourism sector has passed through several ups and downs of development trajectory due to the country's preexisted factors. Such as the mere attention given to the sector, preexisted socio political factors, etc., even though there are betterments these days and there are opportunities and challenges to develop the potentials. So, it is important to assess the tourism potentials in and around Debrebirhan to bring development as supported by development theory.

Tourism development in peripheral countries is strongly influenced by events in the core countries. The flow of mass tourists from central to peripheral countries, and the running of hotels and resorts, are subject to various control mechanisms found in the former (Britton, 1989). The roles of tour operators in core countries, one of the most influential tourism suppliers due to their huge financial resources and industrial leverage, for instance, can exert a strong impact on the occupancy rate of hotels and spatial distribution of tourist flow in receiving countries, many of which resemble peripheral areas (Shaw and Williams, 1994). Furthermore, many of the hotels, particularly those of an international class, are owned or managed by transnational corporations.

However, din (1990) contends that not all international standard accommodation chains in developing countries belong to developed countries and hence are not controlled by external force. He exemplifies this notion by noting that locals own several of the luxury hotels in Penang, a tourist destination area in Malaysia. At a different level, these relationships posit the

notion of underdevelopment of developing countries because of the exploitation by developed countries (Britton, 1989; Harrison, 1995). “Thus, according to dependency theory, tourism is an industry like any other, which is used by the developed countries to perpetuate the dependency of the developing countries (Oppermann, 1993, p. 540). In parallel, Walpole and Goodwin (2000) contend that this peripheral relationship also exists in a local context. Tourism potential development involves the improvement of the physical infrastructure in the destination in form of support facilities, branding, promotions, and advertising amongst others.

## **2.2. Tourism Industry in Ethiopia**

### **2.2.1 Overview of Tourism Industry in Ethiopia**

Tourism is among the economic and social sectors that are registering rapid growth in the world, and nowadays it has been found to be making its contribution in supporting and accelerating national development. Tourism makes a tremendous contribution serving as a source of foreign exchange, promoting micro and small-scale enterprises, creating employment opportunities, and ensuring sustainable development (MOCT, 2009). The government of the federal democratic republic of Ethiopia, therefore, appreciating the problems of the sector and giving special attention to the matter, and recognizing the necessity of creating a strong government organ to lead the sector, has established the ministry of culture and tourism under proclamation number 471/2005, enacted to redefine the powers and duties of the organs of the federal government (MOCT, 2009).

More importantly, Ethiopia is an ancient country with a rich heritage and cultural diversity (Levine, 2004). This diversity includes tangible and intangible heritage. It has both traditional and modern cultural expressions, languages, and centuries-old knowhow in handicraft production (Bendavid and good, 2008; Nurhssien, 2016). Ethiopia's cultural industry is perhaps one of the oldest in the world and is exceptionally diverse (karbo, 2013). The other intangible heritage of Ethiopia includes ceremonies, festivals, celebrations, rituals, and other living expressions. In Ethiopia, the rock-hewn churches of Lalibela are one of the most visited attractions in the country. The property was among the first twelve sites to be inscribed by UNESCO on the world heritage list in 1978 (Dowling et al., 2002; Eleni, 2010). Being a living heritage, the site consists of a range of material and non-material cultural components that constitute an important part of

the local community and their traditional way of life (Pankhurst, 2005). UNESCO (1972), assured this fact that united nations educational, scientific and cultural organization (UNESCO) recognizes nine tangible world heritage sites in Ethiopia (Axum's obelisks, the monolithic church of Lalibela, the castle of Gondar's, the lower valley of Awash where the skeleton of Lucy was discovered, Lower Omo Valley, Tia's caved standing stones, the Semien Mountains, Harar and Konso cultural landscape).

According to Ayalew, (2003), the numbers of tourists flow can estimate regarding to the economic and social affairs, the effects of tourism in Ethiopia, and the amount of money received from international visitors and the effect of tourism can be measured through the expenditures of tourist that have impact on gross domestic product (GDP) or the overall income and earnings from the tourism sectors such as job opportunities and services. Thus, one can understand the potential that tourism has in local economic development in Ethiopia.

Tourism in Ethiopia dates back to the pre-Axumite period when the first illustrated travel guides to Ethiopia can be found in the friezes of the pyramids and ancient sites of Egypt. Modern tourism in Ethiopia can be said to have started with the formation of a government body to develop and control it in 1961: the Ethiopian Tourist Organization (Temesgen Kasahun, 2006).

Ethiopia has immense tourism potential owing to its natural, historical and cultural endowments. To develop the tourism potential and let it contribute in the effort to reduce poverty and underdevelopment in Ethiopia, finding the main determinants of tourist flows in the country is of great necessity. Per capita income and total population of the sending countries positively affect tourism in Ethiopia and the air distance from Addis to the capital city of the sending country negatively determines tourist flows in Ethiopia.

It was around 1960, that the potential of tourism drew the attention of the imperial government authorities. The first tourism office was established in 1962 (Temesgen Kasahun, 2006). From 1974 for two decades the industry was suffering from various adverse effects such as prolonged civil war, recurrent drought and restrictions on entry and free movement of tourists (World Bank, 2006).

### **2.2.3 Challenges of tourism sector in Ethiopia**

Although tourism has long been promoted on the basis of its potential contribution to development, attention has been focused more recently on the developmental role of tourism in least developed countries.

An important factor in this regard is the diversity and quality of accommodation offerings (Rogerson & Visser, 2014; Sharpley, 2009). The first, and critical, structural weakness in the hotel sector is the lack of sufficient skills and education that fail to meet the requirements of the sector (Baum, 2013; Baum, 2018; Christie et al., 2014; Salehudin, Prasad, & Osmond, 2013).

Beyond the lack of educational infrastructure, the governments in SSA countries fail to provide an enabling environment for operators in the tourism sector (Kimbu, 2011a; Kimbu & Ngoasong, 2013). However, such growth and its success in contributing to the socio-economic development in SSA countries depends on a number of stakeholders including government, private sector operators, and communities who have varying interests (Christie et al., 2014).

In contrast, plüss and backes's (2002) findings pointed out that 'in 10 of the 13 countries which are home to 80% of the world's people who live in extreme poverty, tourism has not been able to reduce poverty' (cited in scheyvens, 2007). indeed, the per capita income in ldcs where tourism has experienced the highest rates of growth (UNWTO, 2004) has declined, according to collier, by 0.5% per annum since 2000, which means that they were poorer than they had been in the 1970s (Sharpley, 2009). Even in developing countries, such as Costa Rica, where tourism has succeeded in substantially contributing to national economic growth, some of the booming tourism destinations, such as Guanacaste, have not experienced any significant reduction in poverty rates (GTZ, 2007).

Among these factors culture, peace, security, developed infrastructure of the world, visa facilities, natural beautification, attitude of the people, tourist number, quarantine, world population, education, income level, price level of different commodities in the world, different languages and fare of hotel etc. are the factors affecting tourism. Other challenges include such challenges as poor image abroad, poor marketing and promotion, lack of well-developed tourist related infrastructure and services; lack of knowledge about tourism, low level of human capacity.

Travel marketing, which tourists or travelers can at times deem travel marketing to be false, inadequate or exaggerated is also a challenge. Another noteworthy concern is the limited access to finance. Ethiopia has the potential to support a growing tourism sector, but if the capital is not available to invest in improving both tangible and intangible assets, little progress will be made. For example, a tangible asset would be the development of tourist centers and facilities at popular sites. Intangible assets would be the effective marketing mediums and promotions to connect with travelers.

Regardless of struggles and challenges, the country scored highest tourism growth in the world. Ethiopia's travel & tourism economy grew by 48.6 percent in 2018, the largest of any country in the world, according to the world travel and tourism council's (WTTC) annual review of the economic impact and social importance of the sector released in March.

Ethiopia's main challenges are sustaining its positive economic growth and accelerating poverty reduction, which both requires significant progress in job creation, as well as improved governance. The government is devoting a high share of its budget to pro-poor programs and investments.

Generally, the tourism industry in Ethiopia could be legitimately described as one that is still in its infancy. However, proper implementation of the national tourism development strategy will contribute to the overall development of the country.

#### **2.2.4 Opportunities for tourism development**

There are various elements of tourism development; they may positively influence tourism development in different ways. In other ways they are favorable conditions for developing tourism industry. Some of these favorable conditions are:

##### **2.2.4.1 Availability of tourism potential**

Tourism potentials are the main motivators for tourist trips and are the core of the tourism product. 'Without attractions there would be no need for other tourism services. Indeed as such would not exist if it were not for attractions' (swarbrook, 2002).

From this one can the tourism potential has the potential to pull or attract visitors to a certain destination. Without potential it is difficult to develop tourism industry because it is a central issue or nucleus of tourism industry. In the case of Ethiopia in general Debrebirhan and its

surrounding has in particular, the existence of this potential can create a suitable condition for the development of the tourism industry.

#### **2.2.4.2 Tourism Business Entrepreneurs**

According to Rogerson (2004) the local investors have a significant role in the development of tourism industry when they are participating in small and medium sized tourism and travel enterprises like catering, manufacturing and sales of souvenirs, lodging, sales of agricultural products and tour guide enterprises. In the case of Ethiopia the involvement of these stakeholders in tourism development are low although their role is very important. In the study area there are some tourism business entrepreneurs. However, they are few in number despite their playing of a great role in the development of tourism industry.

Tourism industry refers broadly to collections of business firms, organizations and other resources which foster or support activities of tourists, in particular by providing services (Swarbrook, 1999).

According to Heidi and Karin (2000) the role of individual entrepreneurs“ is the most significant thing in tourism industry because it is involved in various levels in the sector by providing service and facility for the visitors at a destination. According to the law and regulation of the country especially the tourism development policy of a certain country private sector involvement is vital.

#### **2.2.4.3 Role of the government**

According to (Karin, 2004) government has a critical role in the formulating of policies for tourism development in any country in the world. Also Governments with their policies, programs and directives can easily encourage or obstruct tourism development in various ways.

In the case of Ethiopia the Federal Democratic Republic of Ethiopian Ministry of Culture and Tourism is responsible for the formulation of national tourism policy and strategies for the development of tourism industry in the country.

The Ministry of Culture and Tourism formulated the tourism policy of the country in 2009 which is one of the significant opportunities for developing tourism industry in Ethiopia. On the other side the regional state bureaus, zonal and woreda level offices also have a great role on the implementation of the policy and programs which is formulated by higher level of the government.

#### **2.2.4.4 Role of Non-Governmental Organizations**

According to (Monzoor, 2015) NGO's play very important role in tourism industry. In general there are mainly three kinds of roles played by nongovernmental organization in tourism. Such as actually involved in criticizing the policies of government or authority due to its loop holes or negative impacts, work at the tourism spot and assess the problems which will be born out of the development at the tourism spot. NGOs can play a great role in the development of tourism industry by providing different supports to the destinations like funding, giving training for the experts at all levels and so on.

In the study area there are a number of national and international Non- governmental organizations working in the industry such as SUNARMA (Sustainable Natural Resource Management), World vision Ethiopia, etc.

#### **2.2.4.5 The Role of Host Community**

According to (Godfrey and Clarke ,2000), communities form a basic element in modern tourism as they are the focal point for the supply of accommodation, catering, information, transport facilities and services. Their local natural environment, buildings and institutions, their people, culture and history, all form core elements of what the tourists come to see; whether as towns, villages or cities, every community has tourism at one level or the other and are affected by the growth and development of the industry.

According to (Tosun, 2006) explains that the presentation of interests of the local communities in the tourism development agenda is a complex issue that needs to be addressed carefully. There is unclear description of local communities' roles and how their views are incorporated in the whole planning and development process. In the study area the host community with their indigenous culture, social institution can play a great role for developing tourism industry.

#### **2.2.4.6 Training Institutions**

According to (Ayalew, 2009) tourism training institutions have a great contribution in filling the gap of lack on trained man power in tourism industry. In the case of Ethiopia at the present day there are some private and government tourism training institutions. They are generating a skilled man power in the field.

However, the number of training institution in Ethiopia is very limited when it compeer with the demand of the industry, so the privet, government and other stakeholders are expected to work in the production of skilled man power all over the country.

#### **2.2.4.7 Tourism Policy**

According to (Yimer, 2016) setting of the appropriate tourism policy is vital for developing tourism industry and increasing tourism activities or generating employment opportunities for the local population to verify their income and improve their living standard.

Ethiopia is endowed with enormous manmade and natural tourism attraction and developing a uniform tourism development policy in the country is crucial for utilizing the tourism potential.

By considering the socio-cultural, economic, environmental and political significances of tourism industry the current government of Ethiopia launched the tourism development policy in 2009. The main focusing area of this policy include the following: - guiding the sector in a broad based development framework, developing the existing and new tourism attractions and products, expanding the infrastructure and tourist services that are vital for the growth of the sector, ensuring that the country benefits from the sector by being sufficiently competitive in the international tourism market, and solving the serious limitations in capacity which are apparent in the industry (MoCT, 2009).

#### **2.2.4.7.1 Overview of Ethiopian Tourism Policy**

The Government of Ethiopia has taken certain measures to accelerate the development of tourism in the country. The government has set up the Ministry of Culture and Tourism (MoCT) in 2005. This is the main public entity in charge of supporting the development of tourism in Ethiopia. Its obligations incorporate policy planning, assortment, and dissemination of culture and tourism data, supervision of tourism, public enterprises, promotion and marketing, and institutionalization.

The other important measure taken by the government is the formulation of a tourism development policy in 2009 which is the first of its kind. In order to realize the development of tourism and to enable the sector to effectively contribute to the country's current effort to eliminate poverty, it is necessary to lead the development of the sector within appropriate policy and strategic framework. The Ethiopian tourism development policy serves as a guideline for all tourism activities in the country. Tourism planners should clearly understand the policy objectives prior to involving to any planning activities.

The policy sets the sector's general objectives that place emphasis on the tourism's potential in terms of growth, employment generation (particularly for women and youth), foreign exchange earnings, and image building for the country. It also stresses the importance of achieving tourism growth sustainably, in alignment with other national development policies and with broad participation by the different stakeholders.

The policy incorporates proposing approaches that can advance Ethiopia's universal intensity. All possible endeavors have been made to ensure the direct or indirect participation of all stakeholders in the definition of the policy. The involved stakeholders in defining the issue or agenda include: Ethiopian Tourism Organization, Tourism Transformation Council, Ministry of culture and tourism, Tourism Research Unit (under The Tourism Ethiopia), Ethiopian Investment Commission, Ethiopian Wildlife and conservation Authority, Human Resource and development Unit (under MOCT).

The policy has been structured under five sections:

1. Develop existing and new destinations within Ethiopia
2. Diversify the sector
3. Improve infrastructure and tourism facilities
4. Create an enabling environment for private investors
5. Develop new and broader educational programs for the sector so as to create a larger and more qualified labor force.

The policy has the following pillars :-Policy ,Regulation and Institutional Framework , Tourism Development Policy, Tourism Marketing, Branding and Promotion, Investment In Tourism Facilities and Services, Human Resource Development, Tourism research and Development, Tourist Safety and Security, Tourism Support Infrastructure and Services, Conservation and Preservation of Nature, Tourism development Financing.

#### **2.2.4.7.2 Main policy issues and strategies**

It is necessary to bring about a lasting change by developing the potential of our tourist attractions and boosting the direct and indirect benefits of tourism to image building and overall development of the country. To realize this, it is essential that the industry is enabled to fulfill its share by gradually overcoming the numerous shortcomings in its supply and demand seen at the moment. Accordingly, the following main policy issues and implementation strategies have been formulated.

The policy document displays the most important scholarly policy instruments such as strategies and be implemented to bring the tourism development endeavors we deserve.

The country also has a long term sustainable tourism master plan covering 2015-2025, the formulation of which is enabled in 2015 through the technical and financial assistance from United Nations Economic Commission for Africa (UNECA) sub-regional office for Eastern Africa, STMP (2015). This long term plan is also broken down into short-term, medium-term and long-term planning horizons. The long term sustainable tourism master plan has strategic pillars and key objectives which if organized and led in organized manner will produce a coordinated response to future industry growth .The STMP has its own implementation framework.

**The challenges in implementation of the policy include:**

- Human Resource Development
- Marketing and Promotion
- Stakeholders cooperation
- Tourism Products and Services Tourism
- Conservation and Utilization of Tourism Resources
- Infrastructure
- Finance

The tourism policy of Ethiopia is significant for the purpose of this study because it guide and shows the way for identification of tourism development challenges and opportunities in the study area. This policy has different mechanisms to develop tourism industry in the country. So

for the purpose of this research these policies are used to identify the factors that limit the development of tourism and the opportunity that realize in the study area.

### **2.3. Review of Empirical Studies**

Tourism is the world's largest industry (Scheyvens and Mommsen, 2008). As a sector of the economy, tourism is used by many countries to advocate economic development. It is used as a development strategy due to its economic effects such as generating foreign exchange, creating employment and stimulating local economies (Sindiga, 1999). It is suggested here that tourism has evolved, and has continuously progressed along the trajectory path of development theory. On the other hand, the processes that produce these forms of development are susceptible to features generated by the surrounding environment. This includes prominent economic, cultural and political aspects, Melissa and Hassan May 2009.

Tourism has pluralistic meanings (Smith, 1988). Mieczkowski (1981) and Hall and Page (1999) contend that scholars are troubled by the multitude meanings and concepts of tourism. Thus, there is no standard meaning of tourism whereby researchers can have a point of reference. Consequently researchers are spending more time debating typologies and classification rather than exploring the actual content of tourism, leisure or recreation.

“Any person residing within a country, irrespective of nationality, travelling to a place within this country other than his usual place of residence for a period of not less than 24 hours or one night for a purpose other than the exercise of a remunerated activity in the place visited. The motives for such travel may be (1) leisure (recreation, holidays, health, studies, religion, sports); (2) business, family, mission, meeting” (WTO, 1981).

Eshetu Deresse (2018) in his work stated Ethiopia's possession of varied attractions regarded as an opportunity for the tourism sector policy. However, he identified the major challenges also confronting the sector. Heritages of the country has not been adequately protected, developed and used as a tourist attraction, there is a serious shortage in number and type of tourist facilities. moreover, the quality of service is poor and unsatisfactory to tourists, performing arts, entertainment services and other local creative products, which could have helped to lengthen the stay of visitors, are not offered in sufficient variety, there is a shortage of trained manpower that is crucial to the development of the sector, weak mutual support and coordination among tourism

stakeholders, Ethiopia's image on the international scene is widely associated with drought, famine and war. Yimer (2016) noted that the horn of Africa is regarded as a region of instability and terrorism.

Tekabe Sentayehu (2016) assessed the challenges and prospectus of Ethiopian tourism industry and discovered similar findings and pointed out that Ethiopia is a capital city of Africa as the African Union was established and located in Ethiopia. The study outlined the opportunities available for Ethiopian tourism including having the leading African airlines, GERD which will be the largest dam in Africa when completed, and possessing many UNESCO registered sites in Africa. All these are opportunities of the growth of Ethiopian tourism industry.

Teshale Biazen (2010) also supported the above problems and found out that political uncertainty or disruptions of infrastructure have a major influence of the tourism sector. Tafesse Kidanemariam (2015) in his study said that Ethiopia's tourism is more focused on socio-cultural and historical aspects of the country.

Abubeker Aman and Kiyar Mama(2019) in their study with the main objective of assessing the potentials and pitfalls of Dirre Sheik Hussein religious and cultural site in tourism development has shown that Dirre Sheik Hussein is one of religious and cultural site of Ethiopia blessed with several cultural and natural tourist attraction resources. To realize this objective a lot of promotional works has to be done. The research result shows that Dirre Sheik Hussein site has both potentials and pitfalls in tourism development. The challenges that faced tourism development of Dirre Sheik Hussein site identified by the researcher were lack of infrastructural development like all-weather road, standardized hotel and lack of media promotion. These major challenges have no proper attention from both regional and federal government of Ethiopia.

Amare Yaekob (2018) conducted a research related with the cultural tourism resources of sidama people as a tourism product. The study offered helpful inputs to governments and destination marketing practitioners in Sidama to make the cultural tourism resources of the area market-ready and to help learn profiles of tourists consuming them.

Henok Alemayehu (2013) with his study objective to analyze the salient features of Debrelibanos Monastery for religious tourism product development conducted tried to inform the destination about the challenges and opportunities presented to religious tourism product development in the

area. The study explained that Debrelibanos monastery is the best place to visit be it pilgrims or tourists and has the potential to be the best religious tourism destination. The findings also signified that the area is a unique religious tourism destination having a lot of peculiar features and monastic culture. The challenge presented to religious tourism product development in the area include inadequacy and poor quality of accommodation, food and beverage, shopping, guiding, signage, toilet, waste disposal, banking and telecommunications, language barrier especially for foreign visitors.

Fanta Beyene (2017) with the objective to explore the tourism potentials of Debre Libanos Monastery also examined the impeding factors to develop the tourism potentials destination.

The findings indicate that there are a number of religious tourism potentials in Debrelibanos monastery. Additionally there are also historical potentials that include the war of Ethio-Italy and Ahmed Grag. Lack of directives to administer the monastery and develop the tourism potentials, lack of coordination among stakeholders to develop the destination, lack of service providers are among the challenges.

Gebreaneya Gebru K., Meaza Hadush B. (2017) identified the challenges associated with the tourism sector such as seasonal unemployment unstable income, motivates dependence and begging, loss of identity and taking of intelligence, environmental and heritage degradation, although the positive impact outweighs.

Daniel Alemshet, G. &, Teklebrhan, Legese, G. (2019) with their objective to explore the adventure religious tourism potentials of Abune Selama, Abune Yemata, Mariam Qorqor and Abune Daniel and Abune Aregawi (Debre Damo) as tools for adventure tourism development in tigray region. The monasteries have abundant adventure tourism products and activities like hiking, climbing, trekking and magnificent scenic views. Hence, the concerned bodies should develop adventure tourism products so as to enhance the overall community benefits.

This study is designed with the objective assessment of potentials and limitations of religious and cultural resources for tourism development in and around Debrebirhan, north Shoa.

The study demonstrated that the site is the most impressive religious and cultural tourism destination in Ethiopia with its ample religious heritages like annual religious festivals which are

centuries old and its numerous live rock-hewn churches and culture. In addition, to the religious environment of the town and the people are very welcoming. However, problems like poor infrastructure, hassling, begging, heritage trafficking, limited community participation, cultural degradation, and lack of attention to the sector by the government administrations are adverse factors which confront such tourism development in the study area.

A study by Endalkachew Teshome (2016) demonstrate that, tourism has in recent times provided over 200 million jobs and it generates the largest amount of foreign exchange and contributes about 10% of the world's GDP (IATA, 2012). In the last ten years, from 2001 to 2011, the number of international travelers has grown by 44% ([www.unwto.org](http://www.unwto.org)). Tourism, mainly international tourist arrivals, will continue the growth in the future, for instance, according to the United Nations world tourism organization (UNWTO), by the year 2020 it as will likely exceed 1.6 billion. Religion has been an integral motive for undertaking journeys since antiquity (UNWTO, 1995) and it is usually identified as the oldest form of travel (Jackowski and Smith, 1992, in Olsen and Timothy, 2006).

While Ethiopia's diverse physical and cultural resources provide excellent opportunities for the development of tourism, such challenges as poor image abroad, poor marketing and promotion, lack of well- developed tourist related infrastructure and services; lack of knowledge about tourism , low level of human capacity are challenges to sustainable tourism development related to priorities of national economic policy, the structure of public administration, an emergence of environmental issues, over commercialization, and the structure of international tourism system. In addition to these top challenges confronting tourism are taxation, travel marketing, infrastructure issues, and security and cross border regulations. Too many tourism destinations are not prepared for visitors.

#### **2.4. Conceptual Framework of the Study**

The purpose of the research is to explore and identify the existing and potential religious and cultural tourism resources in and around Debrebirhan. To assess the limitations which impede the development of tourism and its periphery, to evaluate the status of tourism development, plans and strategies used to develop tourism in and around Debrebirhan as a case study.

The conceptual framework of the study was developed based on prior theoretical and empirical literature, and framed by taking into account the research objectives. First, there should be proper identification of actual and potential cultural and religious resources for tourism development in and around the study area. Then, in order to benefit from the resources and deal with the various challenges facing these resources (such as infrastructural problems, lack of integration, poor marketing activities, awareness problems, etc.), tourism development and management related activities including development of infrastructure, developing tourism products, promoting tourism resources, enhancing stakeholders participation, building local awareness about tourism should be put in place.



## 2.5. Conceptual framework of the study



**Figure 3: Conceptual framework of the study**

**Source: Researcher's own idea, 2022.**

## **CHAPER THREE**

### **RESEARCH METHODOLOGY**

#### **INTRODUCTION**

This chapter outlines how the research is conduct and to present the research methodology adopted in this study. It contains the research design, target population and sampling size, sampling design and procedures, source of data, method of data collection and data analysis, interpretation and presentation.

#### **3.1 Description of the study area**

##### **3.1.1 Historical development of Debrebirhan**

According to the chronicler of emperor Zara yaqob, Debrebirhan was founded by the emperor zara yaqob as a capital for his empire in 1454 in connection with the appearance of Orthodox Church which was ordered and established by the emperor in response to a miraculous light that was seen in the sky. During this time its name was Debreeba, which was changed in to the present name (that is Debrebirhan) during his reign in association with that light descended on it (near the present Debrebirhan Selassie church). although historians offer the date of 1456 for the date of the founding of this church, providing a plausible argument that the light in the sky was halley's comet, which could have been in Shao that year, although the traditional dates (10th day of the month of megabit, i.e. 6 or 7 march) do not coincide with the days that the comet was most visible (13 through 17 June) (Ayenachew, 2016).

As it was established in 1454, therefore, this was the first phase of the evolution. Such first phase of settlement was bounded by suffers as follows: in North West, by qes-abma, in the south by the area where currently blue hotel is situated, in the east by kullo-beret, in north east by lukandsaffer, and in west by work melkemia. Bernhard Lindahl, 2005 and Debrebirhan culture and tourism October, 2020. Around 16th-18th century while little more than a large village, Debreberhan is mentioned a few times in the 16th century, the first time as a mustering center by emperor Lebnadengel against the invading armies of Ahmad Gagn after he had defeated Lebna Dengel at the battle of ambasel, Ahmad mustered his troops twice in Debreberhan before leading

them on campaigns deeper into Ethiopian territory (Bernhard Lindahl, 2005 & Debrebirhan culture and tourism office report, 2020).

Then around 19th century the village regained importance in the reign of Asfawossen (1775–1808), meridazmach of shoa, who built a palace there, and divided his time amongst this town, ankober and angolela. The succeeding meridazmaches prized Debreberhan as a hunting lodge for its surrounding plains, and used it as a riding place. His son Sahleselessie rebuilt Debreberhan after it had been ravaged by abichu Oromo at the beginning of his reign, and built a church dedicated to the Selassie ("trinity") in this capital Bernhard Lindahl, 2005 and Debrebirhan culture and tourism October 2020. When then Negus Menelik submitted to emperor yohannes iv in the treaty of wadara of 1878, it was also stipulated that the capital of Shoa would be moved from Liche to Debreberhan.

The Debrebirhan market in the 1880s was considered important for mules and horses. The Selassie church was rebuilt by emperor Menilik in 1906 and contains many mural paintings.

"Although a somewhat cold and inhospitable place, it has an obvious advantage as commanding what must always have been an important focus of routes. then after around 20th century received electricity in 1955 when a 90 kw hydro-electric power station was put into service; by 1965, the installed electrical capacity in the town was 125 kms and annual production 103,000 kwh. On 26 April 1957, Emperor Haile Selassie opened the community teacher training school in the town. By 1958 it was one of 27 places in Ethiopia ranked as first class township (Dagne Amdetsion, 2016).

The period after 1984 was signified by status change from Teguletina bulga awraja capital (1941 to 1983) to a capital of north shoa administrative region and then after it becomes capital of North Shoa zone (of ANRS) with significant administrative importance.

According to CSA (2013), the latest estimation of Debrebirhan's population reached that of 83,479. Between 1984 and 1994 population size of the town grew at the average rate of 4.12% per annum, and from 1994 to 2007 its rate declined to 4.01% per annum.

generally, as the population growth trend stated in table 3-3, the population of Debrebirhan town is assumed to grow by an average annual growth rates of **6.0%** under high growth variant

throughout the projection period (2014-2024) due mainly to the above mentioned town specific growth favoring factors. Such high population projection results from a judgment of maximum probable birth rate (age specific), minimum probable death rates, maximum probable in-migration and minimum probable out migration.

Despite its historical importance, none of the buildings emperor zara yaqob built exist today, and no obvious 19th century construction is visible. The present church, although located on the site of the 15th century church, was built in 1906 at the orders of emperor Menellik II (Bernhard Lindahl, 2005 and Debrebirhan Culture and Tourism, October 2020). Debrebirhan is twinned with (sister city of) le Blanc Mesmilin France.

### **3.2 Research approach**

The study employed a qualitative research approach as it focused on attitudes, feelings and opinions of respondents towards the issues under investigation. Moreover, it strived to build up a theory by investigating and understanding social phenomena in their natural environments. Besides with analysis to look deeper into problems, the qualitative approach helps to discover new thoughts and individual views (Yildirim and Simsek, 2013).

### **3.3 Research design**

The study employed a descriptive research design. The major purpose of descriptive research design is describing the state of affairs as it exists at present. This study describes and critically finds out assessment of potentials and limitations of religious and cultural resources for tourism development in and around Debrebirhan, north Shoa. Descriptive research design includes enquiries on phenomena or association among them and describes the data in order to draw conclusions about the population being studied. Descriptive approach is integrated with survey design so as to collect comprehensive qualitative and quantitative data that enrich the outcome of the study (Yildirim and Simsek, 2013).

Research design means a structure to plan and execute a particular research (Holmes, 2005).

### 3.4 Population, sample size and sampling techniques

#### 3.4.1 Target population

For this study a census method was employed. For this purpose all elements of the population namely: heritage managers, leaders and experts from government culture and tourism office, junior and senior experts, university lecturers, religious, community leaders, local residents as well as hotel service providers were included. Therefore, a total of 31 respondents were chosen using purposive sampling method.

These respondents were chosen two fold reasons. First, these respondents were said to have better awareness and exposure about tourism and its resources. Second, most of these respondents work in culture and tourism resources and hence have knowledge about the potentials and impediments of cultural and religious tourism resources in and around Debrebirhan.

**Table3.1: sample size determination**

| No           | Target population                     | Name of the organization/ Institution                        | Population | Sample size | Percentage |
|--------------|---------------------------------------|--|------------|-------------|------------|
| 1            | University instructors                | Debrebirhan University                                       | 6          | 6           | 100%       |
| 2            | Culture and tourism heads and experts | North Shoa Culture and Tourism Office                        | 10         | 10          | 100%       |
| 3            | Religious leaders                     | Debrebirhan Selassie church                                  | 5          | 5           | 100%       |
| 4            | Community leaders                     | Residents of Debrebirhan                                     | 4          | 4           | 100%       |
| 5            | Hotel service providers               | Debrebirhan town (Bernos Hotel, Eva Hotel, Akalu Hotel, etc) | 6          | 6           | 100%       |
| <b>Total</b> |                                       |  | 31         | 31          | 100%       |

Community leaders are those who work together to benefit the community itself, walking side than lead above , participating in projects, decision making, monitoring, fund raising, etc.

Community leaders which include associations, local leaders, teachers, civic society, etc. are selected based on the researcher's choice, for example based on their institutional framework.

### **3.4.2 Sampling technique**

In this study, the census method was used. Therefore, purposive sampling technique was used to get responses from all respondents with regard to the assessment of potentials and limitations of religious and cultural resources for tourism development in and around Debrebirhan, north Shoa.

### **3.5 Source of data**

There are two types of data used by the researcher to achieve the research objectives. These are primary and secondary data. Primary data sources were the main source of information for the study. Primary data was obtained from primary sources which include interview with heritage managers, leaders and experts from government culture and tourism office, junior and senior experts, university lecturers, religious, community leaders, local residents and FGD received from hotel service providers. On the other hand, secondary data was collected from books, published materials and review the document manuals and reports of Amhara Culture and Tourism Bureau.

### **3.6 Method of data collection**

Primary and secondary data were collected for the study purpose. The primary data collection tools include personal interview and focus group discussion. Interviews were used as they are less costly, required less administration effort and useful in obtaining objective data. Secondary data collection method includes published materials, document review, annual reports, books, Federal Negarit Gazeta and other relevant documents.

Document analysis was another data collecting instrument. Through document analysis, the student researcher got the previously used studies on the opportunities and limitations of developing religious and cultural tourism resources for this purpose. The student researcher reviewed minutes, recordings, reports and formal documents from the zonal culture and tourism department and higher learning institutions in the city. Moreover, official plans and reports,

service evaluation documents were important sources of secondary data. Thus, relevant documents, records, plan and reports related to Debrebirhan and its surrounding were reviewed.

### **3.6.1 In-depth interviews**

Structure interview questions were prepared for professionals of culture and tourism offices, Debrebirhan University, religious and community leaders. This tool is important since it gives the interviewee more freedom to express themselves and allow the researcher to benefit information obtained from a more exhaustive treatment of the case under consideration (Koul, 2008).

### **3.6.2 Focus Group Discussion**

The researcher also used a focus group discussion which has 6 participants. The group was taken from hotel service providers to draw up attitudes, beliefs, insights and present and past experiences about the challenges and potentials of religious and cultural heritages in the study area.

### **3.6.3 Document Analysis**

Document analysis is essential to consolidate the data collected through other data gathering instruments such as interviews and FGD. Best and Kahn (1989) stated that document reviews are important as relevant sources of data and useful in yielding information and exploring educational practice. Therefore, secondary sources such as reports, tourism policy and strategy documents, guidelines, books and magazines were used to collect secondary data.

### **3.7 Ethical considerations**

In this research, permission (getting informed consent) is expected to be obtained from all respondents after the necessary explanation about the objective of the study. Respondents were also informed that any information obtained through interview will be purely used for academic purpose and handled with the highest order of confidentiality and does not affect their life in any way and anytime. A letter requesting permission to conduct the study were sent to the concerned institutions as well as a consent letter to the church leaders and heritage owners wherein the objective was explained so that no one is expected to suffer from adverse consequences of research activities. In this way, the goal of ethics in research can be achieved. Plagiarism is an act of academic dishonesty, a breach of journalistic ethics, and above all, a publishing crime so

that it is impossible to take others work from an existing source without crediting the source. Therefore, the student researcher has duly acknowledged and cited throughout the study.

### **3.8 Method of data analysis**

This chapter gives an overview of the data collected from the research respondents, analysis findings and interpretation. The findings are organized and presented in line with the research questions. Qualitative data gathered via interview, FGD and document reviews were analyzed through thematic analysis. In this regard, pertinent data were organized, classified and discussed thematically.

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS, INTERPRETATION**

This chapter covers two major parts. The first part deals with the presentation of the data and the characteristics of respondents who participated in the study. This study was qualitative in nature and hence data were primarily gathered via interview and FGD sources. The second part interprets the findings of the study in line with the research objectives.

#### **4.1 Characteristics of respondents**

As shown in table 4.2, a total of 31 respondents were participated in this study chosen based on purposive sampling method. These are Debrebirhan university instructors (6), experts from North Shoa Culture and Tourism office (10), religious leaders from Debrebirhan Selassie church and community leaders (9) who live in two Woredas of the study area namely Angolelana Tera and Basona Worana Weredas and FGD received from hotel service providers (6) in Debrebirhan.

Table 4.1. Profile of Respondents according to age, sex, educational background, and work experience

| Type of interviewee                              | Sex        |            | Age       |            |            |           | educational background |                            |            |            |             | work experience |            |            |             |                  |
|--|------------|------------|-----------|------------|------------|-----------|------------------------|----------------------------|------------|------------|-------------|-----------------|------------|------------|-------------|------------------|
|  |            |            | < 25      | 25 – 35    | 35 - 50    | ≥50       | < 12 Grade             | Grade                      | TVET       | BA/        | Ma/         | < 1 year        | 1-5 years  | 5-10 years | 10-15 years | 15 years & above |
|  | Male       | Female     |           |            |            |           |                        | 12 <sup>th</sup> completed |            | Msc        | Msc & above |                 |            |            |             |                  |
| <b>University instructors</b>                    | 5          | 1          |           | 6          |            |           |                        |                            |            |            | 2           |                 | 2          | 4          |             |                  |
| <b>Culture and tourism experts &amp; leaders</b> | 8          | 2          |           | 8          | 2          |           |                        |                            |            | 8          | 2           |                 | -          | 4          | 4           | 1                |
| <b>Religious and community leaders</b>           | 9          | -          |           |            | 6          | 2         | 10                     | 2                          | 1          |            | -           |                 |            | -          | 2           | 7                |
| <b>Hotel Service providers</b>                   | 4          | 2          | 2         | 3          | 1          |           | 1                      | 2                          | 2          | 1          | -           | 1               | 1          | 4          |             |                  |
| <b>Total</b>                                     | 26         | 5          | 2         | 17         | 9          | 2         | 11                     | 4                          | 3          | 9          | 4           | 1               | 3          | 12         | 6           | 8                |
| <b>Percent</b>                                   | <b>84%</b> | <b>16%</b> | <b>6%</b> | <b>55%</b> | <b>29%</b> | <b>6%</b> | <b>35%</b>             | <b>13%</b>                 | <b>10%</b> | <b>29%</b> | <b>13%</b>  | <b>3%</b>       | <b>10%</b> | <b>39%</b> | <b>19%</b>  | <b>26%</b>       |

Source: researchers own survey, 2022.

The FGD is organized from Debrebirhan hotel service providers. The composition of the Focus groups is selected because appropriate information is provided by the selected FGD participants as they have access to the tourism and are actively working in the industry.

FGD respondents stated that some key challenges concerning tourism development prevail. Although the study area possesses vast potential for tourism development, this has not been adequately protected, developed and used as tourist attractions. Moreover, there is serious shortage in number and type of tourist facilities at the existing and potential tourist destinations and their vicinity, the quality of services is poor and unsatisfactory to tourists.

The results of FGD indicate that government should expand, lead and improve in placement of infrastructure in order to realize the development. Development investors are engines for development and should actively participate in the in the expansion of infrastructure. Encouraging the private sector and communities in the study area in the establishment of tourist facilities reduces the problem of shortage of facilities such as traditional modes of transport and accompanying services as well as traditional food, accommodation and recreational services gives new experience and satisfaction to tourists.

According to FGD, there is inventory of resources every two months by experts of the sector. They also discussed about the huge actual and potential tourism resources in the study area. The discussants state that the major bottleneck in the development of tourism in the study area is lack of promotion. The result of the this study indicates that undertaking appropriate promotional works changes the image of destinations so as to become competitive in the national and international market.

Table 4.2: Profile of interviewee respondents according to age, Institution, educational background

| Name of Institution    | Position in the Institution              | Level of Education | Age | Code |
|------------------------|--|--------------------|-----|------|
| Debrebirhan University | Hotel and tourism department, head       | P.HD               | 34  | R1   |
| Debrebirhan University | Hotel and tourism department, Instructor | P.HD               | 35  | R2   |
| Debrebirhan University | Hotel and tourism department,            | M.A                | 33  | R3   |

|  |  |                                 |    |     |
|--|--|---------------------------------|----|-----|
|  | Instructor                                       |                                 |    |     |
| Debrebirhan University                               | Hotel and tourism department, Instructor         | B.A                             | 28 | R4  |
| Debrebirhan University                               | History and Heritage Management, Instructor      | B.A                             | 27 | R5  |
| Debrebirhan University                               | History and Heritage Management, Instructor      | M.A                             | 43 | R6  |
| Culture and tourism, Zone                            | Tourism promotion expert                         | B.A                             | 29 | R7  |
| Culture and tourism, Zone                            | Heritage expert                                  | M.A                             | 34 | R8  |
| Culture and tourism, Zone                            | Tourism service Institutions competencies leader | M.A                             | 39 | R9  |
| Culture and tourism, Zone                            | Heritage expert                                  | B.A                             | 26 | R10 |
| Culture and tourism, Ankober                         | Heritage expert                                  | B.A                             | 27 | R11 |
| Culture and tourism, Ankober                         | Tourism promotion expert                         | B.A                             | 28 | R12 |
| Culture and tourism, Basonaworana                    | Heritage expert                                  | B.A                             | 29 | R13 |
| Culture and tourism, Baso                            | Tourism promotion expert                         | B.A                             | 26 | R14 |
| Culture and tourism, Angolelana tera worda           | Heritage expert                                  | B.A                             | 28 | R15 |
| Culture and tourism, Debrebirhan city administration | Heritage expert                                  | B.A                             | 42 | R16 |
| Debrebirhan Selassie church                          | Member of the dioces                             | < 12 Grade                      | 43 | R17 |
| Debrebirhan Selassie church                          | Priest   | < 12 Grade                      | 45 | R18 |
| Debrebirhan Selassie church                          | Priest   | 12 <sup>th</sup> grade complete | 37 | R19 |
| Debrebirhan Selassie church                          | Administrator                                    | < 12 Grade                      | 55 | R20 |
| Debrebirhan Selassie church                          | Priest   | < 12 Grade                      | 36 | R21 |
| Angolela kidanemihret church                         | Church Administrator                             | < 12 Grade                      | 59 | R22 |
| Basona worana clergy                                 | Priest   | 12 <sup>th</sup> grade complete | 41 | R23 |

|                        |            |            |    |     |
|------------------------|------------|------------|----|-----|
| Angolelana tera clergy | Clergy man | < 12 Grade | 44 | R24 |
| Priest in Debrebrhan   | Priest     | < 12 Grade | 36 | R25 |

Source: researchers own survey, 2022.

According to the interviewees (R1 and R2), the major challenges concerning the development of tourism in the study area can be seen as supply side challenges such as little or no coordination among stakeholders, inadequate number of museums for movable heritages, lack of proper conservation practices, lack of peace and security recently, lack of adequate accommodation facilities, Lack of adequate training for those engaged in the industry, etc. and the demand side challenges include such as poor perception of tourists about the destination. The demand side challenges includes poor image of the area perhaps may be due to lack promotion and weak travel decision by the tourist. From this result the study summarized that stakeholders should work in their respective areas of cooperation to minimize perhaps to avoid both the demand and supply side challenges, a lot of promotional works based on market research should be underway. Community involvement in tourism development in the study area is not at high level even though there are initials and initiatives by the local community as there are few tourism projects which actually implemented. For example, community participation in the construction of lodges and other tourist facilities around wefwasha, Ankober area is overwhelming but this is insignificantly seen in other areas of the study area.

Other respondents (R3-R6) had almost similar opinions. They stated that the major challenges facing the sector in the study area include lack of adequate finance, infrastructure problem, lack of trained manpower, awareness problems, lack of promotion etc. For example most roads are inaccessible and undulated like roars from Ankober to the surrounding religious and cultural attractions, likewise the roads from angolela na tera and basona worana to nearby churches and religious sites. But still there are opportunities for development as there are lot of resources both religious and cultural aspects, there are plans and strategies, the number of professionals in the sector is ever increasing, a probable to work with stakeholders etc. are the opportunities availed. This result indicates that tourism funds should be established for example to expand infrastructure facilities, training institutions such as technical and vocational training institutes, universities should train employees working in the industry even though little efforts are seen.

Government bodies should include this as one activity in their annual plan of action. Feasible market researches and promotional works should be conducted in an organized manner to market the destinations.

According to one interviewee (R7), there are only two star rated hotels and one hundred and forty eight below star standard hotels in Debrebirhan. As indicated this result tells us tourism investments should be pulled and government should put incentives for those trying to engage in the sector.

As far as the heritage sites in the area are concerned, one interviewee (R8) stated that all attractions are not heritages but not vice versa. The heritage conservation committee is comprised from eight sectors: viz, culture and tourism, heritage owners, the clergy, religious institutions, police, justice, environmental protection office, Kebele administration. There are efforts to enhance service quality. Service providing institutions are monitored by seven sectors that meet every two weeks for evaluation, health office, culture and tourism, municipality, trade office, environmental protection authority, police and justice office. The study proved that integration among stakeholders is crucial for conservation of heritages and should be evaluated throughout. Moreover, service quality and affordability can be enhanced by monitoring service providing institutions on such things as licensing, supervision and overall monitoring by concerned institutions.

Another interviewee (R11) also said that tourism development in the study area is so sluggish as compared to the establishment of Debrebirha, Ankober and the surrounding areas. There are few initiatives to develop the religious and cultural tourism resources such as building new tourist establishments as lodges around wofwasha by a local non-governmental organization SUNARMA (Sustainable Natural Resource Management) project and few private individuals, inventory of resources and the like. There are more than three thousand and five hundred movable heritages in Ankober woreda. Inventory of resources is performed every two months. There are lots of cultural and religious resources and this is the opportunity but lack of promotion of these resources is a critical problem (R13). The result indicates that inventory of resources especially scientific inventory is mandatory and should be promoted. Inventory should be consistent and should be part of our annual plan.

Another interviewee (R12) replied that the Woreda culture and tourism office has its core values to adjust the cultural influences that hinder the social and economic development of the woreda. Based on the national policy we work to promote private investors to participate actively in cultural and tourism development endeavors.

Another respondent R15 responded that Angolelana tera woreda is preferred as it is the nearest town to Addis from all Amhara region woredas 110 Kms on the main road from Debrebirhan to Addis and 17 kms from Debrebirhan. It has both religious and cultural tourism resources like Adadi Mariam, Angolela (birth place of Menelikk II) and traditional horse riding and ganna cultural games during Easter (ganna) ceremony are quite common.

Ganna is a cultural game played between two opposite teams each with a stick and a common stiff ball. This result implies that both tangible and intangible cultural heritages should be promoted to increase the perception and satisfaction of tourists.

Key respondent R16 response told that there are around three hundred and sixty movable heritages in Debrebirhan. The annual average tourist arrival number is 52859 and revenue 22,779,777. The tourism development in Debrebirhan city administration is increasing due to religious and cultural resources. Most pilgrims coming from different corners of the country for different religious worshipping and medical healing of holy water get accommodation services in Debrebirhan either to stay for days or overnight.

According to the response obtained from R16, the main challenge posed by the city administration is budget deficit since government allocates the lion's share of the budget to woredas and zonal sectors. So it is difficult to develop tourist destinations. Moreover, inability to invite the private sector is another problem faced by the city administration government. This result indicates that establishment of tourism funds simplifies one key challenge, shortage of funds. Budgets earmarked by government are not sufficient for development. This study result also tells us the study area has numerous religious tourism resources and if the local government gives due attention to the industry, more revenue can be generated.

Another interviewee (R19) stated that one challenge that lack of training for church leaders, clergy and priests. Trainings on conservation and preservation of heritages, guiding and techniques is important. This study result indicates that vocational training institutes and

universities should include the training package as one goal in their annual and work for implementation.

One key respondent R22 added that Angolela kidanemihret church specifically Seminesh kidanemihret is a place around 12 kms from Debrebirhan where emperor Menelik II was baptized and religious (pilgrimage) tourists flow is increasing time to time. It is the first in rank in Basonaworana woreda.

The monthly domestic tourist number is from 500-600 and average revenue 23000-27600 and local people benefit from direct indirect revenues. If accommodation facilities and infrastructure facilities are improved, numerous revenues would have been generated to the local people. The result implies that expanding infrastructure boosts the tourist number and hence the revenue generated. Moreover conservation practices should be encouraged and implemented. Revenue from tourists would be maximized by offering for handicrafts, art works and other creative products based on demand.

Finally one respondent R25 replied that one major challenge for the development of tourism in this area is there are no standard hotels in Debrebirhan. There are only two star rated hotels in the city, Bernos hotel and Eva hotel. So visitors will not have a long stay and prefer to go to Addis since it is a 2 hours' drive. so government should pull potential investors on the sector. Moreover there are no travel agents and tour operators in the city. This result shows that Tourism investments should be encouraged by the city administration. More private sectors should be promoted.

This study therefore generally underlines that tourism development funds should be established on the basis of the consent of stakeholders and with the objective to mobilize resources and capabilities of actors to solve the crucial infrastructure problem. Moreover service quality should be enhanced through concerned government agents by monitoring service providing institutions. Additionally trainings should be underway consistently in planned manner, without distortion to overcome the serious capacity limitations of the industry. Besides, a strong marketing organization that coordinate and implement market research and promotional works with financial support from stakeholders should be established in order to be competitive.

In addition, the study area has huge potential for religious and cultural resources and proper conservation measures should be planned and implemented.

## **4.2. Cultural and religious tourism potentials in and around Debrebirhan**

### **4.2.1. Cultural tourism potentials in and around Debrebirhan**

#### **4.2.1.1. Beresa River**

It is a river bisecting Tebase area or village and the rest of the city, formerly known as Felegewerari. These days, rural inhabitants call it by its former name Felegewerari.

#### **4.2.1.2. Monuments**

In Debrebirhan city kebele 07 located south west 3 km are found two monuments. the larger with height of 2.50 m, 1.56 m width and the smaller with 2.20 m height and 0.95 cm width. During the 15<sup>th</sup> c, for ancient patriots in the time war who sacrificed their lives the monuments are erected on commemoration of these prominent patriots.

#### **4.2.1.3. Former Liche palace remains**

This is found in Debrebirhan city kebele 08, five kms from the inner city. The unique features of this attraction includes:-

- The palace of Liche was established on September 1858 by emperor Menelik which was serving as a seat of emperor Menelik before going to Debrebirhan.
- The agreement called 'the Liche agreement' between emperor Yohannes and emperor Menelik was undertaken here. The theme of the agreement was to shift the capital to Debrebirhan. Generally, the Liche agreement gave rise to the development of Debrebirhan. Both emperor Menelik and emperor Yohannes resoled peace in Liche town.

#### **4.2.1.4. Atse zara'a yakob roundabout**

It is at the very center of Debrebirhan located at 02 kebele in front of Selassie Trinity Church. It was established as a public square during the Italian occupation. Now days, it is serving as center of religious and public assembly for different events as Timket or epiphany as a resting place for the *Holy Tabot* and as a versatile center for different occasions as sporting events.

#### **4.2.1.5. Haile Mariam Mamo secondary school**

This is found in Debrebirhan city in kebele 05. It is in the name of the prominent war leader during Italian occupation. The Italian war lords for the first time were victimized by the Ethiopian patriot Haile Mariam Mamo in April 25 1928 then in April 28 1923 a huge opposition by residents was undertaken in this place, Haile Mariam Mamo School. Inside the school compound those buildings that are built by Italians were the churches and fortresses of the Italians. Emperor Haile Selassie changed these buildings to school in 1934 in the name of one of the prominent patriot Haile Mariam Mamo and churchmen were the first teachers. The school was the first boarding school for families of patriots and was the first high school in 1950 in the former Shoan province.

#### **4.2.1.6. Ankober palace lodge**

The little town of Ankober lies 40 km south east of Debrebirhan. Right up until the late 19<sup>th</sup> c, when Addis Ababa was founded, it was the capital of the Shoan princes. A hill 2 km from the town of Gorebela, Ankober, is ruins of Emperor Menelik's palace. The palace was established in 1830 by Negus Sahlellassie. Emperor Menelik after escaping from emperor Tewodros came to Ankober and renewed the palace and administers Shoa. The palace resembles Entoto palaces. It is 2870 m above sea level and has a view point to watch awash and its surroundings.

#### **4.2.1.7. Remains of Asfaw Wossen palace and Kundi Giorgis church**

The remains of Negus Wossen Seged (1801-1805) palace are found in Kundi kebele. Kundi is at high altitude in Ankober woreda. Negus Wossenseged established Kundi kebele in his reign. The palace is rectangular and serves as a research center for historians.

#### **4.2.1.8. Aliyu Amba ancient trade town**

Aliyu Amba is one of historic sites in the country where a common trade route is operating. the history of aliyu Amba was started in 12<sup>th</sup> century by pioneer merchants called (aliye). The life style of peoples living in the area was trade and crafts. Initially the long distance trade route cannon were started with Ethiopian and Arab merchants up to zeila port. Aliyu Amba was the core area in Ethiopian trade history that the first tax payments started there.

#### **4.2.1.9. Ememihret mountainous area**

Historically the name of Ememihret Mountain is taken from place where St. Merry mother of Jesus was when migrated from Jerusalem she was stayed at this area beyond up to another place. Initially the mountain has used as a religious place for Christians peoples. The massif with maximum attitude ranging from 3200m to the higher peak and any visitors can shows a complex mosaic eco-system of the area, Ankober woreda culture tourism office *march 2010 E.C.*

Finally, Ankober serves as the capital of Shoan rulers until the founding of Addis Ababa in 1886 and diplomatic area of the time (Britain, France and Italy) was open there embassy, meanwhile, the attractiveness and the tourism resources of Ankober are not just the above listed destinations but its holistic experience consisting of several elements just as like churches, natural & man made caves, historical places, the living religious and cultural events, are some tourism potentials of our area (Ankober Woreda Culture Tourism Office, march 2010 E.C)..

#### **4.2.1.10. Monument of emperor Menelik at his birth place**

Menelik Hawulete or monument at Enkulal koso in Angolela Kidanemihret .the monument is erected in 1978 at the birth place of emperor Menelik, Enkulal Koso. Emperor Menelik ii was born here and stayed from aug.12 1836 to December 03 1906.the become king of Shoa from 1842 to 1872, from 1872 to 1906 king of Ethiopia.

#### **4.2.1.11. Tomb of Fitawrari Gebeyehu Kassa**

Fitawrari Gebeyehu Kassa was born in Angolela kebele who was a prominent war leader at the battle of Adwa. His tomb is placed at his birth place. He was a brave fighter who breaks the fortresses of the Italians. He died at the battle Adwa then after seven years his body came from Adwa and reburied at his birth place, angolela kidanemihret.

#### **4.2.1.12. Ware house of Sahleselassie**

The cave was built by the Greeks from 1805 to 1840 and serve as ware house to store weapons during the reign of Negus Sahleselassie. In this place Negus Sahleselassie, was signing different agreements with European Governments .on the top of this warehouse is the palace of Negus

Sahlellassie. Now, the remains of the palace are endangered due to the fact that it has no cover and is exposed to rain, sun and moisture.

#### **4.2.1.13. Enqulal koso village**

Enqulal koso village is the birth place of Emperor Menelik near Angolela Kidanemihret 10 kms west of Debrebirhan. Emperor Menelik was born from their father Hailemelekot and their mother Ejigayehu Lemma Adamseged on Saturday August 02 1836 in this village.

#### **4.2.2. Religious tourism resources in and around Debrebirhan**

##### **4.2.2.1. Debrebirhan Selassie Holy Trinity Church**

This is found at the very center of the city in Kebele 06, started to be built by the reign of Emperor Menelik in 1897 by Greek professionals and made ready for service in 1904. It is a place where coronation of Emperor Menelik took place. Moreover, there is a variety of religious heritages that are passed on from previous kings are in place. Inside the compound are aged trees which are erected several decades.

The Selassie church was rebuilt by Menelik in 1906 and contains many mural paintings. The church was made from acacia tree and stiffed leather stripes were used to tie the columns. Wossenseged (1808-13) restored the church of the Trinity - Selassie - in Debrebirhan. A younger son of Wossenseged, Sahlellassie, overcame his older brother Bakure and emerged as the new ruler of Shoa. Debrebirhan was used by several later rulers, notably by King Sahlellassie (1813-1847), who rebuilt the town in the 1820s. He also built several churches there. Nowadays, there is an annual celebration on 17<sup>th</sup> July commonly called 'Hamle Selassie' several pilgrims from every corner of the country arrive early to celebrate the event.

##### **4.2.2.2. Ansas Mariam Church**

The church is located in 03 Kebele in Debrebirhan city. Ansas means in Amharic to mean to 'raise' or to 'lift' to show the lifting or showing of the cross that comes from Egypt and then went to Gishen Mariam.

#### **4.2.2.3. Muslim mosque or ' Islam Mesgid'**

It is the first mosque in Debrebirhan situated in 03 kebele built during the Italian occupation in 1932. Now days, it is visited by few. It is one of the potential cultural and religious tourism resources in Debrebirhan city administration.

#### **4.2.2.4. Angolela kidanemihret church**

Established during the reign of Atse Naod in 1487. it is the birth place of emperor Menelik and it is here in this church that he was baptized as a Christian. For the last 520 years the church was serving as a seat for various Emperors with numerous heritages within it.

#### **4.2.2.5. Kukyelesh Mariam**

It is a religious site where many people from in and out of the city get there to heal from the holy water. Several people came to this place for worship and healing every day. Each month on the 21<sup>st</sup> of the month there is a colorful celebration of the church and there is a testimony about the miracles done to them by the Holy Spirit.

### **4.3. Inventory of tourism resources in and around Debrebirhan**

There is inventory of tourism resources in and around Debrebirhan though it is not consistent. All attractions are not heritages but all heritages may be attractions and should be registered. Inventory of resources in Ankober woreda is taken as a model. There are more than three thousand and five hundred movable heritages in the area, Assefa Zenebe, 2010, ankober heritage expert.

All heritages, both movable and immovable are registered in a standard format. Moreover the heritages are identified as potential and actual resources underneath are religious, cultural and natural, historical heritages, Yohannes Adane, 2013 N.shoa zone heritage expert.

Inventory of resources is conducted by heritage experts at all levels of the government. Inventory of Heritages is solely performed by woreda heritage experts and the local heritage committee at the grass root kebele level including the clergy and report to the higher level government structure, the zonal experts in turn supervise the resources for check and balance during their field visit.

Inventory of resources is conducted according to the sector's annual plan that is every two months, every three months or every year but most frequently conducted every two months.

#### **4.4 Limitations of cultural and religious tourism development in and around Debrebirhan**

The challenges facing tourism development in and around Debrebirhan can be seen both from the supply side and the demand side.

##### **4.4.1. Tourism (Supply) side challenges**

Based on the data gathered via interview and FGD, the major supply related challenges facing cultural and religious tourism include:-

##### **Lack of adequate conservation practices**

Most religious and cultural resources lost their authenticity and beauty due to unprofessional and unwise conservation and restoration work. So these resources are victims of poor conservation practices. Buffer zones should be established.

##### **Infrastructure problem**

Infrastructural development is the most significant part of tourism industry because it is the hub of tourism development. Tourism infrastructure includes ancillary and complementary facilities, equipment, systems, processes, and resources necessary for the functioning of every tourist destination. This primarily includes roads, railways, airports, and the like, which make a tourist destination accessible for tourists. Little initiatives like Debrebirhan –Ankober- Awash road projects are taken but are not sufficient, a lot has to be done.

Tourism infrastructure of study area is not developed to hold tourism industry. It is also the main factor that limits the development of tourism in the study area.

##### **Finance shortage**

Conservation and restoration of religious and cultural tourism resources is an expensive task and lack financial resources for such activities is the most profound difficulty facing heritage managers and owners. In order to sustain religious and cultural tourism development in Debrebirhan and its surrounding tourism funds should be established.

## **Lack of commitment by government/Limited Government Role**

Government can play a great role in tourism industry by formulating and implementing the rule and regulation for developing the industry.

Government has its own role at levels, in federal, regional, woreda and community level toward tourism development in Ethiopia. At federal level government formulates tourism development policy, strategies and develop implementation plan in collaboration with regions. It also chains the inventory and mapping of existing and potential tourism attraction in the country. At regional level government assess and conducts research, and maps tourism resources in the region and ensure standard of service providing institutions. It also provides training in business and entrepreneurship, skills in customer management, service quality, tour guiding and so on.

Government at local level also conducts preliminary research and identifies the opportunities and threats of tourism development at the destination. Undertakes social, economic and environmental impacts assessments before beginning of any new tourism developments and creates partnership with different stakeholders and enables exchange of information about the latest packages and price at woreda level. Also assists in the provision of facilities which are required by the tourist, such as health services, banks and insurance, safety and security, electricity, telephone and internet. Local government has a power to mobilize all stakeholders to participate in tourism and provide the tourist requirement for tourism business entrepreneurs, but not seen discharging its responsibility.

Besides almost all key positions are occupied by unprofessional individuals who are politically appointed. Some of the responsibilities levied upon government include promotional works, infrastructure development, establishment of tourism funds, conservation of tourism resources, preparing proactive policies and the like.

So the existence of government body and its role is fundamental to develop tourism in the study area.

### **Lack of promotion and Marketing**

Promoting tourism destination has a great value to the recipient communities and to the traveling public. The study area is not promoted well to the domestic and international market which results low level of tourism development.

Although the area has immense religious and cultural resources, they could not be accessed to both for domestic and international tourists. Most resource areas do not have any type of promotional materials. This is because of lack of skilled man power and finance.

### **Tourism security**

Tourism industry highly demands the safe and secure environment. Tourism as the service giving industry, high quality service, political and environmental security is the significant things in the development of tourism industry.

Recently Ethnic clashes around the study area recently like in 'Ataye town' were a threat which makes the development so sluggish. Tourism security is a must for sustainable development in the area.

Tourism security can be understood as a sub-discipline formed by professionals, scholars, and policymakers oriented to protect or enhance the security of destinations and tourists. It is a new emerging field in **tourism** which focuses on the **security** of tourists and the tourist system. The area experienced a legacy of violence and bloodshed in the past few years. The prevalence of safety and security challenges for the visitor in the study area should be enhanced for the development of tourism.

### **Little or no collaboration among stakeholders**

Lack of cooperation and formal relationship among Stakeholders is one of the most repeatedly mentioned challenges. There is weak integration among different stakeholders. Stakeholders should work together according to their areas of cooperation and should sign memorandum of understanding.

According to the interview conducted with Dr.Kassaye Birhan, Tourism Instructor of Debrebirhan University the major supply related challenges facing cultural and religious tourism

include shortage of funds to underway tourism projects, training stakeholders are done rarely due to budget deficit, little or no coordination among stakeholders, lack of proper conservation, infrastructure problem, absence of buffer zones in several places like kukiyelesh religious site, peace and security recently like in the town of 'Ataye' , lack of adequate museums for movable museums, lack of proper manpower in the sector etc. are among others.

Likewise, the results of FGD conducted reveal that the major bottlenecks facing cultural and religious tourism resources on the supply side include lack of active participation among stakeholders, finance shortage, peace and security especially in recent years, Lack of harmony between heritage tourism and conservation are the few ones.

Moreover, the major supply side problems while include lack of conservation for heritages, road and infrastructure problem, transportation problem, lack of skilled guides in heritage sites.

Interview with some of local elders also showed that all stakeholders are working separately to attain their personal benefits or interests. There is a factor for not working together for developing tourism such as lack of cooperation and lack of formal relationship between the stakeholders and it is identified as a bottleneck in the study area.

The findings of the study on the supply side challenges associated with cultural and religious tourism resources include road and infrastructure problem, finance shortage, lack of conservation, transportation problem, peace and security, lack of cooperation among stakeholders, inadequate number of museums, and absence of buffer zones for several heritage sites.

### **Training Institutions**

Training institutions are one of the major crucial elements in the development of tourism industry by producing educated professionals to the industry.

The educational/training and research/ institution working in and around Debrebirhan is Debrebirhan University. It gives training to service providing centers such as employees of hotels, cafes, restaurants, pensions, industry stakeholders very often, not in a consistent manner. Moreover Debrebirhan Technical and Vocational training institute also gives short and long term level based training to trainees. This helps to raise awareness and produce qualified manpower in

the study area. It is encouraging but not enough. Weak institutional framework and placement of unprofessional and politically appointed leaders is a limitation mostly seen in training institutes.

#### **4.4.2. Tourist side (Demand side) challenges**

The major demand related challenges facing cultural and religious tourism resources include:

##### **Poor perception of the destination**

Characteristics of services in tourism make for a complex travel decision-making process full of in transparency and high financial and personal risk and uncertainty. Tourists therefore can be expected to search for variant information from different sources in order to reduce perceived risk. Risk perception and information search can be considered important factors influencing travel decision-making.

Tourist perception leads to tourist hesitation by mediating the connection between tourist knowledge and destination personality. With sound tourist hesitation, there is a role of tourist perception to increase or decrease intention between tourist knowledge and destination personality. If a tourist does not perceive risk, it may not affect his or her travel decisions.

Poor perception of a destination negatively affects travel decision.

##### **Weak travel decision**

The tourist's image of a country is a function of the various sources of information which will form his/her personal frame of reference with the objective of planning his/her trip. The image of a place is an important element that influences the selection of destinations. So, strategic marketing, promotion and positioning should be accomplished to attract potential tourists.

Likewise, the results of FGD conducted revealed that the major demand side challenges facing religious and cultural tourism development include short duration of stay of tourists due to lack of substitute products. Moreover, motivation to travel, weak travel decision, etc. are among others.

#### **4.5. Ownership of cultural and religious resources**

Most heritages are religious owned mostly by the church. Some are owned by the government and administered by the church. For example, the palace of Negus Sahlelelassie is owned by office of Culture and Tourism but administered by Seminesh Kidanemihret Church. Some are

privately owned and some government owned. For instance, 'toramesk' and most caves are privately owned the land being owned by the government. The local government should register the privately owned heritages thereby to give recognition.

#### **4.6. Service providing institutions**

Service providing institutions are not this much organized. There are only two stars rated hotels in Debrebirhan and one hundred and forty eight below star rated hotels, around sixty below medium cafe and restaurants (Mezgebu, 2013). Ankober has the famous palace lodge as a sole accommodation service provider. The rest study areas, Basona Worana, Angolelana tera, have no accommodation providing institutions except localized ones. Especially basonaworana woreda, since its capital is Debrebirhan, is devoid of these institutions in its own. Moreover, there are no tour professional guides, no tour and travel agencies in the study area. Tour and travel agencies come from Addis Ababa and elsewhere.

In fact there are efforts by the government to improve service quality of tourist service institutions by forming a committee of seven members, one from each sector; culture and tourism office, health office, municipality .trade office, office of environmental protection, police office, justice office who meets every two weeks for evaluation.

Moreover there are very few entertainment centers such as cultural houses, night clubs, etc. we can say they are non-existent like tour and travel agencies cited above. This can be raised as a one problem. The finding of the study shows us that there is no enough service providing institutions in the study area under consideration.

#### **4.7. Stakeholders involvement in tourism development**

Stakeholders are identified as groups or individuals who are associated with STD initiative and therefore can affect or be affected by the decisions and activities concerning those initiatives (Waligo, Clarke, and Hawkins, 2013)

Though it is not in a sufficient, there is some sort of stakeholders' involvement in tourism development in and around Debrebirhan.

- **The local communities** participate in road construction to churches and monasteries, in peace and security, work as heritage protection committee, work as local guides as in "Gemasedel" or "Menelik meskot ", feeling a sense of ownership or civic commitment by giving information to the government during theft of treasuries, participate in training, participate in investment. The heritage conservation committee consists of eight members viz;-local culture and tourism office, heritage owners, the clergy, religious institutions, police, justice office, environmental protection authority, local administration or kebele. The committee meets every two weeks for evaluation.
- **Government** is playing its part in infrastructure development as road construction, museum construction, keeping peace and security, support local guides and heritage protection committee in training, planning for tourism development but is unable to put fit individuals for appropriate positions, also unable to prepare buffer zones to conserve historical places, insufficient promotion, lack of budget/finance, etc.
- **Religious institutions** help conserve movable heritages, in museum construction, collaborate with government and non-governmental organizations.
- **Private sector** responsible for producing and sustaining quality tourism products and services such as accommodation, food and beverage services, local tours, transportation and recreational services .The private sector also plays an important role in maintaining hotels because these hotels are historical. Make efforts to create new tourism products.  
Private sectors are service providers.
- **Academic Institutions** provide training and other capacity building careers such as hotel and tourism training institutions.
- **NGOs** finance projects lined up to expand the tourism industry and support government at all levels.

#### **4.8. The status of religious and cultural tourism resources**

According to the response obtained from the religious fathers, the status of religious and cultural tourism resources is well from conservation point of view but a lot has to be done even though numerous resources are available.

Likewise, university instructors respond that the resources are in good condition but favorable heritages museums have to be constructed, inaccessibility due to problem of road and transportation are the major problems. Besides, my field observation proves , the contemporary status of both religious and cultural tourism resources is fair but government and other stakeholders should do a lot for the betterment of their statuesque. Besides, my field observation proves, the above situation, the wellbeing of the resources. The finding of the research generally reveals that the status of religious and cultural tourism resources is well but government and other stakeholders should do more.

#### **4.9. The status of tourism development in and around Debrebirhan**

The status of general infrastructure for tourism development in the study area is generally at its infant stage as it lacks adequate water supply, electricity, road, telecom, etc. Moreover, accommodation (hotels), restaurants, entertainment and cultural and other tourism related facilities are inadequate.

##### **4.9.1. Accommodation establishments:**

The status of accommodation infrastructure is very low. In Debrebirhan there are only two star rated hotels; Bernos and Eva hotels, N. Shao zone culture and tourism, 2013. There are more than one hundred forty eight .below standard hotels and restaurants in Debrebirhan. There are almost no motels and resorts in the study area.

##### **4.9.2. General infrastructure**

**Water supply:-**The water source of Debrebirhan is from two sources; Berressa and Dalecha basins. The annual water production increases by 66.04% from 2006 to 2014 (Dagne Amdetsion, 2016. water quality is tested periodically by the local health office.so provision of water is in

good status both in quality and quantity even though it varies according to tariff rate , income level, availability of water.

**Road infrastructure** is still, also transportation access is limited. Government should pay due attention to it, by earmarking budget, working with stakeholders etc.

**Electricity:** electric consumption is showing an increasing trend in Debrebirhan which shows us investment and provision of residents is increasing along with the supply. The institution in charge should prepare itself to increase its capacity but currently it is a merely sufficient provision.

**Telecommunication services** are still increasing due to mobile technology.

The utilization rate of potential fixed line telephone reaches 63.25%, the remaining 36.75% is still waiting for user (Dagne, 2016). Some 48% have a fixed line connection which is a fair one.

Even though there are several resources. Religious tourism is increasing every time as conservation of cultural heritages is increasing every time.

#### 4.9.3. Tourism receipts

Table 4.3: The tourist arrival number and Revenue generated Year 2013 E.C (N.Shoa culture and tourism department, 2013)

| Woreda                  | no  | Domestic Tourist |       |        | International Tourist |     |     | Total         |
|-------------------------|-----|------------------|-------|--------|-----------------------|-----|-----|---------------|
|                         | R   | M                | F     | Sum    | M                     | F   | Sum | Revenue (ETB) |
| <b>Ankober</b>          | no  | 15293            | 15705 | 30998  | 270                   | 211 | 481 | 2,968,393     |
|                         | rev | 1913393          |       |        | 316790                |     |     |               |
| <b>Basona werana</b>    | no  | 33100            | 28000 | 61100  | 7                     | 2   | 9   | 2,815,000     |
|                         | R   | 2,806,000        |       |        | 9000                  |     |     |               |
| <b>Debrebirhan city</b> | No  | 13501            | 11202 | 24703  | 267                   | 128 | 395 | 2,863,000     |
|                         | R   | 2,470,300        |       |        | 395000                |     |     |               |
| <b>Angolela'na Tera</b> | no  | 3813             | 2112  | 5925   | 4                     | 2   | 6   | 278,550       |
|                         | R   | 175398           | 97152 | 272550 | 6000                  |     |     |               |

|  |  |  |  |         |  |  |     |                  |
|--|--|--|--|---------|--|--|-----|------------------|
|  |  |  |  | 122,706 |  |  | 891 | <b>8,924,943</b> |
|--|--|--|--|---------|--|--|-----|------------------|

Source: researchers own survey, 2022.

Where  $R = \text{Revenue}$                        $no = \text{tourist no}$

As can be seen from the above table, total revenue of ETB 8,924,943 was generated during the previous 2013 E.C year. Most of the revenue was obtained from Ankober due to the fact that there is an herbal medicine plant around the palace which is monitored and owned by Debrebirhan University and the church leaders.

It serves as a research center and most researchers and scientist from different corners of the world were flowing frequently there. Besides, a new museum was at the cost of over six million ETB was inaugurated by this same year and thousands of people came on the inaugural ceremony and then after. The revenue in Debrebirhan and its surrounding was less as compared to other times due to corona epidemic. Moreover the revenue in Angolelana Tera is even less due to less promotional work and corona.

The employment opportunity created in the study areas is estimated to be one hundred and eighty for temporary and one hundred and seventy for permanent employees, totally three hundred and fifty employment opportunities created. The finding generally reveals the status of tourism development in the study area is at its infant stage.

#### **4.10. Assessment of plans and strategies put in place to develop tourism resources**

It is important to assess how tourism development in the country in general and the study area in particular is supported by policies, plans and strategies.

##### **4.10.1. Tourism development policy**

The government of Ethiopia has ratified a tourism development policy in 2009. This policy supports the development of historical and religious sites. The main policy issues and strategies which are relevant for the development of cultural and religious tourism resources are stated as follows:

##### **1) Guiding the Tourism Industry in a Broad- Based Direction**

- a. Integrating tourism development into key development policies & strategies of the country

- b. The growth of the tourist industry requires the involvement of multiple parties.
- 2) Developing the existing and new tourist attractions in variety, scale and quality
- 3) Expansion of Infrastructure and Tourist Facilities Essential for Tourism Development
- 4) Undertaking promotional work through the creation of strong market ties in order to become competitive on the international market
- 5) Strengthening the collaborative relationship among actors participating in tourism development
- 6) Overcoming the serious capacity limitations observed in the industry

The policy document has also outlined the challenges in implementation of the policy include:

- Human Resource Development
- Marketing and Promotion
- Stakeholders cooperation
- Tourism Products and Services Tourism
- Conservation and Utilization of Tourism Resources

#### **4.10.2. Tourism development plans and strategies**

The findings of the study reveals plans and strategies put in place, for example, annual plans and strategies are well formulated at all levels of the government. Before plans are formulated even stakeholders are invited to develop the plan. There is no problem in this regard. The main problem is in implementing these plans and strategies down to the grass root level.

The North Shoa Zone Culture and Tourism Department has the responsibility to maintain, conserve, develop the cultural and religious tourism resources them to pass them to the next generation. The zone has a five years strategic plan, annual plan and Monthly plan down to the grass root level to execute tasks accordingly. The annual plan or action plan is part of the strategic plan which includes a portion of attainable activities indicated in the strategic plan. The five years strategic plan is integrated from the federal government down to the grass root level and is known as the five years growth and transformation plan.

## **Mission**

Develops, Promotes cultural heritages & natural tourism attractions by participating community and stakeholders to contribute the political, social & economic development of the region.

## **Vision**

By developing and promoting cultural, natural potentials and tourism services to be the first tourism destination in eastern regional states of Ethiopia by the year 2017 E.C.

## **Strategic Goals/Objectives**

- Improve customer satisfaction
- Improve community beneficiary
- Building the good impression/image
- Increase tourists flow
- Enhance proper utilization of resources
- Enhance expansion fund raising resources
- Develop cultural heritages
- Develop cultural industry
- Develop tourist destinations
- Improve service delivering institutions
- Enhance Community/stakeholders Participation
- Improve/maximize promotion works
- Promote tourism marketing
- Improve information gathering, organization and utilization system
- Improve Supervision and feedback system
- Enhance capacity building of staffs and Leaders

### **4.11 Implementation and evaluation frameworks**

The framework provides the relevant actions to be undertaken within each identified strategic goals, further indicates the institutions bearing primary responsibility and the period within

which the strategic actions should be implemented. Further, the framework provides an indicative budget for each activity and underlying assumptions.

Monitoring and evaluation (M & E) are essential feedback mechanisms that provide stakeholder & customer with information on the progress & results of our organisational strategic implementation. Monitoring and evaluation (M & E) is a crucial method that we can understand the weak side & strong side of our institutional performance of last period of time. In order to ensure the implementation of the strategic plan of the bureau, there shall be established system of follow up and evaluation. This enables to take a corrective measure on time when the problem arises during the implementation of the strategic plan.

In order to follow up the implementation of this strategic plan and evaluate its efficiency, in the strategic year, the following follow up and evaluation activities will be carried out.

### **Follow up and Evaluation Strategies**

The following inputs will be used for the follow up and evaluation of the implementation of the strategic plan of the Bureau. - Present timely reports (monthly, quarterly, half year and annual) - Field follow up and report – management committee meeting will be conducted at quarterly - Revised plans to adapt the current situation - Evaluations of the quarterly, midyear and annually.

### **Periodic Reporting cycle:**

Based on the detail periodic plan of action, periodic performance report will be prepared at all level based on their respective plan of action. Types and frequencies of performance report are divided into four levels.

- Annual Performance Report
- Semi Annual Performance Report
- Quarterly Performance Report
- Monthly Performance Report

### **Performance evaluation**

Evaluation meetings will be held on periodic basis at all levels depending on the nature of the above indicated target goals and to get solution for challenges faced during implementation of

strategic plan of the year as well. The main objectives to conduct review management meetings are to evaluate the program in general and periodic plans and reports in particular, compare results, identify constraints, and propose and take necessary actions.

### **Estimated Budget of the Bureau (Financing the Plan)**

The Culture & Tourism Bureau budget is completely financed through subsidy grant received from the federal government.

### **Sources of Funds**

The main source of expected resource is the regional budget subsidy. Therefore, to finance the plan, the regional government should allocate all possible budgets for the plan.

### **Core Values**

The core values of the strategic plan

- Respecting the diversity.
- Participation.
- Transparency.
- Creating Partnership.
- Hospitality.
- Accountability.
- Readiness for change.
- Sustainable Qualified Service.

The five years plan together with other stakeholders helps to give training at all levels, helps to boost the image of the country and do promotional activities, helps to study, develop and maintain the cultural values of the country and to pass them to the next generation. Besides it aimed to increase the service level of service providers. The strategic and annual plans have Vision, mission, values, goals and activities and implementation frameworks. The key to establishing the vision and mission and values of the industry is to answer the question of where the industry will be in the next ten or more years.

The zonal and Woreda level annual planning helps to provide a basis for monitoring and evaluation creates a sense of ownership and involvement, provides integration of stakeholders, and paves the way for new projects. The components of this plan include the economic, social, environmental, marketing and Resource allocation such as human, finance and time, material.

## CHAPTER FIVE

### 5. SUMMARY, CONCLUSIONS, RECOMMENDATIONS

#### 5.1 Conclusion

The main objective of this study was to investigate the potentials and limitations of religious and cultural resources for tourism development in Debrebirhan and its periphery. More specifically, the study was aimed to answer the following four research questions: What are the existing and potential religious and cultural resources essential for tourism development in and around Debre birhan? How far tourism development is achieved utilizing these tourism resources in the area? What are the limitations that impede the development of cultural and religious tourism resources in Debrebirhan and in the periphery? What plans and strategies are put in place to develop cultural and religious tourism resources in and around Debrebirhan? In order to answer these questions, achieve research objectives, the researcher organized a focus group discussion with hotel service providers and interviewees from government culture and tourism office, junior and senior experts, university lecturers, religious, community leaders, local residents as well as hotel service providers were included.

The findings of the study revealed tourism development in the study area is at its infant stage, a lot has to be done, Though it is not in a sufficient, there is some sort of stakeholders' involvement in tourism development, there are very few entertainment centers such as cultural houses, night clubs, etc. we can say they are non-existent like tour and travel agencies cited above. This can be raised as a one problem. Plans and strategies put in place, for example annual plans and strategies are well formulated at all levels of the government. The status of religious and cultural tourism resources is well but government and other stakeholders should do more. Most heritages are religious owned mostly by the church. Some are owned by the government and administered by the church. Local government should register the privately owned heritages thereby to give recognition and accreditation.

The result of the study shows that the major challenges facing tourism development in and around Debrebirhan were seen both from the supply side and the demand side.

Based on the data gathered via interview and FGD, the major supply related challenges facing cultural and religious tourism includes little or no collaboration among stakeholders, lack of adequate conservation practices, infrastructure problem, lack of buffer zones in some destinations, finance shortage, lack of commitment by government, peace and security recently like in the town of 'Ataye', lack of adequate museums for movable museums, lack of proper manpower in the sector etc. are among others etc. are among others.

Moreover, the major demand related challenges facing cultural and religious tourism resources include lack of promotion, lack of substitute products, limited tourist number due to lack of accommodation, travel decision to well-known and promoted places, peace and security etc.

## **5.2 Recommendations**

From the above conclusions and discussion of the findings of this research, this section outlines the major recommendations that will help concerned bodies construct a framework to build sustainable cultural and religious tourism development in and around Debrebirhan. Therefore, based on the data and the results of the study the following points are recommended.

### **Recommendation for MoCT:**

- The Ministry of Culture and Tourism should formulate proactive policies and strategies, follow up and evaluate implementation of these policies and strategies.
- It should also should conserve religious and cultural heritages, inaugurate and monitor tourism projects, enhance professionalism in the sector, develop tourism infrastructure, allocate sufficient budget, keep peace and security, work with stakeholders in areas of cooperation, should set up tourist information center at least in Debrebirhan etc.
- It should promote the religious and cultural tourism resources to local and international tourists

### **Recommendation for ANRS Culture and Tourism Bureau:**

- The ANRS Culture and Tourism Bureau should give attention to the zone, North Shoa zone, like the historic route even though it seems geographically isolated and inaccessible.

- The regional state should host conferences taking the advantage that it is near to the capital Addis.
- It should work to make the emerging city, Debrebirhan, a tourism investment hub.

**Recommendation for North Shoa Zone Culture and Tourism Office:**

- North Shoa Zone Culture and Tourism Office should work closely with the ANRS tourism bureau and other regional bodies.
- It should empower all culture and tourism woreda offices by for example fiving training, giving promotion to woreda expertise, taking them to better institutions where there is best practice.
- It should formulate stakeholders’ participation platforms so that the different stakeholders could work together.

**Recommendation for Debrebirhan University/academic institutions:**

- It should give training to employees working in the industry constantly; of course it is giving rarely.
- It should raise the awareness of the local community about tourism and heritage protection

**Recommendation for Ethiopian Orthodox Church:**

- Most of the heritages are owned by the church. So, it should consolidate and keep pace with keeping these resources as a legacy/treasury.
- It should work closely with government organs.

**Recommendation for Tourism Businesses:**

- The tourism businesses should give quality service to guests/customers to enhance both domestic and international tourism.

- Moreover, travel agencies and tour operators should launch offices in Debrebirhan, All tour and travel agencies are coming to and from Addis Ababa, to extend their length of stay.

### **5.3. Implications for future studies**

Tourism is a fastest growing economy. It contributes a lot to the national economy and unemployment and to boost universal brotherhood. It is a multi-sectorial discipline. Different stakeholders should take their part to bring development in the sector. Government should play a pivotal role. Among the different issues regarding the religious and cultural tourism development of Debrebirhan and its surrounding the following points are prioritized.

Researchers in the study area are recently increasing year to year so there is a possibility to bring probable solutions about the challenges and future development of religious and cultural tourism resources, the role of religious and cultural tourism resources and the development of tourism at large. North Shoa is rich in religious and cultural heritages; there are lots of potential and actual religious and cultural tourism resources especially in the study area.

The role of researchers is also extended to the promotion of religious and cultural tourism resources, their contribution to the development of tourism, importance of conservation of heritages. Furthermore, the tourism sector is given utmost priority by the government especially nowadays the ministry of tourism has been established. The above issues imply the future of Debrebirhan and its surrounding has a vast opportunity for tourism and there is a possibility to bring sustainability in the area of religious and cultural tourism.

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# APPENDICES

## APPENDIX 1 INTERVIEW QUESTIONS FOR INTERVIEWEES



**ADDIS ABABA UNIVERSITY**  
**SCHOOL OF GRADUATE STUDIES**  
**COLLEGE OF DEVELOPMENT STUDIES**  
**TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM**  
**INTERVIEW QUESTIONS**

Prepared for from government culture and tourism office, junior and senior experts, university lecturers, religious, community leaders and local residents

### INTERVIEW:

The general objective of this study is to assess potentials and limitations of religious and cultural resources for tourism development in and around Debrebirhan, North Shoa. Therefore, your participation is vital to accomplish this study. Thus, the researcher kindly arranged this interview with you to gather data used for the study purpose. Thank you for being well-disposed and your information is kept confidential.

#### I. personal data:

- ◆ sex: male  female
- ◆ address: city ..... sub city ..... woreda.....
- ◆ age .....
- ◆ Educational level:

- a) grade 10 and below
- b) grade 12 completed
- c) TVET
- d) bachelor degree
- e) MA/MSc degree and above

◆ **work experience**

- a) less than 1 year
- b) 1-5 years
- c) 5-10 years
- d) 10-15 years
- e) 15 years and above

◆ **Position in the organization/institution/business.....**

**PART A: ACTUAL AND POTENTIAL TOURISM RESOURCES AND FACILITIES**

1. What are the religious and cultural tourism resources in and around Debrebirhan?  
(If possible, state them in numerical terms)
2. What tourism development endeavors are there to for the development of tourism in Debrebirhan and its periphery (in the study area)?
3. What efforts are underway to identify the religious and cultural tourism resources in and around Debrebirhan?
4. What are the limitations that impede the development of religious and cultural tourism resources in the study area?
5. How the community is involving in service provision? Do the concerned government bodies have strategy to enhance public participation?
6. What initiatives have been taken to develop potential religious and cultural tourism resources in and around Debrebirhan?
7. What plans and strategies are have been used to develop religious and cultural tourism resources in and around Debrebirhan?

## **PART B: THE STATUS OF TOURISM DEVELOPMENT**

8. Are there plans and strategies used to develop tourism in and around Debrebirhan by utilizing these resources? If yes,
  - a) Could you please explain what these plans and strategies are (such as duration of the plan, the vision, mission, objectives or targets to achieved, the means to achieve the plans).
  - b) Do you involve stakeholders in the planning and development of tourism resources in the area? If yes, what are these stakeholders?
  - c) Do you have stakeholder participation platforms? If yes, what are these platforms? What is the focus of these platforms?
  - d) How often do you involve stakeholders? When do you involve stakeholders (in what occasions)? What problems have you noticed so far?
  - e) Do you evaluate the implementation of the tourism development plans? If yes, then, what are the major successes and failures? Did you meet your goals and targets? If not, why?
9. How do you describe the current status of tourism resources (such as cultural and religious resources) in and around Debrebirhan?
10. What potential tourism development activities are underway in and around Debrebirhan in relation to the religious and cultural resources?
11. How do you evaluate status of tourism development in Debrebirhan and its periphery in relation to the religious and cultural resources?

## **PART C: THE CHALLENGES OF TOURISM DEVELOPMENT**

12. Have you ever conducted a study to understand the challenges of tourism development in and around Debrebirhan?
13. What are the major challenges facing the development of religious and cultural tourism resources in and around Debrebirhan (from both demand and supply side)?
14. How do you evaluate the participation of stakeholders in tourism planning and development in Debrebirhan and its surroundings? What problems have you noticed so far in this regard?

**PART D: THE WAY FORWARD**

15. What is expected from different stakeholders to develop tourism resources (particularly religious and cultural tourism resources in and around Debrebirhan?

a) from government:

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b) religious institutions (such as churches and mosques):

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c) from the local community:

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d) travel trade businesses (such as tour operation companies, travel agencies, tour guides):

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## APPENDIX 2 FOCUS GROUP DISCUSSION

Addis Ababa  
University  
(Since 1950)



# ADDIS ABABA UNIVERSITY SCHOOL OF GRADUATE STUDIES COLLEGE OF DEVELOPMENT STUDIES TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM FOCUS GROUP DISCUSSION QUESTIONS

Focus group discussion questions prepared for hotel service providers in Debrebirhan town

Dear participant, the main purposes of this interview is to get first-hand information from the expertise about the potentials and limitations of religious and cultural resources for tourism development in and around Debrebirhan. That is to change these resources into products. Therefore, your cooperation to this duty in replying to questions is vital. Without your response to these questions, it is impossible to achieve the main objectives of the research.

### I. FOCUS GROUP DISCUSSIONS PARTICIPANTS PROFILES

| participants | Age | sex | marital status | monthly income | occupation | remark |
|--------------|-----|-----|----------------|----------------|------------|--------|
| P-1          |     |     |                |                |            |        |
| P-2          |     |     |                |                |            |        |
| P-3          |     |     |                |                |            |        |
| P-4          |     |     |                |                |            |        |
| P-5          |     |     |                |                |            |        |
| P-6          |     |     |                |                |            |        |

## **II. FOCUS GROUP DISCUSSION QUESTIONS**

1. Can you identify the cultural, spiritual tourism potential in and around the destination?
2. What plans and strategies are used to develop tourism in and around Debrebirhan by utilizing these resources?
3. How do visitors perceive the current service provision of service providing institutions such as hotels, restaurants, tour operators, training institutions etc.? Do they meet the extent of the expectations?
5. How the community is involving in service provision?
  - 5.1 Do the concerned government bodies have strategy to enhance public participation?
6. What do you think are the limitations and constraints that impede cultural and religious tourism development in and around Debrebirhan?
7. How stakeholders are taking part in enhancing integrated infrastructure and quality service provision?
8. What are your suggestions and recommendations about the potentials and limitations of religious and cultural resources for tourism development in the study area?

**APPENDIX 3 STANDARD FORMAT FOR INVENTORY OF RESOURCES**  
**የተንቀሳቃሽ ቅርሶች መመዘገቢያ ቅጽ 01**

**የቅርሱ መለያ**

1.1 ስም በአማርኛ ----- አካባቢ/ደንብ/መጠሪያ/-----

1.2 ምድብ III IV V VI

1.3 አድራሻ  
 ቅርሱ የሚገኝበት ቦታ ስም -----ክልል/ዞን/ ልዩ ወረዳ አንኮበር ቀበሌ -----ቤትቁጥር ----

1.4 አገልግሎት  
 ሀ/ የቀድሞ መንፈሳዊ ለ/ አሁን የሚሰጠው -በቅርስነት  
 1.5 የቀድሞ መለያ ቁጥር ካለ ----- መለያ ቁጥር /ኮድ/ ET.AM - AN -----

2. የቅርሱ ባለቤት/ ተቋም / ስም  
 የህዝብ  የመንግስት  የሀይማኖት  የግል

2.1 ሌላ ካለ ተለይቶ ይጠቀስ -----

2.2 የባለቤት/ ተቋም / ስም -----

2.3 ቅርሱ የሚገኝበት ቋሚ ቦታ  
 መ-ዚያም  እቃ ቤት  ቤተ እምነት  የግል ቤት   
 ሌላ ካለ ተለይቶ ይጠቀስ -----

**3. ታሪክ**

3.1 ቅርሱን ያሰራው /የሰራው /ያገኘው ግለሰብ /ተቋም / ስም -----

3.2 ቅርሱ የተሰራበት ጊዜ /ዘመን /-----

3.3 ቅርሱ እድሜ የታወቀበት ዘዴ ሀ /በግምት ----- ለ /በትክክል ----- ለ/ በአንጻራዊ -----

3.4 ቅርሱ የተገኘበት ሁኔታ  
 በቁፋሮ  በስጦታ   በአደራ  አይታወቅም

3.5 የቅርሱ ማጠገን  
 ቁመት ----- ሳ/ሜ ወርድ ----- ሳ/ሜ ርዝመት ----- ሳ/ሜ ወፍረት ----- ሳ/ሜ

የስዕል ብዛት ----- የአምድ ብዛት ----- ቅርጽ----- የገፅ /ቅጠል ብዛት ----

የሀረግ ብዛት ----- ዲያሜትር----- የቀለም አይነት -----ክብደት ግ/ኪ/ግ-

3.6 ጌጥ ----- አለው----- የለውም -----

3.7 የተሰራበት ቁስ

ወርቅ  ብር  ነሃስ  ብረት  ሸክላ  ድንጋይ  እንጨት

ጨርቅ  አለላ  ቆዳ

ሌላ ካለ ተለይቶ ይጠቀስ -----  
-----  
-----

3.8 የቅርሱ መግለጫ -----  
-----  
-----

3.9 ቅርሱን ተደናቂ የሚያደርገው

እድሜ  የአሰራ ጥበብ  የተሰራበት ቁስ  ሌላ

ተለይቶ ይብራራ -----  
-----

3.10 የቅርሱ ጠቀሜታ -----  
-----

3.11 ቅርሱ አሁን የሚገኝበት ሁኔታ ደህና  የተጎዳ  ያልተሟላ

የተጎዳ /ያልተሟላ/ ከሆነ በዝርዝር ይገለፅ -----  
-----  
-----

3.12. ለቅርሱ ደህንነት አስጊ ሁኔታ አለ  የለም

ካለ ተለይቶ ይጠቀስ-----  
-----

የጥገና ስራ ካለ

የጥገናው ምክንያት ----- ያላከናወነው አካል -----  
-----

የተከናወነበት ቀን/ዓ/ም -----ጥገና የተደረገበት ጊዜ ብዛት ----  
-----

3.13 ቅርሱ አሁን በባለቤትነት በሚያስተዳድረው አካል መተዳደር የጀመረበት ጊዜ /ቀን ----  
-----

3.14 የተደረገለት እንክብካቤ /ቅድመ ጉዳት እንክብካቤ /ስራ

3.15 ቅርሱተደራሽነት

በጣም ጥሩ  መካከለኛ  ዝቅተኛ  በጣም  ዝቅተኛ

ተለይቶ ቢብራራ -----  
-----

3.16. ተጨማሪ ማስታወሻ -----  
-----  
-----

4. ተዛማጅ መረጃዎች

መጽሀፍ  ፎቶግራፍ/ስላይድ /  ካርታ  መዝገብ  ፕላን

ሌላ ካለ ይጠቀስ -----  
-----

5.የመረጃ ሰጪ ስም -----

6.የቅርሱ ጠባቂ

5.1 ፆታ-----

6.1 ስም -----

5.2 እድሜ ---

6.2 የስራ ሀላፊነት -----

5.3 ስራ ---

6.3 ፊርማ -----

7. የመዝጋቢው መረጃ ----- የሚሰራበት ተቋም ስም -----

የሙያ ደረጃ ----- የስራ ሀላፊነት ----- ፊርማ -----

7.5 ቅርሱ የተመዘገበበት ቀን -----

**APPENDIX 4 PHOTOGRAPHS OF DISCERNIBLE CULTURAL AND RELIGIOUS ATTRACTIONS OF ANKOBER WOREDA**



***Fig.1 Ememihret mountainous area***



***Fig.2 Abdurasur historical site***



***Fig.3 Menelik palace***

founded before **12<sup>th</sup>** century by sheh k Abdunasirr. This historic site has many things to offer for visitors such as Islamic tombs that aged above 600 years.

The site was served as the center of Islamic Education.

Ankober palace lodge



It was during negus sahleselassie of shoa

**Fig 4**Gajelo Gum powder making place, infiltration



**Fig 5** Ancient Alyu Amba Customs Receipt



**FIG.6** Ankober Michael church 1871 by Negus Sahleselassie



**Fig.7 Washa Gebriel rock hewn church 1764**

**APPENDIX 5 PHOTOGRAPHS OF CULTURAL AND RELIGIOUS ATTRACTIONS IN BASO'NAWORANA WEREDA**



ዳግማዊ አጼ ምንሊክ ነሐሴ 12 ቀን 1836 ዓ.ም እስከ ታህሳስ 3 ቀን 1906 ዓ.ም የቆዩ ሲሆን በዚህ ቦታ ነው የተወለዱት። ከዚህ ዘመናቸው ደግሞ ከ1842 እስከ 1872 ዓ.ም የሸዋ ንጉስ ከዚያም ከ1872 እስከ 1906 ዓ.ም የኢትዮጵያ ንጉስ ነገሰት ነበሩ። ታሪካቸው ይህን ይመስል እንጂ አንጎላ ቀበሌ ማለትም በእንቁላ ኮሶ ነጥ በተወለዱበትቦታ የመታሰቢ ሀውልትና ክሊኒክ በ1978 ዓ.ም ተሰርቶላቸው ይገኛል።

**Fig.8 Monument of Emperor Menelik at his birth place**



የፊታውራሪ ገበየሁ ካሳ በዚህ በአንጎላ ቀበሌ ተወልደው ያደጉ የጦር ጄኔራል ናቸው ። እኝህ የጦር ጄኔራል በአድዋ ዘመቻ ወቅት የጦር አበጋዝ ይሁን እንጂ ትውልድና እድገታች አንጎላ ቀበሌ ነጥ ሲሆን እንደ አጼ ምኒልክ ሁሉ በአንጎላ ከዳነምህረት የተጠመቁ መሆኑን መገመት አያዳግትም

**Fig.9 Tomb of Fitawurari Gebeyehu Kassa**



እንቁላ ኮሶ በአንጎላ ቀበሌ የምትገኝ ነጥ ናት። ከአንጎላ ከዳነምህረት በቅርብ ርቀት ላይ የምትገኝ ሲሆን ከደ/ባርሃን ከተማ በምዕራብ በኩል 10 ኪ.ሜትር ገደማ ላይ የምትገኝ የዳግማዊ አጼ ምኒልክ ከአባታቸው ከሸዋው ንጉስ ኃይለ ስላሴና ከእናታቸው ወ/ሮ እጅጋየሁ ለማ አዳምሰገድ ቅዳሜ ነሐሴ 12 ቀን 1836 ዓ.ም በባሶና ወራና ወረዳ በአንጎላ ቀበሌ እንቁላ ኮሶ ተወለዱ።

**Fig.10 Enqulal koso village**



ይህ ቤት በነጉስ ሳህለ ስላሴ ዘመነ መንግስት በግሪኮች የተገነባ ሲሆን አገልግሎቱም ለመሳሪያ ግምጃቤት እንደነበር በታሪክ ይነገራል። ዋሻው ከ1805-1840 ዓ.ም በግሪኮች ተገነባ

**Fig.11 Ware house of Negus sahleselassie**



ይህች ቤተክርስቲያን የተቆረቆረችው በአጼ ናኦድ ዘመን መንግስት በ1487 ዓ.ም እንደነበር በቤተክርስቲያኗ ውስጥ በአገልግሎት ላይ ያሉ አባቶች ይናገራሉ።

ለአገራችን እድገት ብዙ ጥረት ያደረጉና ዘመናዊ መሳሪያዎችን ለአገራችን የስተዋወቁት አጼምኒሊክ የተወለዱበትና ክርስትና የተነሱበት መሆኑ ነው።

**Fig.12 Angolela kidanemihret**



የአሰግድመኝ ቅድስት ማሪያም ፍልፍል ዋሻ ቤተክርስቲያን በቀይት ንዑስ ወረዳ በአዲሲኔ ቀበሌ

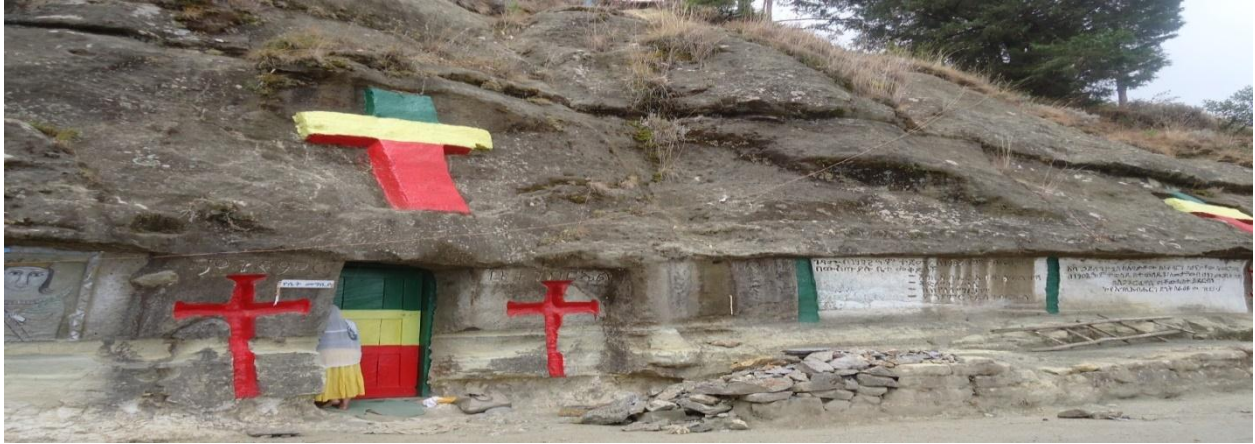
ከአዲስ አበባ ከተማ 165ኪ/ሜ ርቀት ከደ/ብርሀን ከተማ ደግሞ 40ኪ/ሜ ከጉደበረት ታዳጊ ከተማ ከ6-8 ኪ/ሜ ላይ በስተመገራብ በኩል ወደ ውስጥ በመግባት ትገኛለች ።ገዳሟ የተመሰረተችው በ1268 ዓ/ም

**በመሰራት ላይ የሚገኘው ሀንጻ ቤተክርስቲያን ዲዛይን**



**በጅምር ላይ የሚገኘው ሀንጻ ቤተክርስቲያን**

**Fig. 13 Asdegimegn St. Mary rock hewn cave church, 1268**



**Fig.14 Kukelesh mariam at basonaworana**



**Fig.15 Menellik meskot (window)**



**Fig.16 Mitak Amanuel church**



**Fig.17( adwa zemach ) yeginbar mariam**

**APPENDIX 6 PHOTOGRAPHS OF CULTURAL AND RELIGIOUS ATTRACTIONS,  
SINGNAGE IN DEBREBIRHAN CITY**



**Fig 18 different attractions of Debrebirhan city**



**Fig.19 Debrebirhan trinity church**

Holy trinity church in 06 kebele  
 በአሁኑ ያለው ቤተ ክርስቲያን ህንፃ በአጼ ምኒልክ  
 ልክዘመነ መንግሥት በ1897  
 ዓ.ም በግርክ ወይን ስራ ስራ ስራ ስራ ስራ ስራ  
 ስራ በ1904 ተጠናቆ አገልግሎት በመስጠት  
 የ104  
 ዓመታት እድሜ ያስቆጠረ ታላቅ ደብር ነው።  
 :



❖ ከግብፃዊያን የመጣው የእሱስ ክርስቶስ ግማደ መስቀል ለ15 ዓመታት የተቀመጠበት ቦታ ቀድሞ የማይታወቅበት መሆኑና ግማደ መስቀሉ ያረፈበት መሆኑ።

❖ አንሳስ የሚለው ተነሳሽ ሚሊወዲካባል የተገኘ ሲሆን ይህም ከፍአለ ፤ ግማደ መስቀሉ አንሳዊ ወይም አሳወቀው ማለት ነው።

Fig.20 Ansas Mariam Church Kebele 03



በአ.ጣሊያን አስተዳደር ዘመን መስኪዳተ በ1932 ተሰርቷል።

በአሁኑ ወቅት ምንም ዓይነት መሪ ወይም መስኪዳተ መሆን ይገኛል።

Fig.21 Muslim Mosque (or Megid) Kebele 03



መስሀቡን የተለየ የሚያደርገው፤

❖ ገዳሙ ገደላማና ድንጋያ ማቦታ ላይ በ1986 ዓ.ም በታላቁ አባት በአባ ገብረኪዳን ገ/ማርያም የተመሰረተ መሆኑ

❖ ገዳሙ ከአለታማ ድንጋይ ተፈልፎ ለወበታ ነፁ የዋሻ አብያተ ክርስቲያናት የተሰራ መሆኑ

Fig 22 Debre kerbe dagmawi Golgota Monastery kebele 08 7 kms

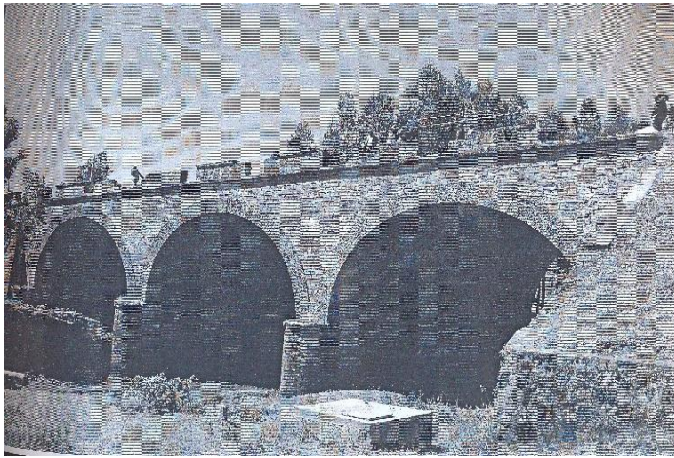


Fig. 23 Beressa River

የጠባሴን መንደርና ሌላውን ከተማ በመክፈል የሚያልፈው የብሬሃውን ዝብያሜውን ያገኘው በእምነትም ክንያቶች ተፈርዶባቸው ከተገደሉት የእስጢፎልጆች እግረሳጋር የተያያዘነው ፡፡  
 በአ.ሰጠ.ፋ.ልጆች ላይ የካቲት 2/1446/ ቅጣቱ ከተፈፀመ በኋላ እስከ ስራናቸው በወንዙ አካባቢ እንደ ወደቀ ይነገራል ፡፡  
 በዚህም የተነሣ ወንዙ ራህራሄ ለሆነ ተብሎ እንደነበር ናይህም የወንዙ መጠሪያ እንደሆነ ቃል አስረጂዎች ይናገራሉ ፡፡



Fig.24. Two Monuments

በደብርብርሃን ከተማ በቀበሌ 07 ከከተማው በስተደቡብ ምስራቅ 3 ኪ.ሜር ቀትላይ ከቆዳው ፋብሪካ በስተጀርባ የሚገኝ ሲሆን ሁለት ትክል ድንጋዮች በአንድ ቦታ ላይ የሚገኙ ሲሆን ቁመታቸው ትልቁ 2.50 ሜትር በ1.56 ሜትር ስፋት ትንሹ 2.20 ሜትር በ0.95 ሳ.ሜትር ስፋት መጠን ያለቸው ሲሆን ፡፡  
 በ15ኛው ክፍለ ዘመን የጥናት ጀግኖች በጦርነት ወቅት መስዋት የከፈሉ ናታዎቻቸውን በማሞቱ በትጠቅት ለማስታወሻነት በሰጠ የተተከሉ እን

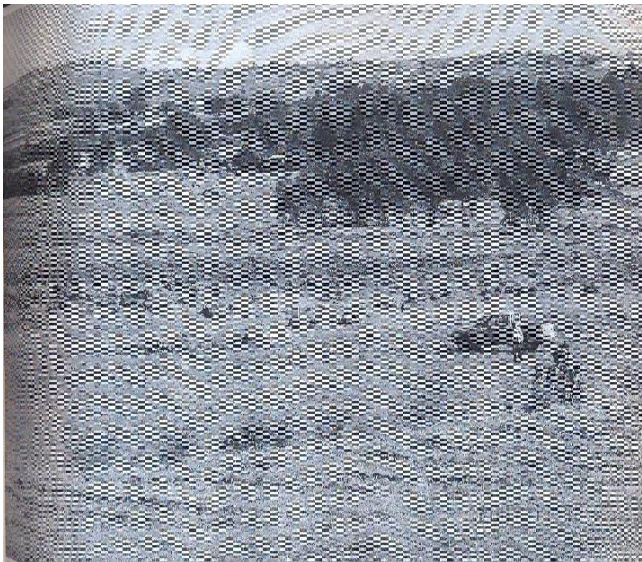


Fig.25 Place of Former Liche town

በደብረብርሃን ከተማ በቀበሌ 08 ከከተማው ወጣ በሎ በግምት 15 ኪ.ሜር ቀት የሚገኝ ሲሆን መስህቡን የተለየ የሚያደርገው የልቼ ከተማ ቤተ መንግስት በመስከረም ወር 1858 በአፄ ምኒልክ እንደተቆረቆረችና ማእከላቸው በማድረግ ይጠቀሙበት እንደነበረ ይነገራል ፡፡  
 በልቼ ስም ምንጩ ወቅት አፄ ዮሐንስ ምኒልክ ማእከላቸውን እንዲቀይሩና ከልቼ ወደ ደብረብርሃን ከተማ እንዲሄዱ አሳቡ ባቀረቡት መሰረት አፄ ምኒልክ ወደ ደብርብርሃን በመምጣት የስላሴን ቤተክርስቲያን እንደ አሰሩና የንጉሱን ተዘውዳቸውን ምንም ደፋብት በቤተክርስቲያኑ ሲሆን በአጠቃላይ የልቼ ስም ስንት ለደብርብርሃን ከተማ መስፋፋት ማደግ የበኩሉን አስታዎቶ እንዳደረገ ይናገራል ፡፡

**APPENDIX 7 CULTURAL AND RELIGIOUS HERITAGES OF ANGOLELANATERA WOREDA**



**Fig.26 Seriti michael**



**Fig.27 Safij yohannes**



**Fig.28 Shenet mariam**



**Fig.29 Burakirstos semra**



**Fig.30 Arsema qitalign**



**Fig 31 Adadi Mariam**



**Fig.32 Tomb of Hailemelekot**



**Fig.33 Chefanen Mariam**



**Fig.34 Tsigereda Michael**



**Fig.35 Traditional horse riding  
Ceremony**