

**ENHANCING DOMESTIC TOURISM DEVELOPMENT:
THE CASE OF AKSUM, NORTHERN ETHIOPIA**

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ABSTRACT

Enhancing Domestic Tourism Development: The case of Aksum, Northern Ethiopia

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The major objective of this study was to assess the problems, challenges and opportunities facing domestic tourism development in Aksum. This thesis has applied the combination of qualitative and quantitative research methods. The research instruments included questionnaires, interviews, FGD, Document analysis and unstructured personal observation. The study has gathered data from 150 domestic visitors who visited the area during Hidar Tsion festival. Moreover, questionnaire survey was employed to 100 local communities out of which 84 were used for further analysis. In addition to these, semi-structured interviews were conducted on 25% of tourism businesses (hotels and restaurants) in the area. Based on purposive sampling method, interviews were conducted with traditional costume and souvenir shops, Religious Travel Organizers, travel intermediaries and public tourism organs. One FGD was also conducted with a group of 7 members comprised of different tourism stakeholders in the area. The data gathered through questionnaire survey were processed in SPSS Version 17.0 and tallied, tabulated and analyzed through descriptive statistical tools. Data gathered via qualitative methods- semi-structured interview and FGD were analyzed thematically and narrative analysis. Results demonstrate that, the domestic tourism is not well developed in the study area due to multitude of demand and supply related factors. The former include: lower level of income, lower travel culture of the people, lack of free time, and lack of information about the sites. The later include: escalation of cost of accommodation and price of food and beverage (on Hidar Tsion and Hosaena festivals), problem of infrastructure, unequal treatment of domestic tourists with internationals, low promotional and awareness creation activities and the lower attention given by travel intermediaries. Moreover, domestic tourism development in Aksum is challenged by seasonality where most of domestic tourists visit the area in one or two religious events. Hence, there is a need to have a nationwide domestic tourism development strategy, undertaking promotional and awareness creation activities, and developing the necessary infrastructure.

Key words: *Tourism, Domestic Tourism, problems, challenges and Aksum*

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List of Abbreviations and Acronyms

AUD:	Australian Dollar
BSC:	Balanced Score Card
D:	FGD Discussant
E.C:	Ethiopian Calendar
EOTC:	Ethiopian Orthodox Tewahedo Church
ETC:	Ethiopian Tourism Commission
ETO:	Ethiopian Tourist Organization
FDRE:	Federal Democratic Republic of Ethiopia
FGD:	Focus Group Discussion
GDP:	Gross Domestic Product
HTL:	Hotel
MoCT:	Ministry of Culture and Tourism
NGO:	Non Governmental Organization
RF:	Religious Father
RTO:	Religious Travel Organizer
SNNPR:	Southern Nations Nationalities and Peoples Region
SPSS:	Statistical Package for Social Sciences
SS:	Souvenir Shop
TA:	Travel Agency
TCS:	Traditional Costume Shop
TO:	Tour Operator
TSA:	Tourism Satellite Account
UNWTO:	United Nations World Tourism Organization
UNESCO:	United Nations Educational, Scientific and Cultural Organization
VFR:	Visiting Friends and Relatives.
WTO:	World Tourism Organization
WTTC:	World Travel and Tourism Council

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CHAPTER ONE

BACKGROUND OF THE STUDY

1.1. Background of the Study

Over the last half century, the growth and development of tourism as both a social and economic activity has, by any stretch of the imagination, been remarkable. In 1950, total worldwide international tourist arrivals accounted to just over 25 million... in 2007, over 903 million international arrivals were recorded (UNWTO, 2008). Furthermore, in 1950, total international tourist receipts alone amounted to just US\$2.1 billion. By 2000, this figure had reached US\$473 billion and, by 2007, US\$856 billion, a 5.6 per cent increase over the previous year (UNWTO, 2008). However, these figures reflect only direct income from international tourism and, therefore, reveal only part of the story of tourism's economic contribution.

According to UNWTO Tourism Highlights (2011), as an internationally traded service, inbound tourism has become one of the world's major trade categories. The overall export income generated by inbound tourism, including passenger transport, exceeded US\$ 1 trillion in 2010, or close to US\$ 3 billion a day. Tourism exports account for as much as 30% of the world's exports of commercial services and 6% of overall exports of goods and services. Tourism's contribution to employment tends to be slightly higher and is estimated in the order of 6-7% of the overall number of jobs worldwide (direct and indirect).

In many countries, the value of domestic tourism is far greater than that of incoming international tourism. In the UK, for example, international tourist expenditure in 2007 amounted to £16 billion; in contrast, domestic tourism, including day trips, generated almost £67 billion expenditure (Visit Britain, 2008, in Sharpley, 2009). Hence, if domestic tourism activity (that is, people visiting destinations within their own country) is also taken into account, the total worldwide number of tourist trips is estimated to be some six to ten times higher than the international figures. For example, Americans make an estimated 990 million domestic tourism trips every year (outnumbering by some way the current total of international trips worldwide), whilst the domestic tourism markets in China and India, with an annual 644 million and 320 million domestic tourism

trips respectively, are far greater than their international markets (Bigano et al., 2007, in Sharpley, 2009:1).

Moreover, Ghialy Choy Lee Yap (2010), in his study “An econometric analysis of Australian domestic tourism demand” showed that in 2007, the total spending by domestic visitors was AUD 43 billion, which was 1.5 times higher than the aggregate expenditure by international tourists in Australia. Moreover, domestic visitors consumed 73.7% of the Australian produced tourism goods and services whereas international tourists consumed 26.3%. This in turn shows how domestic tourism is very crucial for the development of a nation.

Keeping other things constant, countries with greater population size have a bigger potential for the development of domestic tourism. A study conducted on USA’s domestic tourism strengthen this fact as it states: one of the factors that contributed for the growth of domestic tourism is having a larger population size. In this respect, Ethiopia has greater potential towards its development since it has one of the highest population figures in Africa. The country, having more than 80 ethnic groups and with all its diverse cultural, historical and natural resource endowments, can be a good base for developing domestic tourism.

Tourism as an economic sector as we have seen it, came to Ethiopia very recently, compared with other countries in the world. It was somewhere in the second half of the twentieth century that the Imperial Government paid attention to this sector (Ayalew Sisay, 2009). However, as far as domestic tourism development in the country is concerned, it was during the Dergue regime that it has started to get attention. Hence, until 1974 domestic tourism was circulating only around the royal families, higher officers, rich aristocrats and, of course, foreign (expatriate) residents, in very small numbers going to certain resort places (Ibid).

Recently, the country has formulated its first tourism development policy that was issued in 2009. One of the rationalities behind this policy is to guide the sector in broad based development framework. Hence, it is hoped that many changes will be seen ahead on the tourism industry of the country with proper implementation of the policy statements.

It is even mentioned by many researchers that developing domestic tourism is crucial and can be taken as a basis to embark on the international tourism. Despite this, governments, especially in developing countries, and researchers for many years have ignored this segment of tourism industry due to many reasons. Some of these factors include: the emphasis accorded by national governments and policy makers to the foreign exchange earnings derived from international tourism flows, the difficulty of tracking domestic tourist movements since they cross no national boundaries, the likely to travel by private car rather than ferry or bus; and they will not use commercial accommodation but rather the home of a friend or relative. But nowadays, many countries have started to realize the multiple values of domestic tourism such as diversifying their national economy, building national identity, etc.

Northern Ethiopia, commonly known as the historic route in terms of travel circuits of the country, includes various destinations such as Bahirdar, Gondar, Aksum and Lalibela. These destinations attract thousands of domestic and international tourists each year. They have historical, religious and cultural values.

This research work is carried out in one of the star destinations in northern Ethiopia, i.e., Aksum, where its historical and cultural influences remained dominant in the country. Many things can be associated with Aksum amongst which the birth place of Ethiopian civilization, the home of the Ark of Covenant, Pilgrimage center for believers of Ethiopian Orthodox Tewahedo Church, UNESCO registered world heritage site, etc. The researcher's practical exposure and interest to the area and the potential of the town for domestic tourism development are the major reasons for selecting the area to conduct this study.

1.2. Statement of the Problem

Among the two broad categories of tourism (international and domestic), due emphasis is not accorded for the later by nations of the world especially the developing ones. According to Cortés-Jimenez, I. (-), most studies only analyze international tourism either because of unavailability of data or because of undervaluing domestic tourism. Moreover, Mazimhaka, J. (2007) stated that, domestic tourism is an undeveloped theme in African tourism scholarship since the planning and

promotion of tourism in most African countries is biased towards international tourism. Hence, the scenario in Ethiopia in general and Aksum in particular may not be far from this general truth.

During the process of literature review, it was found that research works conducted in the study area focus on aspects other than domestic tourism. For instance, M.A. thesis by Yamane Berhe entitled “Community Based Ecotourism in Tigray: The case of Aksum, 2011” is mainly focused on exploring the potentials for ecotourism and understand how ecotourism can serve as a livelihood option in Aksum district. Another M.A thesis by Brhan Teka, entitled “Archeological inventory of the megalithic sites of Aksum vicinity and shire area, June 2010” is focused on making an inventory of megalithic sites in the study area. The results of these researches will be an input for this study but can't replace the present study as it has a different dimension which demands a different area of study. Hence, the conduct of this study is rational in view of filling this gap.

Aksum is one of the star tourism destinations in the country not only in terms of attracting thousands of foreign tourists but also serves as a holy and historic place where greater number of domestic tourists flow to the area annually. The presences of tangible and intangible resources have greater drawing power for domestic tourists in the area.

As we can see from the underneath table, domestic tourism figure in Aksum is increasing from time to time. For instance, in 2005, 10,801 domestic tourists visited the area. However, on the same year, 71,361 and 32,516 domestic visitors have visited Lalibela and Gondar respectively. This shows that, domestic tourism figures in Aksum are relatively low as compared to other destination areas. Specifically, when we see the domestic tourism portion in Aksum for the years 2006 and 2007, the above figures rise to 12,200 and 14,564 respectively. As a result, the percentage growth of domestic tourists in 2007 over 2006 was 19.38%. However, the growth rate of domestic visitors to Aksum in 2009 over 2008 has declined to 7.14%. Furthermore, the growth rate in 2011 over 2010 has further declined to 6.37%. This in turn casts a shadow on the sustainability of domestic tourism development in the area and hence requires a way out.

The statistics considers only those visitors who paid entrance fee to visit the attractions in the area. However, outside of this statistics, there are many people (particularly domestic visitors) who come to Aksum and visit the sites from outside without paying entrance fee.

Table 1: Tourist flow statistics in Aksum (2005-2011)

Years (1)	Foreign Visitors(2) ('000)	Generated Revenue (3) ('000)	Domestic visitors(4) ('000)	Generated Revenue in birr(5) ('000)	Total Visitors (2+4) ('000)	Total Revenue in birr (3+5) ('000)
2005	9088	393,273	10,801	26170	19889	419413
2006	9850	418,000	12,200	31000	22050	449000
2007	10040	405,830	14,564	35477	24604	441330
2008	12360	495,627	16,026	32661	28386	528285
2009	14889	569,961	17,171	51690	32060	619651
2010	16032	666,732	22,356	70392	38388	737124
2011	17793	732768	23784	74667	41577	807435

Source: Culture and Tourism Agency, Aksum Cluster

Moreover, from empirical observation, even the higher concentration of domestic tourist flow appear in religious festivals such as Hidar Tsion leaving other periods for lower domestic tourist flow in the area. According to Butler (2001: 5), 'seasonality' is defined as: '[a] temporal imbalance ...which may be expressed in terms of dimensions of such elements as numbers of visitors, expenditure of visitors, traffic on highways and other forms of transportation, employment and admissions to attractions'. Hence, due to over-reliance on international tourism market, many tourism businesses in the area are facing financial crisis during the off seasons. Given the volatile nature of the industry, this mono dependency on foreign market, while ignoring the domestic demand, may aggravate the problem at hand.

The tourism development policy of Ethiopia that was issued in 2009 has briefly mentioned domestic tourism and how it can be strengthened. However, due to multitude of reasons, the domestic tourism is not given due attention in the country in general and Aksum in particular. This in turn has resulted in the underdevelopment of tourism in the country and particularly in the study area. Hence, this research entitled "Enhancing Domestic Tourism Development: The case of Aksum, Northern Ethiopia" is aimed at examining the problems, challenges and opportunities facing the domestic tourism development in the study area.

1.3. Objective of the Study

This study is aimed at achieving the following general and specific objectives:

1.3.1. General objective

The general objective of this study is to examine the problems, challenges and opportunities facing the domestic tourism development in the study area.

1.3.2. Specific Objectives

1. To assess the motivation of domestic tourists visiting Aksum;
2. To assess the existing situation of domestic tourism development in Aksum;
3. To identify the demand and supply related problems and challenges facing the domestic tourism development in Aksum;
4. To assess the policy initiatives, planning paradigm and activities practiced by the federal, regional and local tourism organizations in developing domestic tourism;
5. To assess the existing and potential economic, socio-cultural and environmental roles of domestic tourism in Aksum; and
6. To assess the attitude of the local community towards domestic tourism in the study area.

1.4. Research Questions

The principal research inquiries which this thesis work is aimed at answering include the following:

- A. What are the major factors that hinder the development of domestic tourism in the study area?
- B. What are the initiatives, activities and policy frameworks designed to develop domestic tourism in the country in general and Aksum in particular?
- C. What are the existing and potential economic, socio-cultural and environmental roles of domestic tourism in Aksum?

1.5. Significance of the Study

Domestic tourism is one of the two legs of the total tourism industry and hence plays myriad of roles in economic, socio-cultural and environmental terms. Study on domestic tourism is scanty at global level let alone in Ethiopian specifically in Aksum level. Hence, the result of this study will help different stakeholders at a national, regional, local and site levels in various ways:

- ☞ It can serve as a crucial policy input to the tourism industry of the country;
- ☞ It can serve as an input for policy implementers;
- ☞ Serves as a springboard for those who would like to carry out further study in this aspect of the tourism industry;
- ☞ It can help Tourism businesses and or establishments in the destination areas, especially in Aksum, so as to understand, promote and cater the domestic market.
- ☞ The local community in the study area will get good awareness about the problems and challenges facing the domestic tourism development.
- ☞ Similar domestic tourism destinations in the country can use the study as a reference to understand and solve their problems in this aspect of tourism.

1.6. Scope of the Study

The scope of this study is limited to examining the problems, challenges and opportunities facing the domestic tourism development in the study area. Furthermore, it is a case study conducted in the town of Aksum.

1.7. Limitations of the Study

The study had some limitations. Firstly, the relatively small sample size is likely to restrict the generalizability of these findings to the larger populations. Moreover, due to shortage of finance and time, data was not collected across periods so as to understand the full picture of domestic tourism in the area. As a result, the onetime data collection process, i.e., data were only collected during Hidar Tsion festival, may have some impact on the representativeness of the study samples.

1.8. Operational definition

For the purpose of this study, the term " **domestic visitor in Ethiopia** "- refers to any person residing within Ethiopia, and travels to a place outside his/her usual environment within Ethiopia, for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited. Hence, to differentiate those common people who are residents of Aksum and its environs from visitors or strangers, people who live throughout Ethiopia but outside of Aksum municipality (woreda) are considered as domestic visitors for Aksum. In other words, the minimum distance of travel covered is between municipalities (Woreda).

1.9. General organization of the study

This study is divided into six chapters. Chapter one deals with problem statement and background information about the study, objective of the study, significance of the study, scope and limitations of the study. Chapter two is about literature review gathered from various books, journals, research works, and relevant documents related to the issue. Chapter three discusses research methodology- research design, research subjects, research instruments and sampling techniques. Chapter four deals the description of the study area (geographical, historical and cultural aspects). Chapter five discusses the results, analysis and interpretation of the research findings. Finally, chapter six presents conclusion and recommendations based on the results of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1. Definitions , Concepts and Terminologies of Domestic Tourism

There exists unanimity as far as the definition of domestic tourism is concerned. The meaning given to domestic tourism varies particularly when it comes to who should be included under it. Latham and Edwards (2003:64, in Hall and Page, 2006) have stated that, the ‘visits to friends and relatives, the use of forms of accommodation other than hotels (for example, second homes, camp and caravan sites) and travel by large segments of a population from towns to the countryside are not for the most part included’.

Different authors have defined the term domestic tourism at different times. For instance, Middleton and et al. (2009) have defined Domestic tourism as ‘Residents visiting destinations within their own country’s boundaries and travelling for tourism purposes’. In a similar way, Horner & Swarbrooke (2005) have defined the term as ‘Tourism where the residents of a country take holidays wholly within their country of residence’. According to Vanhove (2005), Domestic tourism is defined as the tourism of residents of a country visiting destinations in their own country. Furthermore, WTO (1993, in Doswell, 1997) defined the term as “Domestic tourism involves residents of the given country who travel only within this country”.

All of the above definitions including the one given by WTO have common denominators, i.e., such activities are carried out by residents of a given country and also within their own country.

For statistical purposes, WTO describes the term "domestic visitor"- as "any person residing in a country, who travels to a place within the country, outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited". Hence, it comprises two types:

- a) Tourists (overnight visitors): visitors who stay at least one night in a collective or private accommodation in the place visited;
- b) Same-day visitors: visitors who do not spend the night in a collective or private accommodation in the place visited.

Besides the meaning, some of the basic terms such as resident, and the usual environment, should be clarified for better understanding. According to World Tourism Organization (1997), a person is considered to be a *resident* in a place if the person: (a) has lived for most of the past year (12 months) in that place; or (b) has lived in that place for a shorter period and intends to return within 12 months to live in that place. Moreover, WTO stated that the main purpose of introducing the concept "usual environment" is to exclude from the concept of "visitor" persons commuting every day or week between their home and place of work or study, or other places frequently visited. The definition of usual environment is therefore based on the following criteria: (a) Minimum distance traveled to consider a person a visitor; (b) Minimum duration of absence from usual place of residence; (c) Minimum change between localities or administrative territories.

However, despite stating these general criteria, WTO didn't mention the minimum threshold to be met under each criterion. This in turn opens up the door for countries to determine the usual environment according to their respective domestic situations putting the above general terms in to consideration.

2.2.Determinants and Motivations to Travel and Tourism Demand

In order to understand the enabling factors and also the inherent motives for a person to engage in certain travel and tourism activities, looking at the determinants and motivations to travel and tourism is utmost important. Hence, the following section discusses these issues in detail.

2.2.1. Determinants to Travel and Tourism

Determinants are the economic, technological, social, cultural and political factors at work in any society that drive and set limits to the volume of a population's demand for travel (Burkart and Medlik, 1981:50, in Middleton and Clarke, 2001). Hence, determinants of tourism demand represent the parameters of possibility for the individual. According to Middleton and Clarke (2001), the main determinants of demand for travel and tourism are summarized under eight broad headings. Even though these factors seem to focus on international tourism, they equally have important roles for domestic tourism.

1. Economic factors and comparative prices (income, time and price)

Using the published statistics of tourist trips and of national economic trends, it is possible to trace the relationship over time between changes in real disposable income (measured in constant prices) and the volume of trips and expenditure away from home. The relationship between incomes and expenditure on travel and tourism is known as *the income elasticity of demand*. For example, if there is a greater than 1 per cent increase in expenditure on travel and tourism by residents of a country in response to a 1 per cent increase in disposable income, the market is judged to be income elastic. If demand changes less than proportionately to income, the market is judged to be inelastic. If the other determinants remain relatively unchanged there is a very clear direct relationship between the performance of a country's economy, especially the average disposable income of its population, and the volume of demand that it generates for holidays and leisure trips (Middleton and Clarke, 2001).

Furthermore, Price, which represents cost to customers in terms of money, time and effort, is relative to their spending power and reflects the economic determinants discussed above. The price of tourism relative to other products must also be considered (Holloway, 1992, in Vanhove, 2005).

There are no holidays without time available for travel. For many years, the free time available was a major determinant. Free time is, however, still a determinant factor in developing countries, and even in many developed countries such as Japan and the USA. Not all populations have 30 days of paid leave each year (Vanhove, 2005).

2. Demographic factors

The terms 'demographic factors' are used here to identify the main population characteristics that influence demand for travel and tourism. Working much more slowly than rapidly changing economic variations, the main characteristics determining tourism markets are ageing populations, social class and household income, household size and composition, divorce and remarriage, and the experience of further and higher education (Middleton and Clarke, 2001). However, for simplicity let us see some of these variables.

According to Gee and Fayos-Solá (1997), aside from income, one of the most important factors in determining the propensity to travel is the strong link between travel and education. Numerous

studies have demonstrated that as an individual's educational attainment increases, so does his/her desire to travel. Even among youth travelers, the largest percentage will be associated with college students in search of new experiences and opportunity for self-discovery.

However, though education is one of the critical determining factors to engage in tourism activities, it should also be seen along with other variables such as availability of free time, income, household circumstances, etc. The point forwarded by Middleton and Clarke (2001) also strengthens the above idea. According to them, the influence of education as an important determinant of travel is not easily separated from associated changes in income, social class and household composition. But it is clear that for business and leisure purposes, the higher the level of education achieved, the greater the amount of travel that is taken.

3. Geographic factors

The climate and scenic attractions are undoubtedly two of the principal determinants of travel demand for leisure purposes that explain many destination choices. For example, Spain and other Mediterranean countries offer the most accessible and scenic locations for warmth and sunshine for people living in Northern Europe. For operators of all kinds of visitor attractions as well as for accommodation suppliers, the choice of geographic location for their businesses is usually the most important business decision to be made (Ibid).

4. Socio-cultural attitudes affecting tourism

A much more important consideration for marketing managers, however, is the general attitudes and behaviour of the potential growth market towards holiday travel compared with other leisure products claiming their interest, time and money. Attitudes towards tourism are subsets of a wider view and broad consensus on the desired quality of life and how to achieve it. They vary according to different national cultures and are fostered by the popular media. This section indicates just five such common beliefs in North America and Europe that act as a form of 'received wisdom' for millions of tourists (Ibid).

First, in northern climates, millions of people hold the belief that there is a therapeutic value in lying on beaches and exposing themselves to the sun. Another common belief is that holidays are 'rights' and necessities for relieving stress rather than luxuries, and that trips abroad for business or pleasure

are symbols of economic and social status that serve to indicate an aspirational position in society. The trend towards longer holiday entitlement in the late twentieth century, associated with rising personal income, has helped to encourage the remarkable development of consumer preference for taking several holidays throughout the year, changing the traditional attitude to holidays as a once-a-year event. A parallel trend can be seen in North European countries with developed economies, such as the Netherlands, Sweden and Finland, where national attitudes encourage large numbers of people to own second homes, perceiving them as important attributes of a satisfactory lifestyle. A new attitude, not yet fully developed and currently most evident in Germany and Scandinavia, is the expectation that holiday products should be environmentally sustainable, or at least should observe minimum standards of environmental practice (Ibid).

5. Personal mobility factors

The personal mobility provided by cars has become a prime determinant of the volume and types of tourism for many tourism businesses over the last two decades, especially for domestic tourism. In the USA the private car has for years been the dominant holiday transport choice. Looking ahead, however, growing traffic congestion, air pollution and government fiscal and regulatory policies are likely to force some customers to restrict the usage of cars. The use of surface public transport has declined as car ownership increased. There remain, however, some important niche segments of the travel and tourism market that use public transport on longer journeys for economic reasons or through preference (Ibid)

6. Government/regulatory factors

Government and regulatory factors are rather different in kind from the other determinants discussed above. Virtually all governments impose laws and regulations to safeguard the health and safety of their populations and to control the use of land and buildings; most impose penalties for non-compliance. Such regulations are important but typically influence all forms of industry and are not referred to in this section, which is specific to travel and tourism (Ibid).

7. Mass-media communications:

A major influence over demand for travel and tourism is the massive exposure to colour television and, more recently, the World Wide Web now common to populations in all countries with developed economies. At a lower level in terms of overall impact, the exposure of prospective travelers to books, films, newspapers, specialist magazines and radio, also contribute to awareness and attitudes. For specialist activities, digital versatile disc (DVD) and the Internet are already serious rivals for television although the media are likely to be combined as noted above (Ibid).

8. Information and communications technology

Based on the ever-growing power and reducing cost of microprocessors, the influences over tourism demand include:

- Increasing promotion and distribution of products on the World Wide Web by both private sector businesses and destination marketing organizations, including online sales and the use of the Internet for vital last minute sales.
- Multimedia information provision in customers' homes enhancing promotional possibilities, etc.

Characteristics Associated with High and Low Demand for Tourism

Because the underlying factors determining the volume of demand for tourism are common to all countries, it is possible to summarize the influence of the main determinants in a scale of propensity to travel away from home. Propensity is a useful term frequently used in the study of travel and tourism to define the extent of participation in travel activity in a given population. It may be broadly quantified from national tourism surveys of trips taken. Holiday propensity is a measure of the proportion of a population that takes holidays in a year. Of course some people take one holiday only, while others take three or more. The following table shows some of the characteristics associated with high and low travel propensities.

Table 2. The scale of propensity to engage in travel and tourism

Low Travel Propensity Characteristic	High Travel Propensity Characteristics
Low income per household	High income per household
Single parent household	Two parents (employed) household
Rural-community dweller	Large city dweller
Educated to minimum age	Degree or other higher education level
Older people (+80)	Young people and 'empty nesters'
No access to private transport	Two or more cars in the household
Three or less weeks' paid holiday	Six or more weeks' paid holiday
No access to internet	Access at work and at home

Note: in case where all the determinants combine, such as an 80-year-old retired farm worker living alone without an occupational pension and no access to private transport or the internet, the propensity to engage in any form of travel and tourism in a year may be near zero. At the other end of the scale, a young professional couple, both working and without children, living in a city apartment with broad-band access to the internet and owning a weekend cottage, may take fifteen or more holiday and leisure trips in a year. Such a couple may also take as many business trips each in the same year.

(Adopted from Middleton and Clarke, 2001)

2.2.2. Motivation to Travel and Tourism

Motivations are inner drives that cause people to take action to satisfy their needs (Hudson, S., 2008). According to Crompton (1979, in Konu and Laukkanen, 2009), in many tourism studies, motivations are recognized as starting point in order to understand tourist behaviors. Motivations have also been seen as a tool to segment tourism market. Furthermore, Backman et al. (1995, in Konu and Laukkanen, 2009) stated that, motivations are associated with individual basic needs for participating, for instance, in activities. Hence, motivations of tourists are important in explaining "why tourists are travelling?"

One widely used distinction is that between push and pull factors in tourist behavior. Push factors refer to forces arising from within the individual and from the individual's social context. These are true motivational forces. Pull factors, by way of contrast, refer to features of a destination which are thought to be likely to attract people to a specific location. It is misleading to refer to these pull factors as motivational forces - instead they are properly described as destination attributes which may fulfill people's motives for traveling (Gee and Fayos-Solá -WTO, 1997).



Classifying Travel and Tourism Motivations

McIntosh, Goeldner and Ritchie (1995), have researched motivations for travelling. They have identified four categories of motivation: Physical motivators, Cultural motivators, Interpersonal motivators and Status and prestige motivators. However, Middleton and Clarke (2001) have developed a travel motivational classification system which is somewhat broader and is discussed as follows. The groupings below provide a broad structure within which buyer behaviour operates and may serve a useful function as an introduction to behavioral models. These motivational categories include: business/ work-related motives, physical/ physiological motives, cultural/psychological/personal education motives, Social/interpersonal and ethnic motives, entertainment/amusement/pleasure/pastime motives and religious motives.

Furthermore, Horner and Swarbrooke (2005) stated that, it is also important to recognize that motivators will change over time for each individual according to changes in their personal circumstances. These could include: moving away from home; meeting a partner; having a child; improving or worsening health; increasing or decreasing income; experiencing new things in life.

It is important to note that leisure consumers will be motivated by more than one factor and the mix of motivations may well be different for different leisure products and services (Horner and Swarbrooke, 2005). In fact, one destination can see different travel motivation by different groups. For example, one group of domestic tourists may visit Aksum for spiritual purposes to visit Aksum Tsion church. Another group may visit it for its historical and cultural values and yet another group can be visiting the area assuming more than one motive, for instance, combining the religious and historical and cultural motives. Hence, it is this multi-aspect of destinations that has to be comprehended and used by tourism marketers for increasing the tourist flow to the area in view of the motivators.

2.3. The Contribution of Domestic Tourism

The significance of domestic tourism in the economic and social context has been reflected in the Manila Declaration on World Tourism adopted by the World Tourism Conference, 27 September – 10 October 1980. The relevant extracts of the Declaration as cited in Mena, Miguel M. (2004) read as follows:

“Within each country, domestic tourism contributes to an improved balance of the national economy through a redistribution of the national income. Domestic tourism also heightens the awareness of common interest and contributes to the development of activities favorable to the general economy of the country...The right to holidays, the opportunity for the citizen to get to know his/her own environment, deeper awareness of this national identity that links him to his compatriots, and the sense of belonging to a culture and to a people are all, major reasons for stimulating the individual’s participation in domestic and international tourism through access to holidays and travel... ”

In various other documents of WTO and other agencies, the economic, social and cultural advantages of domestic tourism are also enlisted. WTO estimates that there are almost three times as many domestic tourists as international tourists and that domestic tourism accounts for up to 70% of stays in hotels and supports 115 million direct tourism jobs worldwide (WTO, 1999, in Mena, Miguel M., 2004).

In the following section, attempts will be made to look at the various significances of domestic tourism for a given nation and its peoples in terms of socio-cultural, political, economic and environmental values.

2.3.1. Domestic Tourism and Social Capital

Nowadays, the role of domestic tourism in fostering brotherhood and hence building national identity has started to be recognized by national governments. According to Theobald, William F. (2005), domestic tourism can act as an integrating force strengthening national sentiment. Peoples in outlying areas are traditionally more preoccupied with local village affairs and, in consequence, sometimes prove easy prey to separatist agitators. If, by travel to other parts of the same country, such people can begin to experience pride in their national heritage, a sense of national unity may help to prevent regional fragmentation.

Encouraging participation in domestic tourism by minimizing constraints to access and enjoyment may help bridge cultural gaps and enhance respect for cultures between and within communities (Stephenson, 2004, in Moufakkir, 2010). “Domestic travel can raise people’s appreciation of

different cultural, linguistic and religious groups and of common interests of the people of a country, thus helping to foster national integration” (Scheyvens, 2007, in Moufakkir, 2010).

Nevertheless, Theobald, William F. (2005) expressed his suspicion about the negative social aspect of domestic tourism in a way that, contact between peoples of different backgrounds is not always beneficial and may in some cases generate additional cultural, social, and moral stresses. Although the mixing of people from different regions of a country can produce a better understanding of each other’s way of life and a better appreciation of problems specific to particular regions, it can at the same time create misunderstandings and even distrust.

Heimtun (2007:272, in Moufakkir, 2010) sees domestic tourism as an important factor in social integration, linking it to Putnam’s concepts of bonding and bridging social capital. Domestic tourism creates space for social contact and “everyday belonging and feelings of social integration” (p. 287). Based on several studies, Scheyvens (2007, in Moufakkir, 2010) offers a range of ways whereby domestic tourism can contribute to social development:

- Raising appreciation of different cultural, linguistic and religious groups and of common interest of people of a country;
- Helping to foster national integration;
- Providing opportunities for sharing knowledge and skills between people from “outside” and those remaining in their home community; and
- Revitalizing social and cultural ties between extended family and community groups.

2.3.2. Domestic Tourism and the Economy

In addition to its valuable socio-cultural benefits, domestic tourism also generates myriads of contributions to a country in economic terms. According to the International Recommendations for Tourism Statistics (2008), the awareness of the economic importance of domestic tourism has grown significantly in recent years. Even though many countries have left the statistical measurement of domestic tourism to a further stage, its economic contribution, as the TSA exercise has frequently shown, is often more important than that of inbound tourism.

2.3.2.1. Domestic Tourism and Local Economic Development

The studies of domestic tourism are found in large in academia and in practice, with those studies proved the domestic influence on the economy of the nation as both enormous and beneficial. With the growth of the country economy, its citizens posses higher disposable income and therefore seeks leisure to achieve satisfaction in their life. For instance, taking individual case, Collins, D., Galliano, K., Quinn, T., et al. (2007) stated that, in 2004/05 tourism contributed \$33 billion in Gross Domestic Product (GDP) to the Australian economy. Over three quarters of tourism GDP was attributable to domestic tourism, with domestic households accounting for almost two thirds of tourism GDP (Australian Bureau of Statistics 2006).

Furthermore, Gong and Kruse (2003, in Ball, Horner and Nield, 2007), have evaluated the economic impact of domestic tourism in China. They point to four major economic impacts of domestic tourism in China. The first is that there is an “interregional transfer of Chinese purchasing power”. This means that there is a transfer of incomes from the places in which the domestic tourists reside to the places that they visit. The second is that domestic tourism and its expenditure plus its multiplier effects are better for the growth of local economies than international tourism. The reasons that Gong and Kruse (2000) cite for this is that domestic tourism is by its nature less capital intensive, has more local involvement and serves a larger number of people. Third, domestic tourism provided business opportunities for small businesses. Next, the economy may be managed through domestic tourism, for example, consumer spending may be increased by promoting domestic tourism. Last, domestic tourism may have social benefits. These positive socio-economic impacts of domestic tourism can also be replicated in other countries, for instance Ethiopia which has a good potential for its development.

Another benefit of the development of a domestic tourism industry is that domestic tourists are not as often deterred from travel based on political, social or economic problems in the region as are international tourists. Rao and Suresh (2001:208, in Mazimhaka, 2006) point out that “domestic tourism is not vulnerable to bad publicity, internal security problems and poor infrastructure.” Basically, domestic tourism helps, among other things, to:

- ✦ Maintain the industry during dips in the tourist market, and essentially mitigates many negative threats to the industry. There are in fact several advantages to domestic tourism;

- ✦ Sustain demand for tourism when there are seasonal variations in international tourism;
- ✦ Conserve foreign exchange by encouraging locals to see their own country rather than travelling abroad;
- ✦ Expand investment from richer to poorer areas, also enabling local people to benefit from government investment in tourism infrastructure; and
- ✦ Protect the occupancy of accommodation and other services as international tourists decline.

2.3.2.2. Domestic Tourism and Small Scale Businesses

Domestic tourists can contribute significantly to local economic development because they typically purchase more locally produced goods and services than other categories of tourists, thus supporting small-scale enterprises and the informal sector (Goodwin et al., 1998; Bowden, 2005; Liu and Wall, 2005, in Scheyvens, 2007).

As the WTO has noted, catering for domestic tourists often ‘...requires only simple installations and infrastructure’ (1995: 1–2). Thus Bowden’s (2005, in Scheyvens, 2007) study in China has found out that it was the rapid growth in domestic tourism, not international tourism that was fueling support for small-scale, labor intensive forms of tourism. Importantly, these forms of tourism which involved guesthouses, ferry services, sale of handicrafts, and small restaurants, were leading directly to poverty alleviation in some areas. This particularly holds true in Ethiopia due to the fact that, whenever domestic tourists flow to a particular area, say to attend religious festivals, every section of the society, including the lower will become beneficiary from the sale of various products and services for visitors.

Furthermore, Scheyvens (2007) stated that, governments interested in promoting poverty-alleviation through tourism need to recognize that people from poorer communities who do not have the skills, networks or resources to cater for higher end tourists can often effectively provide goods and services to lower end tourists, and they can do this by utilizing local resources rather than needing outside capital. The underneath box (Box 2.1) gives examples to show how domestic tourism can affect the national economy at the regional and local level.

Box 1: The role of domestic tourism in supporting roadside facilities and services

It is possible for domestic tourism to support a spatial redistribution of income and employment as in the cases of the *Michi-no-Eki* in Japan and in the *Dhaba* in India, which are roadside service centre concepts. An important cultural phenomenon observed in many Asian countries is that when a domestic tourist travels, he or she is expected to bring back gifts for friends and relatives that reflect the specialized food products and handicrafts of the area visited. In Thailand, for example, this leads to large numbers of roadside stalls, shops and agglomerations in the main regions...selling fruit in the north eastern part of the country, dried fish in the **eastern part and confection in the western part.**

(Source: United Nations, 2007)

2.3.3. Domestic Tourism and The Environment

According to Skanavis et al. (2004), there exist two types of relationships between tourism and the environment, a symbiotic one and a competitive one. In the symbiotic relation, the environment and tourism coexist harmoniously and to an extent they complement each other. In the following section, attempts will be made to see how environment affects tourism and vice versa.

2.3.3.1. Environment: Impacts on Domestic and International Tourism

Tourism and the environment are continuously found in a relation of interdependence, as tourism is almost always dependent on the quality of the environment. Moreover, the quality of the environment or certain characteristics of it, are often a pole of attraction for tourists. Cases where traditional tourist destinations have lost their glamour (and flow of visitors) due to environmental problems are not rare (Ceballos-Lascurain, 1996, in Constantina and Maria, 2011).

Tourism and recreation sector is highly influenced by climate (Wall 1992, de Freitas 2003, Gomez-Martin 2005, in Constantina and Maria, 2011). Climate is an important factor in the destination choice of tourists (Maddison 2001, Lise and Tol 2002, Bigano et al., 2007, Bigano et al., 2008, in Constantina and Maria, 2011).

2.3.3.2. Domestic and International Tourism: Environmental Impacts

Tourism, one of the major industrial sectors occupying one in fifteen workers worldwide (Croal, 1997, in Constantina and Maria, 2011), with a range covering the developed and developing World, is included in the spectrum of environmental protection activities. Globally, the tourism wave was multiplied almost 25 times (from 25 to 592 million tourists) from 1950 up to 1996. The continuing expansion of the tourist phenomenon during the last fifty years was rapid, resulting to the huge phenomenon of “mass tourism” with various consequences, one of which is the suffocating pressure to the environment, with harmful effects (Williams and Shaw, 1998, in Constantina and Maria, 2011).

Peter Mason (2003) stated that, as with other impacts, it is possible to sub-divide environmental impacts under the headings positive and negative.

A. Conventionally, the following may be regarded as positive environmental impacts:

- ☞ Tourism may stimulate measures to protect the environment and/or landscape and/or wildlife;
- ☞ Tourism can help to promote the establishment of National Parks and/or Wildlife Reserves;
- ☞ Tourism can promote the preservation of buildings/monuments (this includes for example UNESCO’s World Heritage Sites);
- ☞ Tourism may provide the money via, for example, entrance charges to maintain historic buildings, heritage sites and wildlife habitats.

B. Conventionally, the following have been regarded as negative environmental impacts:

- ☞ Tourists are likely to drop litter;
- ☞ Tourism can contribute to congestion in terms of overcrowding of people as well as traffic congestion;
- ☞ Tourism can contribute to the pollution of water courses and beaches;
- ☞ Tourism may result in footpath erosion;
- ☞ Tourism can lead to the creation of unsightly human structures such as buildings (e.g. hotels) that do not fit in with vernacular architecture;
- ☞ Tourism may lead to damage and/or disturbance to wildlife habitats.

The impacts of international tourism on natural environment are equally convergent with domestic tourism. Domestic second home tourism is considered to be more environmentally sound form of tourism than for example long-haul travelling by air, which causes remarkably higher emissions of green house gases and pollutants. Having a second home does not inevitably reduce other forms of tourism and recreational mobility, unless it substitutes them (Coenen and van Eekeren, 2003; Amposta, 2009; Skanavis & Giannoulis, 2010, in Skanavis and Sakellari, 2011).

Contradictions between tourism policy development on one hand and environmental protection on the other are addressed through sustainable development. The theory of sustainable tourism emphasizes the critical importance of environmental stewardship (Brander et al, 1995, Bieger et al., 2000, in Skanavis and Sakellari, 2011). Consequently, the time is right for Environmental Education to play a more active role in order to encourage visitors and local population to alter their inappropriate behavior and to assist the management of environmentally sound tourism development (Skanavis and Sakellari, 2011).

2.4. The Ignorance of Domestic Tourism

Richter (1989, in Scheyvens, 2007) mentioned that, in many countries there is an insidious perception that domestic tourism is the 'poor cousin' of the more glamorous international tourism market, and that domestic tourism cannot bring the same range of development benefits to a country. Yet domestic tourism constitutes approximately 80% of world tourism flows (Boniface and Cooper, 1994:56, in Scheyvens, 2007), with some suggesting that it may soon be 10 times larger than international tourism flows (Ghimire, 2001:2, in Scheyvens, 2007).

Domestic tourism has been largely under-researched aspect of tourism economies in the developing world as well (Ghimire, 1997, in Skanavis and Sakellari, 2011). Rogerson and Zoleka (2005, in Skanavis and Sakellari, 2011) stated that, the lack of research is partly a result of the emphasis accorded by national governments and policy makers to the foreign exchange earnings derived from international tourism flows (Scheyvens, 2002, in Skanavis and Sakellari, 2011).

The tourism sector and tourism research community focus mainly on international in- and outbound tourism volumes and expenditures. Statistics on international tourism as reported by among others the UNWTO are more or less consistent, comprehensive and up-to-date. But international tourism is

only one part and certainly in number of arrivals, domestic tourism is several times larger than international. Most US tourists never leave their country and their numbers are far bigger than for instance the Germans. The number of domestic tourists within China exceeds that of all international inbound tourists and shows also an even larger growth (WTTC 2006a, National Bureau of Statistics of China, 2007).

However, consistent data on world-wide domestic tourism are not so readily available. As an illustration: the latest UNWTO World Tourism Barometer of October 2008 is all about in- and outbound international tourism growth forecasts without even mentioning the domestic tourism component once (UNWTO 2008). Whereas international tourism movements are hard to measure, domestic tourist movements are even harder to track (Eijgelaar, et al., 2008).

On the whole, the focus has been on international tourism or tourism is examined in general not distinguishing between the two types of tourism (Bigano et al., 2007, in Skanavis and Sakellari, 2011). Shantha, S. (2005), mentioned three reasons for under-estimating the role of domestic tourism in the socio economic development of these (developing) countries: (i) role of the international tourism and its contribution to the growth of the economy by way of foreign exchange earnings, employment generation, government revenue and multiplier effects which are considered to be higher compared with domestic tourism, (ii) the services related to international tourism are well established, i.e., there are formal establishments sector to cater the international tourists whereas domestic tourism is undertaken informally and (iii) inadequate information services on domestic tourism and its related activities. It does not mean that the local people do not engage in travel or tourism activity but reveals the fact that relevant information is not compiled and analyzed in assessing the total tourism product of the country.

Furthermore, Horner and Swarbrooke (2005) have forwarded that, measuring domestic tourism is particularly difficult because of the following characteristics of such tourists: they cross no national boundaries; they are likely to travel by private car rather than ferry or bus; and they will not use commercial accommodation but rather the home of a friend or relative, or their own second home. Moreover, Eijgelaar, et al. (2008), have mentioned that, from a sociological perspective the distinction between domestic and international does not make much sense as well as the whole travel pattern becomes distorted both in number of trips, time spent away from home, spending and travel

motives and attitudes. Social and political borders do not always coincide geographically. Finally, the neglect of domestic tourists makes it difficult to make consistent policies for sustainable development (e.g. poverty alleviation, climate change).

In discussing the difficulty of measuring domestic tourism, Middleton, et al. (2009) mentioned that, within the total volume of domestic tourism, same-day visits are the most difficult to quantify.

2.5. Domestic Tourism Development in Developing Countries

2.5.1. The Experience of Some Developing Countries

In recent years, many countries have focused their attention to developing and promoting domestic tourism in response to declining international arrivals. As the local population starts to enjoy economic affluence changing travel patterns emerge and domestic tourism develops dramatically. Several studies have suggested that domestic travel in developing countries is often equal if not greater importance than international tourism (e.g. Teuscher and Lang, 1982; Oppermann, 1992; Gunawan, 1996) and travel by residents of a country within their own country has been considered to be the most common form of travel (Cooper et.al., 1998, in Mena, Miguel M., 2004).

Domestic tourism, particularly in developing countries, is critical for the tourism industry to thrive. With a focus on the domestic tourism market, countries are able to diversify their tourism products and appeal to a wider target audience. Information on domestic tourism in developing countries, however, is extremely scarce. In fact, as Ghimire (2001, in Mazimhaka, 2006) notes, very limited knowledge on tourists in the South exists at all. Among the scanty literature that does exist, there is a consensus on the fact that one of the major benefits of domestic tourism is that while domestic tourists often spend less money per visit, they travel more often and bring greater economic growth particularly to the local communities.

However, a survey of literature on tourism in developing countries indicates that countries like South Africa, Nigeria, Kenya, China and India have realized the significant benefits of improving the domestic tourism market, especially with regard to the growth of this market (Ghimire and Li, 2001; Mustapha, 2001; Rao and Suresh, 2001; Kenya News Agency, 2004; Rogerson and Lisa, 2005, in Mazimhaka, 2006). Undoubtedly, these efforts result in economic benefits for local communities and a more sophisticated product for international consumers.

According to World Tourism Organization (1995:2, in Scheyvens, 2007), in particular, there has been significant growth in the numbers of middle-income earners in Third World countries many of whom are keen to pursue more leisure opportunities: 'An exalted middle class with reasonable affluence and disposable income and a strong desire for travel has emerged in all countries, particularly developing nations'. One final factor motivating more peoples in the developing world to travel is linked to the spread of globalization and associated Western thinking on the nature and value of recreation and leisure. The influence of this on people's attitudes and behaviour is such that it has created 'an urge to travel even among the lower income population groups (especially in urban areas)' (Ghimire, 2001:11, in Scheyvens, 2007).

Studying the economic situation in China since 1978, especially in the 1990s, three factors can be identified that have greatly promoted the development of China's domestic tourism: growth of income per capita; increase of leisure, particularly in cities; and structural adjustment of the national economy (Bihu Wu, et al., 2000). Furthermore, the Indian government has supported domestic tourism by introducing a subsidized holiday scheme for its employees which has boosted tourism to some areas enormously: '[The] Leave Travel Concession, has done wonders for domestic tourism in India. According to Shah and Gupta (2000:41, in Regina Scheyvens, 2007), a whole infrastructure, consisting of moderately priced accommodation, catering services and tourist packages has thrived around this scheme'. Also in India, hotels located in isolated regions have offered special rates to domestic tourists to encourage year-round custom, as 'international tourism is highly seasonal and not very significant in numbers' (Rao and Suresh, 2001:206, in Scheyvens, 2007).

Moreover, in South Africa, Cornelissen (2005:182, in Scheyvens, 2007) notes that, 'domestic travel patterns do not reflect the excessive seasonal fluctuation of...the international market'. Tourism campaigns can thus be planned to boost domestic travel in the low season for international tourists, or during periods of crisis. In the Malaysian context, the declaration of alternate Saturdays as public holidays and schools holidays are seen as the motivation factor for Malaysians to travel domestically. Therefore, the motivating factor of people to travel is seen as available time with no interruption on their holiday schedule to ensure satisfaction (Ranjanthran and Mohammed, 2010).

Furthermore, in October 2005, an "'Eat Ghana', 'Drink Ghana', 'Sing Ghana', 'Dance Ghana'" cultural festival was created to celebrate Ghana's tourism image, and was targeted at both domestic

and international tourists (Hatsu, 2005, in Mazimhaka, 2006). In Kenya, it has been acknowledged that domestic tourism “indirectly impacts and potentially benefits the local communities of Kenya” (Marshall, 2004:6, in Mazimhaka, J., 2006). For example, during the low tourism season in Kenya (from April to August) when many tourism workers have to be laid off, a strong domestic tourism sector can diminish this threat as “the seasonality of tourist expenditure would become less defined and workers could keep their jobs year round” (Sindiga, 1999; Marshall, 2004:6, in Mazimhaka, J., 2006). These efforts will in turn help to enhance the domestic tourism development in their respective countries.

2.5.2. Problems of Domestic Tourism development in Developing Nations

Mazimhaka, J. (2006) has forwarded that, developing countries often encounter several constraints that limit the growth of the industry. Domestic tourism initiatives have often been overshadowed by international tourism efforts, and this is reflected particularly in the lack of data regarding domestic tourism on a global scale. In addition, the survival of a domestic industry relies heavily on the existence of a tourism culture which allows for an enthusiastic approach to travel by the local population. In many developing nations, this culture is still absent. Policies regarding domestic tourism tend to be makeshift and informal and do not have long-term strategies in place, making sustainable growth impossible. Most tourism policies are generally biased towards the development of international tourism and this bias, termed the ‘Northern Bias’ by Ghimire (2001), is what deters the creation of possible domestic tourism initiatives.

In order to allow for the advancement of domestic tourism, governments must have existing information on how the industry has grown so far. Yet, while the importance of domestic tourism has been widely acknowledged, significant research and information on the current role of domestic tourism is still lacking. This is a major constraint to the growth of domestic tourism, and this gap stems from the fact that most developing countries view domestic tourism as secondary to attracting the international market, which brings in badly needed foreign currency. As a result, there are very few records of domestic tourism initiatives; “as the dominant official concept of tourism in developing countries focuses on receiving wealthy foreign visitors...most governments have put significant effort into promoting international tourism”, and tend to find domestic tourism particularly in developing countries, to be less important (Ghimire, 2001:2, in Mazimhaka, J., 2006).

This is a continuing trend in developing countries and hinders the progress of a viable domestic tourism industry.

Mazimhaka, J. (2006) further mentioned that, yet domestic tourism, as Rao and Suresh (2001:208) indicated, “is usually the predecessor to international tourism as it helps to create tourism awareness and tourism culture that can sustain international tourism in the long term.” While the creation of such a tourism culture is critical to the development and growth of domestic tourism, unfortunately, it is still lacking in many developing countries because it continues to be viewed as a luxury that many locals cannot afford (Mazimhaka, J., 2006, in Mazimhaka, J., 2006).

Nevertheless, while there are evidently several barriers to the sustainable growth of domestic tourism in many developing nations, there have already been a few efforts taking place. Specific programs by countries like India and South Africa are good examples of countries recognizing the importance of domestic tourism and have taken initiatives to ensure the development of such an industry. Unfortunately in many other cases, governments and the private sector tend to approach domestic tourism policies in an ad hoc manner, formulating policies in an unplanned fashion with only short-term solutions (Mazimhaka, J., 2006). As Ghimire (2001:2, in Mazimhaka, J., 2006) asserts, domestic tourism in almost all developing countries is occurring “without any systematic government planning”. A more determined effort in the promotion of this sector needs to be initiated.

2.5.3. Domestic Tourism in Africa

Encouraging Africans to participate in domestic and regional tourism is part of developing sustainability in Africa’s tourism industry. According to Dieke (2000, in Mazimhaka, J., 2006), however, intra-African tourist development is still a problem “due to the relative lack of indigenous African tourists”. The notion of travel for leisure purposes is still considered to be an extravagance in many African countries, even for members of the middle-class who are more likely to have the time and resources to travel. More often than not, Africa’s middle classes either “possess little or no surplus capital for leisure” or when they do, tend to travel to Europe rather than “risk the potential hazards of visiting their neighboring African countries” (Dieke, 2000:34, in Mazimhaka, J., 2006). This “euro-dependent” pattern in Africa is a key hindrance to the development of domestic tourism, and has several negative economic implications. As Poirier argues, a lack of resources and

significant financial, cultural and infrastructural obstacles hamper efforts aimed at promoting domestic and intra-African tourism, which would lead to a self-sustaining industry (Poirier, 2000:30, in Mazimhaka, J., 2006).

Economic hardships throughout Africa often stop short the potential for the continent's middle-class to participate in leisure activities; however, countries that are in the process of re-building or those that have opportunities for growth, are finding themselves with a more willing and able segment of the population. In countries like Nigeria, the country's middle-class felt the hardships of an economic downfall in the 1980s, which still resonates today and has left them more concerned with survival than leisure (Mustapha, 2001:187, in Mazimhaka, J., 2006). By contrast, countries like South Africa and Rwanda which have seen the recent emergence of a new middle-class with a more disposable income are facing a growing sector of the population that is now enthusiastic about travel, resulting in more journeys within each of the two countries. Mazimhaka, J. (2006) however hold that, other countries like Rwanda and Ethiopia, however, have faced a depletion of their tourism industries due mainly to conflict and/or economic strife. These countries, therefore, have to develop and create new experiences, adequate tourism infrastructure, and marketing initiatives in order to refurbish their respective tourism sectors.

2.6. Domestic Tourism development in Ethiopia

In the following section, attempts are made to see the development of domestic tourism and also measures taken to develop the sector in the country across periods.

2.6.1. Domestic Tourism during (1960-1974)

Tourism as an economic sector as we have seen it, come in to being in Ethiopia very recently, compared with other countries in the world. It was somewhere in the second half of the twentieth century that the imperial government paid attention to this sector (Ayalew Sisay, 2009). This was the initial period, in terms of organizational structure, where the nucleus of the tourism establishment was originated and at the same time Ethiopia's acquaintance with the concept of tourism. Therefore, it can be said that the initial year of the modern organized tourism industry in Ethiopia is 1962. In other words, the Ethiopian Tourist Organization (ETO) was set up during this time.

In general terms, it can be said that, tourism during the imperial period was preoccupied with structural adjustments and hence the office was merged with different statutory government organs such as Ministry of Information which affected its operation. Even though the modern organized tourism industry was institutionalized and tourism was recognized as one of the economic sectors in the country, domestic tourism was not given attention during the Imperial Period. Ayalew Sisay (2009) further stated that, promotion was largely concentrated on attracting international tourists while domestic tourism was given little attention.

2.6.2. Domestic Tourism during (1974-1991)

After the revolution of 1974, the government of Ethiopia recognized the importance of tourism particularly for the promotion of understanding and friendship among peoples in the world as well as among Ethiopians (Ayalew Sisay, 2009).

One thing which deserves mention in this period is the development of domestic tourism. Ethiopia as one of the least developed countries has paid great attentions to the economic impact of the international tourism since the 1950s and everything was oriented towards the extraction of more foreign exchange earnings, but on the other hand, domestic tourism development has got very little care. Therefore until 1974 domestic tourism was circulating only around the royal families, higher officers, rich aristocrats and, of course, foreign (expatriate) residents, in very small numbers going to certain resort places (Ibid).

However, after 1974, stronger emphasis has been put on domestic tourism with the reduced rail and air fares as well as hotel tariffs. Special promotion activities in Amharic and other languages encouraged Ethiopians to travel, to know and enjoy their own country (Ibid). To this end, a new department has been set up in ETC (Ethiopia Tourism Commission). Domestic tourism, neglected in the dim past, had at that period were hoped to create desirable understanding among the inhabitants of different regions, at the same time generating unity, pride and loyalty to their common land (Ibid).

The domestic tourism department, established under ETC, has done a lot of promotional work such as motivating and educating people at mass gatherings and meetings, showing documentary films and slides, actively participating in expos and exhibitions and distributing leaflets, pamphlets, magazines, calendars, badges, etc., appealing through mass media (radio, television, press etc)

contacting foreign communities and embassies in the country, etc. As the result of the above publicity, a number of governmental mass organizations and associations were mobilizing their resources and established “know your country” clubs (Ibid).

To accommodate the low income domestic tourists (local people) the Ethiopian government paid great attention in planning and establishing facilities throughout the country. At the same time, domestic demand projection was performed in parallel with international demand. On that basis tourist demand for the domestic sector in the Ten-Year Economic Development Plan was expected to grow as indicated below (Ibid).

Table 3: Domestic Tourism Projection

Year	Domestic Tourists	Expected Room Yearly	Growth	Expected Rooms Daily
1982	857,000	2,571,000	10	7,200
1983	907,300	2,722,500	10	7,200
1984	998,300	2,994,200	10	8,300
1985	1,098,100	3,294,300	10	9,200
1986	1,528,000	4,584,000	15	12,700
1987	1,757,960	5,271,600	15	14,600
1988	2,020,700	6,062,100	15	16,800
1989	2,323,800	6,971,400	15	19,400
1990	2,788,600	8,363,800	20	23,200
1991	3,346,300	10,038,900	20	27,900

(Source: ETC 10-year plan 1980, as cited in Ayalew Sisay (Dr.), 2009)

2.6.3. Ethiopian Tourism Development Policy

The tourism development policy of the country issued in 2009 is the first of its kind in the country. So far, the country has no organized tourism document that helps to guide the tourism industry in a broader manner. This in turn has initiated the current government (FDRE) to establish Ministry of Culture and Tourism and then to issue a policy document.

In addition to the general tourism sector needs (such as infrastructural developments, developing tourism attractions, products and facilities, etc), the policy has stated some mechanisms to develop domestic tourism in the country which includes:

1. Recognizing the economic, social and political benefits of domestic tourism, the formation and growth of tourism associations and clubs referred to as "know-your-country" clubs shall be encouraged at places of residence, work, education and worship, with the view to strengthening domestic tourism.
2. The policy also urges the General Public to strengthen the culture of touring either as individuals or as tour groups and participate in domestic tourism in order to know and appreciate the attractions of the country.

On the same way, the BSC (Balanced Score Card) document that was developed by Ministry of Culture and Tourism has also tried to use domestic tourism as one way of enhancing the economic benefits of the community and the market and promotional works.

2.6.4. Religious based domestic tourism in Ethiopia

A. Meaning of pilgrimage and Pilgrimage Tourism

No single meaning can be attributed to the act of pilgrimage. Pilgrimage in-short is "a journey undertaken for religious motivation" (Tone, 2003, in Abinet Eshete, 2011). Pilgrimage according to Maria (2002, in Abinet Eshete, 2011) is one of the religious and cultural phenomena most common to human societies and is an important feature of the world's major religion i.e., Buddhism, Islam, Judaism, Hinduism and Christianity. A pilgrimage has been defined according to Bhardwaj (1973, in Abinet Eshete, 2011) as "a journey resulting from religious causes externally to a holly site, and internally for spiritual purposes and internal understanding".

When we think of pilgrimage, the first view that comes to our mind is its religious motivated journey and its related festivals. However, any pilgrimage or pilgrimage site has powerful political, economic, social and cultural implication (Kreiner, 2009, in Abinet Eshete, 2011). Pilgrimage is also important particularly for the host community due to its scope and influence on economic activities undertaken in the region.

Religious tourism is a term widely used in theory and practice to refer to contemporary travel patterns to pilgrimage sites. Religious tourism is considered to be a 'specific type of tourism whose participants are motivated either in part or exclusively for religious reasons' (Rinschede, 1992:52, in Shinde, 2010) in such a way that it is 'closely or loosely connected with holiday-making' (Tomasi,

2002:19, in Shinde, 2010). The destination for religious tourism is generally a sacred site, a pilgrimage site or a religious heritage site. It combines two opposite ends of the binary — sacred and profane — as reflected in the pilgrimage–tourism dichotomy (Nolan and Nolan, 1992; Smith, 1992, in Shinde, 2010). Often, the key aspects of pilgrimage — the motivation for the trip, form of the journey and a sacred destination— are used to explain religious tourism where leisure and holiday activities occur as supplementary opportunities within the need for religious travel (Tyrakowski, 1994, in Shinde, 2010).

Religious travel comprises all kinds of travel undertaken for performing rituals required as a part of organized religion (Singh, 2004, in Shinde, 2010). This segment of ‘living and active religious practices’, mainly of domestic travelers, is by far the largest component in religious tourism (Gupta, 1999, in Shinde, 2010). It operates around the cultural economy of religious practices, rituals and rites of passage, along with the activities of religious practitioners such as gurus and temple priests in pilgrimage sites.

Pilgrims and tourists are distinct actors situated at opposite ends of Smith’s continuum of travel that first appeared in 1992. The polarities on the pilgrimage-tourism axis are labeled sacred vs. secular; between them ranges an almost endless list of possible sacred-secular combinations, with the central area now generally termed ‘religious tourism’. These positions reflect the multiple and changing motivations of the traveler whose interests and activities may switch from tourism to pilgrimage and vice versa, even without the individual being aware of the change. Jackowski and Smith (1992, in Collins-kreiner, 2009) use the term ‘knowledge-based tourism’ as synonymous with religious tourism. Most researchers identify ‘religious tourism’ with the individual’s quest for shrines and locales where, in lieu of piety, visitors seek to experience the sense of identity with sites of historical and cultural meaning (Nolan & Nolan, 1989, in Collins-kreiner, 2009).

Even though there happen philosophical clashes either to recognize or to reject that religious tourism as part of tourism industry; one cannot deny the fact that, pilgrims and tourists share common things when they are away from their usual place of residence. These include, sufficient finance, availability of free time, using different services in the destination area, and so forth. Furthermore, religion is one of the statistical categories that UNWTO classifies the purpose of trips (tourism).

B. Religious Pilgrimage in Ethiopia

Religion has an important role in the Ethiopian society where by festivals and ceremonies provide many high points in the calendar. In a country where religion is dominant, pilgrimages to sacred centers is important feature in many Ethiopia societies. Religious pilgrimage in Ethiopia constitutes an essentially unrecorded mass movement of domestic tourist that attracts the attention of most visitors from abroad (Mengistu, 2008, in Abinet Eshete, 2011).

The most famous pilgrimage sites in Ethiopian Orthodox Church includes: Timket in mid January, Meskel in late September, Hidar Tsion in Aksum at the end of November, and Kulibi Gabriel near Harrar in December and July attract more than 100,000 participants, most of whom will come on foot. From the Muslim point of view, dire sheikh Hussein, Sof Omar, Al Negashi mosque and others also serve as a place of pilgrimage (Sintayehu, 2000, in Abinet Eshete, 2011). These pilgrims can bring different kinds of benefits to the area in economic, socio-cultural and environmental terms. However, it doesn't mean that, this is always positive. Hence, to avoid the unnecessary consequences (such as religious rivalry, sanitation problems, etc) different measures should be taken such as awareness creation efforts.

2.7. Conceptual Framework

To show the relatedness of various variables with the main issue under study, conceptual framework is found to be used by the researcher. Accordingly, the following diagram portrays how the development of domestic tourism is interwoven with various issues. As we have seen in the literature review part, the development of tourism is influenced by the following factors:

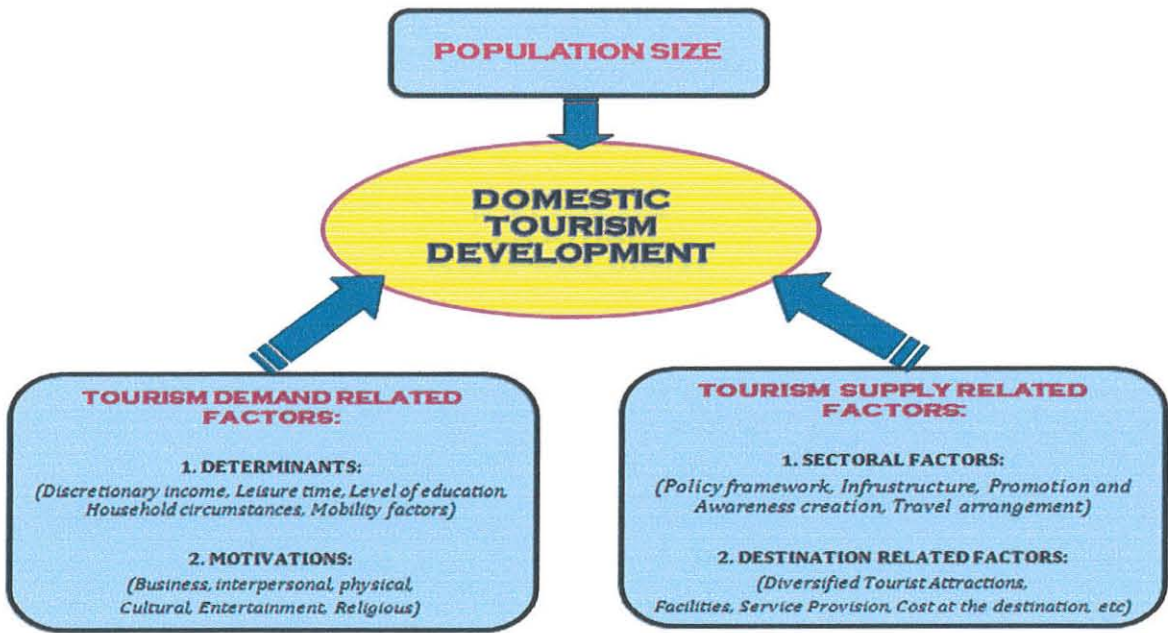


Figure 1: Conceptual Framework

CHAPTER THREE

RESEARCH METHODOLOGY AND DATA SOURCES

3.1. Research Design

The researcher has applied a combination of qualitative and quantitative research approaches. The rationale behind is that more and verified data can be obtained through applying both methods in a single social science research. Moreover, to crosscheck and verify the results obtained by each of the above two strategies, triangulation method was applied.

3.2. Research Subjects

The research subjects chosen for this study include: local tourism businesses in Aksum where domestic tourists have contact with such as hotels, restaurants, traditional costume shops/ souvenir shops. In addition to these, the survey also include domestic visitors, the local community, tour guides and museum curators, church administrators, tourism officials (at federal, regional and local levels). Religious travel organizers, who take pilgrims each year to the area, were also contacted and surveyed. Moreover, to see the issue in wider scope, data were also gathered from travel trade intermediaries i.e., travel agencies and tour operators.

3.3. Research Instruments

The study is essentially based on primary and secondary data as main sources of information. Primary data were collected by employing questionnaire survey, semi-structured interview, Focus Group Discussion (FGD) and unstructured personal observation. In terms of secondary data, pertinent documents such as statistical outputs, policy documents, development plans and programs related to domestic tourism were carefully reviewed and collected from relevant offices and bureaus and literature review related to the study were made.

3.4. Sampling Technique

It refers to the technique or the procedure the writer adapts for selecting the sample from the population. Hence, the researcher has used both probability and non probability sampling methods. Accordingly, the sampling techniques applied to administer each research instruments are discussed as follows.

A. Questionnaire Survey

Due to the absence of a complete picture of domestic tourism statistics for the year round in the study area, i.e., domestic tourism statistics is collected for some months while excluding arrivals for festivities such as Hidar Tsion and Hosaena (Palms Day) out of the statistics, a total of domestic tourist population per annum is not possible to reach on. However, the researcher has planned to take the total of domestic visitors who paid entrance fee to visit the sites in 2010/11 (N=23,784). Accordingly, sample was drawn on Goom's formula, $n = \frac{N}{1 + N(\alpha)^2}$; where, n= Expected sample size, N= population size and α = level of confidence interval (0.05 or 95%). Based on this calculation, the researcher has found 393 samples.

However, due to financial and time constraints, the researcher took only 160 of these respondents out of which 150 were properly completed and used for further analysis. To acquire the required information, questionnaires were translated into local languages (Amharic and Tigrigna). Respondents chosen to complete the questionnaire were selected according to the operational definition given for a domestic tourist applicable to this research.

Furthermore, to obtain the necessary data, respondents above the age of 18 were chosen to complete the survey. For the sake of convenience, considering the greater domestic tourist flow to the area during 'Hidar Tsion Festival', the researcher has collected data during this period. The questionnaire is a self completed type in which the respondent fills by himself/herself. But, every respondent is supervised by enumerator in clarifying the questions. Moreover, the questionnaire comprises 30 general and specific questions concerning age, gender, income, occupation, level of education, tourists' purpose of visit, length of stay, preferences, their activities, travel behavior, mode of transport, accommodation preferences, traveling in group or individual, destination visited, their

origin, and so on. A total of 9 data enumerators were employed and prior orientation was given to undertake this survey for three consecutive days (from November 29 to December 2).

Additionally, questionnaire survey was conducted on the local community in Aksum to assess their attitude towards domestic tourism and tourists in the area. There are four kebeles (Tabiyas) in Aksum town, i.e., Haweltii, Kindeya, Hayelom and Mae'bel. However, from these four kebeles (Tabiyas), 2 of them were taken (i.e., Haweltii and Kindeya) for this study. The basis for the selection was due to their proximity to the tourist attraction sites and hence greater chance to contact (encounter) with domestic visitors. In addition to this, these two Tabiyas have higher population and household size as compared to other kebeles. These two kebeles have a total of 10,770 Households. Hence, based on Goom's formula, $n = \frac{N}{1+N(\alpha)^2}$, 385 households were supposed to be surveyed from both Tabiyas. However, due to shortage of finance and time, the researcher is forced to reduce the samples to be taken to 100. But, out of these 100 questionnaires, 84 were properly completed and used for further analysis. To acquire the required information, questionnaires were translated into local language (Tigrigna).

B. Semi-Structured Interview

Semi-structured interview was employed with tourism officials (at the federal, regional and local levels) as key informants, 2 church administrators, 4 local tour guides, and 3 religious travel organizers. In addition to these, interview was conducted with five travel trade intermediaries (three travel agencies and two tour operators) in Addis Ababa which were selected through purposive sampling method based up on their present degree of inclination and/or operation to serve the domestic tourists. Moreover, interview was conducted with local tourism businesses like hotels, restaurants, traditional costume and souvenir shops. Based on purposive sampling (i.e., where most domestic tourists frequent), data was gathered by taking 25% (9 hotels and 3 restaurants in the study area. However, as far as hotels are concerned, the sample has considered those 'Smaller and Lower range' and 'Larger Mid-range hotels. In addition to these, based on purposive sampling, interview was conducted with 5 traditional costume shops and 4 souvenir shop owners which were selected due to their proximity to the tourist sites.

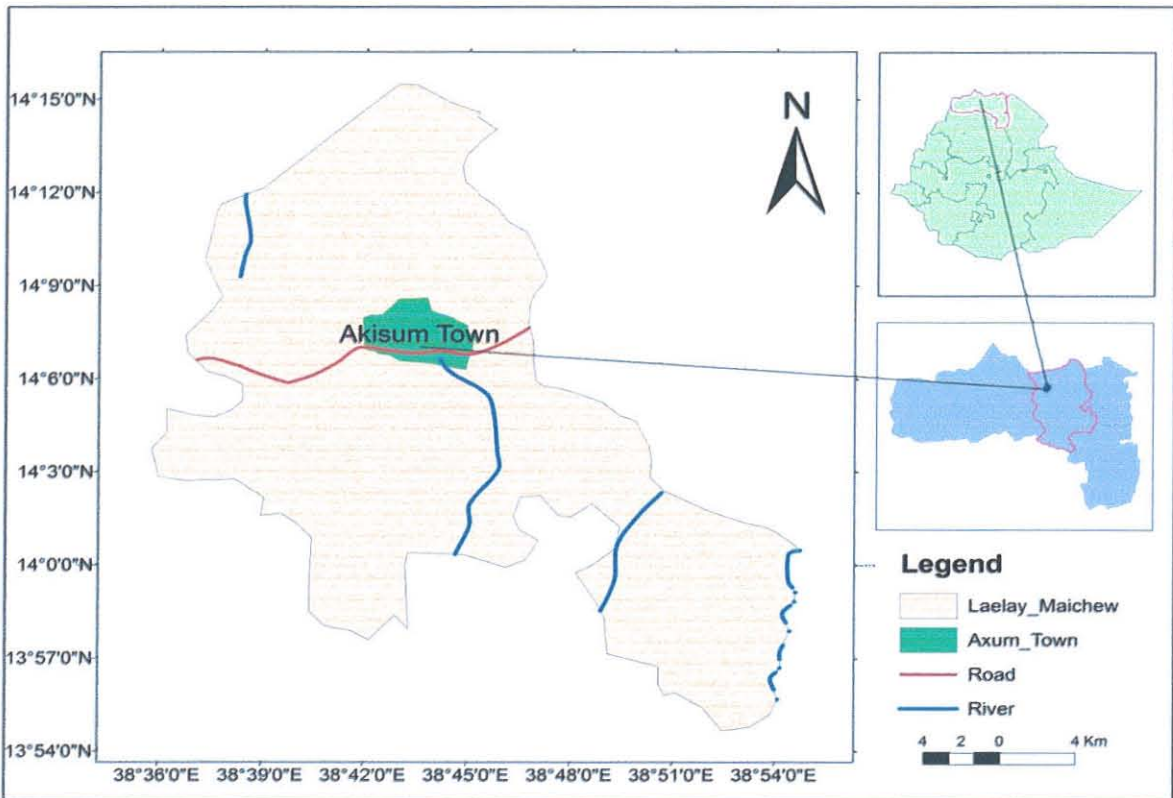


Figure 2: Location map of Aksum (the study area)

4.2. Historical Survey of the Study Area

Northern Ethiopia, the cradle of Ethiopian civilization has had a long and very interesting history. In this context, the imperial city of Aksum has a unique and paramount place (Beli Gidey, 1991). No one doubts that the history of present-day Ethiopia began with the history of the Aksumite Empire, the first great empire of the Ethiopian peoples and the forbear of the Ethiopian civilization (*Ibid*).

Historians and archaeologists divided Aksum’s evolution into two periods: pre-Aksumite and Aksumite. Aksum’s prehistory goes back to the Early Stone Age, when humans inhabited the area, about 500,000 years before the present. Flakes, cores, scrapers dating back to early and middle age as well as Late Stone Age pottery have been found in the area north of the present city, east of Bete Giyorgis, southern flanks of Gobodura hills and mount Liqanos. Very little is known about how human occupation of the area moved out of the Stone Age through the introduction of farming

economies and began to develop the Aksumite civilization (Munro-Hay, 1991, cited in Yemane, 2011).

In the pre Aksumite phase an urban society appeared on the Tigryan plateau where, to date, archaeologists have found ninety sites including towns, ceremonial centers, village and camps. Here lived sedentary agro-pastoralist communities as well as traders who had acquired enough power to divert commerce from the ancient kingdom of Dama't contributing to its dissolution into new towns such as Melazo, Kaskase and Matarà. Goods like gold, silver, and ivory were traded for cloth, tools and jewelry. It was within this cultural, political, and socio-economic context that Aksumite civilization had once flourished (*Ibid*).

The Aksumite period covers more than thirteen centuries. Aksum became the center of an autonomous polity created by the Semitic-speaking people called Aksumites, or Habashat, from which the name 'Habesha' is derived (*Ibid*). There is no unanimity as far as the origin of the word Aksum is concerned. C. Conti Rossini derives the word from Semitic root *Aksum* which signifies *hortus veridis et densis herbis impletus*, a green and dense garden, full of grass (Sergew Hable Selassie, 1972:68). Furthermore, according to some philologists, the word Aksum is partially Agaw in origin. "Ak" or "Aku" means water, whereas the suffix "sum" is Semitic and means chief. If this etymology is correct, Aksum means "chief's water" (J. Tubiana, 1953 in Sergew Hable Selassie, 1972). The traditional source, however, differs radically from this view about the same issue. It tries to derive the word from the name of a legendary emperor, Aksumawi, in the same was as it derives Ethiopia from Aethiops. But ironically enough, it does not attribute the foundation of the city to Aksumawi (Sergew Hable Selassie, 1972:68).

Aksumite origins are still uncertain, but a strong South Arabian (Sabean) influence in architecture, religion, and cultural features can be detected in the pre-Aksumite period from about the fifth century BC, and it is clear that contacts across the Red Sea were at one time very close (Munro-Hay, 1991).

The earliest documentary reference to Aksum was found in the first century A.D text, *The periplus of the Ereytreaean Sea* where it is cited as one of the biggest center of ivory trade (Sergew, 1972, cited in Yemane, 2011). The imperial capital of the Aksumite Empire is at least 3000 years old. Aksum was together with Rome, Egypt, Persia, India and china one of the ancient and pre-Christian

empires. It becomes also famous for her fabulous queen of Sheba and the origin of Solomonic dynasty. Aksum is also the empire where Christianity was first established as a state religion (4th c) (Ethiopian Tourism Commission, November 1995: 52). The following geographical map indicates the position of Aksum in relation to Egypt, Arabia, Persia and India.

Figure 3: The position of Aksum in relation to Egypt, Arabia, Persia, and India



(Source: promotion on Aksum)

Aksum was the capital city of a powerful kingdom which dominated the southern Red Sea in the first millennium A.D and was an important commercial partner of the Roman and early Byzantine Empire (David W. Phillipson, 1995). The traders and sailors of Aksum crossed the seas, and these contacts must have had a very profound effect on Aksumite trade and civilization, its music, and other arts. Although the contacts with other countries undoubtedly had influences, there emerged however, an integrated system of development the pattern of which was distinctively Ethiopian (Beli Gidey, 1991:21).

In the early fourth century A.D. during the reign of the great emperor Ezana, Aksum reached the height of its civilization and power. Its territories extended north-east to the red-sea, east to the Indian Ocean and North West as far as and including Nubia (now Sudan) and the Yemen (*Ibid*).

Aksum is the place where the arc of the covenant is still kept secretly in the wonderful church of Zion, rebuilt after the destruction in the 16thc. unique steles with inscriptions in Sabeian, geez and

Greek can be found as well as a rich museum and many archaeological pre-Christian sites (Sergew Hable Selassie, 1972:68).

Furthermore, many Ethiopian kings carried their coronation ceremonies in Aksum. For example, Zara Ya`qob is the first king who is known to have resurrected the ancient coronation ceremony at Aksum — or, at least, who is known to have employed the sacred precincts as his coronation place, and who accordingly may be suggested to have exploited ancient rituals of Aksumite origin (Munro-Hay, 1991). For over five millennia, kings had to be crowned there in order to be officially recognized (David Phillipson, 2003, as cited in Yemane, 2011).

In front of the gate which leads to the church of Tsion stand four stone pillars once used for coronation ceremonies. The coronation ceremony was conducted while the king sat on a pillar like throne and the place is still called “Menagesha” meaning “a place where coronation takes place.” Among the numerous emperors who were crowned at Aksum Tsion was the late emperor Haile Selassie I who was re-crowned for the second time at Aksum after he was crowned at St. George cathedral in 1930 at Addis Ababa (Beli Gidey, 1991:48).

Figure 4: A Coronation Throne in Aksum



(Source: field survey, November 2011)

4.3. Cultural Survey of the Study Area

In cultural terms, Aksum holds greater values not only for the people of the country but also for the whole world. The long standing steles, the pottery, the underground tombs, inscriptions, the religious festivals and events, ruined palaces, religious manuscripts, etc are the corner stone for tourism development in the area. Furthermore, the cultural influence of Aksum over the people of the

country is enormous. In religious terms too, Aksum is also said to be the center where Orthodox Christianity was first introduced in the country in the 4th century.

To easily understand the cultural tourism resources in the study area, the researcher has classified them into two general categories, i.e., Tangible cultural resources and Intangible Cultural resources. The following section will briefly discuss some of these tourism resources.

4.3.1. Tangible Cultural Resources / Archaeological Resources

These resources principally include archaeological findings discovered in the area such as the stelae, pottery, coins, underground tombs, inscriptions, etc. Furthermore, this category also includes tangible physical structures such as ancient churches and monasteries. Each of these resources will be discussed briefly as follows:

A. The Stelae

The stelae of Aksum are among the more enigmatic monuments of the historic period in Africa. Fattovich (1987, in Tekle Hagos, 2001) stated that, Aksum preserves over 800 stelae which are roughly hewn and oblong in shape with plain surface, hewn slabs with smooth surface and rectangular section with round tops dating from about the early second to the late fourth centuries AD and after.

Many wonderful obelisks are to be found in Aksum and the most obvious existing remains are the huge stone monoliths, or stele, some still standing. These steles have long been a source of great interest and have generated much speculation. In describing Aksum, John Gunter in his book, *Inside Africa*, says that it is “the site of some of the most stunning and mysterious objects of antiquity in the world, giant obelisks, made of single blocks of granite, larger than Egyptian obelisks, the origin of which is unknown” (Beli Gidey, 1991).

At the peak of its power, Aksum must have been a splendid city. Rising from its center and dominating the city were the marvelous stelae; scattered over a kilometer-wide area they range from a gigantic stone monolith over 33 meters high to small blocks of roughly cut stone a few meters high. Some of these were carved and beautifully decorated while others were unfinished and without decoration. Each of the stelae resembled a multi-storey house (*Ibid*).

The six decorated stelae are all different from one another and some of them are of considerable size. The larger ones are distinguished from the others by their similar motifs which are possibly imitations of real multi-storied buildings with the stone cut in panels either on all four sides or on only three. The largest and the longest standing stela is 24 meters high (70ft), excluding its base which goes down three meters below the surface. It is 2.6 by 1.8 meters wide at the bottom and is carved on three faces to represent a tower house of nine storeys. It is the most wonderful of all the monuments found now in Aksum (*Ibid*). Nearby lies another stele, the biggest and the tallest of them all, broken in to four pieces, yet in its fallen state still retaining the glory of the civilization that gave birth to it. This giant structure with a base measuring 3.84-2.35 meters rose 33.50 meters (110 ft.) when upright, dwarfing the Egyptian obelisks. It represented a building thirteen storeys high and weighs about six hundred tons (*Ibid*).

The second tallest stela reaching a height of twenty-six meters stood between the above mentioned two. It was decorated and indented on all four sides with doors and was ten storeys high. This however, was looted and taken to Rome in 1937 by Italian fascist Mussolini's personal order (*Ibid*).

Of the six stelae the remaining three are crumbled and are scattered in various parts of the city. These stelae, carved with precision, imitate wooden architecture; one can easily see complete doors, windows and frames. They are, as the rest of the tall stelae, obvious reproductions of multi-storied buildings, houses and places palaces of ancient Aksum being architecturally similar (*Ibid*). However, we remain completely uninformed as to who was buried beneath or near these memorials, though it is a natural inference that only the kings could have mobilized the necessary labor and skill to quarry, carve, decorate, and erect the giant stelae or build the larger tombs (Chittick 1974: 192 as cited in Stuart Munro-Hay, 1991). On the other hand, archaeological investigations carried by Chittick (Munro-Hay, 1989) and Phillipson (1995) at Aksum show that most Aksumite stelae were originally intended as tomb marker of Aksumite kings and elites. Some stelae were erected for commemorative purposes as they exhibit inscriptions while others seem to have had religious functions as they depict disc and crescent.

Figure 5: Stelae of Aksum both the standing and the desolately broken



(Source: field survey, November 2011)

B. Aksumite Pottery

The Aksumites developed a civilization of considerable sophistication, knowledge of which has been much increased by recent excavations. Aksum's contribution in such fields as architecture and ceramics is both original and impressive (Stuart Munro-Hay, 1991). Pottery is an important source of study (knowledge) as it helps to trace back the cultural life of the ancient people. Furthermore, it has also become the source of attraction, especially for cultural tourists.

The commonest types are fired to colours between orange and almost brick red, and there are also black or grey wares from different periods. Some less usual wares are brown, or red-brown. Chronologically, it seems that the red wares are typical of earlier Aksumite times, the brown coming later in perhaps the fifth century, while the black wares typify the post-Aksumite period (except for the black pottery with incised decoration which was found in the earliest excavated levels at Adulis, which seems to belong to an earlier tradition — Paribeni 1907: 448, 547).

Aksumite pottery, with the exception of such imported categories as the amphorae for wine and other commodities, was mostly locally made, without the use of the potters' wheel — though Paribeni (1907: 548) thought that the rough locally- made pottery of Adulis was made on the wheel. The style and decoration evolved, although, as we have said, some basic outlines of shape can be paralleled from both Nubia and the Roman Empire, was unique to the Aksumite region (Stuart Munro-Hay, 1991).

Figure 6: Pottery works



(Source: field survey, November 2011)

C. Aksumite Coins

Aksum, one of the most advanced of the ancient empires, sharing glory with other ancient civilizations, had a well-developed monetary system as the basis of her trade (Beli Gidey, 1991:61). No one knows the exact period when minting of coins started in Aksum. Some archaeologists hold the view that Endybis was the first king to introduce gold coins in his name around the third century (c.227-235 A.D). The second king to strike coins in his name was Aphilas. The coins bearing the image of the kings Endybis and Aphilas provide evidence that pre-Christian Ethiopia had her own currency (*Ibid*).

Furthermore, David W. Phillipson (2002) stated that, Coins were issued in the names of the kings of Aksum from about the third quarter of the third century until the first half of the seventh, being struck in gold, silver and copper. Aksum was unique in the whole sub-Saharan Africa for issuing its own coinage at this time. The first coins were inscribed in Greek and the weight-standard of the gold ones was based on that prevailing in the Roman Empire- both clear indications that the coinage was intended to facilitate international trade.

The coins are one of several sources of information about Aksumite religion (*Ibid*). The first Christian emperor of Aksum was Ezana who reigned in the first half of the fourth century. Ezana also issued two different kinds of coins: the early ones had symbols of a crescent and a disc. These two sets of coins indicate that he produced currency before and after he became Christian (Beli Gidey, 1991:66).

Figure 7: Ancient Aksumite coinage



(Source: Tourism Master Plan of Aksum)

D. Underground Tombs

Underground tombs are also the other cultural tourism resources of Aksum. These underground tombs include tomb of Bazen, tomb of Kaleb and tomb of Gebre Meskel. These resources will be discussed as follows. According to Girma, (1997 in Yemane, 2011), the tomb of Bazen is found at the foot hills of Mai Qoho and is identified as the cemetery of Aksumite kings in use for a long period of time before and after Christ. Furthermore, Beli Gidey, (1995:48, in Yemane, 2011) mentioned that, king Bazen reportedly reigned from about 8 B.C to 9 A.D.

The other underground tomb which is found at the hilltop is the tomb of Kaleb. Girma, (1997 in Yemane, 2011) stated that, king Kaleb is one of the celebrated Christian kings of Aksum who reigned from about 500 to 534 A.D. Before his death, he prepared his own tomb and retired to a monastic life at the monastery of Abune Penteleon north east of Aksum.

The third underground tomb which is located on the same hill with the tomb of Kaleb is the tomb is Gebre Meskel. Gebre Meskel is the son of Kaleb. He succeeded his father, and reigned from 534-554 A.D. his tomb that contains five rooms is 19 steps down from west to east lying besides Kaleb's tomb (Beli Gidey, 1995:48, in Yemane, 2011).

E. Ruined Palaces and Inscriptions

Many times it was said that, archaeological excavation works in Aksum are minimal stage. As a result, myriads of archaeological findings, including palaces are still believed to be undiscovered.

However, the archaeological findings have resulted some of these discoveries and among these, the palace of Queen of Sheba (Dengur) and the Palace of Ta'akha Mariam can be worth mentioning.

Zege Dur (Dengur) was the second settlement of the ancient Aksum after Bete Giorgis, and located west of the present town. Two archaeological studies suggest Dengur as historical and ancient part of the town. There are a collection of ruined rooms and palaces. The palace has 52 rooms. The joint archaeological expeditions of the Germans, the Italians, the French and the British have uncovered Dengur in 1906. Dengur palace has many historical sites in its vicinity, including Abba Selama's cave, 'Queen of Sheba's palace', 'the Grave of Menilik Meziber' and 'the Tomb of Ethiopis' (Beli Gidey, 1995, in Yemane, 2011).

On the western side of Aksum are the foundations of three buildings dating back to the Aksumite period. Now nearly obliterated, they were magnificent palaces in the glorious past. The outlines of the foundations indicates that the structures were square with towers at each corner. Research indicates that they rose from two to four storeys. Today the ruins bear the names Enda Mikael, Enda Simeon and Taeka Mariam. The ruins of Enda Mikael measure 27 meters on each sides, and that of Enda Simeon 35 meters. But, the largest of all is Taeka Mariam. Near the stelae was the palace of the Aksumite emperor Taeka Mariam. It covers an area of 80 by 120 meters and was several storeys in height (Beli Gidey, 1991:49).

Ezana was an illustrious Aksumite king who reigned during the 4th century A.D (Ibid). He had conducted series of military campaigns in all directions which were consistently victorious (Ibid). King Ezana is known for the triangular inscription engraved in Greek, Saba'an, and Ge'ez (Ibid).

Figure 8: Dengur Palace



The Palace of Ta'akha Mariam



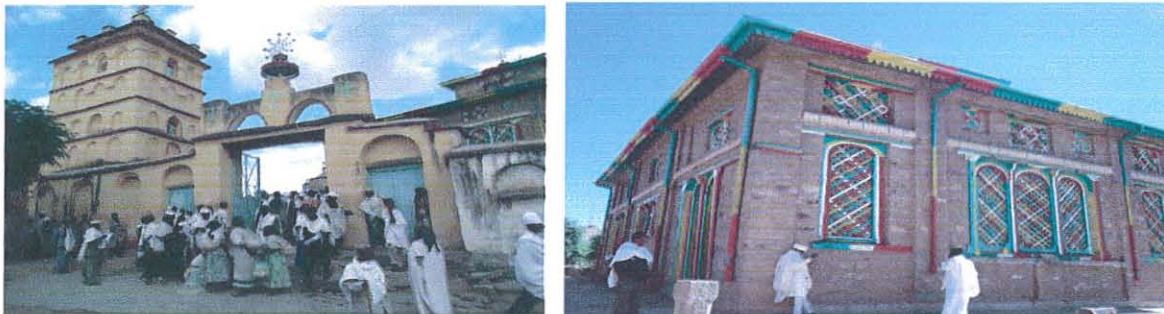
(Source: field survey, November 2011)

Another important historical relic in Aksum is the Bath of Queen of Sheba and is found on the way to the tombs of king Kaleb and Gebre Meskel. This big water reservoir is believed to be a swimming pool for the Queen of Sheba. The bath is also locally known as *Maishum* to mean that ‘chief of the water’. Currently, this bath is used for religious (to celebrate Timket festival) and local water consumption purposes.

F. Ancient Churches and Monasteries

Ancient churches and monasteries are among the major tourist attraction sites in Aksum. Churches such as St. Mary TSION, Arbaetu Ensisa, Enda Eyesus, Abune Penteleon, Abune Liqanos and others can be mentioned in this respect.

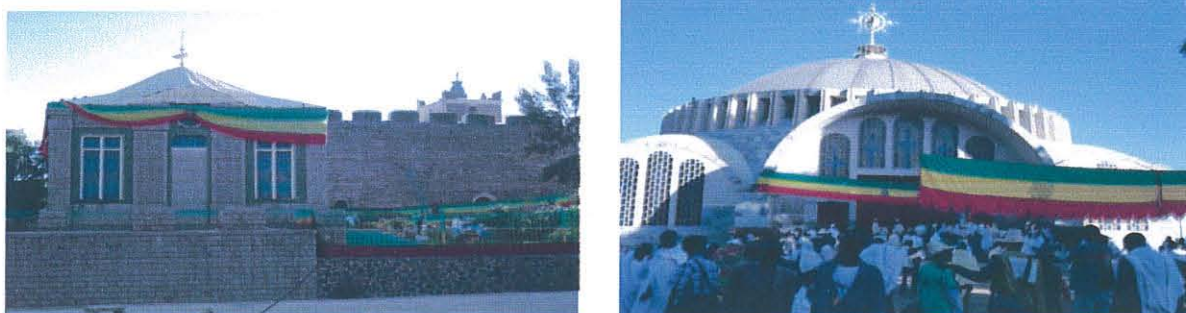
Figure 9: pilgrims entering the church of Arbaetu Ensisa



(Source: Tourism Master Plan of Aksum)

St Mary TSION church is the holiest church in Ethiopian Christianity. It was built in the fourth century A.D, shortly after the advent of Christianity. The older church building was rebuilt in 1635 after it was destroyed by Muslim armies. It has the status of monastery and women are not allowed to enter into the compound. In 1964, Emperor Haile Selassie I constructed a second church open to both sexes (Paolo Chiari, 2009, in Yemane, 2011). At the east end of this compound is the small-square plan domed ark chapel, also known as the treasury of the chapel of the tablets of mosses, *Enda Sellata Muse (Ibid)*. Besides this, the crowns of Ethiopian emperors, the royal and ecclesiastical robes, the old manuscripts and other historical objects and treasures are kept on the recently established small museum.

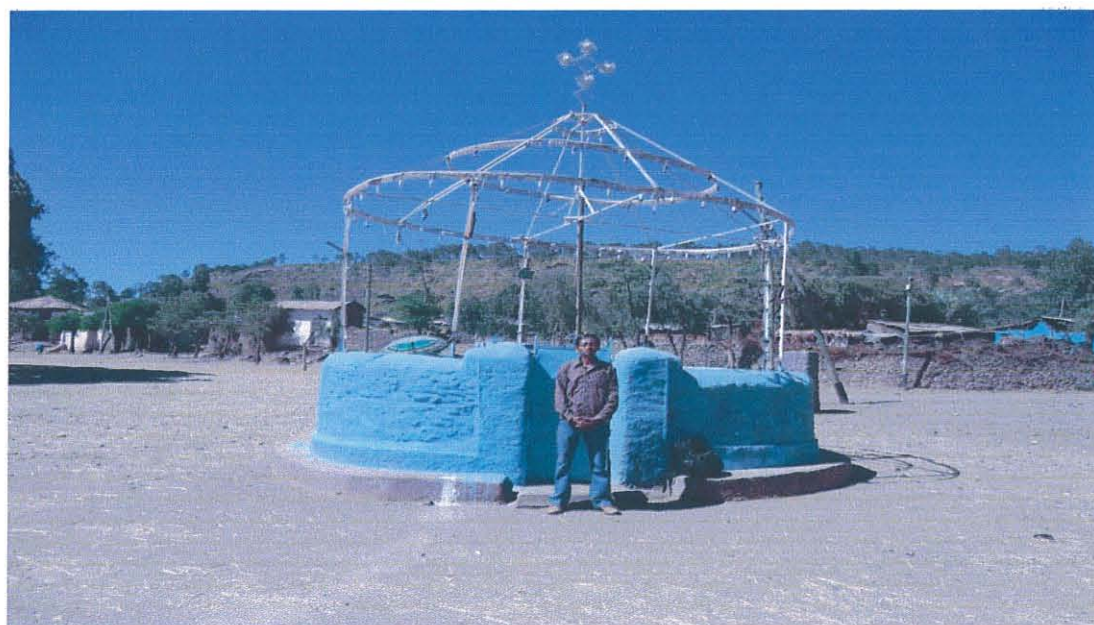
Figure 10: The Chapel that Houses the Ark of Covenant The New Church of St. Mary Tsion



(Source: field survey, November 2011)

Furthermore, outside of the compound of St. Tsion church, there is a small tukul like structure called *Murada Kal* (The Revelation of God's word) built in commemoration to St. Yared. Girma, 1997, in yemane, 2011, has stated that, St. Yared was amongst the celebrated and creative chanters (composers) of church music in Ethiopia. He was born, grownup and educated in Aksum. He invented the church music notes and composed the five basic books known as (*Tsewatiwe Zema* or *Deggwa*) which is still in use for services within the Ethiopian Orthodox Church.

Figure 11: Murada Kal (The Revelation of God's word)



(Source: field survey, November 2011)

Moreover, to the north-east of the city of Aksum are two monasteries atop hills: the monasteries of Aba Liqanos and Aba Penteleon. The dedications are made to their founders in the early 6th A.D - Aba Liqanos and Aba Penteleon, respectively. They are among the nine saints who came from the Syrian and Roman world during the 2nd half of the 5th c A.D. these monasteries have today housed large collections of church objects such as parchment books, umbrellas, crosses of different design and material, crowns, church drums, war drums (*negarit*), ceremonial dresses of priests and deacons, etc.

4.3.2. Intangible Cultural and Religious Tourism Resources

There is little doubt that Christianity made its entrance into the Aksumite Empire at least on a limited scale, before the 4th century. In this connection, Origen writes: “The gospel is not said to have been preached to all the Ethiopians, especially to such as live beyond the river.” There were Christian communities scattered here and there in Ethiopia. These could be the fruit of the conversion of the eunuch. Greek merchants later continued such works (Sergew Hable Selassie, 1972:97).

A. Hidar Tsion festival

Aksum was not only the birth place of Ethiopia’s civilization, but also it is the first ancient holy city. It was the capital of the queen of Sheba and is regarded by Ethiopians as the 2nd Jerusalem. Ethiopian tradition holds that the Holy Ark of the Covenant was brought from Jerusalem before the fall of the first temple (Beli Gidey, 1991). In line to this, each year, many Ethiopians have been paying visit to the area especially during Hidar Tsion festival. According to some religious fathers in the area, pilgrims who flow Aksum to celebrate Hidar Tsion festival are primarily provoked by the presence of the Arc of the Covenant and also to acquire spiritual values. They further stated that, the one who pay a visit to Tsion will be forgiven up to his 300 generations.

Hidar Tsion (in commemoration of St. Mary’s festival), Hosaena (palm Sunday) and Asterio (in commemoration of St. Mary’s death) are among the most revered religious festivities in Ethiopia. These three are celebrated with the special regard at Aksum Tsion and the Hidar Tsion festival in particular is held with greater celebration which agrees with the saying “for the Hidar Tsion be at Aksum” (Beli Gidey, 1991:57).

Table 4: General profile of survey respondents (Domestic Tourists)

S.No	Respondents' profile	Frequency	Percentage
1.	Place of Residence (Region)		
1.1.	Tigray	49	32.7
1.2.	Amhara	25	16.7
1.3.	Oromiya	16	10.7
1.4.	Addis Ababa	43	28.7
1.5.	Dire Dawa	10	6.7
1.6.	SNNP	7	4.6
Total		150	100
2.	Gender of Respondents'		
2.1.	Female	30	20.0
2.2.	Male	120	80.0
Total		150	100
3.	Age of Respondents'		
3.1.	18-27	50	33.3
3.2.	28-37	65	43.3
3.3.	38-47	26	17.3
3.4.	48 and Above	9	6.0
Total		150	100
4.	Respondents' Level of Education		
4.1.	Grade 8 and below	20	13.3
4.2.	10th/12th completed	37	24.7
4.3.	College Diploma	34	22.7
4.4.	Bachelor Degree and Above	59	39.3
Total		150	100
5.	Occupation of respondents'		
5.1.	Civil/public servant	36	24.0
5.2.	Private worker	87	58.0
5.3.	NGO worker	27	18.0
Total		150	100
6.	Marital status of respondents'		
6.1.	Married	57	38.0
6.2.	Single	76	50.7
6.3.	Divorced	17	11.3
Total		150	100
7.	Respondents' Monthly level of income (Birr)		
7.1.	< 1000	27	18.0
7.2.	1000-1999	32	21.3
7.3.	2000- 2999	33	22.0
7.4.	3000-3999	29	19.3
7.5.	4000 and More	29	19.3
Total		150	100

(Source: field survey, November 2011)



5.2. The Survey Respondents' Awareness about Domestic Tourism

Before going into very specific issues, the researcher has tried to gauge the respondents' awareness about tourism. The rationality is that, domestic visitors' level of understanding and or awareness about tourism is assumed to be one of the determining factors for their participation in domestic tourism. Hence, to acquire this information, respondents were asked a 'Yes' or 'No' question type and also the source of information about tourism.

Table 5: Domestic tourists' awareness about tourism

Statement	Response Category	Frequency	Percent	Valid Percent
Do you know anything about Domestic Tourism?	Yes	111	74	74
	No	39	26	26
	Total	150	100.0	100.0

(Source: field survey, November 2011)

From the above frequency table (Table 5.2), it is possible to realize that the majority of the respondents, 74% (111) have responded 'yes' answer to the question- 'Do you know anything about Domestic Tourism?' The remaining respondents, 26% (39) have responded "No" to the above question. This figure will in turn help us to better understand the level of domestic tourism participation during the stated period. Furthermore, the author has tried to see the respondents' level of awareness in relation to their level of education.

A. Awareness about Domestic Tourism and Level of Education

In order to gauge the survey respondents' awareness about domestic tourism, the researcher has tried to look the issue in relation to their educational levels. Moreover, the sources of information or awareness about domestic tourism were also analyzed and presented as follows.

Table 6: Awareness about Domestic Tourism and Level of Education

Level of Education	Do you know anything about Tourism (domestic)?		Total
	No	Yes	
Grade 8 and below	16	4	20
10th/12th completed	10	27	37
College Diploma	5	29	34
Bachelor Degree and above	8	51	59
Total	39	111	150

(Source: field survey, November 2011)

From the above cross tabulation between know how about tourism and level of education, it is possible to draw a positive relationship between the two. In other words, with an increase in the level of education, respondents' awareness about tourism also increased. For example, of the total of 'Grade 8 and below' respondents, 20% of them have responded 'Yes' answer to the issue. Different from this, out of those respondents who 'completed grade 10/12' and 'college diploma', 73% and 85.3% respectively have responded 'Yes' answer to the issue. Furthermore, looking on the other extreme point, out of those respondents who have 'Bachelor Degree and above', 86.4% have responded 'Yes' answer to the issue. This implies that, with an increase in the level of education, respondents' exposure to such issues like tourism also become more.

B. Source of information about Domestic Tourism

Table 7: Respondents' Source of information about Domestic Tourism

S. No	Variable (s)	Frequency	Percentage
		Yes	Yes
1	School	14	12.6
2	Media	54	48.6
3	Friends and Colleagues	14	12.6
4	Seminars and Conferences	4	3.6
5	Other sources	2	1.8
6	School and Media	6	5.4
7	Media, Friends and Colleagues	2	1.8
8	Media; Seminar and Conferences	2	1.8
9	School; Media; Friends and Colleagues	2	1.8
10	School; Seminars and Conferences	1	0.9
11	Media; Friends and Colleagues; and Seminars and Conferences	1	0.9
12	School; Media; Friends and Colleagues; and Seminars and Conferences	9	8.1
Total		111	100%

(Source: field survey, November 2011)

As it is stated in table 5, out of the total of the survey respondents, 74% (111) of them responded a “Yes” answer to the question “Do you know anything about domestic tourism?” Hence, as we can see from the above table (table 5.4), the majority of the respondents have mentioned the single source of information more frequently than the multiple responses. Accordingly, out of 111 respondents who answered ‘yes’, 48.6% (54) mentioned “Media (Radio, TV, Magazine, Internet, etc)” as the dominant source of awareness about domestic tourism. This variable is followed by “school”, and “Friends and Colleagues” in which each account for 12.6% (14). This reveals that, these three variables (Media, School and Friends and Colleagues) occupy 73.9% (82) of the above mentioned sources of information about domestic tourism. Hence, they play a pivotal role in disseminating information related to tourism to the public.

However, as far as the share of multiple sources of information is concerned, the variable “School; Media; Friends and colleagues; and Seminars and conferences” come in the front by accounting 8.1% (9). This combination in turn is followed by the variable “School and Media” which accounted for 5.4% (6). The remaining responses (single or multiple) occupy relatively lower shares and hence found to be trivial for detail discussion.

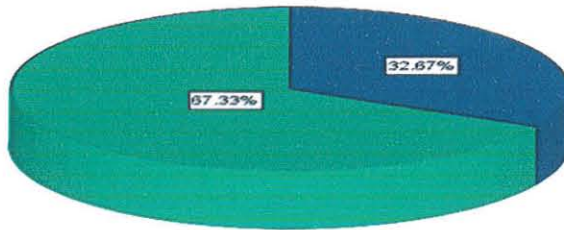
5.3. Previous Domestic Travel Behaviour of the Survey Respondents’

In order to assess the previous domestic travel behaviour of the survey respondents, the researcher has tried to see their domestic travel participation within one year time frame. The assumption is that, it will be easier for them to remember the whereto of their visit and to gauge their participation within one year time frame. Furthermore, this is also important to delineate those who participated in domestic visitation from those who didn’t within a specified period of time. Accordingly, the period used for this assessment is found to be the year 2010/11, i.e., the year before the survey period. Hence, respondents were asked whether they have participated or not; the number of trips conducted; the destinations visited; with whom they traveled; the geographical coverage of the visitation; and their length of stay. The following section discusses each of these things in detail. Accordingly, the first thing to discuss is whether or not they participated in such activities during the stated period.

Figure 13: Domestic Tourism Participation

Did you undertake domestic trip last year (2010/11)?

■ No
■ Yes



(Source: field survey, November 2011)

From the above pie chart, of the total of survey respondents, 101(67.33%) of them have undertaken domestic trips during the stated period. The remaining 49 respondents (32.67%) didn't participate in such activities in this period. From this, we can understand that, more than 50% of the survey respondents have undertaken at least one domestic trip per annum. However, to look at the case in detail, assessing their level of participation in relation to different variables such as income, marital status, level of education, etc is was found to be paramount.

A. Domestic Tourism Participation and Types of Attractions Visited

As clearly portrayed in the underneath table (table 8), we can see the domestic tourism participation of the survey respondents with respect to the types of attractions visited during the stated period. Accordingly, of the total of the survey respondents who engaged in domestic visitations (i.e., 101) in 2010/11, the majority, i.e., 36.6% (37) of them have visited religious places or attractions. This implies that, respondents were more inclined to visit religious destinations or attend their festivals. From the single responses, next to the above attraction category, Historical and Natural places are visited by 10.9% (11) and 5.9% (6) respondents respectively. However, none of the survey respondents have responded cultural sites independently.

From the multiple responses, "Religious and Historical sites" are mentioned more frequently than other response combinations. Accordingly, of the total of survey respondents who participated in domestic tourism in the period, 20.8% (21) have visited "Religious and Historical sites". This in turn

strengthens the previous figure from the single responses in which these two variables were the primary destination choices of the survey respondents. Moreover, the catchiest thing is that, in many of the multiple responses, religious sites were part of the respondents' destination choices in the stated period. By implication, religious places were the primary destination choices of the survey respondents in the stated period. An indication of this inclination towards domestic trips to religious sites is that, 8.9% (9), 5.9% (6) and 5.9% (6) of the survey respondents have visited "Religious and Natural sites", "Religious, Historical and Natural sites" and "Religious, historical, Natural and Cultural sites", respectively.

The result of the interview conducted with religious travel organizers also strengthens the tendency of domestic tourists to participate more (in terms of number) in religious sites which also have historical values such as Lalibela, Gishen, Aksum, etc. They further added that, the number of domestic tourists increase whenever they arrange tours to religious sites especially in the historic routes. Putting this in other way, even though these holy places are among the principal domestic pilgrimage centers in the country, they also have greater historical values for Ethiopians.

Table 8: Types of Attractions visited by respondents during 2010/11

S. No	Variable (s)	Frequency	Valid Percentage
		Yes	Yes
1	Religious sites	37	36.6
2	Historical sites	11	10.9
3	Natural sites	6	5.9
4	Religious and Historical sites	21	20.8
5	Religious and Natural sites	9	8.9
6	Religious and Cultural sites	1	1.0
7	Historical and Natural Sites	1	1.0
8	Natural and Cultural Sites	1	1.0
9	Religious, Historical and Natural sites	6	5.9
10	Religious, Historical and Cultural sites	2	2.0
11	Religious, Historical, Natural and Cultural sites	6	5.9
Total		101	100%

(Source: field survey, November 2011)

Furthermore, in order to understand the extent of domestic tourism participation of the survey respondents during the specified period, looking at the frequency (the number of times they engage in such activities) is found to be crucial. Hence, from the underneath frequency table (table 9), we

can easily capture that, the higher concentration of the survey respondents are found on the first two categories as far as the number of trips undertaken during the period is concerned. Figuratively speaking, of the total of 101 survey respondents who engaged in such activities during the stated period, 40.6% (41) of them have carried out two domestic trips. Following this, 27.7% (28) respondents have carried out one domestic trip in the stated period. The number of survey respondents further decline as the number of domestic trips increases. In other words, there are relatively few respondents who undertook three and more domestic trips in the period.

From the above discussion we can comprehend that, the travel culture of the people is at a lower stage. As we have seen in the previous table (table 8), the majority of the respondents have visited religious and historical places. So, by implication, we can state that, these respondents have carried out utmost two visits to such places in the period.

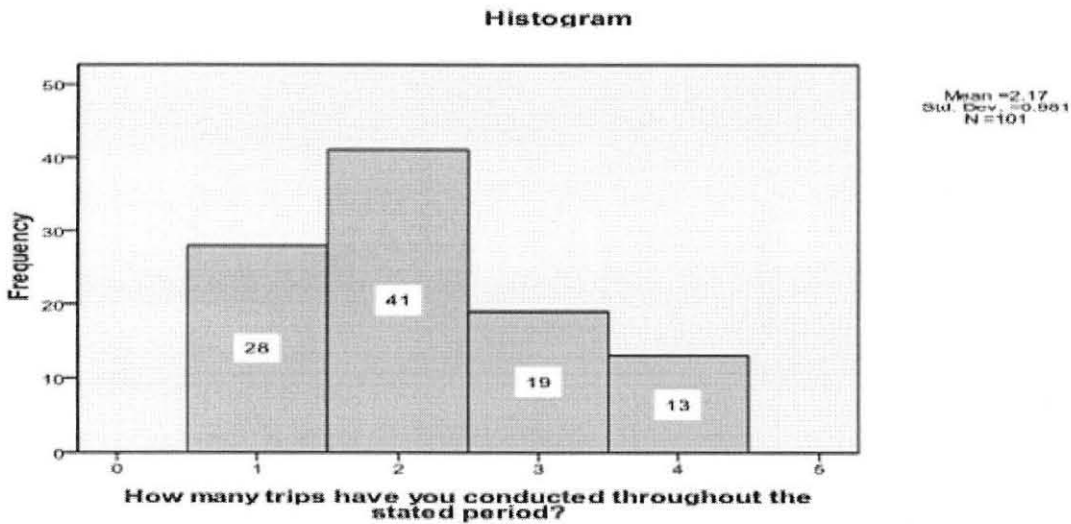
Table 9: The numbers of trips conducted by respondents in 2010/11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once	28	18.7	27.7	27.7
	Twice	41	27.3	40.6	68.3
	Three times	19	12.7	18.8	87.1
	Four times and more	13	8.7	12.9	100.0
	Total	101	67.3	100.0	
Missing	Not Applicable	49	32.7		
Total		150	100.0		

(Source: field survey, November 2011)

Moreover, the following histogram depicts that, on average, the survey respondents have carried out 2.17 trips during the stated period. However, the standard deviation (deviation from the mean) is a relatively higher figure which is closer to one (0.981). As a result, there is a higher deviation from the mean on both sides (plus and minus). This, finally take us to the fact that, though a survey respondent has carried out 2.17 domestic trips on average terms in the stated period, there are respondents who deviate from this figure, i.e., (carried out plus or minus to this figure).

Figure 14: The number of domestic trips conducted by the survey respondents in 2010/11



(Source: field survey, November 2011)

B. Domestic Tourism Participation and Respondents' Level of Income

The survey respondents were assessed whether their level of income could impact their domestic tourism participation during the stated period. Therefore, the following table portrays that there is a positive relationship between respondents' level of income and their participation in domestic visitations.

Table 10: Domestic visitation (2010/11) and Monthly level of income (Birr) Cross tabulation

Did you undertake domestic trip last year (2010/11)?	Monthly level of income (Birr)					Total
	< 1000	1000-1999	2000-2999	3000-3999	≥4000	
No	10	12	11	8	8	49
Yes	17	20	22	21	21	101
Total	27	32	33	29	29	150

(Source: field survey, November 2011)

As we can see from the above cross tabulation between respondents' monthly level of income and their participation in domestic tourism, of the total of those survey respondents who earn monthly

income of birr “3000-3999” and “4000 and more” have shown greater tendency to engage in domestic visitation during the stated period. Accordingly, of the total of those respondents who fall in to these two income categories (29 each), 72.4% each have undertaken domestic visitation in 2010/11. Following this, around 67% of those survey respondents who fall within the monthly income category of birr 2000-2999 have carried out domestic visitation activities. Coming to the last income categories (those who earn monthly income of birr ‘Less than 1000’ and ‘from 1000-1999’) have showed relatively similar tendencies towards domestic visitation in the stated period. Hence, of the total of respondents from these two income categories, around 63% each have engaged in domestic tourism activities in 2010/11.

In general terms, when we see the figures from the aforementioned cross tabulation, keeping other things constant, with an increase in the level of income of the respondents, their level of domestic tourism participation also raises.

C. Domestic Tourism Participation and Marital Status

Table 11: Domestic visitation (2010/11) and Marital Status- Cross tabulation

Did you undertake domestic trip last year (2010/11)?	Marital Status			Total
	Married	Single	Divorced	
No	17	18	14	49
Yes	40	58	3	101
Total	57	76	17	150

(Source: field survey, November 2011)

In a similar approach, attempts were made to assess whether the marital status of survey respondents’ could impact their level of domestic visitations. Hence, as we can see from the above table (table 5.8), of the total of survey respondents, 57 of them are married, 76 are single and the remaining 17 are divorced. On specific terms, looking at the domestic tourism participation of the respondents under each marital status category, those who are single take the front. In other words, of the total of single respondents (76), 58 (76.3%) have participated in domestic visitation during the stated period. This is in turn followed by those married respondents. Accordingly, of the total of married respondents, 40 (70%) undertook domestic visitation. Finally, of the remaining 17

respondents who are divorced, only 3 of them (17.64%) have conducted domestic trips during the stated period.

This is highly related with the fact that, those who are married are constrained with different household and social responsibilities such as taking care of their children and its associated expenses and hence, reduced the amount of leisure time. This will in turn minimize their chance to engage in successive domestic travel activities. On the contrary, those single respondents have relatively more free time since they have low social and family responsibilities as compared to married respondents. In other words, single respondents can spend their disposable income in recreational activities. This is cross checked with the information obtained from interview with travel intermediaries and religious travel organizers. According to them, even though domestic tourism in Ethiopia is still at its infancy, the majority of domestic tourists who visit their country are the youngsters. Hence, this strengthens the finding. However, this doesn't mean that those married respondents are not participating in such activities, i.e., there are married people who have all the necessary resources including income, time, etc and partake in such domestic visitation activities. It rather means those single respondents have relatively higher tendency to participate in domestic tourism than those who are married due to the above factors.

D. Domestic Tourism Participation and Level of Education

Table 12: Domestic Visitation (2010/11) and Level of Education Cross tabulation

Did you undertake domestic trip last year (2010/11)?	Level of Education				Total
	Grade 8 and below	10th/12th completed	College Diploma	Bachelor Degree and above	
No	11	11	10	17	49
Yes	9	26	24	42	101
Total	20	37	34	59	150

(Source: field survey, November 2011)

From table 12, we can understand that the relatively greater number of respondents who participated in this survey fall within the educational category of "University/College Bachelor Degree and above" which constitutes 39.33% (59). As we can see from the table, the share of the survey respondents declines with the decrease in the level of education. The only exception to this scenario

is that there are relatively more “Grade 10th/12th completed” (37) respondents than those who have “College Diploma” (34).

When we look at the domestic tourism participation of the survey respondents with respect to their level of education, it can lead us to some kind of pattern. Hence, of the total of 59 “University/College Bachelor Degree and above” respondents, 71.2% (42) of them have participated in domestic visitation activities during the stated period. These respondents are followed by 70.58%, 70.27%, and 45%, of the total of those “College Diploma”, “10th/12th completed” and “Grade 8 and below”, respectively. From these figures, we can understand that, with an increase in the level of education, the respondents’ level of domestic trip participation has also increased. For example, as we can see from the frequency values, there is a greater disparity between the levels of participation of “University/College Bachelor Degree and above” and “Grade 8 and below” respondents. Despite this, there exists relatively similar level of participation among “University/College Bachelor Degree and above”, “College Diploma” and “10th/12th completed” respondents in which each account more than 70% from their respective category. From this, we can understand that, though education is one of the critical factors which affect the level of domestic tourism participation; its effect is not easily separated from associated changes in household income, availability of free time, social responsibility and household composition, etc.

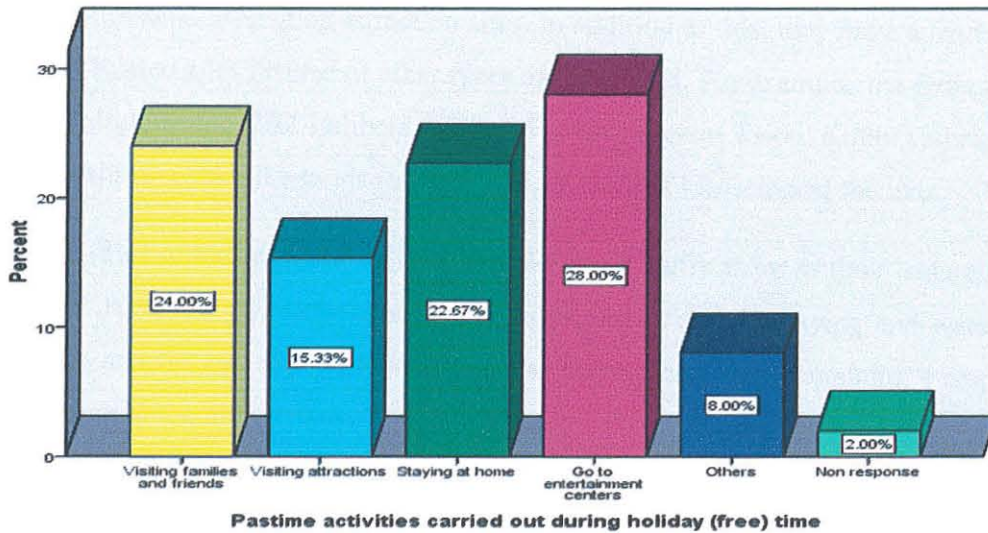
5.4. Pastime Habits of the Survey Respondents

Assessing the pastime habits of the survey respondents helps to verify their tendency to participate in domestic tourism activities and hence opens up the way on how to influence their travel decision. In other words, this is highly related with the issue of marketing in broader terms.

As we can see from the understated bar graph, the greater numbers of the respondents have shown the tendency to spend their holiday times (leisure) by going to various entertainment centers such as cinema, theatre, etc in their surroundings. Figuratively speaking, out of the total of the survey respondents, 28% (42) of them forwarded “going to entertainment centers” as their leisure time pursuits. Following this, “Visiting Families and Friends” and “Staying at home” are frequently mentioned by the survey respondents. Accordingly, 24% (36) and 22.7% (34) of the respondents have pointed out the above two pastime experiences respectively. However, when we see the

respondents' share of spending their holiday time on "visiting attractions", relatively fewer figures are recorded as compared to the previously discussed pastime activities. From the total of the survey respondents, only 23 (15.33%) of them spend their vacation time on domestic visitation activities.

Figure 15: A Barograph indicating the pastime Habits of the Survey Respondents



(Source: field survey, November 2011)

The interview conducted with travel intermediaries (travel agencies and tour operators) also reveals the above scenario. According to them, domestic nationals avoid being away from home for some time and they even prefer to stay in their home. They further added that, in general terms, Ethiopians do not have a travel culture. Most people would like to spend their money on food or buying costumes and other things instead on tour to a particular place. For example, one travel agency (TA-2) mentioned that, many people do not consider conducting tours with personal development. Most people have low level of awareness about visits. The travel culture develops with our level of education. The visitation culture of a given country is usually related with the life style of its people. Hence, putting this in other words, the survey respondents even tend to spend their leisure time staying at home rather than going for a trip which indirectly infers the lower travel culture of the survey respondents. Moreover, the interview conducted with official in Ministry of Culture and Tourism reveals that, people are less likely to engage in domestic travel activities unless and otherwise it is related with some kind of duty such as profession (job), to fulfill religious duties,

5.6.1. Travel Culture of the people and Domestic Tourist flow

According to the head of Culture and Tourism Agency, Aksum cluster, even though the travel culture of the people is at a lower stage, the domestic tourist flow to Aksum is increasing from time to time. An indication for this improvement is a 10-19% growth rate of domestic tourist flow to the area. One of the major factors accounted for this increment is a progressive change in the domestic travel culture of the people. The other contributing factor for this increment is the opening up of Aksum University. In other words, to attend the graduation ceremony of their sons and daughters, families will get the chance to come to Aksum and visit attractions. Even though thousands of domestic visitors come to Aksum especially for Hidar Tsion and Hosaena festivals, the concrete statistical measurement applied by the office is only those who purchase entrance fee to visit the sites. Hence, from this perspective, the number of domestic visitors is increasing from time to time.

As we can see from the underneath table (table 14), in 1999, the tourist flow and the revenue earned from domestic and international tourists has drastically fallen. This is attributed to the fact that, war was going on between Ethiopia and Eritrea in that year. So, both domestic and international tourists avoided to come to the area due to the absence of peace. As compared to the year 1998, the number of domestic and international tourists has declined by 83.12% and 79% respectively in the year 1999. In other words, only 2980 visitors (1382 international and 1600 domestic) have visited the area.

Furthermore, though the total number of tourists in 2000 (3324) is higher than the number in 1999 (2980), the revenue earned from the entrance fee in the earlier year was less. In other words, birr 60,140 and birr 19,614 was earned in 1999 and 2000, respectively. This difference happened due to the arrival of few numbers of foreign tourists to the area. However, on the subsequent year (2001) i.e., following the Ethio-Eritrean war, the number of domestic and international tourists showed higher increments. This means, the number of domestic and international tourists increased by 916.6% and 152.3% respectively. On the post war period, the flow of tourists (domestic and international) has been increasing at a decreasing rate. For instance, the percentage growth of domestic tourists in 2005 over 2004 was 15.48%. Moreover, this growth rate has shown further decline to 7.14% and 6.37% for the periods between 2008 and 2009, and 2010 and 2011, respectively.

However, in the year 2008, lots of domestic and international tourists come to visit the area. This increment is attributed to two momentums. First of all, this was the year of Ethiopian Millennium and hence, many people come and visit the area. In addition to this, it was also a year for re-erection of the Rome staying stele in its home country. For this reason, the flows of domestic visitors become higher.

Table 14: Tourist Flow and Revenue Statistics of Aksum (1998-2011)

Year in E.C	Foreign Visitors (1)	Growth Rate (%)	Generated Revenue in Birr (3)	Domestic Visitors (2)	Growth Rate (%)	Generated Revenue in Birr (4)	Total Visitors (1+2)	Total Revenue Earned (3+4)	Remark
1998	6625	-79	289934	9480	-83.12	32490	16105	322,424	
1999	1382		54700	1600		5440	2980	60,140	*
2000	259	916.6	12100	3065	152.3	7514	3324	19,614	**
2001	2633		114282	7733		11600	10366	125,882	
2002	2370	146.2	110365	7250	0.317	16400	9620	126,765	
2003	5836		244791	7273		16371	13109	261,162	
2004	7434	22.25	328208	9353	15.48	23806	16787	352,014	
2005	9088		393273	10801		26170	19889	419,443	
2006	9850	1.929	418000	12200	19.38	31000	22050	449,000	
2007	10040		405830	14564		35477	24604	441,307	
2008	12360	20.46	495627	16026	7.145	32661	28386	528,288	** *
2009	14889		569961	17171		51690	32060	621,651	
2010	16032	11	666732	22356	6.378	70392	38388	737,124	
2011	17793		732768	23784		74667	41577	807,435	

(Source: Aksum Culture and Tourism Agency, Aksum Cluster)

* Declined due to Ethio-Eritrean war

** The revenue declined due to the arrival of few numbers of foreign tourists

*** Increased due to Ethiopian millennium and re-erection of the stele

5.6.2. The Season(s), and Purpose(s) of Domestic Visitations to Aksum

The interview conducted with various stakeholders in the area also yielded that, in general terms, domestic tourism in Aksum has a religious nature. This can be seen practically from the mass of domestic tourist flow to the area during religious festivals such as Hidar Tsion and Hosaena festivals. According to the head of Culture and Tourism Agency, Aksum Cluster, domestic tourists come to the area in different times of the year. However, in terms of volume, greater numbers of visitors come to attend these religious festivals. In other words, the principal motivating factor is religion. In each of these two festivals, (especially during Hidar Tsion festival), more than hundred thousand domestic visitors visit the area. Even though their primary motivation is to attend the religious festivals, they can also have the chance to visit the archaeological and cultural sites in the area. Hence, we can categorize such kinds of domestic visitors as cultural tourists. However, with the exception of these festivals, the flow of domestic tourists to the area is found to be irregular.

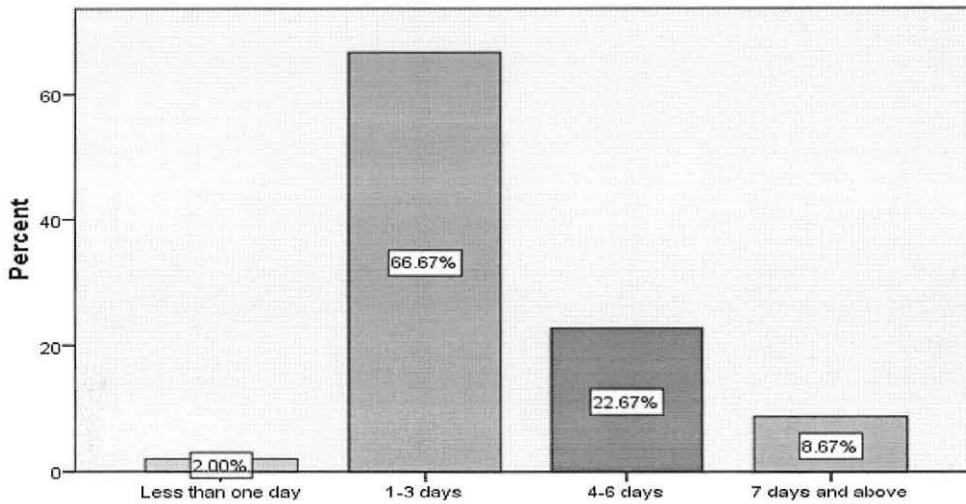
In addition to the religious-oriented nature of domestic tourist flow to the area, visitors also visit Aksum during the summer season. This season is a vacation period for students, employees, and the like and hence chosen by many domestic tourists. First, the Diaspora communities usually pay visit to Aksum with their family during this season. In other words, since they come to spend the Ethiopian New Year with their families, they also pay a visit to the area in this season. Second, due to the opening up of Aksum University, many domestic nationals come to the area to attend the graduation ceremony of their sons and daughters. Even though the primary motivation of these domestic visitors is for family visit, they will also get the chance to visit the various historical and archaeological attractions in the area. Finally, since summer is a vacation period in the country, many domestic nationals (in religious, schools or organizational basis) come and visit the area under “know your country clubs”.

Furthermore, even though the pattern is asymmetrical, different domestic tourists also come and visit the area in different times of a year. For example, visitors under know your country clubs also come to the area in the mid year since they got short vacation period. In addition to these, Aksum and its environs are known to house more than 70 tourist attractions or endowments. Hence, there are domestic nationals who program their time, and visit the archaeological and historical sites in the area. Unlike to the above religious travelers who come at a specific period to attend the religious

festivals, these groups of domestic visitors come in different times of the year. Besides these, these days, the income of domestic nationals is increasing from time to time. As a result, many people come to Aksum motivated by the religious and cultural values of the area. Hence, such kinds of domestic visitors mix together the religious and historical/cultural motivations.

5.6.3. Length of stay of domestic tourists in Aksum

Figure 16: A Bar graph indicating domestic visitors' length of stay in Aksum



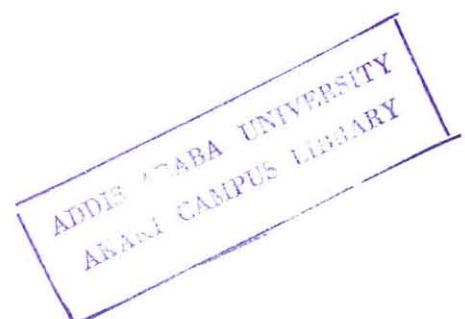
(Source: field survey, November 2011)

As we can see from the above bar graph, the majority of the survey respondents spent for 1 to 3 days in Aksum. Figuratively speaking, of the total of survey respondents, 66.7% (100) forwarded their average length of stay ranges from 1-3 days. This data is further strengthened by the interview conducted with the head of Culture and Tourism Agency, Aksum cluster. According to him, currently, the average length of stay of tourists (international and domestic) in the area is 3 days. Particularly when we see domestic tourists, they spend maximum of three and minimum of two days. Due to this reason, it is not possible to attain the required economic benefit from domestic tourists. This is happening because of the fact that tourists are only visiting the key attractions in Aksum while leaving the other attraction sites. In other words, the less visited sites are not well developed and presented for the public. As a result of this, the length of stay of tourists becomes short. However, this doesn't mean that the attractions in Aksum can be exhaustively visited within three days. To this end, a tourism master plan is developed by Tigray Regional State and states that,

by developing the attraction sites in the area it is possible to extend the length of stay of tourists from its current 3 nights to 5-7 nights.

In addition to their short length of stay, most domestic tourists also avoid to use tour guiding services while visiting the attraction sites. Figuratively speaking, of the total of survey respondents, 75.3% (113) have responded 'No' answer to the question 'Do you use tour guiding service while visiting Aksum?' Only 23.3% (35) respondents forwarded 'Yes' to the above question. The remaining 2 respondents (1.3%) avoided responding to the above question. The principal reasons mentioned by these respondents for not using tour guiding service are "I know the sites well" and "I don't know where to contact them" which accounted for 40.2% and 26%, respectively. Following these, respondents also stated factors such as "don't have enough money to pay for their service" and "other factors" in which each account for 18% and 16%, respectively.

The data obtained from the interview with tour guides and head of culture and tourism agency, Aksum cluster also goes in line with the above response of the survey respondents. According to the head of Aksum Tour Guides' Association, the major problem is lack of information about the necessity of using a tour guide. He further added that, the Culture and Tourism Agency of Aksum is not raising the awareness of domestic visitors on the use of tourist guide to visit the sites. In addition to this, the majority of tour guides mentioned the following as factors which deter domestic visitors from using tour guiding service. First, some domestic tourists might expect that this is relatively expensive for the service. Second, they also assume that they know everything about the sites since they are citizens. In other words, they are not aware of the value of using a tour guide service. Finally, domestic tourists don't include the service of a tour guide and the associated fee in their tour plan before they come to Aksum. However, as far as the rate of tour guiding fee is concerned, almost all tour guides agreed that, the fee will be reduced for domestic tourists through bargaining. As opposed to this, the rate of guiding fee for international tourists is fixed.



5.7. Problems and Challenges of Domestic Tourism Development in Aksum

Table 15: Personal Profile of FGD discussants

Date:11/11/2011E.C Venue: Aksum Culture & Tourism Agency, Tourist Information Center Office Note taker: Dagnachew Worku Facilitator- Ephrem Assefa					
S. No	ORGANIZATION	LEVEL OF EDUCATION	AGE	SEX	CODE
1.	Church + Tourism professional	Bachelor Degree	41	Male	D1
2.	Aksum Culture & Tourism Agency	Bachelor degree	30	Male	D2
3.	Aksum Tour Guides' Association	College Diploma	28	Male	D3
4.	Mid range hotel (Africa)	Bachelor Degree	37	Male	D4
5.	Aksum local community	Bachelor Degree	59	Male	D5
6.	Low range hotel (Bazen)	10 completed	32	Male	D6
7.	Traditional Costume + souvenir Shop	College Diploma	30	Male	D7

(Source: field survey, November 2011)

The above table indicates the personal profile of the FGD discussants participated in this study including their representation, level of education, sex and age.

To better portray the problem at hand and to devise the necessary solutions, it is better to deal the problems in different compartments. Accordingly, the researcher has categorized the problems into three: (1) Demand (visitor) related and (2) Supply (destination) related problems and (3) the high seasonality factor.

5.7.1. Demand (Visitor) Related Factors

The survey respondents have forwarded different factors (both in single and multiple) which deter them from engaging in domestic trip activities during the stated period. However, of the total of survey respondents who completed this questionnaire (150), 67.33% (101) have participated in domestic visitation activities in 2003.E.C. Hence, the remaining 32.67% (49) didn't undertake such activities. As a result, our analysis of the deterring factors is limited to these 49 respondents.

As we can see from the underneath table (table 5.13), of the single response analysis, 'Unavailability of Free Time', 'Low Income' and 'Lack of information about the sites' are mentioned more frequently than others. Accordingly, 13 (26.5%), 11 (22.4%) and 8 (16.3%) of the total of the survey

respondents who avoided participation during the stated period have mentioned the above three variables respectively. These three variables constitute more than 50% as hindering factors from domestic travel activities. Of the total of 49 respondents, only two (4.1%) forwarded “other factors” as hindering variables. These respondents mentioned health related problems which prevented them from engaging in domestic travel activities during the stated period.

From the analysis of multiple responses, we can also understand that, the greater share of responses is related to the combination (in one way or the other) of the above three variables. Hence, “Low income and Unavailability of Free Time” are mentioned by 6 respondents which constitute 12.2% of the total of the responses. Following this combination of response, “Unavailability of Free time and High cost of Transportation”, “Unavailability of Free time and Lack of information about the sites”, “Low income, Unavailability of free time and High cost of Transportation” acquired 4.1% (2) each.

Table 16: Factors that hinder the survey respondents from domestic visitation (2010/11)

S. No	Variable (s)	Frequency	Percentage
		Yes	Yes
1	No Desire to Travel	1	2.0
2	Low Income	11	22.4
3	Unavailability of Free time	13	26.5
4	High cost of Transportation	2	4.1
5	Lack of Information about the sites	8	16.3
6	Other factors	2	4.1
7	Low income and Unavailability of Free Time	6	12.2
8	Unavailability of Free time and High cost of Transportation	2	4.1
9	Unavailability of Free time and Lack of information about the sites	2	4.1
10	Low income, Unavailability of free time and High cost of Transportation	2	4.1
Total		49	100%

(Source: field survey, November 2011)

The data obtained from FGD discussants also strengthens many of the above problems mentioned by domestic tourists. For example, according to one discussant (D3), due to economic problems (having lower level of income), the people can't spend money and go for trip. In addition to this, another FGD discussant (D2) forwarded that, the peoples' lower level of awareness about travel and tourism has further limited their participation in domestic tourism. The majority of discussants have stated that, some of the destination related problems in the area, particularly escalation of prices during mega festivals, are even further aggravated by domestic tourists. For instance, one discussant (D5)

forwarded that; this problem (escalation of prices) is also raised from the side of pilgrims. In other words, ignoring their travel purpose or motive, many people look for comfort and would like to stay in better hotels. Hence, by creating over demand on the existing facilities such as hotel rooms, this in turn has increased the price of services.

5.7.2. Supply Related Factors

Tourism supply comprises myriads of products and services. These products and services include: information, transportation, accommodation and catering, travel and tourism facilitation, safety and security and developed destinations and attractions. Hence, these factors can affect directly or indirectly the development of domestic tourism in an area. However, for simplicity of discussion, the researcher has categorized these problems into two: (1) Destination Related and (2) Sectoral Factors.

I. Destination Related Factors

As we can see from the underneath table, the survey respondents have stated different destination related problems as far as the development of domestic tourism in the study area is concerned.

Table 17: Areas of Improvement in Domestic Tourism in Aksum

S. No	Variable (s)	Frequency	Percentage
		Yes	Yes
1	Transportation Cost	3	2.0
2	Price of Food and Beverage	13	8.9
3	Cost of Accommodation	26	17.8
4	Types of attractions available	5	3.4
5	Infrastructure (road, water, telecom, electricity, etc)	12	8.2
6	Other things	6	4.1
8	Transportation cost and Cost of Accommodation	11	7.5
9	Transportation cost; and Infrastructure	2	1.4
10	Price of Food and Beverage; and Cost of Accommodation	25	17.1
13	Cost of Accommodation; and Types of Attractions available	5	3.4
14	Cost of Accommodation; and Infrastructure	6	4.1
15	Transportation cost; Price of Food and Beverage; and Cost of Accommodation	7	4.8
16	Price of Food and Beverage; Cost of Accommodation; and Infrastructure	14	9.6
17	Transportation cost; Price of Food and Beverage; Cost of Accommodation; and Infrastructure	4	2.7
18	Transportation cost; Price of Food and Beverage; Cost of Accommodation; Types of Attractions available; and Infrastructure	7	4.8
Total		146	100

(Source: field survey, November 2011)

Out of these responses, the relatively higher number of the survey respondents mentioned the variable “Cost of Accommodation” as the principal problem that they faced in the study area. Figuratively speaking, out of the total of the survey respondents who responded to this question (146), 26 (17.8%) of them have mentioned this problem in the area. This information is further strengthened by the data obtained from FGD with tourism stakeholders in the study area. According to the FGD discussants, tourism business owners especially hoteliers make exaggerated room rate increments (from 400-500%) on domestic tourists who came to celebrate Hidar Tsion festival. As a result of this, domestic tourists are highly irritated by the situation happening there. According to the interview conducted with hoteliers in the area, high class hotels, such as Yeha, Romhai and Consular have similar room rates in all times. However, the mid range and lower class hotels have made exaggerated price increments during Hidar Tsion festival.

Furthermore, according to one FGD discussant (D6), the situation is further aggravated by the presence of illegal brokers in the area who purchase (reserve) the room services well in advance from hoteliers and sell by adding higher markups for the domestic tourists during the festivals.

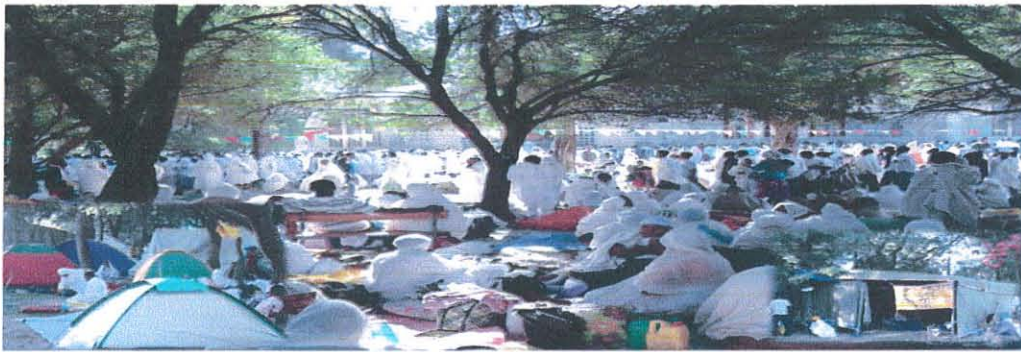
Another FGD discussant (D5) also stated that, because of the exaggerated increment on the price of services and accommodations during Hidar Tsion festival, many pilgrims are forced to spend the night in the nearby towns such as Adwa, Adigrat, Shire, etc. He further stressed that, such exaggerated price increments not only spoils the image of the town but also reduces the number of domestic visitors to the area. He further added that, the rationale behind such escalation of price is emanated from the desire of the businessmen to acquire higher profits which could cover their annual expenses. Hence, the majorities of FGD discussants hold that, instead of snatching the money from domestic tourists and push them to leave the town, it is better to serve them well at fair prices and retain the required money from their extended length of stay.

However, the FGD discussants have stated that, this situation doesn't happen in the normal times. In addition to this, from the personal observation made by the researcher, it was possible to deduce that, three days after the festival, the price of many of the commodities, especially hotel room services, has come to normal.

According to the interview conducted with the head of Culture and Tourism Agency, Aksum cluster, currently, there are a total of 33 hotels, 13 restaurants, and 25 cafeterias in Aksum. He further stated that, the total rooms in these hotels do not exceed from one thousand. As a result, the incoming domestic plus international visitors to Aksum during mega religious events such as Hidar Tsion are beyond the carrying capacity of these accommodation establishments. Due to this, many domestic visitors to Aksum during these festivals spend the night in the church compounds, houses of friends and relatives, etc.

From the analysis of the single responses forwarded by domestic tourists, the variables mentioned frequently next to the cost of accommodation, are Price of Food and Beverage. Accordingly, 13 (8.9%) of the survey respondents have mentioned this variable as a critical problem in the area. Following this, the problem of infrastructure (road, water, telecom, electricity, etc) is mentioned by 12 (8.2%) of the respondents. As far as the share and constituents of the response category - "others" is concerned, 6 (4.1%) of the respondents stated factors such as the unequal treatment of domestic tourists with internationals in hotels and restaurants is worth mentioning.

Figure 17: Domestic visitors camping in the compound of St. Mary Tsion church



(Source: field survey, November 2011)

Coming to the analysis of the multiple responses, the variables "Price of Food and Beverage; and Cost of Accommodation" are mentioned by 25 (17.1%) of the survey respondents. From this we can understand that, the previously mentioned variables which took the leading position in isolation, i.e., 'Price of Food and Beverage' and 'Cost of Accommodation' were also responded more frequently than others in combination. In other words, this shows us that, these two variables are the critical problems facing domestic tourists in the study area. Amazingly, the next frequently mentioned multiple responses also follow the above pattern. In other words, "Price of Food and Beverage;

Cost of Accommodation; and Infrastructure” is responded by 14 (9.6%) of the respondents. To summarize this, the top single variables which are mentioned more frequently than others (Cost of Accommodation; Price of Food and Beverage; and Infrastructure hierarchically) are also responded more frequently than others in combination.

Furthermore, the response obtained from FGD discussants also strengthens the data forwarded by domestic tourists. According to one discussant (D1), in addition to making exaggerated price increments on services, there exists inadequate infrastructure in the area such as power cut, water shortage, bad road conditions, etc. Especially the roads taking to various attraction sites are still gravel. Following the above multiple responses, the variable “Transportation cost and Cost of Accommodation” are responded by 11 (7.5%) of the survey respondents.

In addition to the problems mentioned by domestic tourists, FGD discussants have forwarded different problems that hamper the sustainable domestic tourism development in the area. The most frequently mentioned problems mentioned by discussants are discussed as follows. There is a problem of service provision as domestic tourists are not entitled to get similar level of service as to that of international tourists. In other words, due to lower level of awareness, there is an assumption that, Ethiopian tourists (domestic tourists) are not considered as tourists. Moreover, there is lack of professional based service provision in Aksum. Additionally, one discussant (D1) mentioned that, the presence of wrong perceptions in the minds of some people saying that, ‘there is nothing in Aksum, except the stele’ have discouraged many people to come and visit the area. The discussants have also forwarded that, no mass media promotion is undertaken to promote Aksum to the rest of the country. In summary, the majority of discussants have agreed that, the tendency of all tourism stakeholders in the area to work in isolation, have resulted to all these problems. In other words, stakeholders in the area are not well performing their task.

Moreover, the majority of travel intermediaries and religious travel organizers agreed that, unlike to international tourism, domestic tourism is not given attention by the government. This is to mean that, the focus is on attracting as many international tourists as possible. Actually, governmental tourism organizations at various levels also agreed with this scenario. For instance, the head of Culture and Tourism Agency, Tigray cluster stated that, one of the major visions of the Regional Tourism Bureau and the Culture and Tourism Agency of Aksum is to develop domestic tourism in

the area. To achieve this objective, the office is organizing 'know your country clubs' in different schools and government organizations so that citizens will be able to visit their historical, cultural and natural resources. However, when we see the issue practically, the major focus given by local office and also by regional and national levels (by Ministry of Culture and Tourism) is on attracting more international tourists so as to acquire the highly needed foreign currency. For example, whenever brochures, folders, websites, trade fares, and the likes are prepared, the target is on the international tourism rather than the domestic market.

II. Sectoral Factors

These assortments of factors are issues related with sectoral intervention such as policy framework, infrastructure development, awareness creation efforts and promotion, and travel arrangement. However, since the issue of infrastructure is already dealt in the previous section, there is no need to mention it here. Hence, the following section discusses these factors in detail.

A. Policy Framework

As we have seen in the literature review part, the country has acquired its first tourism development policy in 2009. The policy areas which are designed to develop international tourism in the country will directly or indirectly accelerate the development of domestic tourism in the country. For instance, general issues related to infrastructural developments, enhancing the local communities' benefit from the sector, developing tourism attractions, products and facilities such as hotels, restaurants, etc can serve both international and domestic tourists.

As clearly stated in the policy document, one of the principal mechanisms designed to strengthen domestic tourism is through organizing 'Know your country clubs' at places of residence, work, education and worship. However, there are specific issues that need to be accorded to develop the domestic market. These issues emanate from the fact that, the domestic tourism in the country is still at its infancy stage due to various factors such as financial problems, the absence of travel culture of citizens, etc. Hence, this requires some government supports at least until the concept remains in the minds of the people. To this end, the issues that should be considered in the future include: mechanisms to deal with the economically lower domestic tourists who can't afford the cost of visitations including price of transportation and accommodation prices in the destination areas.

Furthermore, mechanisms to change the lower travel culture of the people (awareness creation) should also be emphasized. This issue is also related with designing appropriate promotional materials targeted to the domestic market. Moreover, the absence of nation-wide domestic tourism development strategy to guide and develop the domestic market is another problem.

B. Awareness Creation and Promotion

According to the data obtained from various stakeholders, one of the major problems hindering domestic tourism development in the country is the absence of adequate awareness creation and promotion efforts. Hence, the survey respondents and the interviewees forwarded various problems and are discussed as follows. According to the regional and local tourism officials, there exist manpower problem at the bureau and agency level to handle domestic tourism development issues in a broader manner. For example, according to Tigray tourism officials, domestic tourism is dealt under (merged with) marketing department and hence, there happens inability to work at maximum effort. Similarly, tourism officials in Aksum forwarded that, domestic tourism is dealt by Tourist Information Center and hence, there exists an overload of tasks. Furthermore, most travel intermediaries mentioned that, tourism organs at various levels are not educating the domestic nationals about travel and tourism. They further added that, there is absence of collaboration between MoCT and travel intermediaries so as to create awareness and promote the sites.

Finally, interviewees (travel intermediaries) affirmed that, domestic tourism is not given a due emphasis not only by travel intermediaries but also by the MoCT. However, officials in MoCT have stated that, the problem of awareness creation and promotion of domestic tourism should not be left to the ministry; it is rather the effort of all tourism stakeholders. For example, travel intermediaries do not consider domestic tourism as one part of tourism and hence avoid creating awareness and promotion activities for domestic visitors. Moreover, interview conducted with RTOs also stated that, religious travel organizers lack recognition and support from the church and government bodies such as MoCT.

C. Problems Related with Travel Arrangement

According to the interview conducted with travel intermediaries, i.e., travel agencies and tour operators, the majority of intermediaries in the country focus on the international wing of the tourism

sector. In other words, they are less likely involved in serving the domestic market. These interviewees have mentioned different factors for their failure to serve this market. These factors include: domestic market is not profitable; the people don't have the culture of travel, they have lower level of awareness about tourism, etc.

Of the above factors, most travel intermediaries mentioned frequently the variable, serving this market (domestic) is not lucrative. For example, one tour operator (TO2) stated that, serving domestic tourists is not rewarding since the people can't afford the tour package. In other words, domestic tourism will develop with the level of economic development of a country. When people become busy with their duties, they want to escape from the mundane environment. As a result, they will start to look engaging in domestic trips as a way out. However, from the existing situation, we are not reaching up to that level.

Strengthening his idea, one travel agency (TA2) mentioned that, formerly, the price of hotel rooms was different for domestic and international tourists. However, this incentive is not there now and hence, domestic visitors are asked to pay the same as international tourists. As a result of this, people can't afford the package tour arranged by travel intermediaries. So, when we develop our package tours, we consider room rates, cost of transportation, fuel, entrance fee, etc. The only reduced rate available for domestic tourists is the entrance fee. However, if the prices of these things are reduced for domestic visitors, we will also reduce our packages.

Furthermore, the interviewees also mentioned that, travel intermediaries also see high return on investment and hence prefer to serve international than domestic tourists. For example, one tour operator which serves domestic tourists (TO1) forwarded that, the principal target of most of the travel intermediaries is to deal with hit-and-run business which is short term. Hence, their focus is on financial aspects (the reward). However, according to some travel agencies and tour operators, it is difficult to operate in a market which we are not sure about the sale of our product (tour packages). In other words, serving domestic tourists is difficult as you don't find many customers as such.

The other problem raised by travel intermediaries is that, the people have lower level of awareness about travel and tours. As a result of this, it is expensive to create interest of the people so that they will engage in travel activities. In addition to the above obstacles, interviewees also stated factors

such as failure to look both international and domestic tourists together; and they don't promote using different means such as website, TV, etc.

From practical observation and the information obtained from interviews with tourism officials at various levels, many people are visiting their country through Religious Travel Organizers (RTOs). However, these travel organizers are principally arranging tours to religious destinations. This information is further strengthened by the interview conducted with RTOs. According to the majority of the RTOs, their tours have principally a religious motive. They further added that, even though these are religious destinations, they also have historical and cultural values. For example, destinations like Aksum, Lalibela, and Gishen, etc have both religious and cultural values. However, these are not the only tourism resources that the country has; the natural beauty, national parks and protected areas, the beautiful cultural life of the people, etc are all deserve domestic visitations. Hence, there is a big gap in this aspect. In other words, there is lack of domestic tour arrangements exposing the national to these places.

5.7.3. The high of seasonality nature of domestic tourism in Aksum

Furthermore, domestic tourism development in Aksum is challenged by the issue of seasonality. According the information obtained from various tourism stakeholders in the area, domestic tourism is more seasonal than international tourism as domestic tourists visit the area in one or two religious festivals. According to the head, Culture and Tourism Agency, Aksum Cluster, International tourism in Aksum is seasonal as tourists visit the area from September through April leaving the rest months vacant. However, as compared international tourism, domestic tourism in Aksum is highly seasonal which depends on limited religious events (Hidar Tsion and Hosaena) and limited summer visitations. In other words, this high seasonality nature casts a shadow on the sustainability of domestic tourism development in the area.

5.8. The Contribution of Domestic Tourism In Aksum

In order to assess the existing and potential economic, socio-cultural and environmental impacts of domestic tourism in the study area, the researcher has tried to solicit pertinent information from various tourism stakeholders via different means. In addition to this, the researcher's unstructured

personal observation has helped to realize the issue under investigation. In the following parts, attempts will be made to see each of the above issues in detail.

5.8.1. The existing Economic, Socio-cultural and Environmental Impacts

A. The economic impacts of domestic tourism in Aksum

To assess the existing economic impacts of domestic tourism in the study area, one FGD was conducted with participants from various tourism stakeholders in the study area. Moreover, semi-structured interview was also conducted to acquire the necessary information in relation to the issue.

The FGD discussants have mentioned various economic impacts brought due to the arrival of domestic tourists to the area. According to the majority's response, economic impacts including creation of employment opportunity to the local community, the sale of goods and services for the incoming domestic tourists, acting as a catalyst for various economic activities in the area, redistribution of income are mentioned frequently. To see each of these things on specific terms, one FGD discussant (D1) forwarded that, domestic tourism generates direct economic benefits for those people who are involved in the sector directly or indirectly. For example, direct economic benefit occurs as tourism business owners like hotels, restaurants, traditional costume shops and the like are beneficiaries due to the arrival of domestic tourists to the area. In addition to this, the local community is beneficiary from the sector indirectly through employment in these businesses, supplying raw materials to the establishments, and the like. In other words, in addition to generating revenue for tourism investors in the area, it also contributes a lot to the local community by reducing unemployment condition in the area.

Another discussant (D3) also stated that, domestic tourism has greater gain to the area since more businesses are carried out during Hidar Tsion festival. The people of Aksum at different levels earn greater income in this time. For example, during Hidar Tsion festival, many businesses usually cover their annual revenue in these two or three days. It creates job opportunity for many people in the area. In other words, domestic tourism serves as a catalyst for various economic activities such as agriculture in the area. The data obtained from interview with religious travel organizers also supports the above thought. For instance, one religious travel (RTO-2) forwarded that, in economic terms, domestic tourism has greater benefit to people living in the destination areas. Unlike to the

impact brought by international tourists, who selectively use accommodation establishments such as hotel and restaurants, the impact brought by domestic tourism is immense. Ranging from higher to lower service providers (for example, from top end hotels up to road side tea rooms) are beneficiaries from domestic tourists. In other words, more than the contribution brought by international tourists, domestic tourists open up market for local communities in the destination areas.

From direct personal observation, taking Hidar Tsion festival as a case in point, it was possible to understand that, every section of the society (from bottom to top) was benefiting a lot from the arrival of domestic tourists. For instance, starting from the shoe shiners, handicraft producers and sellers, traditional costume producers and sellers, small canteens, roadside snack houses, shops, hotels, restaurants, book sellers, sellers of religious icons, fruit sellers, renting camels, and so much more, are beneficiaries from the arrival of domestic tourists.

Figure 18: Renting camels, selling Handicrafts, and Fruits during Hidar Tsion festival



(Source: field survey, November 2011)

Moreover, the interview conducted with one roadside canteen owner also strengthens the fact that domestic tourism brings unquestionable economic impact to the area. This small business owner has a tea room in other place within Aksum town which she rented to run her business and lead her life by providing service for the local people. When asked the question, how you engaged in to this business, she responded in such a way:

“Three years ago, I took 60 birr from my family to start small business so as to lead my life. Using this small amount of money, I started to retail vegetables such as tomato, potato, chili,

etc in the local market. After some time, I put aside some money; and then I changed my business to a small venture in Aksum (tea room).”

In addition to this business, she also opened up a temporary shelter during Hidar Tsion festival on the way to the church where she can find many domestic tourists. According to her, she sells different things in this small shelter such as tea, coffee, breakfast ('full', scrambled bread) and soft drinks. Discussing the contribution of domestic tourism (during Hidar Tsion festival), to her business and life, she communicated the following statement:

“Assuming the better market opportunity in the roadside location, I shifted my tearoom near to the church for the festival. I am very much beneficiary because of the festival. The principal customers during the festival are domestic nationals (locals and visitors). However, this is my first time trial to work during Hidar Tsion festival in this temporary shelter. I worked for 6 days (2 days before the event, during the event, and 3 days after the event). Thinking the benefit I got within these 6 days, I wish I had started it before. Considering the good benefit I got this year, I am planning to work better for the coming year. To work here, I paid tax (30 birr) for the municipality. I am constructing a new house inside Aksum town. I also teach two children and work to improve our life. I do all these things from the money I got from my tea room. The money I got from Hidar Tsion festival will help me a lot to complete the construction of the unfinished house and support my life well.”

Furthermore, the interview conducted with the head of Culture and Tourism Agency, Aksum cluster, reveals the above facts. According to him, currently, domestic tourism is contributing a lot in the economic endeavor in Aksum. Whenever domestic tourists come to Aksum, every section of the society becomes beneficiary. Unlike international tourists who use in few standard tourism establishments (such as hotels or restaurants), domestic tourists stay in lower standard hotels, restaurants and the like. In addition, domestic tourists use the services of small businesses such as tea rooms, small hotels and restaurants, shoe shiners, and the like. Hence, domestic tourism is playing the role of income distribution from citizens of one area to those who live in other areas of the same country. He further added that, domestic tourists also play a pivotal role in the area of promoting handicraft and traditional costume producers. Whenever domestic tourists come to Aksum, they purchase these gift articles for themselves and also for their relatives and friends. Moreover, there appears to be traditional bazaars that occur haphazardly in Aksum. So, whenever Hidar Tsion and

Hosaena festivals come, many people bring their products to sell in Aksum. So, we can consider this as a religious bazaar that happened without any plan by the government. In this market place, different transactions are carried out including costumes, books, jewelries, and the like. In addition to this traditional bazaar, there is also an organized bazaar in Aksum where in which different companies sale their products.

Figure 19: Locally made cultural Products available for Hidar Tsion festivals



(Source: field survey, November 2011)

However, if we capitalize on these resources and do much more, we can generate myriads of benefits from domestic tourism. For example, if we create an organized system for those handicraft makers and weavers so as to sell their products in greater volume, it is possible to generate bigger share from domestic tourism in Aksum. Fortunately, Aksum is not only having many attraction sites but also houses many artisans and wavers. So, if we train them to produce domestic tourist demand- oriented products, and create an organized market for them to produce and sell their products, these people will be able to lead better life.

The interview conducted with tourism business owners (hotels, restaurants, souvenir and traditional costume shops) in the area also strengthens the above discussions. However, almost all of these business owners agreed that the benefit generated from domestic tourism is short lived and highly seasonal which only depends on few festivals such as Hidar Tsion and Hosaena. According to one hotel owner (HTL4), even though the contribution brought by international tourists is higher than that of domestic tourists, the part played by the later for our hotel is not little. Especially during mega festivals such as Hidar Tsion, many domestic visitors come to use our services such as room service, food and beverage, soft drinks, hot drinks, etc. However, when we see the current trend of domestic tourism in the area, it is highly dependent on religious festivals which occur two or three times a year. As a result, the benefit we get from domestic tourism is highly seasonal. Furthermore,

other hotel owners (HTL3 and HTL5) also stated that, the benefit they earn from domestic tourists is good. Whenever domestic tourists come to Aksum, they sell many of their services such as room which otherwise would remain vacant. However, due to the high seasonality of domestic tourism in the area, the benefit they get from it also becomes highly seasonal.

Similarly, the majority of traditional costume shop owners have stated that domestic tourists bring more economic benefit than international tourists do. In other words, unlike domestic tourists, international tourists are less interested for traditional costume products. International tourists rather tend to purchase souvenir articles which are not the case for domestic tourists. As a result, the target customer for traditional costume shops and souvenir shops are the domestic and international markets, respectively. This information was in turn cross checked with the interview conducted with souvenir shop owners. For example, one souvenir shop owner (SS3) stated that, domestic tourists do not purchase souvenir articles and they instead prefer to buy traditional costumes. They may come in great numbers for festivals such as Hidar Tsion, but they don't buy souvenir articles. As a result, the contribution of domestic tourism to their business is insignificant. On the same way, other souvenir shop owners (SS1, SS2, and SS4) have discussed that, domestic tourists are less inclined to purchase our products and instead prefer to buy traditional costumes.

However, according to one Traditional costume shop owner (TCS1), the arrival of domestic tourists to the area brings good benefit for our business since our target customers are Ethiopians. Unlike international tourists, domestic tourists would like to purchase traditional costumes whenever they come to Aksum. These days, however, the tendency of many domestic tourists to buy traditional costumes has declined from time to time due to the prevailing financial crisis. Another traditional costume shop owner (TCS3) has similarly described the contribution brought by domestic tourists for their business as compared to international tourists. According to this respondent, the contribution brought by domestic tourists is high as compared to foreign tourists and this is because of the fact that, once domestic tourists (nationals) buy from our shop; next time, he/she will bring another customer. But, once a foreign guest purchases our product, he/she will not come back again or refer to others. He further added that, due to an increase in the price of raw materials, the price of traditional costumes has also increased. For example, the price of a women traditional costume that was purchased for 2200 birr last year has increased to 3000 birr this year. Though economic factors hinder many domestic visitors from purchasing our products, people still purchase lower price

traditional products such as scarf, bag, etc to remember Aksum. Finally, he mentioned that, «የአገር ውስጥ ጎብኚዎች በኑሮ ውድነት ምክንያት ሊመጡ አልቻሉም», i.e., people are unable to come to Aksum due to unaffordability.

B. The socio-cultural impacts of domestic tourism in Aksum

The interview conducted with various tourism stakeholders in the area revealed that, in addition to the economic benefit, domestic tourism also brings greater socio-cultural benefit not only to the study area but also to all people of the country. Among the most frequently mentioned socio-cultural benefits of domestic tourism, the following can be worth to mention: develops cross-cultural exchange among peoples of the country, image building, strengthens brotherhood, and fosters unity.

According to one religious father (RF1), whenever citizens visit different places in their country, they can generate benefit for themselves and also for their country. They can understand their country's history, culture and also get mercy from God. Visit to various places can strengthen brotherhood and unity. For instance, things that we can't get in Aksum may be available in Lalibela and vice versa. So, domestic tourism brings benefit for the guests (domestic tourists) and the hosts (the local community). Ethiopians should care about each other; know each other including their history. So, to achieve this, one must engage in domestic travel activities. In other words, unless you know them, you can't respect them. Moreover, according to one marketing official in MoCT, domestic visitations enable citizens to broaden their knowledge horizon and understanding of indigenous knowledge in the area. For example, the Konso area is well known for its terracing activities. So, domestic visitors can learn more about how to tackle erosion problems and put it into practice in their areas.

Furthermore, another religious father in the area (RF2) stated that, for countries like Ethiopia with different nations, nationalities and peoples, engaging in domestic tourism activities brings about myriads of benefits. First of all, it fosters and strengthens brotherhood. This means, peoples of different ethnic groups will feel that they are brothers to one another. For instance, the Amhara will feel that the Oromo is his brother. The same is true for others. If the Amhara gets good treatment and service from the Tigray people, the Tigray people from the Oromo, the Gurage from Kambata, etc, this strengthens brotherhood and at end brings about unity. In addition to this, domestic tourism brings about economic redistribution; strengthen socio-cultural values and interactions among people

of Ethiopia. Hence, if citizens travel from place to place in their country, they can get the above benefits.

He further added that, in terms of narrowing our differences, domestic tourism plays a pivotal role. Whenever domestic tourists go to any place in their country, for example Aksum, the heritages and treasures in these places are the foot prints of their ancestors. The heritages in Aksum are not credited only to the people of Aksum (town dwellers) rather it belongs to all peoples of Ethiopia. This informs us that, if you go to the Amhara region, you can see people of different skin colors. The same thing you see when you go to Tigray, Harrar, Gurage, Oromo, Wolita, etc. This shows us that, we are one despite our language difference. If each ethnic group assumes responsibility and understand that the fate of this unity is in their hand, they can work together to narrow their differences. One aspect of tourism is that it accommodates different line of thinking. For instance, if you show respect to any citizen who belongs to a given ethnic group and tell him/her that the heritages also belongs to him/her, then he/she will always feel sense of ownership on the treasures.

In addition to this, from the interview conducted with travel intermediaries in Addis Ababa, the majority's idea agrees with the above discussion. For example, according to one Travel Agency (TA1), domestic tourism creates a forum for peoples of a given country to know one another. If they know one another, they can develop sense of brotherhood, mutual understanding and respect. You can only respect others provided that you know them well. This in turn can be achieved through participating in domestic tour activities. Another tour operator (TO-1) also stated that, when we see the current trend of domestic tourism in the country, it has a religious motive. This means that, great mass of people flow to pilgrimage centers. Hence, the presence of these mass of domestic visitors will create job opportunities and income for thousands of people in the destination areas. Moreover, since these mass of visitors come from different parts of the country (and hence different ethnic composition), the value of domestic tourism in bringing people together, accommodating their differences and strengthening their unity is immense.

Furthermore, FGD discussants have stated the various socio-cultural benefits earned from domestic tourism. For example, one discussant (D2) stated that, Ethiopia is a country of more than 80 nations and nationalities. Since many people come to Aksum from different nations and nationalities of the country to celebrate such as Hidar Tsion festival, domestic tourism develops the sense of unity (የኢትዮጵያውያን ስሜትን ያዳብራል). Another discussant (D3) also forwarded that, up on their return from

visiting Aksum; domestic visitors also start to give greater value for their culture and heritages which in turn help them to promote their resources for tourism purpose.

The head of Culture and Tourism agency, Aksum Cluster also forwarded the greater power of domestic tourism in bringing favorable socio-cultural impacts to the people of the country. This momentum (Hidar Tsion festival) creates good situation so as to carry out image building efforts for domestic nationals. By participating in domestic visitations, people will be able to see different places which they didn't experience before. Furthermore, those who participate in domestic travel will inform their friends and relatives about their experiences. Hence, domestic tourists play a good promotional role about the area for the rest of the public. This in turn motivates other people to visit the area at some other times. Consequently, this positive word-of-mouth communication will attract and change the wrong perceptions (if there are any in case) of the people about the area. Finally, all these things will make sustainable domestic tourism development to happen in the area.

Despite mentioning the positive socio cultural aspects, the research subjects didn't mention the presence of negative socio-cultural impacts to the area. For example, the head of Culture and Tourism Agency, Aksum cluster, forwarded that, since the nature of domestic tourism in our country is religious oriented (and hence in Aksum), domestic tourists meet their own people and hence experience their own culture. As a result of this, they bring no as such visible cultural pollution to the area. Domestic visitors are not simply coming to Aksum for enjoyment rather principally to celebrate their own religious festivals. In other words, domestic tourists are not coming to Aksum principally for fantasy (dancing) which brings bad cultural practices to the area. So, when we compare them with international tourists, domestic tourists have almost no negative cultural impact to the area. Generally speaking, with the exception of some negative impacts on environment and in the heritage sites, domestic tourists bring no negative visible impact to the area.

C. The Environmental impacts of domestic tourism in Aksum

As far as the environmental impact of domestic tourism is concerned, the research subjects have forwarded the negative (cost) and positive (benefit) aspects brought up by domestic visitors to the area. The positive environmental impacts of domestic tourism are related with its ability to initiate the people to protect their environment (both natural and built) from damage. This, is actually attained via exchange of good environmental practices between domestic visitors and the local

community, and even among domestic tourists who meet at a given domestic destination site. For example, one tour operator (TO-1) forwarded that, besides the myriads of economic and socio-cultural benefits, domestic tourism also brings environmental values as people will get the chance to exchange ideas, and take good practices done in the destination areas (such as cleanliness, heritage protection, valuing their culture) and put it in to practice in their place of residence.

Similarly, the majority of FGD discussants have mentioned the different environmental impacts (both positive and negative) of domestic tourism to an area. Accordingly, the most frequently mentioned environmental benefit of domestic tourism is that it opens up the opportunity to share good environmental practices between visitors and locals. For example, one FGD discussant (D2) forwarded that, domestic visitors share their good practices in relation to environmental protection to the people of Aksum and vice versa. International tourists may not fully share their good environmental practices to the area they visit. However, domestic tourists do freely share their experiences since they feel sense of belongingness to the same nation. So, this experience sharing will further develop good image for the country. Furthermore, another FGD discussant (D3) holds that, archaeological excavation works undertaken in the area are primarily for tourism purpose (domestic and international) and can contribute a lot in protecting the environment and diversifying the attraction base. For example, in Lalibela area, most of the development activities such as road are carried out by the effort of the local community. So, if domestic tourists go and see this area, they will imitate and try to do the same thing in their local area. As a result, domestic tourism has good benefits in the area of environmental protections.

Despite these benefits, however, many of the research subjects have mentioned the negative environmental aspects of domestic tourism to the destination areas. The result of the interview conducted with the head of Culture and Tourism Agency, Aksum cluster can be a good manifestation. According to him, though domestic tourists cause no as such pronounced negative effect on the area, they have some harmful environmental impacts. Domestic tourists litter the environment by dropping plastic bottles, soft papers, poor utilization of the public toilets in the area, etc. The latter case is actually aggravated due to shortage of public toilet rooms in the area. Hence, there exists imbalance between the users and the existing toilet rooms. As a result of this, domestic visitors are forced to piss on fields which in turn pollute the environment. He further added that, due

activities including preparation and promotion should be undertaken to attract more domestic tourists from different parts of the country.

5.8.2.2. Potential Cultural and Archaeological Tourism Resources

There is a presumption that, archaeological excavation works in Aksum are undertaken to the lowest level (not more than 5%). In other words, the remaining more than 90% is still not discovered. According to the head of Culture and Tourism Agency, Aksum cluster, Aksum and its environs are known to house more than 70 tourist attractions or endowments. He further added that, if these resource endowments are well developed and promoted, they have greater potential to attract domestic and international tourists to the area. However, there is a problem on studying the various archaeological and cultural resources and making them available for tourism purpose. In other words, only very few percent of the archaeological resources are studied in the area. In addition to these, the existing attraction sites are challenged by many factors. Among other things, these factors include: heritage protection and conservation, the problem of road leading to these attractions, poor signage and interpretation, cleanliness, etc. The majority of FGD discussants have also replied similar information as far as the potential of these resources for the development of tourism is concerned. Further explanation of these resources is given in chapter 4 (description of the study area).

In addition to the potential archaeological resources, there is a greater potential in Aksum in the area of cultural products such as souvenir and traditional costumes. However, these producers are not well organized and acquired the necessary training to present their products to the market. So, if the existing handicraft producers are organized, given place for production and sales, and produce domestic tourist market oriented souvenir and traditional costumes, it is possible to maximize the share that the area can be obtained from this portion of the tourism sector.

According to the head of Culture and Tourism Agency, Aksum Cluster, from the mass of domestic visitors who come to the area during mega festivals such as Hidar Tsion festival, only few of them purchase entrance fees and hence visit the various historical and archaeological attractions in the area. Currently, the average length of stay of tourists (international and domestic) in Aksum is 3 nights. Particularly when we see domestic tourists, they spend maximum of three and minimum of two nights. This is occurring because of the fact that visitors are only visiting the key attractions in

Aksum (particularly the church and the stelae field) while leaving other attractions. So, these less visited sites are not well developed and presented for the public. As a result of this, the length of stay of tourists becomes short. To this end, a tourism master plan is developed by Tigray Regional State which states that, by developing the attraction sites in the area (such as religious, cultural, historical and archaeological) and hence extends their length of stay from its 3 nights to 5-7 nights. He also further added that, government has planned to develop the underground archaeological sites and has allocated budget to pay compensation to resettle the communities inhabiting in these areas.

Therefore, if we can develop, and promote these and other tangible and intangible tourism resources, it is easy to change them in to products and hence attract more domestic and international tourists to the area.

5.9. The Attitude of the Local Community towards Domestic Tourism

The underneath 5 point Likert scale is designed to assess the attitude of the local community towards domestic tourists visiting the study area. It has tried to assess their attitude towards the issues from different perspectives such as economic, environmental, and socio-cultural (both positive and negative). However, we try to discuss some of these perspectives.

Table 18: The Attitude of the Local Community towards Domestic Tourism (N= 84)

S. N.º	To what extent do you agree or disagree with the following statements?	Response category				
		S.A	A	N	D	S.D
1	Domestic tourism is generating revenue for the local community	53 (63.1%)	27 (32.1%)	1 (1.2%)	3 (3.6%)	-
2	Domestic visitors are spoiling the culture of the local community in Aksum	2 (2.4%)	12 (14.3%)	18 (21.4%)	32 (38.1%)	20 (23.8%)
3	Domestic tourism is bringing renewal of sense of pride by residents in their culture and heritage when they observe tourists appreciating it	41 (48.8%)	29 (34.5%)	8 (9.5%)	3 (3.6%)	3 (3.6%)
4	Domestic tourism is exacerbating inflation of local prices of goods and services because of the demand by domestic visitors	12 (14.3%)	24 (28.6%)	16 (19%)	23 (27.4%)	9 (10.7%)
5	Domestic tourism is increasing government's revenues, which can be used to develop community facilities and infrastructure	38 (45.2%)	32 (38.1%)	10 (11.9%)	3 (3.6%)	1 (1.2%)
6	Domestic tourists have exacerbated the problems of drugs/ alcoholism, crime and prostitution in Aksum.	6 (7.1%)	16 (19%)	13 (15.5%)	32 (38.1%)	17 (20.2%)
7	Domestic tourism is creating employment opportunity in Aksum	32 (38.1%)	36 (42.9%)	10 (11.9%)	5 (6%)	1 (1.2%)
8	Domestic visitors have caused damage to historic / archaeological sites due to over use or misuse of these environmentally fragile sites	2 (2.4%)	15 (17.9%)	17 (20.2%)	32 (38.1%)	18 (21.4%)
9	Aksum's local community are initiated to visit their country by observing the domestic tourists visiting the town (Aksum)	13 (15.5%)	22 (26.2%)	23 (27.4%)	17 (20.2%)	9 (10.7%)
10	Resentment is created as the local community is not equitably benefiting from domestic tourism	8 (9.5%)	10 (11.9%)	15 (17.9%)	34 (40.5%)	17 (20.2%)
11	Overcrowding of shopping, community facilities and congestion of transportation systems has been created due to the arrival of domestic tourists in Aksum	13 (15.5%)	23 (27.3%)	11 (13%)	22 (26.2%)	15 (17.9%)
12	Domestic tourism fosters cross cultural exchange of tourists and locals; strengthens brotherhood, develops respect and brings about unity	48 (57.1%)	24 (28.6%)	9 (10.7%)	2 (2.4%)	1 (1.2%)
13	Misunderstanding and conflicts have created between locals and domestic tourists due to differences in language, life style, values and behavioral patterns.	5 (6%)	10 (11.9%)	11 (13.1%)	23 (27.4%)	35 (41.7%)
14	Domestic tourism has enabled the locals in Aksum to know, protect and conserve heritages in their locality	51 (60.7%)	23 (27.4%)	8 (9.5%)	2 (2.4%)	-

(Source: field survey, November 2011)

Where: S.A - Strongly Agree; A - Agree; N - Neutral; D - Disagree; SD - Strongly Disagree

In economic terms, the local communities were assessed whether Domestic tourism is generating revenue for them. Hence, out of the total of the respondents, 63.1% (53) and 32.1% (27) of them responded 'Strongly Agree' and 'Agree' respectively for the statement "Domestic tourism is generating revenue for the local community". Similarly, the majority of the respondents have showed positive response for domestic tourism as far as its role of increasing government revenue and hence infrastructure development is concerned. Figuratively speaking, of the total of the respondents, 45.2% (38) and 38.1% (32) of them have responded 'Strongly Agree' and 'Agree', respectively for the above issue. Furthermore, in relation to the negative impact of domestic tourism in terms of exacerbating the inflationary situation in the area, relatively higher number of respondents showed their agreement with the issue. Hence, out of the total of respondents, while 42.9% (36) have agreed with this negative impact of domestic tourism, 38.1% (32) have disagreed and the remaining 19% (16) responded neutral answer. This problem is particularly occurring for few days during mega festivals due to the arrival of greater number of domestic visitors to the area where the price of most of the commodities and services increase not only on the visitors but also on the locals.

Similarly, the respondents were assessed in relation to socio-cultural benefits and costs of domestic tourism. Accordingly, for the issue 'Domestic visitors are spoiling the culture of the local community in Aksum', out of the survey respondents, the majority, i.e., 23.8% (20) and 38.1% (32) of them have responded 'Strongly Disagree' and 'Disagree'. Unfortunately, 18 (21.4%) respondents are indifferent about the issue. In addition to this, respondents were also asked their degree of agreement/disagreement on the statement 'Domestic tourism fosters cross cultural exchange of tourists and locals; strengthens brotherhood, develops respect and brings about unity'. Thus, of the total of the respondents, the majority, i.e., 57.1% (48) and 28.6% (24) answered 'Strongly Agree' and 'Agree' respectively. Furthermore, in relation to the statement, 'Domestic tourism is bringing renewal of sense of pride by residents in their culture and heritage when they observe tourists appreciating it', the majority of the respondents forwarded positive response for the role played by domestic tourism. Therefore, out of the survey respondents, the majority, i.e., 48.8% (41) and 34.5% (29) of them have forwarded 'Strongly Agree' and 'Agree' responses, respectively. In other words, very few respondents, i.e., 7.2% (6) disagree with the above role played by domestic tourism in the area.

In environmental terms, the respondents were also asked to gauge the benefit and cost of domestic tourism in the area. Accordingly, in relation to the issue of 'Overcrowding of shopping, community facilities and congestion of transportation systems has been created due to the arrival of domestic tourists in Aksum', equal responses were forwarded from both sides (positive and negative). On aggregate terms, while 42.8% (36) of the respondents have agreed with the statement, other 44.1% (37) of the respondents argue with it and the remaining 13% (11) forwarded 'neutral' response. From this, we can understand that, domestic tourism has negative environmental impact in relation to the above issue especially during mega religious festivals such as Hidar Tsion where great mass of domestic visitors come to the area. On the contrary, the majority of the survey respondents have showed positive response to the statement 'Domestic tourism has enabled the locals in Aksum to know, protect and conserve heritages in their locality'. Hence, out of the survey respondents, 60.7% (51) and 27.4% (23) of them have answered 'Strongly Agree and 'Agree' responses.

CHAPTER SIX

CONCLUSION AND RECOMMENDATION

6.1. CONCLUSION

It is clear that domestic tourism globally is much greater than international tourism in terms of volume of visitors. According to some studies, domestic tourism flow worldwide may soon be 10 times larger than international tourism flows. However, despite this promising value, many governments and researchers tend to overlook this market at the expense of international tourism. This problem is further aggravated by lack of consensus on 'who' should be included under the definition of a domestic tourist. Moreover, measurement of domestic is said to be more difficult as citizens do not cross their national frontiers unlike international tourists. Because of this and other problems, domestic tourism is not playing its role to the desired level, especially in developing countries.

The participation of citizens in domestic tourism is influenced by two general factors: determinants and motivations to travel and tourism. Determinants are basic factors that need to be fulfilled for an individual to engage in travel activities. These factors include: economic factors and comparative prices, demographic, geographic, socio-cultural attitudes, personal mobility factors, regulatory factors and mass-media communications. Furthermore, after these variables are met, citizens look for internal drives for participation known as motivations. These motives could be business related, physiological, cultural, and social, entertainment and religious.

Domestic tourism has benefits and costs on economic, socio-cultural, and environmental aspects. Among other things, economic benefits include: job creation, creation of business opportunities for small businesses, redistribution of income, and Sustain tourism demand in time of seasonal variations in international tourism, etc. In socio-cultural terms, it plays crucial roles in strengthening brotherhoods and hence fostering sense of unity (national integration) among citizens of a country. Environmentally speaking, among other things, domestic tourism help to promote the preservation of buildings/monuments (this includes for example UNESCO's World Heritage Sites); stimulate measures to protect the environment and/or landscape, provide the money via, for example, entrance charges to maintain historic buildings, heritage sites, etc. However, unless domestic tourism is well



managed it can also bring environmental, economic and socio cultural costs to the area such as dropping of litter, congestion and overcrowding of people, escalation of prices, misunderstanding among citizens, etc. Though such kinds of collisions could happen when people come together, the researcher believes that through careful planning, education, and awareness creation efforts, it will not be impossible to ameliorate such kinds of problems.

From measuring the attitude of the local community towards domestic visitors coming to the area from different perspectives (such as economic, socio-cultural and environmental aspects), it is possible to understand that, they have showed positive outlooks in many of the above dimensions. For instance, creation of employment opportunities, fostering unity, enhance local pride, initiation to visit other areas, facilitating infrastructure development, opening the forum to exchange the best environmental practices, etc are among the most frequently mentioned positive impacts of domestic tourism in the area. However, they also have questions on some of the negative impacts arisen from domestic visitors including price increments of commodities, sanitation problems, and over crowdedness particularly during the mega festivals.

Many problems can be mentioned from both demand and supply sides of the domestic tourism sector in the study area. The principal problems related to the demand side (domestic visitors) include low income, lower travel culture (lower level of awareness about travel and tourism), lack of information about the sites, and unavailability of free time. On the other hand, the principal supply related problems that hamper the development of domestic tourism in the study area include: escalation of cost of accommodation and price of food and beverage, problem of infrastructure (road, water, telecom, electricity, etc), unequal treatment of domestic tourists with internationals as the former are not entitled to get similar level of service as the later one. These problems are highly pronounced on specific mega religious festivals (such as Hidar Tsion and Hosaena) when the greater mass of domestic visitors overwhelm the area. Furthermore, low promotional and awareness creation activities geared towards the domestic market by the government tourism organs and tourism businesses or operators further heighten the problem. Moreover, the less attention given by the majority of travel intermediaries (travel agencies and tour operators) also aggravated the problem at hand.

Aside from the aforementioned problems, the domestic tourism sector in Aksum faced a critical challenge and that is, over dependence on specific religious festivals and events. As a result, domestic tourists stay only for 2 or 3 days in the area. This in turn demands, strategies to diversify the base of the domestic Tourism sector and hence maximize the benefit to be earned. As part of this effort, studying, developing and promoting additional tourism products in the area can be taken as one of the crucial measures.

6.2. RECOMMENDATION

This part of the study discusses some of the core reflections that the researcher has gone through the study and can be taken as a way forward. Here, the researcher has made attempts to forward remedies in a holistic approach meaning that every tourism stakeholder has to play its own part so as to enhance the development of domestic tourism in the study area. From this broader perspective, the researcher has forwarded the following recommendations:

A. Government:

- At a national level, there should be a well structured system (nationwide strategy) so as to develop and promote domestic tourism in the country outlining the mechanisms along with the responsibilities of each stakeholder. So, based on this organized system, respective regions and localities should design domestic tourism development strategy.
- Understanding the low level of awareness and travel culture of the people, public tourism organs (at the national, regional and local levels) together with travel intermediaries (travel agencies and tour operators) should create awareness (educate the people about tourism) and promotional activities at various levels by using different means. That means, domestic tourism should gain media coverage (newspapers, magazines, radio, TV, fliers, etc). To develop travel culture, focus has to be given at the grass root level (in schools).
- Expand and upgrade infrastructure (such as water, road, telecom and electricity) so as to enhance tourism industry (both domestic and international) in the area. Roads leading to the tourist attraction sites in the area (for example, tomb of Kaleb and Gebremesqel, Dengur palace, monastery of Aba Penteleon and Abune Liqanos, etc) should be upgraded and proper signage should also be done. In line to this, the government should encourage the private investors to participate in such development activities.
- Protect, conserve, develop and expand the existing as well as new attraction sites in the area. Parallel to this, there should be proper signage which indicates the location, type and other description of the sites. To achieve this goal, the government should involve all tourism stakeholders in the area.
- Based on demand analysis, the municipality should attract and encourage investors in tourism sector so as to construct additional hotels, recreational centers, etc in the area.

- Considering the greater volume of domestic visitors flowing to the area during religious festivals, the municipality should construct additional public toilet rooms and hence periodically follow up their sanitation.
- Handicraft and souvenir producers should be organized, given place for production and marketing their products to domestic and international visitors. Moreover, they should acquire adequate training to upgrade their skills and produce domestic as well as international visitors' oriented products.
- In order to deal with the problem of begging in the area, experiences should be taken from other destinations such as Lalibela, Gondar, etc.

B. Tourism Businesses:

- There should be a destination committee comprised of different tourism stakeholders in the area which encompasses tourism businesses, the local community, church, government (the tourism agency and the municipality) and tourism educational centers. This committee is supposed to deal with different destination related issues in the area, discusses on the problems, devise mechanisms on how to welcome and accommodate domestic visitors, and take corrective measures.
- The tourism businesses (small) in the study area should form a marketing consortium to promote the area and their businesses for domestic and international markets. The rationality is that, it will be difficult for individual business to carry out such promotional activities, in terms of money and capacity. In this way, it is also possible to cover the market gap created during the offseason and thereby plays the role of distributing the domestic tourism demand across periods instead of concentrating only in one or two religious events. However, the tourism agency in the area should play a pivotal role in facilitating the stakeholders to achieve this fundamental objective.
- Tourism businesses (hotels, restaurants, cafeterias, etc) in the area should treat domestic visitors the same way they treat international tourists. Moreover, they should upgrade their services (in terms of quality and quantity) so as to serve both domestic and international tourists.

- By developing a system with tourism establishments in the destination areas, travel intermediaries (travel agencies and tour operators) should serve the domestic market, especially during the off season.
- Understanding the crucial role of religious travel organizers in arranging domestic travels in the country, it is better to create trained and qualified religious travel organizers so as to offer better interpretation service for domestic visitors.
- In order to allow the lower section of the society know their country, in the long run, the government together with other stakeholders should work on establishing youth hostels in different tourist attraction sites. However, until the problem of accommodation is solved, short term mechanisms should be devised. These include, renting the compounds of governmental and private organizations (for example schools) and big tents from social institutions (*edirs*) for domestic visitors especially during mega festivals. In line to this, the cost of travel (transportation) should also be recognized as it inhibits many lower income societies from domestic visitations.
- Tour guides (their association) together with the Culture and Tourism Agency in the area should aware the domestic visitors about the importance of using the service of a tour guide and work to cater this market at a reasonable price.
- Since the mobility of domestic nationals or visitors is from terminal to terminal, it is better to establish an information desk inside the bus terminals so that they can offer the necessary information to domestic visitors.

C. The local community:

- The local community should strengthen its long-lived warm reception and welcoming culture of domestic visitors coming to the area.
- They shall also assist the domestic visitors through offering information about the area such as referring place of stays, attraction sites, etc.

D. The church:

- The church should protect, display and promote its treasures and festivals for the domestic and international tourists through using different media such as radio, TV, electronic promotion, magazines.

- Since the existing church tour guides are few in number, the church should train additional tour guides so as to serve the domestic visitors.
- The church should educate the tourism businesses in the area so as not to escalate their prices on the incoming domestic visitors.
- In order to lessen the problem of accommodation in the area during mega religious festivals, the church should construct temporary shelters for domestic visitors (religious tourists).

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LIST OF APPENDICES

ADDIS ABABA UNIVERSITY
COLLEGE OF DEVELOPMENT STUDIES
DEPARTMENT OF TOURISM AND DEVELOPMENT

APPENDIX 1: QUESTIONNAIRE SURVEY

1. Questionnaire Survey for Domestic Visitors

- *The general objective of the study:* is to examine the problems, challenges and opportunities facing the domestic tourism development in Aksum.
- *Domestic tourism:* refers to the activities of residents of a given country (Ethiopians or Non-Ethiopians) traveling to and staying in places inside Ethiopia but outside their usual environment for not more than one consecutive year for leisure, religious, business and other purposes.”
- *Confidentiality:* Information gathered through this questionnaire will be used only for the purpose of this research, and any information that you provide will be kept confidential
- *General instruction:* Please you are honestly requested to encircle and/or fill out the following questions as specifically and as thoroughly as possible. Try to attempt all questions.

Part I- General characteristics of the survey respondents:

- Where do you come from: _____
- Gender: Male: _____ Female: _____
- Age: A. 18-27 B. 28-37 C. 38-47 D. 48 and more
- Level of education:
 - A. Grade 8 and below
 - B. 10th completed
 - C. College diploma
 - D. University/College bachelor Degree
 - E. Masters Degree and above

18. What is the purpose of your trip to Aksum? Encircle all that applies
- | | |
|-------------------------------------|---|
| A. Holidays, leisure and recreation | C. Visiting Friends and Relatives (VFR) |
| B. Religion/pilgrimage | D. Business and professional related |
19. What type of rest places are you using while you stay in Aksum?
- | | |
|-----------------------------------|-----------------------------------|
| A. Hotel/ guest house | C. Camping in the church compound |
| B. Friends and relatives property | D. Rented house/compound |
| E. Other, please specify: _____ | |
20. Do you use the service of tour guide while visiting different attractions in Aksum?
- A. Yes B. No
21. If your answer to question number 21 is “No”, then, what is your reason?
- A. I know the sites well
- B. Guides don't give adequate interpretation
- C. I don't know where to contact them
- D. Don't have enough money to pay for their service
- E. Others. please explain: _____
22. How many days are you planning to stay in Aksum?
- A. Less than one day
- B. 1-3 days
- C. 4-6 days
- D. 7 days and above
23. Please circle one. Domestic tourism in Aksum is...
- | | |
|----------------------|--------------------------------|
| A. Too expensive | C. Definitely affordable |
| B. Reasonably priced | D. Other. Please explain _____ |
24. What areas of tourism would you like to see improved in Aksum? Please circle all that apply.
- | | |
|-----------------------------------|-----------------------------------|
| A. Transportation | D. Accessibility |
| B. Pricing of hotels/ restaurants | E. Types of Attractions Available |
| C. Accommodations | F. Other, Please explain _____ |

2. If your answer to question number “1” is “yes”, then what is the source of your knowledge?

A. School

D. Seminars and conferences

B. Media

E. Practical observation

C. Friends and colleagues

III. Problems, and contributions domestic tourism and the way forward

1. What is the importance (contribution) of domestic tourism to the local community in Aksum?

2. What negative impacts occur on the local community in Aksum as a result of domestic tourism?

3. What do you think are the reasons for the underdevelopment of domestic tourism in Ethiopia in general and Aksum in particular?

4. What is expected from government tourism officials, tourism businesses, local community, domestic tourists, tour guides, church, religious travel organizers, etc to develop and expand domestic tourism in Aksum?

IV. Local communities' attitude towards domestic visitors to Aksum

5. The following statements are related to community's attitude towards the impact of domestic tourism (domestic visitors) to Aksum. Five alternatives are given for each statement. So, put a tick mark (x) under any of the alternatives that seems convenient to you.

N.B. Response Category:

S.A: Strongly agree, **A:** Agree, **N:** Neutral, **D:** Disagree, **SD:** Strongly disagree

S. N.o	To what extent do you agree or disagree with the following statements?	Response category				
		S · A	A	N	D	S · D
1	Domestic tourism is generating revenue for the local community					
2	Domestic visitors are spoiling the culture of the local community in Aksum					
3	Domestic tourism is bringing renewal of sense of pride by residents in their culture and heritage when they observe tourists appreciating it					
4	Domestic tourism is bringing inflation of local prices of goods and services because of the demand by domestic visitors					
5	Domestic tourism is increasing government's revenues, which can be used to develop community facilities and infrastructure					
6	Domestic tourists have exacerbated the problems of drugs/ alcoholism, crime and prostitution in Aksum.					
7	Domestic tourism is creating employment opportunity in Aksum					
8	Domestic visitors have caused damage to historic / archaeological sites due to over use or misuse of these environmentally fragile sites					
9	Aksum's local community are initiated to visit their country by observing the domestic tourists visiting the town (Aksum)					
10	Resentment is created as the local people are not equitably benefiting from domestic tourism in Aksum					
11	Overcrowding of shopping, community facilities and congestion of transportation systems has been created due to the arrival of domestic tourists in Aksum					
12	Domestic tourism fosters cross cultural exchange of tourists and locals; strengthens brotherhood, develops respect and brings about unity					
13	Misunderstanding and conflicts have created between locals and domestic tourists due to differences in language, life style, values and behavioral patterns.					
14	Domestic tourism has enabled the locals in Aksum to know, protect and conserve heritages in their locality					

APPENDIX 2: INTERVIEW GUIDES

3. Interview Guide for Hotel and Restaurant Keepers

1. Who are the target customers for your business- international or domestic tourists?
2. What is the contribution of domestic tourism for your business as an additional market to international tourism?
3. When are the peak and low seasons for your business?
 - a. Peak season
 - b. Off-season
4. Do you have off-season strategies? If yes, what are those?
5. Do you have a pricing structure to accommodate domestic tourists? Yes/ No
 - A. If YES: What would that entail? (specific price ranges/discounts)
 - B. If NO: Would you be willing to implement one?
6. Do you feel that your prices are within a reasonable range for domestic tourists? (during peak and off seasons)
7. What are the common complaints raised by international and domestic tourists on your business?
8. What are the problems of domestic tourism development in Aksum?
9. What is expected from government tourism officials, tourism businesses, local community, domestic tourists, tour guides, church etc to develop and expand domestic tourism in Aksum?

4. Interview Guide for Souvenir and Traditional Costume Shop Owners

1. What type of services/products do you offer?
2. Where do you bring your souvenir/traditional costume products?
3. Who are your target customers-international or domestic tourists?
4. Do you have a preference between domestic and international tourists?
5. When are the peak and low seasons for you?
6. How do you see domestic tourists visiting Aksum from the point of view of purchasing your products?

7. Do you have a different pricing structure intended to encourage domestic tourists?
 - A. If YES: What would that entail? (specific price ranges/discounts)
 - B. If NO: Would you be willing to implement one?
8. What is the contribution of domestic tourism for your business?
9. Is there any effort done to coordinate local handicraft workers to upgrade their work?
10. What are the common complaints raised by domestic and international tourists on your business?
11. What are the problems of domestic tourism development in Aksum?
12. What is expected from government tourism officials, tourism businesses (including souvenir/ traditional costume shops), local community, domestic tourists, tour guides, church etc to develop and expand domestic tourism in Aksum?

5. Interview Guide for Church Fathers

1. How do you value the contribution of the church for the growth of domestic and international tourism in Ethiopia in general and Aksum in particular?
2. What contributions does domestic tourism bring for the church? In what ways?
3. What sort of Socio-cultural benefits can domestic tourism bring for peoples of Ethiopia?
4. How do you see domestic tourists visiting Aksum from the point of view of visiting the museum?
5. What is the trend of church museum visitation by domestic and international visitors? (in terms of tourist flow, season and receipt)
6. What activities and/or measures does the church undertake to attract more domestic tourists?
7. What are the short-term and long-term plans of the church for the development of domestic tourism in Aksum?
8. What do you think are the reasons for the underdevelopment of domestic tourism in Aksum?
9. What is expected from government tourism officials, tourism businesses, local community, domestic tourists, tour guides, church, travel intermediaries, etc to develop and expand domestic tourism in Aksum?

6. Interview Guide for Aksum Tour Guides

1. Who takes advantage of your service-international or domestic tourist?
2. Do you have a preference between domestic and international tourists?
3. Do you serve domestic tourists? Yes :(_____) No :(_____)

IF YES,

- A. When is the busiest season for serving domestic tourists?
- B. Who is your target domestic tourist? (income, level of education, age)

IF NO, What is your reason?

4. What do you think are the reasons for domestic tourists not to use the service of a tour guide?
5. How do you see domestic tourists visiting Aksum from the point of view of using the service of tour guide?
6. Do you have a pricing structure to accommodate domestic tourists? Yes/ No
 - A. If YES: What would that entail? (specific price ranges/discounts)
 - B. If NO: Would you be willing to implement one?
7. Do you have an off-season-Yes/ No?

IF YES,

- A. When is your off-season period?
- B. What do you do during the off-season to sustain your business?
8. What is the current status of domestic tourism in Aksum?
9. What do you think are the reasons for the underdevelopment of domestic tourism in Aksum?
10. What is expected from government tourism officials, tourism businesses, local community, domestic tourists, tour guides, church, travel intermediaries, etc to develop and expand domestic tourism in Aksum?

7. Interview Guide for small road side Inn Owner

1. What type of business are you engage in?
2. What type of services do you offer?
3. How do engage in to this business?
4. What is the contribution of domestic tourism for you?
5. Do you work the same business outside of Hidar Tsion festival?

8. Interview Guide for Religious Travel Organizers

1. What is /are the major objective/s of your association?
2. What is the nature of your association- profit/ non-profit oriented?
3. Is there a specific department (section) within your association responsible for organizing tour and travel related activities within the country? Yes:_____ No:_____
 - A. If yes, what types of services does this particular section offer?
 - B. If No, then who is responsible to do this?
4. Do you arrange travel and tour services other than organizing pilgrimage travels in Ethiopia?
5. What basic things does your religious tour package consist of?
6. How do you see the nature of domestic tourism in Ethiopia? (in terms of travel culture, purpose, destination choice, etc)
7. How often do you organize travel and tours per annum (on average)?
8. Do you have a record of tourists/ people who participated in any of the tours which you organize?
9. From your experience, who are the dominant people (in terms of gender, age, level of education, occupation, etc) actively participating in domestic tourism?
10. What are the most frequent complaints of visitors while you organize tours?
11. What do you think are the reasons for the underdevelopment of domestic tourism in Ethiopia in general and Aksum in particular?
12. What is expected from government tourism officials, tourism businesses, local community, domestic tourists, tour guides, church, religious travel organizers etc to develop and expand domestic tourism in Ethiopia in general and Aksum in particular?

9. Interview Guide for Travel Agencies and Tour Operators

1. Who is your target market - Domestic / international tourists?
2. What type of domestic travel and tour services do you organize? (religious, pleasure, cultural, etc)
3. How do you see the nature of domestic tourism in Ethiopia? (in terms of travel culture, purpose of visit or motivation, volume, season, affordability, destination choice, etc)
4. Based on the domestic tours you organized so far, who are the dominant people (in terms of age, gender, level of education, income level, etc) participating in such activities in the country?
5. Do you have a pricing structure to accommodate domestic tourists? Yes/ No
 - A. If YES: What would that entail? (specific price ranges/discounts)
 - B. If NO: Would you be willing to implement one?
6. How do you see the existing and potential economic, socio-cultural and environmental role of domestic tourism in Ethiopia?
7. When is the busiest season for you?
8. Do you have an off-season-Yes/ No?
 - A. If yes, when is your off-season period?
 - B. If yes, what do you do during the off-season to sustain your business?
9. Do you think that domestic tourism is given a due emphasis by travel trade intermediaries in Ethiopia? (yes/ No)
 - A. If yes, then what are the indications?
 - B. If No, then what are the fundamental reasons that make it so?
10. What activities and/or measures does your organization undertake to attract more domestic tourists?
11. What do you think are the reasons for the underdevelopment of domestic tourism in Ethiopia in general and Aksum in particular?
12. What is expected from government tourism officials, tourism businesses, local community, domestic tourists, tour guides, church, travel intermediaries, etc to develop and expand domestic tourism in Ethiopia in general and Aksum in particular?

10. Interview Guide for Aksum Culture and Tourism Agency Officials

1. What is the nature of domestic tourism in Aksum? (in terms of travel culture of domestic tourists, types of attractions, purpose of visit, and season and/or event for travel)
2. What is the average length of stay of international and domestic visitors in Aksum?
3. What is the trend (status) of domestic tourism in Aksum? (in terms of: tourist flow, growth of revenue earned, infrastructure development, capacity of establishments to accommodate domestic visitors, seasonality, etc)
4. From seasonality point of view, what is the nature of international tourism in Aksum?
5. In addition to international tourism, what roles (existing and potential) does domestic tourism bring on the economic, socio-cultural and environmental aspects in Aksum?
6. Do you think that domestic tourism is given a due emphasis by the office? (Yes/ No)
 - A. If your answer is “yes”, then what are the indications?
 - B. If your answer is “No”, then what are the fundamental reasons that make it so?
7. Have you conducted market segmentation for domestic tourists visiting to Aksum? (Yes/ No)

If yes,

 - A. what are the primary motivational factors that draw domestic tourists to Aksum each year;
 - B. What are the different domestic tourism market segments?
8. What sort of accommodations do most domestic tourists use during their stay in Aksum?
9. What are the reasons for the underdevelopment of domestic tourism in Aksum?
10. What are the negative impacts of domestic tourism in Aksum?
11. What initiatives (measures) have been taken by the office to develop domestic tourism in Aksum?
12. What are the short-term and long-term plans of the office for the development of domestic tourism in Aksum? (in relation to promotion, accommodation, infrastructure, etc)
13. What is expected from government tourism officials, tourism businesses, local community, domestic tourists, tour guides, church, religious travel organizers, etc to develop and expand domestic tourism in Aksum?

11. Interview Guide for Tigray Region Culture and Tourism Officials

1. What is the nature of domestic tourism in Tigray? (in terms of travel culture, types of attractions, purpose of visit, season/event for travel, destination choice, etc)
2. From seasonality point of view, what is the nature of international tourism in Tigray?
3. In addition to international tourism, what roles (existing and potential) does domestic tourism bring on the economic, socio-cultural and environmental aspects in Tigray?
4. Have you conducted market segmentation for domestic visitors flowing to Tigray in general and Aksum in particular? (Yes/No)

If yes,

- A. What are the primary motivational factors that draw domestic visitors to Tigray?
- B. What are the different domestic visitor (tourism market) segments?
5. Do you think that domestic tourism is given a due emphasis by the Regional Culture and Tourism Bureau? (Yes/ No)
 - A. If your answer to question number 6 is yes, then what are the indications?
 - B. If your answer to question number 6 is No, then what are the fundamental reasons that make it so?
6. What initiatives/ measures have been taken by the bureau to develop domestic tourism in Tigrai in general and Aksum in particular?
7. What do you think are the reasons for the underdevelopment of domestic tourism in Tigray in general and Aksum in particular?
8. What are the short-term and long-term plans of the bureau for the development of domestic tourism in the region?
9. What is expected from government tourism officials, tourism businesses, local community, domestic tourists, tour guides, church etc to develop and expand domestic tourism in Tigray in general and Aksum in particular?

12. Interview Guide for Ministry of Culture and Tourism Officials

1. What is the nature (current status) of domestic tourism in Ethiopia? (in terms of travel culture of the people, purpose of visit (motivation), destination choice, and season or event for travel etc)
2. From seasonality point of view, what is the nature of international tourism in Ethiopia?
3. What roles does domestic tourism bring on the following aspects in Ethiopia?
 - A. Economic benefits
 - B. Socio-cultural benefits and
 - C. Environmental benefits
4. Have you conducted market segmentation for domestic tourists in Ethiopia? (Yes/No)

If yes,

- C. What are the different domestic tourism market segments?
- D. What are the primary motivational factors that draw domestic tourists to Aksum each year;
5. Do you think that domestic tourism is given a due emphasis (attention) by the ministry? (Yes/ No)
 - C. If your answer is “**Yes**”, then what are the indications?
 - D. If your answer is **No**, then what are the fundamental reasons that make it so?
6. What do you think are the reasons for the underdevelopment of domestic tourism in Ethiopia in general and Aksum in particular?
7. What initiatives (measures) have been taken by the ministry to develop domestic tourism in Ethiopia?
8. What are the short-term and long-term plans (strategies) of the ministry for the development of domestic tourism in Ethiopia?
9. What is expected from government tourism organs (tourism ministry, tourism bureau, and tourism agency), tourism businesses, local community, domestic tourists (citizens), tour guides, church, religious travel organizers, travel agencies and tour operators, etc to develop and expand domestic tourism in Ethiopia?

APPENDIX 3: FOCUS GROUP DISCUSSION

13. Discussion Guide for Focus Group Discussion (FGD)

One Focus Group Discussion was held comprised of at least one representative from different tourism stakeholder in the study area. The following are the general discussion points:

1. What are the existing and potential socio-cultural, economic and environmental roles of domestic tourism in Aksum?
2. What are the major factors (demand and supply related problems) that hinder the development of domestic tourism in Aksum?
3. What suggestions would you like to forward to develop domestic tourism in Aksum?

APPENDIX 4: SHORT AND LONG TERM PLANS

14. Short and long term plan of Local and Regional Culture and Tourism organs

A. Annual Action Plan of Tigray Culture and Tourism Bureau (2004 E.C)

Even though the plan designed by the agency is highly directed towards developing international tourism, it will indirectly help to develop domestic tourism in the area. However, in this part, our emphasis is on those plans which are principally geared to develop domestic tourism in the area.

1. Preparing magazines using local languages (Amharic and Tigrigna) to inform domestic tourists about the different sites in the area
2. Give emphasis for domestic tourism development by organizing 68 'know your country's clubs' in the region
3. In order to develop and promote domestic tourism in the region, transmitting 48 radio and 52 TV programs.
4. Developing and promoting the attraction sites so as to increase the tourist flow to the region

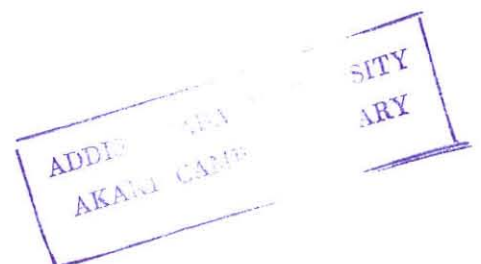
5. Build the image of the area through undertaking cultural exchange programs with Amhara region and Sudan cultural group; and staging different festivals such as ‘Ashenda’, ‘Hoya Hoya’, ‘Meskel’ Ge’ez language festival, Arts festivals, etc and
6. Developing the culture industry through enhancing handicrafts and fine arts in the region, promoting innovation works, improving fine art works, offering different supports for innovators, organizing cultural expertise and encouraging investments.

B. Annual Action Plan of Culture and Tourism agency, Aksum Cluster (2004 E.C)

The short-term and long-term plans of the Agency

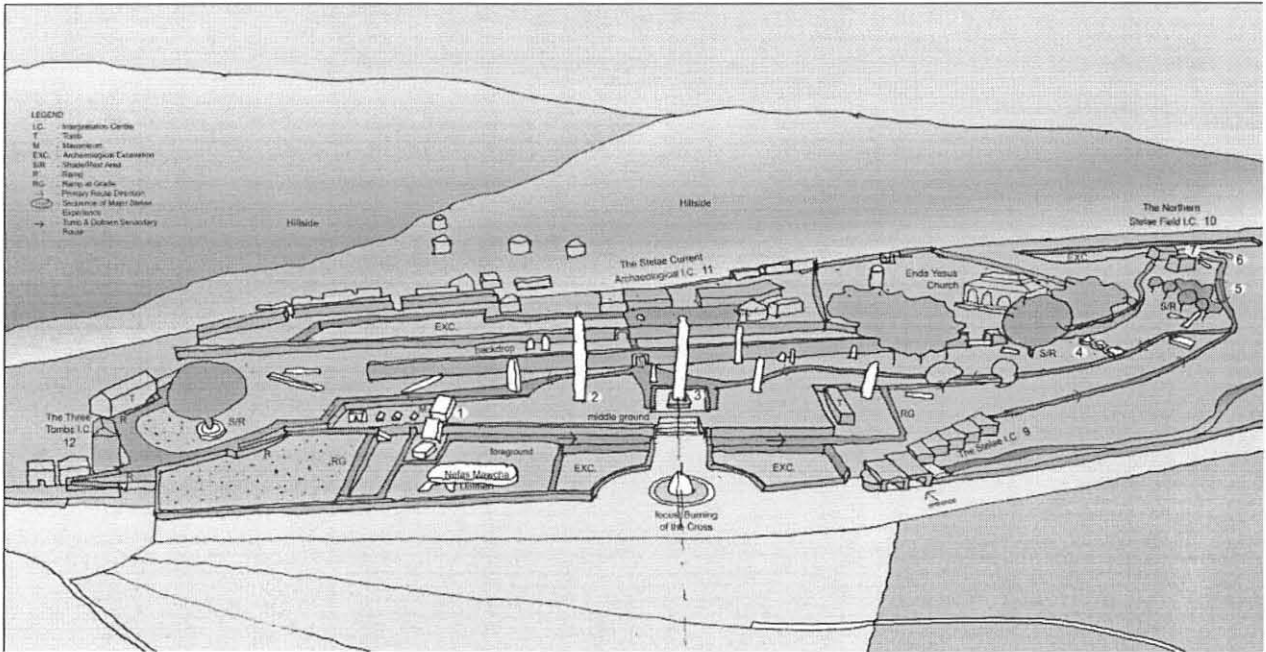
Even though the plan at the agency level is an extension of the plan at the regional level, there are specific plans and strategies carried out at the local and site levels. Hence, the section will discuss the short-term and long-term plans of the agency for the development of domestic tourism in Aksum.

1. Organizing 12 know your country’s clubs in vicinities that fall within Aksum cluster (Aksum, Adwa, Shire Shiraro, and Enticho)
2. To work much on event management tasks in the area. In this regard, one of these principal tasks is to construct an amphitheatre so that domestic tourists will celebrate the festivals without any congestion and over crowdedness. In other words, we need to change the church landscape (including the lighting system, fixing benches for visitors and the like) so that domestic visitors will get good experience. So, to achieve this, budget was allocated by ESTDP (Ethiopian Sustainable Tourism Development Project) in which the task is given for consultants.
3. To do much promotional activities geared towards the domestic market. To this end, using television, radio, newspaper, and other means, we try to promote the sites for the domestic nationals. Hence, every Ethiopian should come and visit Aksum at least once in his/her life time.
4. Developing the necessary infrastructure such as road, water supply and the like in collaboration with the concerned government body.

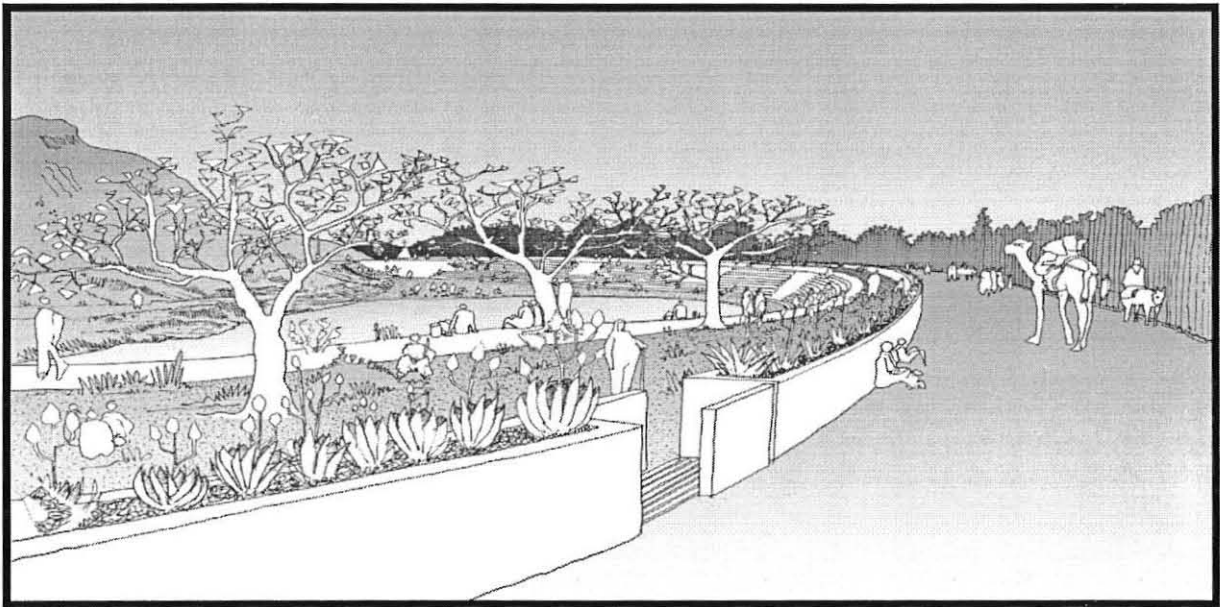


APPENDIX 5: TOURISM MASTER PLAN OF AKSUM

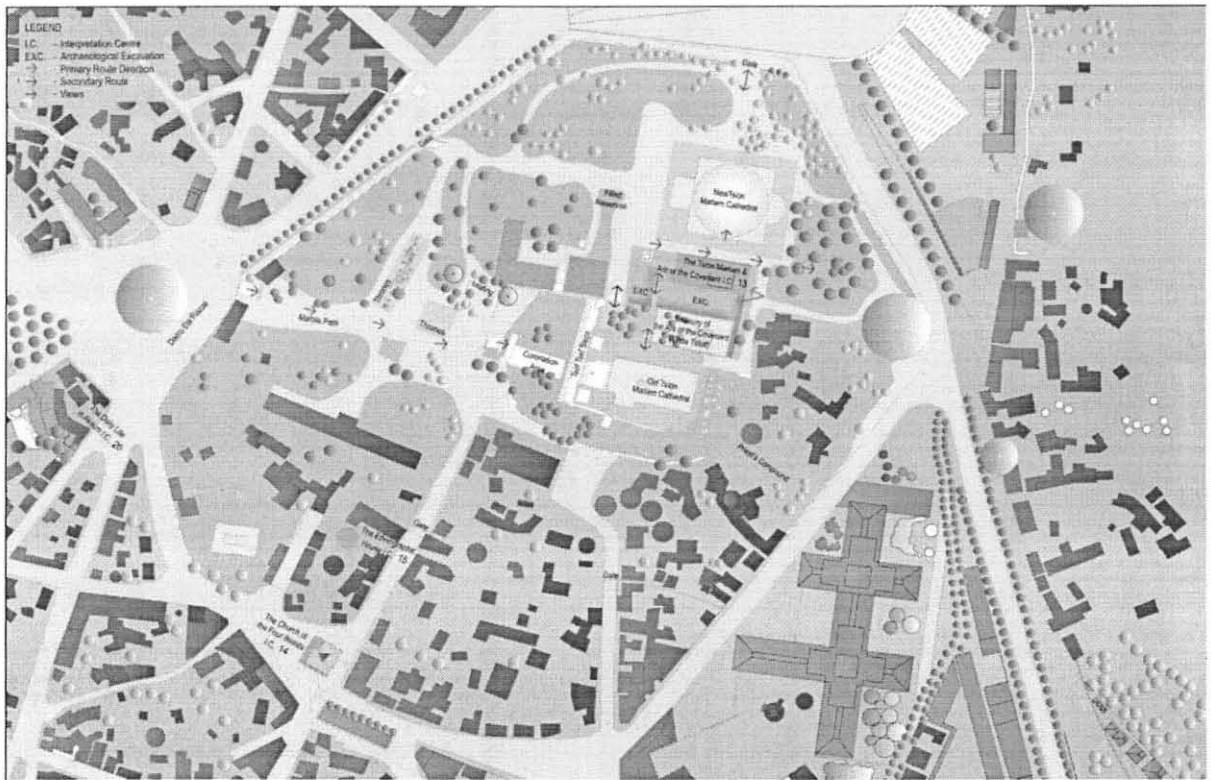
A. Stelae square plan



B. Plan of mai Shum (Bath of queen of Sheba)

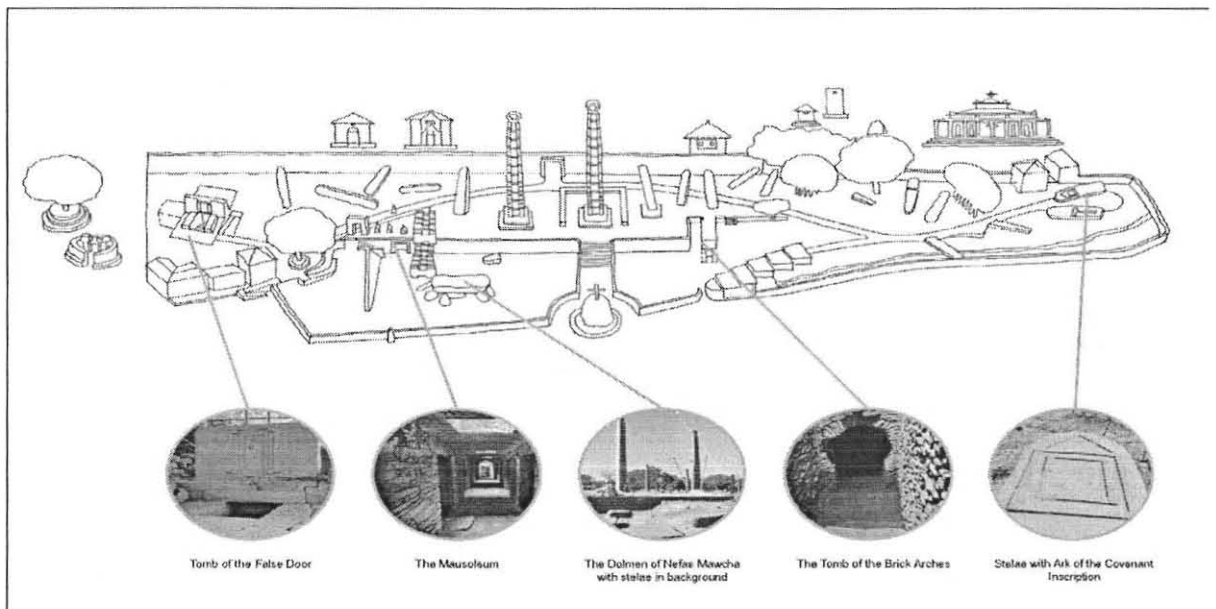


C. Church precinct plan

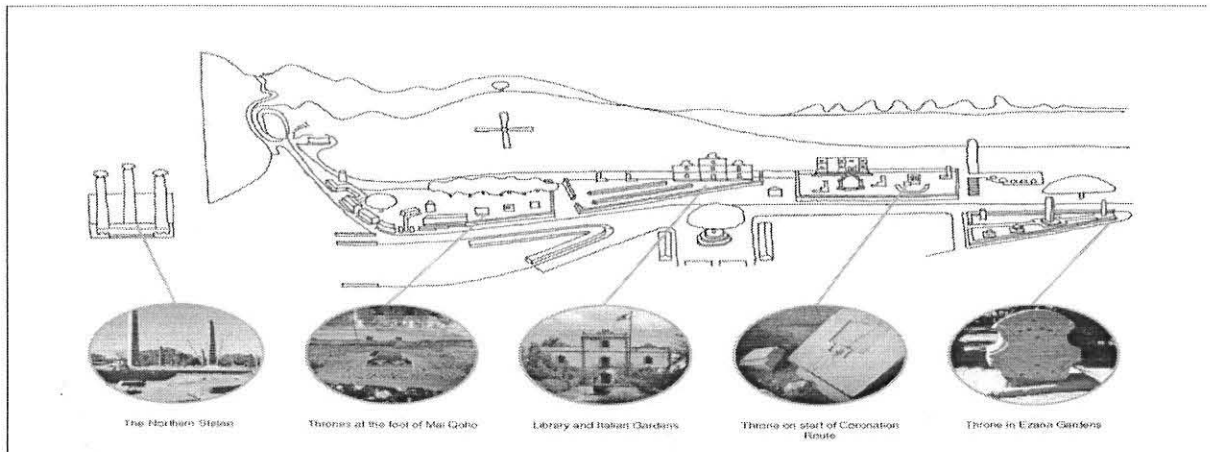


D. Detailed tour routes in Aksum

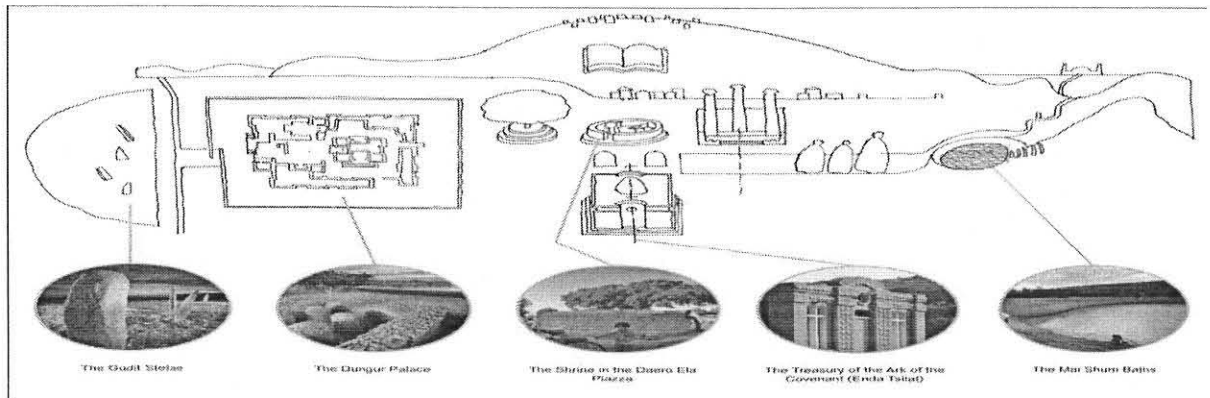
The Aksumite route, Northern Stelae Route



The Aksumite route



Legends and myths route



The religious route

