



ADDIS ABABA UNIVERSITY

COLLEGE OF DEVELOPMENT STUDIES

**CENTER FOR ENVIRONMENT AND TOURISM DEVELOPMENT AND
MANAGEMENT PROGRAM**

**HOLY TRINITY CATHEDRAL OF ADDIS ABABA: ITS MUSEUM, HERITAGES,
ATTRACTIONS AND TOURISM PRODUCT DEVELOPMENT CHALLENGES**

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GIRUM SHIBABAW ALEMAYEHU

ADVISOR: TESFAYE ZELEKE (PH.D)

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This is to certify that the thesis conducted by Girum Shibabaw entitled “HOLY TRINITY CATHEDRAL OF ADDIS ABABA: ITS MUSEUM, HERITAGES, AND ATTRACTIONS AND TOURISM PRODUCT DEVELOPMENT CHALLENGES” Submitted in partial fulfillment of the requirements for the Degree of Masters of Arts in Tourism Development and Management complies with the regulation of the University and meets the accepted standards with respect to originality and quality.

Submitted by: GIRUM SHIBABAW

ID GSE/3772/09

Approved by:

TESFAYE ZELEKE (PhD)

(Thesis Advisor)

Signature

Date

Examiner _____

(Internal)

Signature

Date

Examiner _____

(External)

Signature

Date

ABSTRACT

The Ethiopian Orthodox Tewahido Church is ancient and it has the role of the history of our country, as well as it is a significant contributor to the tourism sector. In addition the church was working with kingship (Emperors and priesthood (house of clergies such as local church up to patriarch's office) by relationship each other. However, the studies were rarely conducted to assess the role of the Ethiopian Orthodox Church, specifically the holy cathedral, in the development of our country's tourism sector. This study aims to investigate the Holy Trinity Cathedral's role in the development of Addis Ababa tourism. The study follows the mixed research method. The data were randomly collected from the visitors by self-administrated questionnaires in the church's compound. The data were analyzed through descriptive quantitative using Statistical Package for Social Science (SPSS) and analyzed. The finding indicated the assessment of Holy Trinity Cathedral of Addis Ababa: its Museum, tourist's heritages, and attractions and tourism product development and challenges are the necessary of developing tourism products, tourism heritage conservation, and tourism promotion activities. Based on the findings, various recommendations (to government, NOG, Diocese office of Addis Ababa and local community) were provided for concerned stakeholders to enhance the church's role in tourism development and minimize the discovered challenges.

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Existed before the creation of the world; May the Name of God who lives the future for ever and ever be praise to Him by the tongues of his creatures Amen.

First of all and foremost, Praise to be God the Almighty, Omnipotent, Omniscience, Omnipresence, Merciful and Gracious for keeping me from the evil of world and who guides me through my life day to day without the moment of eye. I want to thanks my advisor, Dr. Tesfaye Zeleke who counseled me with understanding, tolerance and patience as well as spending his precious time to advise me. I see him not only as a lecturer but also as a spiritual father. Because his mind is not focused on just one direction, but he assesses in different direction to help me.

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ACRONYMS

AG	Agree
APOV	Additional payment of visitors to guides and others
BDT	By domestic tourists), responded percentage
BIT	By international tourists
BS	By servants
CHOWS	Challenges on heritages those ordered without shelf
CHSM	the challenges of heritages in the shelf of the mirror
C&M	Church and Museum
D	Divorced
DA	Disagree.
DBM	(Destroying by mouse
DBR	Destroying by the rust
DBW	Destroying by weevil
DEG	Degree
DHM	Disorder of heritages in the museum
DOHCBPS	Damages of heritages caused by photo shoots
DVOV	Disturbing of voice on visitors
DVOV	Disturbing of voice on visitors
E.M	Emperor Minilik
GAOT	Guides are not on time
HTC&M	Holy Trinity cathedral and museum
JW	Jews
LMWHSP	Loss of the man who has the skill to promote
M	Married
MS	Married but separately live
MS	Master of degree
NGO	Non-Governmental Organization
NL	Neutral
NT	no theft
PAHC	Poor awareness of heritage by communities

PAHEF	Poor Awareness of heritages that is not an economic factor
PAP	Parking area problem
PASCAC	Poor awareness of by servants of the church and administer of church
PhD	Doctor of Philosophy
PIHBLCN	Poor imagining that heritages do not bring any legacy to church and nation
PUDS	Problem using different sailings
PURC	Problem using restaurant and café
RO	Role of
S	Single
SA	Strongly Agree
SD	Strongly Disagree
SPM	Shortages of pamphlets and magazines
TDP&M	Tourism Development and Management
TROHTC	The role of Holy Trinity Cathedral
THBUM	Taking heritages by using microfilm
VT	Visiting Time
W	Widowed

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Shegalem, Fekadu (2020:2) “tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes” the Christian traveling begins in the 4th century to visit the holy land destination tourism site. According to Balomenou, C (2015:6) “Christians continue to give special attention to travel to the Holy Places, a habit kept since the 4th century. For the Muslims the journey for pilgrimage is part of a larger journey in the footsteps”. Like this in Ethiopia there are multiple religious and cultural sites and it is known as in Ethiopia, there are various religions and cultures which show the handcrafts and different festivals and ceremonies to use to attract tourists.

According to Karbo T. (2013:43-50) stated that: Ethiopia is one of the fastest growing economies in Africa. It is also a home to multitude of ethnicities, religions and cultures. Ethiopian Orthodox Tewahido Church has various heritages which serve a high potential for Ethiopian tourism development. The Ethiopian Orthodox Tewahido Church is the owner of many religious and historical heritages. Amongst these, the buildings, the rock-hewn churches, Monasteries, historical monuments, various works of literature and ecclesiastical articles are a few of them. In the cathedral and monasteries of the Ethiopian Orthodox Church, there are multiple museums with unique designs and heritages. Most of these museums were built before the existence of tourism activity in Ethiopia, whereas modern tourism appears in Ethiopia by the 1960s. According to Binayew Tamrat (2016:4).

Holy Trinity Cathedral is one of many Ethiopian Orthodox Tewahido Churches located in Addis Ababa. The Holy Trinity Cathedral is situated at Arada sub-city or it is commonly name is called "Arat Kilo" in the vicinity of the Parliament building. It was founded in 1931 under the auspices of His Imperial Majesty Haile Selsasie I (pamphlet of the church). Similar to the other Ethiopian Orthodox Tewahido Church, the Holy Trinity Cathedral has kept various valuable heritages including, but not limited to Icons, but also collected such as Murals, works of literature (Inscriptions), Parchments, the crown of kings (queens), crowns of Emperors, and Empresses, chalices (drinking cup), gold umbrellas, Arches, Garments of Priests, books of Liturgies, Melodies (chant, tune, (song) of books) and others such as graves

of Patriarchs, Emperors, Empresses, patriots, Artists, Athletes, regional government administrators and the burial of Melles Zenawi-the late prime minister of Ethiopia. Some of these heritages are kept in the Selassie Museum. There are also different heritages around and in the church's compound. Source: (Own finding February, 2020).

Additionally, the church's design is unique and attractive (pamphlet of the church), which is considered as a heritage. Currently, the church is serving as one tourist site in Addis Ababa. Many tourists flow to this church daily to visit the church and its museum heritages. The flow of tourists per day up to forty a day which estimated to between 1200 and 1400 monthly and annually respectively. If a visitor pays 200 birr, the church and museum earn 240,000 and 2,880,000 birr per month and year respectively. Source: (Own observation finding February, 2020).

A number of authors discusses about travel to visit sites in the religious resources of the Country. In this regard, Selamawit Kassye (2013:23) expounded that and briefly stated as the following expressions.

Usually traveling is the regular activity of mankind for various reasons. In Ethiopia, people travel from place to place long distances, not for simple day-to-day traveling purposes. Instead, people travel to visit old churches and various old monuments and celebrate big religious holidays by staying more than a night far from their home. People travel for spiritual purposes and attend holiday ceremonies; however, the government hasn't considered this religious activity as a significant economic factor. The government is not working well on religion; there is a lack of good coordination and implementation problems.

The Ethiopian government has also considered the tourism activity as a significant economic factor since recent years. In line with this, Yimer Ali (2016: 7) “argued and exposed the weakness of the government’s negligence and reciprocity of benefit of tourism:The government had developed a good tourism development policy, but not there is any exemplary implementation”.

Therefore, in this study, the researcher endeavored to examine the Holy Trinity Cathedral role in tourism development, in general. Emphasis was given on description of the available tourist attractions and heritages in the church and its museum. The research also investigates the development of tourism product development, conservation of the heritages, and the Church's challenges in contributing to tourism product development.

1.2. STATEMENT OF THE PROBLEM

Ethiopian Orthodox Tewahido Church /EOTC/ has a vital role in the Ethiopian tangible and intangible tourism resources existences and development. Some of the well-known churches with various heritages include Aksum Zion Church and monument/obelisks/, Debre Damo monastery church, the eleven Lalibela hewn rock/ monolithic churches, the monasteries of Lake Tana, and other churches, which are currently serving as a tourism site and tourist attraction. Besides these tangible heritages, some of the intangible heritage that existed because of the existence of EOTC includes but is not limited to Meskel, Timket, etc. In addition to these intangible and tangible tourism resources, the EOTC is served as conservationists, where various indigenous species of trees are protected in and around the church's compound; and help to transfer to the present and future generations. About this evidence Ashenafi Tafesse (2016:1) describes more about Ethiopia's possession of tangible and intangible heritages from Ethiopian Orthodox Tewahido Church and noted as "the historic route is an area which includes places, sites, monuments, people, and culture which exhibit the past history, society, religion, and political environment".

The Holy Trinity cathedral has immense tourism resources like various plants such as olive, palm, juniper tree, cedar; and cultural heritages as well. Source: (own observation January, 2020)

The history of Ethiopia is the history of EOTC; because the church of EOTC is the oldest church in Africa and more literatures such as parchments and other hand writings narrate about Ethiopian history. The empire and the church were respected each other. According to Getnet Tamene (1998:1-2), "The study of Ethiopian history has indicated that the history of the EOTC is the history of one of the oldest Christian Churches in Africa and ...church, and empire were so united that they were universally respected and feared"

The Holy Trinity Cathedral of EOTC in Addis Ababa has a unique design and many heritages, and a rich museum. In this church, there is a museum that is conserving heritages. This cathedral church has its annual holiday celebration According to the magazine of Cathedral (1983:7) Tirr Selassie (Jan 17), Hamle Selassie (Jul 17), Bealewold Tahisas (Jan 6), Megabit (Apr 6). However, the contribution of the Holy Trinity Cathedral Church to tourism development is not well known and studied. The Holy Trinity Cathedral has not yet been promoted for tourism service and development at the required level. The huge tourism

potential was not appreciated and assessed by researchers. More than this, Holy Trinity Cathedral's heritage is not documented and made available for tourists. Even the majority of Ethiopian people have no sufficient information and evidence about the available resources and potentials of the cathedral.

In general, the Holy Trinity Cathedral and its museum have not attracted the attention of researchers so far in terms of its contribution for tourism development. Therefore, the Holy Trinity Cathedral heritages were briefly overviewed to create good awareness for the visitors, tourism stakeholders, and other interested groups. The challenges of tourism product developments were identified. Additionally, the research explored the church's contribution towards the Addis Ababa tourism sector and presented it briefly the enlightened knowledge for the public.

1.3. THE OBJECTIVE OF THE STUDY

The study has both general and specific objectives.

1.3.1. GENERAL OBJECTIVE OF THE STUDY

The general objective of the study was to investigate the role of Holy Trinity Cathedral in the development of the Tourism sector in the case of Addis Ababa.

1.3.2. SPECIFIC OBJECTIVE OF THE STUDY

The specific objectives of the study are:

1. To investigate the tourism asset of Holy Trinity Cathedral and its museum in tourism development and promotion in Addis Ababa,
2. To study the conservation of heritage of tourism products in Holy Trinity Cathedral.
3. To study the role of the Holy Trinity Cathedral in the conservation of heritages for tourism development.
4. To identify the challenges of Holy Trinity Cathedral of tourism product and tourism development in contributing to tourism development in Addis Ababa.

1.4. RESEARCH QUESTIONS

The research is aimed to answer the following major questions.

- What are the investigation tourism assets of Holy Trinity Cathedral the development of Tourism in Addis Ababa?

- How heritage attractions promoted in Holy Trinity Cathedral and museum?
- What are methods of the conservation of heritages in HTC?
- What are the challenges of encountering Holy Trinity Cathedral in contributing to tourism development?

1.5. SCOPE OF THE STUDY

Geographically, the study is limited to the Holy Trinity Cathedral of Ethiopian Orthodox Tewahido Church compound, which is located around Arat Kilo. Thematically the study focuses specifically on the dimension of the church's role in tourism development.

The target research participants are the administrator and officers of Cathedral and visitors of the cathedral church. The administrator and officers of cathedrals were targeted because of the know-how they have about the cathedral's role in tourism. They can explain the role of the church in tourism development briefly. Other Cathedral workers, including the clergies, deacons, church door lockers, tour guides, and ticket agents are targeted because they serve visitors in the church's compound and have knowledge of the church's role in tourism as their day-to-day work in hosting visitors of the Cathedral include the resident of local people and international tourists who are found visiting Cathedral daily. They know the properties, and heritage available in the cathedral. The scope of study in terms of the time range is limited from October 2020 to June 2021

1.6. SIGNIFICANCES OF THE STUDY

The study has various significances. It uncovers the Cathedral's treasurer and heritages for visitors, researchers, and others. It gives a piece of information to visitors who wish to visit this religious, cultural, and historical place. The study also specifically has vital significance on the academy and tourism development policy.

1.6.1. THE STUDY'S ACADEMIC SIGNIFICANCE

Encompasses the power to create awareness towards the importance of tourism development for church management; which plays a role to expand the tourism sector in our country. The study's findings will be used as a reference in the church and religious tourism lessons. Furthermore, the research results initiate researchers to religious tourism studies in their research and investigation.

1.6.2. THE STUDY HAS SIGNIFICANCE IN FORMING A RELIGIOUS TOURISM:

It indicates that the strength, opportunity, and challenges of the Holy Trinity cathedral and museum tourism resources. It uses for planning and utilization of tourism and then after to expand tourism sectors and destinations to other parts of the country with the conservation of the heritage of the church and museum. While discovering the church's tourism resources, the research paves ways to increase visitors, such as domestic and international visitors, who will come to visit the Cathedral. In general; the study shows how tourism religion important to all researchers of tourism; because there are different heritages in HTC.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. CONCEPTUAL AND THEORETICAL REVIEWS

INTRODUCTION

The concept of this chapter deals with the related literatures which supports the findings of the study analysis. The literatures included the investigation of the potentials of Holy Trinity Cathedral and its museum for tourism development and promotion in Addis Ababa, the study of the role of Holy Trinity Cathedral of Ethiopian Orthodox Tewahido, the Church's role in the conservation of heritage for tourism development and the identifying of the challenges Holy Trinity Cathedral faces in contributing to tourism development in Addis Ababa. In general, this study assesses the Holy Trinity cathedral and museum how magnifies the role of religious tourism in Addis Ababa.

2.1.1. CONCEPT OF RELIGION AND TOURISM PRODUCT

The concept of this chapter is to know how this research is valid with other studies about tourism investigation, promotion heritages attractions, conservation and challenges of the church and museum tourism development. HTC has become the religious tourism destination so the concept of the study is around the role of religious tourism depending on the Holy Trinity cathedral and museum. The church is visiting by different pilgrimages as other tourism of religion. According to Foruzan.I.(2004:15) “The concept of pilgrimage is formed and recognized in any culture of religious countries all around the world for instance Hinduism or Islamic ideology; Judaism and Christianity are some of these well-known religious ideas”. Rejman. K (2016:563)“The interpretation of the tourism product becomes a basis for a closer product concept of religious tourism. It should be emphasized that this product can be considered in different ways and one of the aspects is religion”

The phenomenon of religious tourism can create the flow of tourists to religious to leisure and appears the movement of visitors. This is better reflection of for tourism development the next generation. This is updated by many people who mean the flow of tourists to religious sites already happened and not strange Rubio. A. (2008:422) indicated the following statement.

The pilgrimage is a phenomenon much earlier from tourism, as modern concept which establishes the movements of visitors within the mass consumption society, where the travel is set up as a form of leisure. Although, it can be considered with the qualification of tourist the flows of travellers which main motivation is the achievement to receptive sites with religious character

The religious tourism connected with cultural tourism this mean heritages of the religion included the cultural heritages. Therefore, religious heritage and cultural heritages are not far apart. Krogmann, A. (2021: provided and said “Nowadays, religiously motivated tourism is connected to cultural and heritage tourism as well. As it has been demonstrated, religious and secular pilgrims as well as cultural tourists often go on a journey for the same reason”

Utopía y Praxis Latinoamericana, (2019:34): “The purpose of religious tourism is the production and sale in the market of tourist services and goods of a specific nature. The participants of this process are accommodation facilities, catering enterprises, transport companies, excursion bureaus, etc.”

As the result the concept sustainability of tourism leads to know future generation planning that mean the generation can learn from the past event of tourism. Jones. S (2007:14)“The concept of sustainability also connotes that future generations are of equal importance to our current generation, so that if sensitive use is possible, all generations should be able to learn from heritage sites”.

2.1.2. CONCEPT OF TOURISM PROMOTION

Alemayehu Wassie(2007:53-110) “EOTC has also a long history of conservation of forest resources. The churches and their clergy members could play a pivotal role in this and promote long term sustainability of their forests”.

2.1.3. THE CONCPET OF TOURISM CONSERVTION

As the researcher understanding tourism conservation concept mean the preservation of heritages from damaging and other challenges. That means conserving in museum and indifferent conservation places. This concept also should encourage and concern the society to conserve heritages .The concept conservation heritage is not understood in the mind of society. Because no identifying and clarifying to the people of around the destination and in the whole country residents. Economics and Heritage Conservation (1998:7)

The role of economics in conservation is often narrowly conceived to mean measuring the economic impact of tourism, pricing movable heritage in art markets, and identifying means of financing conservation. These would more accurately be called the business concerns of conservation. Yet economic issues of conservation run much deeper and require a good deal of conceptual clarification

2.2. THE CHURCH, CATHEDRAL, AND ORTHODOX

According to the Ethiopian Orthodox Tewahido Church, the name of churches is given based on the specific name of the replica of the covenant (as named of Arch) and by the name of the particular geographical location of the seat of the arch of the covenant. For example, the arch of St. Virgin Marry at commonly name is called Amist Kilo, in Addis Ababa, is named the "Kiddiste Kiddusan Maryam Gedam," meaning "holiest of holy (the holiest). St.Marry monastery" St. Gabriel, commonly name is called Arat Kilo, was also named "Menbere Menggist" because of its location near to National palace, meaning the throne of government. The Beata Lemaryam at (Arat Kilo (4 kilo) the names are common name of the local place and "Taika Negest" mansion of kings. The names of this church also derived due to its geographical location proximity to the national palace. Like all these churches' names. Source: (Own searching February, 2020).

Therefore, the Holy Trinity Cathedral has its title, its title, called "Menbere Tsiba'ot.

According to Yared Shiferaw (2007: 217) "Tseba'ot" means winner; God is the winner of all creations, and everything or God is omnipotent and additional meaning. "Menber" means "Tseba'ot" the Name of God throne, and Tseba'ot means winner, therefore; Menber Tseba'ot means the throne of the winner; Which means the throne of God is the winner. As the magazine of the church, "this unique and historical cathedral his majesty Hailesillasie says; I called "Menbere Tseba'ot and offered for EOTC" (Menbere Tseba'ot kutir hulet: 2008). (From researcher October, 2019).

2.2.1. THE DESIGN OF THE CHURCH

Getnet Tamene (1998:92) Ethiopian Orthodox Tewahido has a unique and outstanding design with different styles which attract tourists. For instance; rectangular structure, circular, octagonal etc. the churches are usually built on elevations and with thatched roofs.

2.2.2. ANCIENT TOURISM IN ETHIOPIA

Tourism in Ethiopia was started in pre -Aksumite period because Aksum was developed at that time. Tourism in Ancient tourism of Ethiopia dated from the pre-Axum period, when the first illustrated travel guides to Ethiopia can be found in Egypt's friezes' pyramids and ancient sites. These depicted travels to Punt's land, which the Egyptians were the Nile's source, and where they traded for gold, incense, ivory, and slaves. According to Yabibal Mulualem (2010:5): "The in fourth-century Persian historian Mani described the Kingdom of Axum as one of the world's four great empires, ranking it alongside China, Persia, and Rome".

The chapter presents the study finding which leads to the relation of this study of the body. The findings observe and concern that the role of Ethiopian Orthodox Tewahido for Tourism Development Church and Museum which means like this research shall see find to know that what kind of studies have a relation with this thesis. The investigation helps to confirm the thesis how was done. So the findings rotate around depend on research questionnaires and the four specific objectives which are:

The data presentation with analysis which has quantitative and qualitative analysis was presented as its given study method. The quantitative data are presented as the category of its based on the five points, Likert scale "yes" or "no" as well as "I don't know in the survey questionnaires. So this reason; the findings will be linked and joined together.

2.2.3. MODERN TOURISM IN ETHIOPIA

Modern tourism in Ethiopia began in Haile Selassie's reign, who was the founder of the Holy Trinity Cathedral. According to Yabibal Mulualem (2010:5) "Modern tourism in Ethiopia can be said to have started with forming a government body to develop and control it in 1961: the Ethiopian Tourist Organization. UNESCO did the earliest analysis on the tourist flows and expenditures in Ethiopia". In his reign majesty Haile Selassie tourism was introduced. Haile Selassie's is aid the cornerstone of modern tourism in Ethiopia in this century. So Holy Trinity cathedral is the beginning destination of contemporary tourism in Ethiopia. The modern tourism was appeared during the reign of Haile Selassie and was constructed national museum of Ethiopia.

Dunnivant.J (2017:53-96): It was during the reign of Emperor Haile Selassie that the National Museum of Ethiopia was first constructed. The origins of tourism in Ethiopia can be traced back to 1907 with the establishment of the Taitu Hotel by Empress Taitu".

2.2.4. THE ROLE OF HERITAGES OF RELIGION (HTCC & MUSEUM) TO DEVELOPMENT TOURISM IN ADDIS ABABA

As it is; Holy Trinity Cathedral and Museum (HTCC&M) implies a big role in religion to develop tourism in Addis Ababa because the church and museum are existing in this City and also has unique design and architecture as well as historical-cultural heritages in addition out of the church; their famous graves (grave of notables). The EOTC has a long history that holds and keeps tangible and intangible heritages. Tangible's heritages; such as attractive church building design, burial, cultural clothes of Emperors and Empresses parchments and so on. And other church yard which means; intangible heritages like the spiritual services such as melodies (spiritual songs) mass of the church, a holiday of Cross (Mesqel) Ethiopian Epiphany (Temqet), etc. All of these are being done in Addis Ababa. Addis Ababa is becoming more popular for tourists, so tourists come to Addis Ababa to enjoy in religious festivals. Visitors from all over the world are happy to be able to visit the historic site around Addis Ababa as they do not have any road problems. There are so this has a significant role in the identity of cultural heritages in this church and museum. To mention some of them it shall look at the following description which means the study of finding relates to other scholarly studies.

Addis Ababa has and Ethiopian Orthodox have the past history each other; because Addis Ababa was established by emperor Minilik II who was the Christian and king of Ethiopia According to Tolon. U.(2008) "Addis Ababa, the capital city of Ethiopia, was founded in 1886 by Menelik II. Religion services is giving always specially in the holiday festivals attract tourists to the spiritual service; so the tourists travel to visit spiritual services such as the true finding of Cross (Mesqel), the Ethiopian Epiphany (the baptism of Jesus Christ) and other flexible festivals. Beyene Chekol (2017:2): stated that about Addis Ababa and Ethiopian Orthodox Church and says:

Orthodox Churches in Addis Ababa have a long history, which has been established for providing spiritual and secular services. About religion, churches have provided spiritual services in the form of teaching in religious schools, video-visual preaching, publications, printed leaflets, and pilgrimages. People have traveled from place to place within or out of their country for spiritual conception which is expressed as a pilgrimage. Orthodox churches in Addis Ababa, therefore, encouraged pilgrimage in the sense of seeing different shrines of Christianity as a good way of devotion and penance for spiritual life, for economic and ideological benefits.

As we have seen above, Addis Ababa is a convenient place for tourists to celebrate Christian and other religious spiritual songs and traditional costumes and rituals. All these also have indicated that Christianity and other religious are attractive to tourists, which contributes significantly to the development of tourism. Especially, the feast of Cross and Ethiopian Epiphany which is the Baptism of Jesus Christ is celebrated in Addis Ababa as Epiphany (Temqet) celebration of Gondar. The Holy Trinity Cathedral, by itself, adorned and decorated when the process of the building of the church and it has its title name which means the preceding adjective of the church is its own named so preceding of Holy Trinity Church is "Menbere Tseba'ot" which means "throne of a winner" as the researcher mentioned the above (background of the study) it says "Yared Shiferaw (2011: 217) "Tseba'ot" means winner; God is the winner of all creations, and everything or God is omnipotent. "Member" means throne, and Tseba'ot which means winner, therefore Menber Tseba'ot means the throne of the winner". By the following researcher, the finding confirmed and stated that Addis Ababa and Church of Holy Trinity Cathedral:

But Djene Tilaye (2019:24) described as the following expression and said:

The church is adorned with statues of saints and angels which are not common in Ethiopian church tradition, the painting was done by famous Ethiopian artists and a Greek called Germinist. The cathedral bears the title of "Menbere Tsebaot" or "Pure Altar" and the compound is the burial place for those who fought against the Italian Occupation, or those who accompanied the Emperor into exile from 1936 to 1941. There is also a museum, monuments housing the remains of those massacred in Addis Ababa by the Italians in 1937 in response to an assassination attempt against the Fascist Viceroy of Italian East Africa, memorial and graves of

The ministers killed by the Derg for their opposition in 1974.

Different researches such as analysis, case study, theory, observation, journal, and articles are using to bring tourism development and describe the context of tourism in Ethiopia, and how tourism can support Ethiopia's development needs. It provides a range of recommendations to develop the tourist industry, including prioritizing tourism development through the initiation of a tourism strategy and immediate destination development and marketing for Addis Ababa. Robinson. B. M. K. (2016).

2.2.5. TOURISM PRODUCT

Tourism products might be seen in different ways. This includes tangible tourism products such as the destination of tourism or other intangibles tourism products such as melody of church respectively. According to a definition provided by Kotler, Bowen, and Makens and cited by Kozhevnikova (2016: 7), "A product is anything that can be offered to a customer's attention, purchase, or use, or something that can meet their needs and preferences.

Therefore, a product can be a tangible good, a service, a person, an organization, a destination or an idea". And stated and included in many definitions by Camiller (2018:2), Tourism products can consist of; urban (or city) tourism, seaside tourism, rural tourism, ecotourism, wine tourism, culinary tourism, health tourism, medical tourism, religious tourism, cultural (or heritage) tourism, sports tourism, educational tourism, business tourism (including meetings, incentives, conferences, and events), among others".

The church has different spiritual or traditional music, and these stated that by Nebyou Amlaku (2017: 8-9) "The range of attractions and activities that fall under the umbrella term of "tourism products" is extensive, covering natural features, historical and cultural heritage, the built environment, and the people of the destination themselves".

2.2.6. TOURISM DESTINATION MANAGEMENT

Tourism destination management needs integration of concepts to one another to find out good managing tourism destinations and management policies. According to the explanation of Hanrahan (2015:62), "Tourism destination management has significant importance in controlling many impacts of tourism, thus ensuring its sustainability. Destination management requires the integration of different planning tools, approaches, and concepts that help shape the management and daily operation of tourism-related activities". Masip (2006:20) stated that "The management of tourism destinations is closely related to the policies that affect local development and value creation".

According to Andrades. L. (2015:87) a tourism destination may be defined as a geographical territory located within specific limits with various amenities and services to attract and satisfy the needs of tourists. Tourism destinations should be considered as open systems, continually interacting with the external environment

2.2.7. RELIGIOUS TOURISM

Religious tourism, as its name indicates; the citation or destination exists under religious tourist attractions such as oldest engraved design full churches (rock-hewn churches like in our country Lalibela), cathedrals, etc.

According to Afferni F. (2016: 1):

Religious tourism is experiencing a marked revival around the globe over the last few decades. Religious visitors are driven by curiosity, finding out about new cultures, or taking part in specific spiritual rituals. They travel to see religious attractions, including cathedrals, statues, and temples or to attend religious events.

This is growing in the world; for this UNWTO presented the following descriptions
Also Dukić. (2017:1) “Religious tourism (often also referred to as spiritual and faith tourism) is one of the fastest-growing types of tourism globally. The UNWTO estimates that 300-330 million tourists visit the world's major religious sites each year”,
Also, other scholars' agree about the definition of religious tourism that is the belief in human beings as well as activities of religious tourism. According to Nieminen (2012:15) "Religious tourism at its simplest can be explained as Yeoman (2008, 181) puts it: "traveling to visit a place, a building or a shrine, which is sacred." This form of travel is either about observing or participating according to one's belief and is about sharing the religious experience with someone and witnessing the faith."

2.2.8. RELIGIOUS CONSERVATION OF CULTURE AND BIODIVERSITY

In Ethiopian Orthodox Tewahido, there are many followers of Christianity and they kept heritages and biodiversity's in different ways. There are many ancient big trees endemic flowers in the compound of Holy Trinity cathedral. About the above expressed by Abate Gobena (2018:5) and described that:

EOTC is one of the oldest Christian churches with about 50 million followers, of which 450,000 clergies are serving in about 40,000 parish Churches and 2,000 monasteries distributed all over Ethiopia. Through its immense contributions, the church has influenced and shaped what is believed today to be the Ethiopian culture, which can be exhibited from literature, architecture, art, music, environment, and medicinal heritages. The sacred grounds of most of these ancient churches and monasteries contain natural forest vegetation rich in biodiversity, which constitutes important habitats and remains as the last remnant forest patches and biodiversity habitats for many centuries.

More and more explained by different scholars of tourism so shall see one by one the brief description which is that religious (spiritual) tourism may be the motivation of spiritual order as well as its body means that churches, temples, mosques, etc. for instance in our country religious events such as ceremonies of the church, rituals of the mass. So because of this, spiritual tourism leads to indicate tangible and intangible heritages.

According to Muhammed; (2011:33-48) stated that: “Spiritual tourism is a type of tourism where someone visits a specific place out of his/her usual environment, with the intention of spiritual meaning and growth, without overt religious compulsion”. And this spiritual tourism as its definition; brings the source of income for tourism workers. It is the chance which can create job opportunity. The prevalence of spiritual tourism is the sustainable of tourism development but not only for Addis Ababa the capital city of Ethiopia but also for world

tourism sector and it minimizes the lack of unemployment, migration, and others by creating work who have not work.

UNWTO (2013:2) Expressed that:” The responsible and sustainable use of natural and cultural assets in the development of spiritual tourism can create employment opportunities, generate income”

2.2.9. CHRISTIAN VISITORS

Christian visitors visit historical holy lands such as out of the country and in our country Jerusalem and Lalibela, respectively. It is the visiting of sacred historical places which have spiritual face before the tourists and visitors. According to Noga (2015:697); “Most religious Christian visitors to the Holy Land are motivated primarily by profound religious beliefs before embarking on the sacred journey, which surpasses all economic, family, and health considerations”.

Religious tourism have close relationship with are tourism sites. Unlike religious and spiritual activities; they have marketing role to the product prevalence and it shares its experience for tourists. These indicate how religious tourism site have more attractive and productivity rather than other tourism sector. Because of this; others may not have festivals; spiritual rituals which gives more lightness to tourist attraction s well as tourists to come again and again. The following researchers has presented as the following explanations and the researcher is Nicolaides A.(2016:14) “Religion and tourism are invariably complimentary with one another and are closely associated. Religious tourism is increasingly an experiential product in which visits are adjudged according to all the attributes of the resources at any particular site”

2.2.10. MUSEUM

The museum is the modern protection of heritage that means it is different from the traditional preservation of heritages. According to Abun 1987 quoted by PO. (2013:3), "The muses were believed to be nine virginal daughters of Zeus and Mnemosyne who were charged with the responsibility to protect and encourage art and science, poetry, music, dance and history of the people of Greece." The daughters of Zeus were also reported to be good dancers and singers. In this way they helped man to forget their sorrows and anxiety". Culley .S. (2010:3) Museums are important institutions that fulfill many functions in today's society. While they have long been known as centers of education, cultural preservation, and

community, museums are increasingly being called upon in new ways that are outside their traditional preserves, including their position as one of the main attractions for cultural tourism. Museums and other cultural sites focus on many tourism and cultural plans being used to stimulate economic development.

According to Ahmad (2014:3) "The Museums as cultural institutions with exhibition functions that collect, document and preserve the objects, artifacts or specimens as assets and perform the activities such research, display and interpret by communicating of meaning through exhibition-making for learning". According to the International Council of Museums (ICOM) (2010) that cited by Perera (2013:2) and has defined that "Museum is a non-profit making, permanent institution in the service of society and of its development, and open to the public, which acquires, conserves, researches, communicates and exhibits, for study, education, and enjoyment, material evidence of people and their environment."

2.2.11. THE DEVELOPMENT OF MODERN MUSEUM

There is a proto museum means that before the coming of modern tourism was proto museum which might be the preparing of the path of the modern tourism now we are looking it in different order and arrangement of heritages in the museum; which means heritages had got safety place and conservation in modern style; heritages have modern conservation in the museum to show for tourist who want to visit and take luxuries and enjoyment in their life. Walsh. K .(2016:19): stated and explained by the following description: "Proto-museums were concerned with the naming and ordering of the universe. The museums which developed during the nineteenth and twentieth centuries were more influenced by the modern idea of progress". There are many impacts of the museum, and we can look at that stated by Ahmad (2014:2); globally, the museum industries have concurred a museum as an organization that a non-profit making, permanent institution in society's service. The definition of a museum has evolved, in line with developments in society and following the realities of the worldwide museum community. The museum's role further as an institution that acquires conserves, researches, communicates, and exhibits for study, educational and enjoyment, material and evidence of people and their environment. These roles of museums are not restricted to just providing information. Today, a visitor may develop such traits as seeing, grasping, analyzing, questioning, extracting clues related to life from what they see.

2.2.12. MUSEUM OF HOLY TRINITY CATHEDRAL

The museum existed in the southeast direction of the Cathedral. The museum was constructed and offered to the Cathedral by a benefactor, Bekure- Meimenan Kebede Tekalign. Inaugurated in 2006 by His Holiness Abune Paulos, the 5th Patriarch of Ethiopia (pamphlet paper) this church; different heritages presented Ethiopian culture. This museum has different heritages that are in exhibitions by different visitors and tourists. These cultural heritages are important for tourism development for the present and the coming generation. Therefore the museum is significant and usable to keep heritages and for sustainable tourism.

According to Adeniji & Ekanem (2013), the museum could be sustainable for tourism activities if those resources (cultural materials) housed in them are effective and efficiently utilized through its exhibition and conservation. This should be done considering the need of the present tourists and visitors and the future generations to come as well as the host communities.

2.2.13. CONSERVATION HERITAGES AND COMMUNITY

The conservation of heritage is the living of heritages as wellbeing and the communities should be linked with heritage preservation because communities know about the heritages in what matters damage and they are close to the heritage site. ICCROM (2015:4-5): provided between the heritages and communities

Another strand of people-centered approaches to conservation is the Living Heritage Approach, where living heritage is characterized by the ongoing use of heritage by its associated community for the purpose for which it was originally created. Living heritage is strongly linked to a community and is therefore subject to a continuous process of evolution, as change is embraced as part of the living nature of the heritage place.

2.2.14. CONSERVATION OF HERITAGES BY ADMINISTRATION OF CHURCH

The church guided by administration of church to conserve and preserve heritages in different damages. As known Ethiopian Orthodox Tewahid Church preserves its heritages which means the church by itself is heritage rather than in its heritages which are keeping in different ways. So the church conservation means one of the administrations of the church like the salaries of money to the servants of the church such as Priests, Deacons, reader, and so on. Temesgen Kasahun (2013:116) stated that about the above descriptions as the following clarifications.

The Church with its head and secretary deal with several administrative issues of the church: such as managing priests and administering salaries in direct communication with the Ethiopian Orthodox Church head office in Addis Ababa. As far as church conservation is concerned, the Church Administration is working in cooperation with UNESCO.

There was motivation of international conservation in the time of Empress Zewditu as but by Haile Sellasie was obtain awareness of the time tourism site in Ethiopia, fornicate Hailesellassie was visited Lalibela in 1935. Ethiopia Institution of Architecture Building Conservation and City Development (2017:21);

The first recorded international conservation interventions at the churches were in the early twentieth century under the reign of Empress Zewditu. ... The Next notable event Lalibla's timeline came in 1935 when Emperor Hailessie came to Lalibela for spiritual guidance while the country was resisting Italian invasion. In doing this, Haile Selassie brought Ethiopia and Lalibela to the international stage, raising awareness of the site. Tsegaye Ebabey (2019:96): "Conservation practice on the built heritage of Ethiopia is insisted on remedial (interventional) approaches. Preventive systems that can be taken before the occurrence of potential threats are not developed even at the institutional level".

They have got freedom by the Ethiopian government which means tourists and visitors can move place to place to visit historical tourism destinations without any frightens as the non-domestic tourists. According to Sintayehu Tola (2021:18); "Since the establishment of the Federal Democratic Republic of Ethiopia in 1991, religious freedom has been guaranteed by the constitution and provided for cultural equality and the conservation of historical, cultural, and natural heritage".

In the regime of imperial was motivating and has got the modern conservation of heritages which means in the time of Emperor Hailesellase who was the king of Ethiopia. He modernized heritages by putting in the museum.

Yezihalem Sisay (2020:13):

The heritage conservation efforts in Ethiopia date back to the beginning of Orthodox Christianity as an official faith Kings of the imperial regime also played a vital role in heritage conservation through the absence of an organized cultural institution in Ethiopia. It was during the mid-20th century under the last imperial regime (1930–1974) that the heritage conservation system was modernized and institutionalized.

The church, the Ethiopian Orthodox church, which is the home to the majority of the Country's architectural heritage and other cultural and literary heritage, with the generous contribution of the Emperors and Local lords, and the cooperation of the community, helped the preservation and protection of cultural heritages from a manmade and natural disaster in Ethiopia. Churches and monasteries in Ethiopia had played big role by conservation of

cultural heritages around for one hundred years as well as by building the churches in the country. So this indicates churches and monasteries (Ethiopian Orthodox Tewahido Church) have big role by conservation of churches. Ephrem Telele (2018:85) stated that:

The Ethiopian Orthodox Tewahido Church role is to the modern civilization which means she showed many Architectures, philosophies Poitries such Qine), literatures (parchments in different animal skins) and also by keeping biodiversity such as big trees like olive and others.

EOTC the civilization of Ethiopia that means it played great role by bring up offered necessity of our country such as literature in parchement, architecture, melody like Degua of st. Yared, philosophy, conservation of biodiversity other contributions poetry According to Abate Gobena (2018:11) "...the major contributions of the Ethiopian Orthodox Church to Ethiopian civilization include the fields of architecture, art, music, education, poetry, literature, law, theology, liturgy, philosophy, environment and medicine".

2.2.15. PROTION OF TOURISM

Promotion is the extension and advertising of communication for tourists and visitors to destination. This means announcement of tourism products for who did not hear about the attraction historical place. This should be attractive tourists to increase the coming of tourists to destination. Berhanu Esubalew (2020:26): "Promotion is one of the activities that should be performed by organizations to achieve their objectives. Then, promotion can be identified as communication conducted to change the behavior of consumers towards products or services".

According to Dagnachew Nega; (2014:7) "in Ethiopia there are two big religions; these are Christianity and Islam. And the followers of religions promote their historical place when the day of holy and festivals of the religious progress Ethiopia is known as the home of the two major religions". The promotion activity should not stop before the visitors to develop and increase the value of income for the necessity value.

In Ethiopia there are different nation and nationalities which have different languages and folklores to use the tourism promotion. **MARKETING PROMOTION**

In marketing promotion; if the supplying of marketing tourists more available in the HTCC and M tourism will increase day today because tourists will get their interest means that while the supplying of sales increase in the church in this prosperity marketing tourism will rise up. Cenderello (2015:10).

The "cultural district" perspective should always be central in the design and development of a cultural product's marketing strategy, which is all the more true for a heritage site. Partnerships are "an effective marketing tool that attractions in the cultural heritage sector should pursue. Joining forces for more elective promotional efforts, strengthening and widening the offer will provide visitors with additional ideas for their visit to a certain destination, giving more reasons to come back.

2.2.16. ADDIS ABABA AND RELIGIOUS TOURISM PROMOTIONS

Addis Ababa is very wide and the capital city of Ethiopia and it is the living of nation and nationalities of people of Ethiopia and other citizen peoples who come to Ethiopia for different reasons. Nowadays, Addis Ababa is the capital meeting of Africa's diplomacy. Based on this, tourists need to see the spiritual and cultural values of our country, which have a great contribution to the expansion and promotion of tourism. According to Addis Ababa Resielnt Cities Program (2015:7): As the largest city in Ethiopia and one of the fastest-growing cities in Africa, Addis Ababa plays an important role in promoting the well-being of the country and economic prosperity in the region. For Addis Ababa, efforts to promote greater resilience must be closely aligned with the city's vision to be a safe and livable city, ensure the national goal of becoming a middle-income country by 2025, and become Africa's diplomatic capital.

More over churches and monasteries which are near in the city or town may have the chance of the promotion of tourism because of the destination of tourisms may not difficult to promote heritages or tourism sites depend on facilities fulfillment like roads to monasteries and churches. For example monasteries such as Debre Libanos is near to Addis Ababa and other also which have the chance of the nearer of the town have good promotion of tourism.

Fanta Beyene(2017):

Having all those favorable conditions stated before, the DebreLibanos Monastery is the nearest Tourism destination to the capital of the country Addis Ababa when one travel to the Source of Blue Nile, Bahir Dar, Lake Tana, Gonder, and other tourist attractions in northern parts of the country. In general, all the opportunities which were assessed above indicated that how to promote the Tourism potentials by the concerned body and the access to promote and develop diversified potentials.

Churches and monasteries are near to Addis Ababa it could lead to the expansion of tourism. This means that visitors can spend their time in this area and have fun; most the time, visitors are not able to visit with difficulty, so the churches near this area are a good opportunity to get acquainted with tourism and tourists without facilities cannot visit (their interest) such as according and catering etc. so the churches in Addis Ababa area have a good chance of getting to promotion tourism. According to M. Jonathan, et al (2009:55) "Many leisure tourists also follow itineraries which include a trip to the South (or, less commonly, east or

west) added onto a visit to the Northern Historical Route, which requires transiting back through Addis Ababa”.

Ethiopia is a rich country in ancient religions. These indicate Christianity and Islam these have long history in Ethiopia; in Christians there are many monasteries and churches which can visited by tourists like Aksum Zion, Lalibela 11 hewn rock churches and also festivals such as Ethiopian Epiphany, (Timqet) the true cross finding (Meqel) these are just a few of the many. and in the Muslim side there are many mosques, Al Negash Mesgid etc. Dagnachew Nega (2020:59) Empresses: “Ethiopia is known as Christianity and Islam. Religious tourism or travel to religious sites is encouraged and constitutes the largest share of domestic tourism in the country. Example such as “*Mesqel* and *Timket*” are promoted for their religious tourism importance”.

Religious tourism is active and the fastest growing tourism type in the visiting area of world. In this Ethiopia has full chance to participate like the world religious tourism sector. Most of Ethiopian Orthodox Tewahedo church tradition clothes appears in festivals such as Timqet and Mesqel. In the festivals Christians wear traditional clothes with the sign of cross on their tradition clothes and other colorful embroidery cloth. So this is useful to promote tourism marketing in the country.

Yechale Mehret et al (2017:8)

The Orthodox Tewahedo Church ceremonies are very unique and impressive; especially Timket and Meskel festivals which provide colorful ceremonies and celebrations. People dress in traditional costumes and celebrate festivals across the region with colorful unique ceremonies such as Enkutatash (New Year), Meskel (Finding of the True Cross), Ledet (Christmas), Timket (Epiphany), and Fasika (Easter). Among these Christian festivities, Timket (Epiphany) and Ledet (Christmas) have many visitors in the regional destinations of Gondar and Lalibela respectively. Similarly, the Islamic tradition also celebrates religious festivals.

Urban areas are more available to promote tourism as the above explanations; this not the importance to owner of the tourism sector but also for driver who can drive in service charge by their taxis, ride and other cars which use to take tourists to destination of tourism site. Mitchell. J. (2009:2) stated the following statement:

“The registration of tourist taxis in the urban areas should include annual quality checks as well as the collection of the registration fee and A strategy to promote short ‘getaways’ for conference tourists in Addis Ababa”.

Ethiopia has affluence in religion and is not only rich in religion but also rich in different cultures (language, art, handcrafts, clothing, etc.).

2.2.17. CHALLENGES OF TOURISM DEVELOPMENT

Tourism challenge means the shortage of fulfillment of tourism development.

So Ethiopia is developing country still now so to promote tourism; different challenges are obstacles in the church as well as in country.

The information was obtained from a foreign tourist on challenges of the Ethiopian tourism industry such as road infrastructure, transportation system, network facility, hotel accommodations, human trained power, misperception of the images, promotion, security and prospects of the Ethiopian tourism industry, etc. obtained through the questioners and using the interviews for the domestic tour and travel companies and employees of the ministry of tourism and culture. This evidence shall show the description of Tekabe Sintayehu (2016:2).

2.2.18. CHALLENGES OF TOURISM IN ADDIS ABABA

In Ethiopia rather than infrastructure service problems; there are many challenges such as political problems poor marketing lack of knowledge about the impact of tourism etc. are some of from many challenges According to Tadesse Kidane-Mariam (2015:5): stated and clarified correctly the following statement. “The capital city Addis Ababa: contradictory rules, regulations, and expectations at national, regional and local levels as critical challenges facing Ethiopian tourism”.

One of the causes of the challenges of Addis Ababa tourism is miss behavior political system and this leads to the decline of tourism in Ethiopia. If tourism ceases its potential tourism product the economy and social benefit will not revival in simply way.

Kloosterboer. M (2019:15 “Challenging of Addis Ababa’s urban future as the diplomatic and economic capital of Africa, particularly regarding it’s 'host function and its attractiveness for (foreign) investments”.

Challenges of the contribution of tourism of EOTC is the bad opinion carless of tourism, lack of good guide, the planning and organization of as well as leading and controlling of the tourism destination, low observations of administration of the church. Melese Moareta (2015:6): “In the EOTC, factors are affecting internal and external Challenges, for instance, way of weak promotion, the negative impact of tourists, lack of awareness about sustainable tourism, the problem of heritage conservation”.

Unstable government and politics, as well as conference in Addis Ababa, are a major obstacle to tourism in the country as a whole. Kauffmann. A (2008:6-7):

“Leadership is centralized in Addis Ababa making it difficult to address local concerns and interests in tourism planning and decision-making processes... not successful due to conflicting agendas and concepts”.

2.2.19. FAIR RESOURCE TOURISM CHALLENGES IN ADDIS ABABA

Addis Ababa is a capital city of Ethiopia, but still not yet successful tourism feasibility; because of this happened, there is no equal and justifiable distribution of resource in our country Ethiopia such as Addis Ababa and also other challenges such as rural regions have no the standard of as the city lifestyle or no infrastructure etc. According to Alemneh Mersha (2019:53) Obstacle for development of domestic tourism in this country is existence of unequal and unjustifiable resource distribution in the country. Wealth distribution in this country is not healthy in Addis Ababa”.

Yimer Ali (2016:43) “also different domestic and international challenges are obstacles of tourism development and, in addition, no strong coordination of tourism institution and so on”. Tekabe Sintayehu (2016:12) “In Ethiopia, there are many challenges even in Addis Ababa which is the capital city of Ethiopia”.

2.2.20. TECHNOLOGY CHALLENGE

In EOTC there is using technology camera in the church and museum to protect and look heritages by this modern preservation method. According to Melese Moareta (2015:32), “EOTC has different types of registered heritages/tourism resources in 1977 and 1979 within the assistance of photo by Ethiopian minister of culture and tourism. ...And there was using higher technology at that time”

2.2.21. THEFT

According to Zelalem Getnet (2015), Theft and illicit trafficking is in general the problem of Ethiopia, particularly EOTC has been affected by these problem. Another author Dagnachew Nega (2019:10) has also clearly stated that most of the time the crosses, the old books, manuscripts, and other religious products are the major focus of the theft. Their price is very high as the ancient religious products were produced from gold, silver and other expensive materials. Observation from the study area proved that, in addition to religious objects, during the peak season, the tourist belongings are the targets. It is not only religious tourists who are

going to the monastery but also the thieves. Thieves purposively travel for such evil activities. Some religious tourists are coming with some expensive products like laptop, smart phone, video and photo cameras and the like. So such technological instruments are the target of the thieves.

2.2.22. ADMINISTRATION PROBLEM

Administration problems as it is a challenge for any development endeavors, it also affects tourism severely. According to Kauffmann .A (2008:6-7), Leadership is centralized in Addis Ababa making it difficult to address local concerns and interests in tourism planning and decision making Challenges and Future Perspectives for Tourism Development in The Central Rift Valley, Ethiopia A. Kauffmann, August 2008 Master Thesis Leisure, Tourism and Environment, Wageningen University, The Netherlands processes. Partnerships are needed in CRV's tourism industry and initiated to some extent, but not successful due to conflicting agendas and concepts

2.2.23. BUDGET

The scarcity of budget affects the every development plan. According to the Ministry of foreign affairs (2018:60), "the ETO has lacked the necessary human and financial resources". According to Alubel Workie (2018:13), "The financial problem is a great challenge when it comes to supporting issues related to heritage management due to a limited budget allocated to culture and tourism offices. There is also a severe lack of skilled manpower related to heritage tourism aspects".

Molla Nigus (2018:69) tells us, "Budget is essential element to conserve, protect and sustain heritages. Lack of this caused the heritages not to be conserved, promoted and managed".

2.2.24. MANAGING TOURISM CHALLENGE

Berhanu Esubalew (2018:13) said, "The inability to manage religious festivals as a challenge for religious tourism development" and other scholar says: Obua. J. (2020:153) "The weaknesses include lack of religious tourism policy and development guidelines, weak resource and attraction management structures, and uncoordinated institutional approaches, which have hindered the competitiveness of religious tourism products".

2.2.24. CONCEPTUAL FRAMEWORK OF TOURIM DEVELOPMENT

The below conceptual frame work indicates that the Holy Trinity cathedral and museum positive attitude and negative attitude as focusing of the arrow which leads how the interaction of each other when the increasing of tourism product, promotion, conservation. And the challenges appears the above listed will decrease their productivity value. As general, it includes tourism products, tourism promotion, tourism conservation and tourism challenges.

CHAPTER TREE

RESEARCH METHODOLOGY

3.1. STUDY AREA

3.1.1. THE HISTORY OF ADDIS ABABA

The establishment of Addis Ababa has more than one hundred years old and it is the living of nation and nationalities as well as the capital city of Ethiopia before 125 years ago. According to Tolon. U. (2008): “Addis Ababa, the capital city of Ethiopia, was founded in 1886 E.C by Menelik II. The city is only 122 years old”.

3.1.2. ADDIS ABABA AND ITS ESTABLISHMENT

Addis Ababa is the largest and capital city of in Ethiopia. It has ten sub-city which are Addis Ketema, Arada, Akaki-Kality, Bole, Gulelle, Kirkos, Kolfe-Keraniyo, Lideta, Nifasilk-Lafto and Yeka respectively. According to the explanation of Tesfaye Abebe: et al, (2016:255) “The City Administration of Addis Ababa extends over 540 km² sub-divided into 10 sub-cities”. It was established in 120 years of ago by Minilik the II as some evidences about it because the year was 1886 E.C. and this indicated around 125 years”. According to Abnet Gezahegn, et al (2017:7) “The establishment of Addis Ababa as a permanent capital city of Ethiopia in 1886 was associated with the consolidation of new territories by Emperor Menelik II (1844–1913)”.

3.1.3. LOCATION OF ADDIS ABABA

Addis Ababa has ten sub-city as mentioned the above and also its geographical location has been located in latitude and longitude. Kumelachew Yeshitela (2020:3):

This study took place in Addis Ababa, the capital and largest city of Ethiopia. The city is located at 8°45 and 9°49 latitude North and 38°39 and 38°540 longitude... and population of around 3.238 million [63]. Addis Ababa is a chartered city with three tier administrations: city, sub-city and woreda (district). Topography in the city is very variable, with mountainous and undulating terrain and a deep gorge in the north and west, and low-lying and flat terrain in the south and east. Altitude ranges from 2100 m to 3100 m above sea level [64]. The mean annual precipitation is 1100 mm, mostly falling from June to August, and the mean monthly temperature varies between 14.8 °C and 17.9 °C [64]

Addis Ababa is not only the capital city of Ethiopia but the seat of the union of African diplomatic. According Fitsum Resome(2008:33)

“Addis Ababa is the capital city of Ethiopia and the seat of the African Union and many other regional and international organizations. The city is located almost at the Centre of the country. King Menelik II and his wife Empress Tayitu founded the city in 1886 E.C”.

3.1.4. TOURISM DEVELOPMENT OF ADDIS ABABA

Tourism begins for a long period of time in Ethiopia such as man-made and natural made. Some examples of manmade heritages (we shall classify in two divisions) which are tangible and intangible heritages); tangible heritages are tourist attractions which are the use of tourism development such as churches, obelisks,, and ancient Monasteries etc and intangible heritages are some examples experiencing in EOTC such as Mass (Qəddase), Melody (Mahletä St Yared) Seatat Zälelit) etc. and other natural made heritages which are exist free from man hand such as lakes, mountains, erect stones (Tiya) . These are tourism developments which are in EOTC as well as in Holy Trinity cathedral and museum. Source: (own finding, 2019). According to Zelalem Getnet (2015:47); “Since its advent in the 4th century, the Ethiopian Orthodox Tewahido Church (EOTC) produces innumerable tangible and intangible heritage that has a great heritage tourism potential of the country”.

More over Addis Ababa is safety for tourists to visit without confuse because of this; the destination and the airport close and close each other. Tadesse Kidane-Mariam (2015:1) “the capital city Ababa, is already the most important tourist destination”.

3.1.5. INFRASTRUCTURE IN ADDIS ABABA

Now a day, Addis Ababa is in reviving by infrastructure such as road, big and huge house buildings, condominium housing, transport etc. According to the description of Addis Ababa city structure plan draft report summary (2007-2027) “Addis Ababa is the center of national administration and politics, economy and finance, social services such as education and health, and infrastructure including those for transport and information and communication technologies”.

And also Yetnayet Ayalneh (2012:2) described: “In light of fore-going, Addis Ababa, the administrative and financial capital city of Ethiopia experiencing continuous growth and change. Change is experienced in all dimensions of the city different parts of the city grow at different rates”.

3.1.6. THE LOCATION HOLY TRINITY CATHEDRAL

The Holy Trinity cathedral is located at Arat Kilo (commonly name) and surrounded by parliament government palace, minister of education, and Arat Kilo University. Arada sub-city is one of the ten sub-cities in Addis Ababa and covers an area of 950 hectares. About 212,009 people live in the sub city and have an average density of 223 people per hectare. It is situated in the central part of the city and is one of the early developed parts of the city. The sub-city is divided into 10 Woredas, 31 sub Woreda and 100 seferes and 316 blocks. 13 Four of the selected five road corridors to cross the sub-city at 7 W and 15 sub-Woredas. The sub-city's current land use function shows that out of the total 950 hectares, 612, 107, and 231 hectares of land have been being used as mixed, commercial center, and green development, respectively.

3.2. RESEARCH METHOD

According to Creswell, (2009:15)

Research designs are plans and the procedures for conducting a study that covers all steps, including broad assumptions to detailed methods of data collection. Research design gives the overall outline of the research, and it provides a framework for the collection and analysis of data and subsequently indicates which research methods are appropriate analysis, and interpretation.

This part clarifies the techniques in performing the study and the data collection methods and techniques. It also presents the collection, interpretation, and data analysis ways.

3.2.1. RESEARCH DESIGN

Research design is the way of the research to do with procedures of collecting, analyzing, interpreting, and reporting data when the working of research. This study follows mixed research methods. The quantitative approach was utilized to obtain data for the research analysis. And the qualitative data explained in word narratives. Leedy and Ormrod (2014:141-190) “Research designs are either classified as qualitative, quantitative research or mixed method. Method of research is generally believed to reside in paradigms and communities of scholars”. (Denscombe (1998:173). “A quantitative research approach is characterized as being structured with predetermined variables hypotheses and design”. Creswell, 2007: 249) Grounded theory is a qualitative research design in which the inquirer

generates a general explanation (a theory) of a process, action, or interaction shaped by the views of a large number of participants”

3.2.2. DATA SOURCES

The primary data were utilized for the study. Data were collected through key informant, interviews and questionnaires responses. According to Lammi (2019:35) “only an appropriate and a small number of informants which usually ranges from 15 to 35 are interviewed’ like this; 30 the interviewers interviewed but some of them were not willing to interview. According to MacDonald & Nicola Headlam (1986:37); “in qualitative surveys, it is necessary that the interviewer conduct the interview with total objectivity, so that respondents are not influenced by any outside source in their responses. For this reason, interviews should be conducted by well-trained and qualified interviewers.” And other scholars said Heigham. J and Croker. R. A. (2009:190)“interviewers do not need to worry excessively about whether their questions and gestures are ‘too leading’ or ‘not empathetic’; they should just get on with interacting with that specific person” So the researcher collected data from volunteer interviewers. To gather information depends on investigation tourism development from Holy Trinity Cathedral and museum semi-structured personal interview and self-administrative survey included. The interview is not covered all analysis of the study but it tried to assess the general idea of the research and some unique findings.

3.2.3. ORGANIZATION OF INTERVIEWS

The parts of interviews are classified into eight parts which are fore stakeholders (Domestic tourism), for culture and tourism, for Embroidery workers, for an Embroidery workers, for the Priests, for Know your country (Hagerihn Eweq), for Church Administration or Archdiocese. Some interviewees are shown seen in video rather than recorded interview. But some interviewees of refusing was hearing and showing in recording and video.

3.2.4. OBSERVATION

Čuka. P. (2015:13) “in the context of observation method, it is necessary to categorize and archive all valid documents of observations such as: observational records, quantitative data, photos and maps”.

Data was collected by using observation and looking the outside and inside of the design of church. In addition, the design of the church; the researcher observed and used to photograph to collect data such the exterior the church, the sculpture of the Angels, Apostles and inside of the church; the tomb, the throne of (the stand of during the Mass), the Emperor Hailesillase (Tefri Mekonnen) and Empress Menen Asfaw, and different image attractions. Out of this church, the researcher went to museum and collected photo, maps and audio recordings, which he explained to readers in order to gain fidelity. He also tried to make this study clear where it was needed and also collected information on the relics of the church premises: photographs of patriarchs, bishops, patriots, famous artists and various graves.

3.2.5. THE RESEARCH INSTRUMENTS

The researcher applied questionnaire to gather sufficient data for the study. These were intended to get all the required information on the development of tourism in Holy Trinity cathedral and museum. Self-administrated questionnaire was developed after a comprehensive literature review. The questionnaires include closed-ended questions. Close-ended is more available to ask visitors using "Yes or No," forms, as it is simple and does not take time. It was preferred to get detailed information by raising reasonable questions.

3.2.6. DATA COLLECTION PROCEDURE

The cross-sectional sample survey was undertaken through self-administered questionnaires. The data collection process was collected through a self-administered questionnaire. Tourists were initially contacted and participation in the research requested. Based on their permission and consent, with a brief explanation, the self-administered survey questionnaire distributed to the visitors and the questionnaires are filled on spot during their visit.

3.2.7. TARGET POPULATION AND SAMPLE SIZE

According to Banerjee & Chaudhury (2010), in statistics, a population is an entire group about which some information is required to be ascertained. For this study, the unit of analysis was geared to the tourists visiting the Holy Trinity Cathedral found in Addis Ababa. Because it is believed that the visitors have a clear view of their site and can articulate more accurate and actual performances of tourism practices in church.

Due to the lack of standard data recording and documentation, the annual number of visitors flow to the church is not known. As a result, the researcher cannot get clear data of annual visitors' number. Which makes difficult to determine the sample size for the research? Whereas, the researcher followed the theory explained by Bullen and Brack in the article entitled "How to choose a sample size (for the statistically challenged)."

According to Bullen, et.al. (2014), the minimum sample size to get any kind of meaningful result is 100. Therefore, the researcher distributed 165 questionnaires to visitors to get rich data. From these 165 questionnaires, 155 valid questionnaires were collected and analyzed. This represents 94% rate of response.

3.2.8. DATA ANALYSIS METHOD

This study follows the descriptive quantitative analysis approach. The data gathered through close-ended self-administered questionnaires were analyzed through descriptive statistical techniques. Descriptive statistical analysis was selected purposefully to present data in tables, percent, and frequency. And the last is qualitative analysis method which is described by using word explanations. So this indicates that mixed analysis method.

CHAPTER FOUR

DATA PRESENTATION ANALYSIS AND INTERPRETATIONS

INTRODUCTION

The chapter deals with the collections of presentation, analysis, and interpretation data to investigate the role of Holy Trinity cathedral and museum for tourism development in Addis Ababa. The data are presented in different subtopics.

The quantitative data description and analysis were presented in these various topics proceeding to give detailed findings. The sections deal with the study of the main pieces of evidence collected from respondents Holy Trinity Cathedral of Addis Ababa: its Museum, heritages, attractions and tourism product development challenges.

4.1. DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

As the explanation of Susan (2012:14), “the demographics are characteristics of the research population that are used in survey research which includes race, ethnicity, gender, age, education, profession, occupation, income level, and marital status”

Therefore the demographics are characteristics of the research population used in survey research, including race, ethnicity, gender, age, education, profession, occupation, income level, and marital status Susan, 2012. The demographics included in this research are gender, marital status, education, religion, visitation, and experience in this research. The study has to study Holy Trinity Cathedral of Addis Ababa: its museum, heritages, attractions and tourism product development challenges by asking questions of heritage visitors such as domestic visitors, and foreign visitors.

Table 1: Demographic Characteristics of the Respondents

Variables	Category	Frequency	Percentage
Tourists type	Foreigners	100	64.6
	Domestic	55	35.4
	Total	155	100
Sex	Female	45	29.03
	Male	110	70.97
	Total	155	100
Age	18-25	40	25.8

Variables	Category	Frequency	Percentage
	26-35	53	34.2
	36-45	34	21.9
	46-55	22	14.2
	56& above	6	3.9
	Total	155	100
Marital Status	D	25	16.1
	M	64	41.3
	MS	16	10.3
	S	35	22.6
	W	15	9.7
	Total	155	100
Level of Education	DEG	110	71
	MS	24	15.5
	PhD	21	13.5
Religion	Catholic	38	24.5
	Muslim	15	9.7
	Orthodox	89	57.4
	JW	2	1.3
	Protestant	11	7.1
	Total	155	100
Occupation	Government	34	21.9
	NGO	27	17.4
	Self-employment	90	58.1
	Total	155	100
Museum visiting experience	No	36	23.2
	Yes	119	76.8
	Total	155	100
Museum visiting Area	Abroad	18	11.6
	Both	8	5.2
	Domestic	129	83.2
	Total	155	100.0

Source: Own survey data (2020)

The foreign visitors' data covers a large percentage. It accounts for about 64.6%, while the local visitors' data is only about 35.4%. The majority of survey respondents were foreigners. As we can see in the above table (table 4:1), some respondents of the questionnaire survey were female, 45 (29.03%). It is clear and understandable that male tourists appear to predominantly large percentage. The female percentage was lower than males' in visiting Holy Trinity cathedral and museum.

Around 53 (34.2%), percentages of respondents age categories were found between 26-35 years and it is followed by the respondents who fall between 18-25 years old which is about 25%. And, the third large percentages of respondents are those found between the ages of 36-45, which covers about 21.9%. The last age category was 56 and above years old are 6 (3.9%). It was noted that those respondents between the age categories of 46-55 years old age were less active to participate in responding to the survey.

As it has been seen in table 4.1 above, marital status, married tourists respondents 64(41.3%), single 35 (22.6%), divorced 25(16.1%), widowed 15(9.7%), married but live separately 16(10.3%). This data implies that married tourists are more visits the site. This analysis indicates that the tourists who have married want to refresh and rejoice with visiting. After this, the lower is the widowed visitors who concern that the widowed visitors may have no interest to rejoice as the married tourists.

About 110 (71%), the educational level of respondents' are bachelors of Degree. These are more interesting as educated groups are visiting historical places. And the following master of Degree 24(15.5%) and the last above degree of philosophy is also 21(13.5%). This data description shows that the lower educated level is more interested in visiting the church.

As of the table, the background of tourists' data indicates the majority of the visitors' religion is orthodox 89 (57.4%), which connects with to the largest percentage of tourists coming to the historical place of Holy Trinity cathedral and museum. It is more than half of tourists. It might be due to the destination is the Orthodox Church, which attracts tourists for spiritual reasons. Following to the orthodox, the next large percentage id a catholic religion follower, which covers 38 (24.5%)? Also, the protestant religion respondents are 14(7.1%). The Muslim religion followers' percentage is about 15(9.7%), and the last respondent, Jews religion respondents, covers about 2(1.3) %. This shows us that the collected data falls under religion and religious categories. So, none orthodox follows also visit the attractions of the Church.

The tourists who had an occupation of self-employments have accounts for 90 (58.1% percentage). The non-governmental organization workers respondents percentage were 27(17.4%), and the government workers accounted for 34(21.9%). The majorities of the respondents were self-employers. This could be connected with the case that the self-employers have freedom of movement to visit tourist destination. The non-governmental organization respondents were the second high percentage (16%); this implies that they have less chance than self-employment and the last respondent or government workers (21.9%). The description of this data indicates different workers had different respondents, and then this is very useful for collecting data from various respondents with their works.

The respondents' museum visiting experiences show about 119 (76.8%) responded they had visited the museum before, and some said they never saw the museum yet 36(23.2%). This is important to know the characteristics of the respondents who had visiting experience and non-had, and it has a significant role to collect the data. The respondents who had experience in domestic visiting possess the majority percentage 129(83.2%), and the respondents who had abroad museum vesting experience are smaller 18(11.6%).

4.2. INVESTIGATION OF TOURISM PRODUCT OF HOLY TRINITY CATHEDRAL

4.3. IDENTIFICATION OF POTENTIAL TOURIST ATTRACTIONS

This great Holy Trinity Cathedral is home to many heritages that can be explored and explored. In addition to the many monuments at the church, the design of the church is attractive to tourists. If this done properly and the benefits are made accessible to all, then it will not only benefit the church if the tourism professionals are recognizing this church and researching its heritage and converting it to a tourism product; it serves not only for the church but also it will be a source of income for our country and our people who have not work. These tourism products are all that can be visited and generated income. This means that the heritages can be visited and displayed. This can only be achieving when we realize the benefits of tourism. As a result, this church has not been overwhelmed by tourism experts, but it has big benefit. There is no doubt that more tourism products will be available if tourism scholars participate. Some tourism products are listed with their image in the listed below.

Table 2: Detail Responses of Tourists on the Potential Attractions

No.	Potential attractions	Response	Frequency	Percentage
1	Sculptures of Angels	I don't Know	25	16.1
		No	36	23.2
		Yes	94	60.7
		Total	155	100
2	Image of the Wall of the Church	I don't Know	4	2.6
		No	28	18
		Yes	123	79.4
		Total	155	100
3	The grave of Hail Sillasie	I don't Know	7	4.5
		No	25	16.1
		Yes	123	79.4
		Total	155	100
5	The Throne of Hail Sillasie and Menen	I don't Know	6	3.9
		No	19	12.3
		Yes	130	83.8
		Total	100	100
6	The Grave of PAPO	I don't Know	16	10.3
		No	20	12.9
		Yes	119	76.8
		Total	155	100
7	All Heritages of the Museum	I don't Know	7	4.5
		Yes	148	95.5
		No	0	0
		Total	155	100
8	Ancient Endemic plants in the compound of the Church	I don't Know	28	18.1
		No	61	39.3
		Yes	66	42.6
		Total	155	100
9	Design of the church	I don't Know	6	3.9
		No	26	16.8

No.	Potential attractions	Response	Frequency	Percentage
		Yes	123	79.3
		Total	155	100
10	The object of the Church	I don't Know	11	7.1
		No	28	18.1
		Yes	116	74.8
		Total	155	100
11	Sculptures of Apostles	I don't Know	62	40
		No	26	16.8
		Yes	67	43.2
		Total	155	100
12	Fourteen Anaphora	I don't Know	36	23.2
		No	14	9
		Yes	105	67.7
		Total	155	100
13	Old Testament printed in Hebrew and English lameneted in Silver	I don't Know	30	19.3
		No	39	25.2
		Yes	86	55.5
		Total	155	100
14	the last supper and the Administration of the Holy Communion to His disciple Icon of Apostles made of mother of pearl in Israel	I don't	24	15.5
		No	36	23.2
		Yes	95	61.3
		Total	155	100
15	Bible in Amharic printed in London in 1848	I don't	15	9.7
		No	20	12.9
		Yes	120	77.4
		Total	155	100
16	Wick in oil to be lighted during prayer	I don't know	13	8.4
		No	36	23.2
		Yes	106	68.4
		Total	155	100

No.	Potential attractions	Response	Frequency	Percentage
17	Chalice With Paten and Processional Spoon Made of Silver	I don't	19	12.3
		No	35	22.5
		Yes	101	65.2
		Total	155	100
18	Book of the week of passion offered	I don't Know	21	13.5
		No	28	18.1
		Yes	106	68.4
		Total	155	100
19	Pyx made of Silver	I don't	6	3.9
		No	19	12.3
		Yes	130	83.8
		Total	155	100
20	A canonical Book in Arabic	I don't Know	10	6.5
		No	35	22.6
		Yes	110	70.9
		Total	155	100
21	Doxology	I don't	20	12.9
		No	17	11
		Yes	118	76.1
		Total	155	100
		Yes	118	76.1
		Total	155	100.0

Source: Own survey data (2020)

4.3.1. SCULPTURES OF ANGELS AN ATTRACTION

In tourism, product development involves different attractions which can attract tourists by their images, surfaces, designs, etc. from these one of the attraction of tourists and use for tourism product is sculpture of Angels. As depicted in Table 4.2 by the respondents in the study demonstrated that the sculpture in the Holy Trinity is considered a tourism attraction responded 'Yes' are the majority, 94 (60.9%), these respondents are highly interested in the sculpture of Angels.

The respondents who said "No" were about 36 (23.2%). This figure is the second-largest, which was not more interested in sculptures of Angels. These might be other religious followers (unlike Orthodox) or differ from the religious psychology of the orthodox setup. And the last respondents who said I don't know are about 25 (16.1%). These respondents did not see the sculpture of Angels or it would be the problem of the guide in well explaining.

Figure: 1 THE ATTRACTIONS OF OUTSIDE OF HOLY TRINITY CATHEDRAL AND WITH ITS SCULPTURES OF ANGELS



Sou

rice: own photograph, 2021

As we have seen in table 4.2, the majorities who have a significant value percentage or who said ('Yes) were 123(79.4%), and who said 'No' are 28(18%) and the third who said I don't know percentage was 4(2.6%). These respondents have different perspectives, and the data will be useful to collect and know tourism product attractions

4.3.2. IMAGE OF THE WALL INSIDE OF THE CHURCH

As we have seen in table 4.2, the majorities who have a significant value percentage or who said ('Yes) were 123(79.4%), and who said 'No' are 28(18%) and the third who said I don't know percentage was 4(2.6%). These respondents have different perspectives, and the data will be useful to collect and know tourism product attractions.

Figure: 2 Stained Colorful Glass Window inside of HTCC



Source: own photograph, 2021

4.3.3. THE TOMB OF HAIL SELLASIE AS AN ATTRACTION

In table 4.2, the respondents in tourism product attractions (the grave of Hail Sellasie) who answered by saying 'Yes' is the majority percentage 123(79.4%). This implies that the tomb of Haile Sellasie attracts tourists. And the second percentage of respondents (17%) who said 'No' and the last or the low rate, which expresses 'I don't know, is only 7(4.5%). This analysis leads to mean the 3% of respondents who explained by saying 'I don't know did not understand or see Haile Selassie's grave, and all these are useful to collect data as the respondents' views.

In his speech, a key informant interviewee, Anonymous a21w (personal communication, January 26, 2020), said:

“There are tombs out of the church such as the burial of patriotism, Janhoy Hailesillase and Etage tomb of authorities of government” (Anonymous a21w personal communication, January 26, 2020),

Figure: 3 the Tomb of Emperor Hailsillase and Empress Menen



Source: own Photograph, (2021)

4.3.4. THE THRONE OF HAIL SELLASE AND MENEN

And table 4.2, the respondents had the majority percentage response (yes) 130(83.8%). This data implies that the church's guides guided the tourists or respondents looked at correctly as the percentage indicates. This means the guides of the church are working politely and honestly. The respondents who answered “No” are 19(12.3) this has taken the second rank of the respondents. The respondent of the questionnaire percentage is very low, which only 6(3.9%). This number of respondents who have the answer of 'I don't know, it seems the problem of guides because of this; if the tour guides knew about all heritages which can visit by tourists the heritage would be seen by tourist and respondents obtain the answer. One stakeholder who is working with the priests' service describes the following descriptions.

Guides of the church cannot guide visitors with enough and reasonable explanations. They do not know the church's service except some well-known building of the church and visible heritages. They know only the English language to guide tourists. For instance, there are clothes of gold, rod, embroidered, and drum but not visited by tourist in case of guide's problem (Anonymous Khanat1 personal communication December 12-2019).

Figure: 4 the Throne Where the Emperor Hailesillasia and the Empress Menen Stand During Mass



4.3.5. THE GRAVE OF PATRIARCHS, ARCHBISHOPS AND PATRIOTS, AND OTHER FAMOUS INDIVIDUALS

As seen in the above table, the 'Yes' response percentage is about 119(76.8%). The majorities of respondent were interested in and visited the grave area. The next respondents account for 20(12.9%). The third category respondents are lower than the first and the second; its percentage is about 16(10.3%). So these differentiations for the respondents will simple to collect data.

4.3.6. ALL HERITAGES OF THE MUSEUM

The heritages of the museum respondents 148(95.5%) are the majority of the total percentage. This information shades full shreds of evidence that the respondents' visitors understand the museum's visible heritages. And the respondents who have answers saying 'I don't know' are only 7(4.5%), which is lower than the first. Then no one responds 'No' to the question. This guides the respondents not being the same by their visiting, and it is useful to collect data from different perspectives of the respondents.

Figure: 5. Museum of HTC and some heritages displayed in the museum



Source: Own construction by using Photograph from church

Likewise this; but one key informant interviewee has provided the following answer “There are heritages which are not visited by tourists and hidden by the responsables of the church because of this happened for the security of heritages and to protect more from theft depend on their quality”. (Anonymous g25 personal communication January 21, 2020).

4.3.7. OLD ENDEMIC PLANTS IN THE COMPOUND OF THE CHURCH

The respondents well visited the endemic plants in the Holy Trinity cathedral compound were about 66(42.6%); this is the majority compared to other responses. It is promising that the

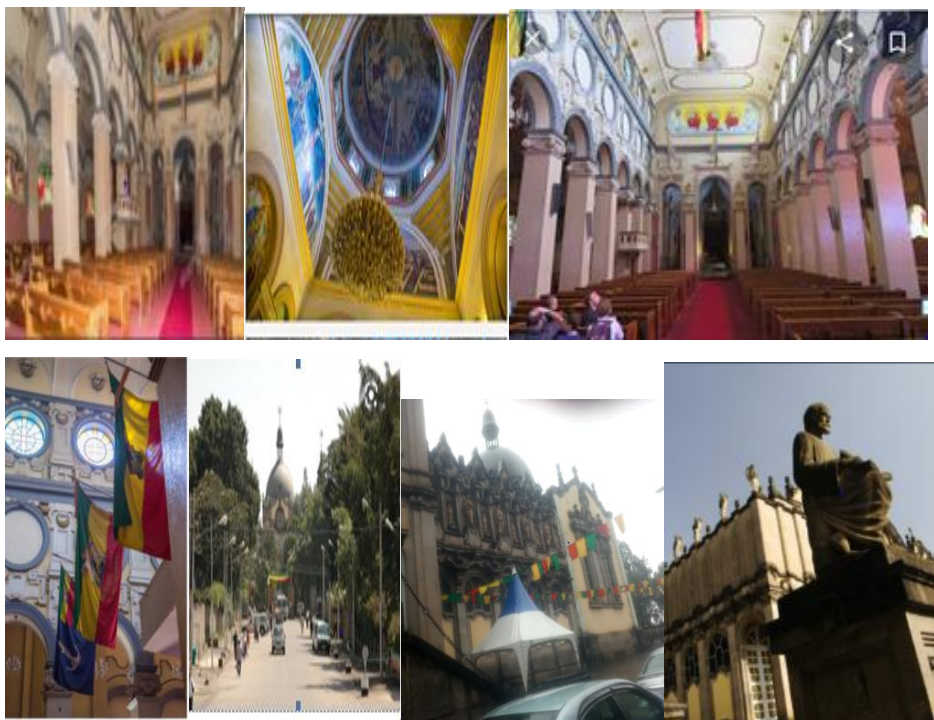
respondents might seem interested. Thus, in the combination full of trees of endemic plants used to refresh and get pure oxygen air, tourists will see these endemic plants in this prosperity. And then, respondents who were not interested or said 'No' are the second rank by the questionnaires' reply responses 61(39.3%). And the lower percentage 28(18.1%) is from the respondents who said, 'I don't know'.

4.3.8. DESIGN OF THE CHURCH

The respondents who said 'Yes' 123(79.3%) had significant differences compared to those who responded by 26(16.8%). Other respondents' give their answer by saying 'No' is about 6(3.9%). The large percentage of negative responses; - 26% and 6% this may be the guides not all allow tourists to visit one by one the inside of the church. The design of the church seems very impressive.

The above the design of the church also described by the following key informant interviewee “By itself the church is heritage and it has many heritages in it” (Anonymous ak10 personal communication, January 22, 2020)

Figure: 6 The Design of inside and out of the church: Source: Own construction by using photographing from HTCC



Source: Own Photograph (June, 2021)

4.3.9. OBJECTS OF THE CHURCH

Objects of the churches are very interesting and use the church's services such as drums, cymbals, rods, and etcetera. So, for this reason, the respondents gave a response to the interviewer. Respondents looked at the above table, the majority percentage 116(74.8%); seems the tourists attracted to visit sacred materials and followed by 28(18.1%) these are the respondents of who said 'No' and the last respondents' percentage 11(7.1%) (I don't know). As the researcher concerning, the respondents of the majority percentage 116(74.8%) followers are low. The respondents who answered 'I don't know' are very low or almost the more visitors visited and understood the church's objects.

One of the interviewee by researcher has provided the following response

The list of heritages that I know books of parchment, silver rods, the ancient kings' the designation of Däjazmach and Qäñazmach rulers clothes and deacon of the church sometimes it give service by them in the year holy day. And other golden incense, golden cup, silver cup, and the Empress Taytu's drinking unique crystal cup (Anonymous k25 personal communication December 12-2019).

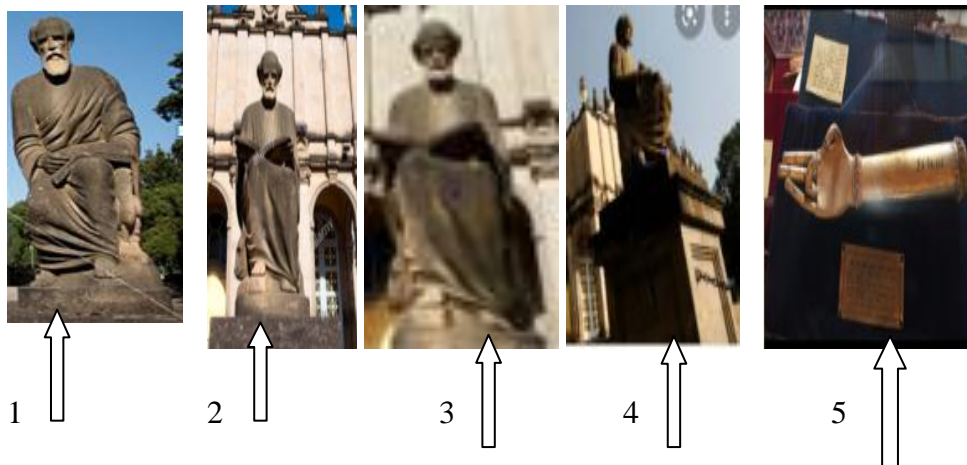
4.3.10. SCULPTURES OF APOSTLES

The sculpture (work of art, ornamentation outer surface of the shell, etc.) of the Apostles is positively responded to by 67(43.2%) of respondents. The large percentage number is the available, total respondents. These respondents may be wise. The sculpture exists in front of the Holy Trinity. The Tour guides lead visitors to the church inside immediately when the tourists came into this historical church. Although; in another way the visitors who said I don't know held 62(40%) as well as visitors who have the low percentage held 26 (16.8%).

In his speech, a key informant interviewee,

When his majesty the first king of kings Hailsillasie the first king went to visit Armenia to visit Armenia king offered the right hand of Thaddeus (the Apostle) to Hailsillasie Because, Thaddeus was died in Armenia after his mission. Like this heritage no in another churches so this is very unique and this is now put in the new museum of cathedral but this means not the real but the similar of hand has given to Hailsillase. Anonymous 20 male (personal communication, Aprile 26, 2019),

Figure: 7 The Four Apostle and Painting and Depicting; of the Right Hand of Thaddeus the Apostle



1: Apostle Matthew, 2: Mark, Luke and 5: John The right hand of Thaddeus the Apostle which offered to Hilesillase from Armnia king in Muesum

Source: Own construction using photographing from HTCC (Feb, 2020)

4.3.11. FOURTEEN ANAPHORAS

Fourteen anaphora books are using, service of mass in the Ethiopian Orthodox Tewahido Church. This Fourteen Anaphora record-player and offered by Alexandria's church is put and look on exhibit in the church's museum. The respondents were responded to the questions by saying 'Yes' were 105(67.7%), as pointed in the table. These are the majority of the questionnaires the respondents and tourists of the foreign seem more attracted by these heritages fourteen anaphora. The respondents who responded 'No' were 14(9%). These percentages are the second of the first who responded answer of 'Yes' and the last or the more low answer of respondents was 36(23.2%) (I don't'; these were less than the first as well as the second. These responses are less than the number of visitors who responded with 'No' and 'I don't know answers.

4.3.12. OLD TESTAMENT PRINTED IN HEBREW AND ENGLISH LAMENTED IN SILVER

Old Testament printed in Hebrew and English laminated in Silver Offered by H.IM.H.S. Books of sacred exist in Ethiopia; these bibles witness the existence of the Hebrew bible in Ethiopia. So these are important for the coming of tourists to Ethiopia. As shown in the above

table 4.2, about 86(55.5%) of visitors have visited and were interested in the Bible. This means that visitors are paying close attention. About 39(25.2%) of visitors responded. These may show they are not entered into the Bible. These can be probably they are from other religion, other than Orthodox. And the last other tourists who said: yes or no held (30%) percentage. These visitors may have got miss information.

4.3.13. BIBLE IN AMHARIC PRINTED IN LONDON IN 1848

Published in London in 1848 In Amharic, Emperor Minilik II provided the Bible and is kept in the museum. In this, respondents answered by saying 'Yes' is 120(77.4%), the majority. Those respondents were well visited and considered the Bible a heritages. And after this, the second percentage 15(9.7%) is the respondents who answered by saying, 'I don't know,' and it's percent is 20(12.6%). These respondents who answered No, and I don't have a religion were not interested in the mentioned attraction.

4.3.14. BOOK OF THE WEEK OF PASSION OFFERED BY E. M IN 1908

Book of the week of passion offered by Emperor Minilik in 1908 was presented in the museum. The respondents answered yes is 106(68.4) %. This is the majority of the visitors. The visiting of investigation of tourism product attraction was good. And the second respondents' percentage 28(18.1%) and this lower than the first and the last respondents who answered the answer I don't know is about 21(13.5%); this is very low than the first and the second response.

4.3.15. A CANONICAL BOOK

A canonical Book in Arabic provided by the church of Alexandria was examined if considered a part of the tourism product. The majority of the respondents, 110(70.9%), expressed it is useful as an attraction or a part of heritage. The respondents who answered it is not helpful as an attraction is about 35(22.6%), and the last respondent, I don't know its values an attraction is responded by 10(6.5%) of the research participants.

4.3.16. DOXOLOGY

The doxology was written during the reign of Emperor; Zerayakob in the 15th C provided by Emperor Minilik II. The respondents who responded positively are 118(76.1%); this is the

majority of the total respondent and the second which means respondents who said I don't know 20 (12.9) and the third rank respondents have 17(11%).

4.3.17. THE LAST SUPPER, THE HOLY COMMUNION AND ICON OF APOSTLE

The last supper means the last or any meal eaten in the evening; dinner eaten in the evening, rather than that at noon. This supper is not the other simple meal, but the body of Jesus Christ. So this is the Christian sacrament of Holy Communion, which indicates the substances received during this sacrament, namely the bread and wine, seen as the Christ body and blood. This was written the expressed in the gospel and said 'and as they were eating, Jesus took bread, blessed it, breaks it, gave it to the disciples, and said, Take, eat; this is my body. Took the cup, and gave thanks, and gave it to them, saying, Drink all of it; for this is my blood of the New Testament, which is shed for many for the remission of sins. (Matthew 26:26-28). As has been seen in the above table (4.2), the respondents who responded positively were about 95(55.5%), this is the majority of the questionnaire and followed by the 36(23.2%), which are the answer of 'No' and the last I don't know is 24(15.5%). This is the lower of the others. So that different respondents have different answers.

4.3.18. WICK IN OIL LAMP TO BE LIGHTED DURING PRAYER

Wick in oil to be lighted during prayer is provide in the Sillasie museum and the responded by 106(68.4%) of respondents as a heritage, and this the majority of the total respondents of the questionnaire. This response has good value and indicates that the church has good heritages and has tourist attractions. This would help to know tourism product investigations. The next 36(23.2%) is answered by respondents (No). This is low if it compares and contrasts from the first respondents—the respondents responded the less percentage of 13(8.4%), which I don't know.

Figure: 8 Picture of Lamp and Prayer Clergies as Shown



Source: own photograph

4.3.19. CHALICE WITH PATEN AND PROCESSIONAL SPOON

Chalice with Paten and Processional Spoon Made of Silver in the Holy Trinity Cathedral. The respondents of the questionnaires describe their answers by giving 101(65.2%) positive contributions; those are the majority. The tourists may be understood and recognize the tourism investigation tourism in Holy Trinity Cathedral and Museum. And tourists who have a negative attitude (opinion) which means tourists answered "No" 35(22.5%) this indicates the second rank of the first. And the last and the least percentage are 19 (12.3%) and their answer is "I don't know".

In his speech, a key informant interviewee, Anonymous 24k (personal communication, January 26, 2020), said:

"In the church there are different heritages like the sacred cups parchment books, golden, cup, silver cup, brass cross golden cross, brass cross, ancient drum etc."

4.3.20. PYX MADE OF SILVER

Table 4.2: shows that the Pyx made of Silver is one of the tourism products attractions, and the respondents, the majority, expressed 130(83.8%). The respondents who give 'No' were 19(12.3%), and the last respondent who answered I don't know is only 6(3.9%) of the participant respondents.

SUMMARY

As we have seen the above analysis and finding of data; tourism product attraction as listed (sculptures of angels, image of the wall of the church, the grave (tomb) of HaileSELLASE and Menen, some heritages of the museum, design of the church, sculptures of the Apostles, the Parchment Anaphora books etc. are visited one by one by tourists . These tourism product attractions are brilliant and marvel as well as unique and splendid before the eye of tourists. Although; not only tourism products attraction of tourists but also interested and wonderful for our nativity of Ethiopia. Because of this; tourism products teach us how the unique and useful of ancient tourism product was for the next generation.

4.3.21. THE SERVICES IN HOLY TRINITY AND MUSEUM

INTRODUCTION

The service of the church means; services that are tourism products and could bring income, if the services well provided for tourists and ready to tourists when in their visiting time. These services always opened without some challenges; this mean as presented and analyzed in the analysis progress the challenges explained. These services provided to tourists to use source income to church by sailing service tourists such as taper, gold umbrella, candles, Entrance fee and so on and as indicated and located the below chart, tourism products and the respondents provided their answer.

Table: 3 The services are provided at Holy Trinity Cathedral & Museum

S. No	The services provided in the church	Response	Frequency	Percentage
1	Tour Guiding Service	I don't	6	3.9
		No	31	20
		Yes	118	76.1
		Total	155	100.0
2	Sale of service (taper)	I don't Know	44	28.4
		No	44	28.4
		Yes	67	43.2
		Total	155	100
3	Sale of service Gold umbrella	I don't Know	24	15.5
		No	6	3.9
		Yes	125	80.6
		Total	155	100.0

S. No	The services provided in the church	Response	Frequency	Percentage
5	Sale of service Candles	I don't Know	20	12.9
		No	65	41.9
		Yes	70	45.2
		Total	155	100.0
6	Sale of the Entrance fee	I don't Know	62	40
		No	80	51.6
		Yes	13	8.4
		Total	155	100.0
7	Sale services of Magazines	I don't Know	10	6.5
		No	78	50.3
		Yes	67	43.2
		Total	155	100.0
8	The sale of Image of Holy Trinity	I don't Know	31	20
		No	12	7.7
		Yes	112	72.3
		Total	155	100.0
9	Sale of service Incense	I don't Know	8	5.2
		No	21	13.5
		Yes	126	81.3
		Total	155	100.0
10	Sale of service Embroidery	I don't Know	27	17.4
		No	31	20
		Yes	97	62.6
		Total	155	100.0

Source: Own survey data (January, 2020)

4.3.22. TOUR GUIDE SERVICES

There are three guides in Holy Trinity Cathedral and Museum. So respondents have been given questions on how they were getting service from the church's tour guides. As pointed in the table, most of the respondents are 118(76.1%); in the visit responded positively. The visitors were visiting well led by guides and were most attracted. Because; the respondents answered 'Yes' 118(76.1%); and concerning the next or the first respondent's followers 31(20%); this lower percentage; these respondents, maybe not satisfied by the service of guides. After this, the last respondents responded by saying, 'I don't know, with scores of 6(3.9%). Tourists who say 'Not' and 'I do not know' may be due to the carelessness of guides and the services depended on their tour guides' capacity or may be influenced by other problems.

4.3.23. SALE OF SERVICE (TAPER)

Sale of service (taper); this is made from beeswax or, to describe; a thin stick used for lighting candles, either a wax-coated wick or a slow-burning wooden rod. Those respondents who considered and answered 'yes' are 67(43.2%); this holds the most responses. This was attracted most tourists to visit the heritages of historical places. And the taper was not most attracted 44(28.4%) and who said, 'Not.' The visitors who were said 'I don't know is 44(28.4%); these foreign tourists may not look, or the guides did not give full evidence for tourists to visit one by one.

4.3.24. GOLD UMBRELLA SALE

Sale of service is Gold umbrella means the umbrella of gold painting umbrella. Gold umbrellas which used for church services; this is the culture of the church. Because if there or not the light of the sunrises, gold umbrella will not remain in the church services. As shown in the table, the respondents were visiting well and reflecting, 'Yes is 125(80.6%); this is the majority; in this, the foreign tourists well understood and visited carefully. The second response of 24(15.5%) is described by visitors who said 'No' and the last is 6(3.9%), which yields the answer 'I don't know.

This seems in line with what one respondent stated.

In the church and museum there are cup of gold, umbrella of gold, parchments, altar of gold, close of kings, the trouser of gold, honor of the golden closes, and the kings

who believe when they come to Mass the gold dress, golden robe(cloak)
[Anonymous male (personal communication, July 27, 2019), said

4.3.25. SALE OF CANDLE SERVICE

The sale of candle service also has been provided in the Holy Trinity Compound through the vendors. The respondents have been given a response; tourists who are most interested and attracted by the sale of service candles are about 70(45.2%) of the research respondents. Simultaneously, the visitors who are dissatisfied with the candle sales are more extensive than those interested in the services. Those who answered 'No' are about 65(41.9%). These are the majority of the respondents of the questionnaires. This may be the candle sales was not attracted tourists, or they were not looking at it by giving attention because different countries used candles. And the last respondents 20(12.9%) said, 'I don't know.

4.3.26. ENTRANCE TICKET SALE

The entrance ticket sale is one of the tourism activities in Holy Trinity cathedral and Museum. The church and museum entrance fee has no consistency; the entrance fee was variable based on the changes made in different years. For instance, in recently, 50, 150, and now is 200 Ethiopian Birr. As shown in the table, the respondents who answered yes are about 13(8.4%), which is less than the other respondents because of the reason for this, as I mentioned above. To mention respondents the respondents because as the researcher noted, the entrance fee of the church and museum was not updated. The last result of the respondents' score is 80(51.6%) which is the answer to "No" 80(51.6%) and 62 (40%) expresses to 'I don't know,' and this is the majority of the total numbers of the respondents' questionnaires. These visitors or respondents were wealthy because they ignored the entrance fee payment amount. But if they were not rich, the tourism product is not attracted mostly them.

The church magazine contains descriptions of the heritages. Then, the respondents of the questionnaires had responded yes are about 41%. Visitors who do not attract to magazines are 53%. They said, No to the question they asked. The last who said, 'I don't know (6%); this is the lower of the two of the respondents.

In his speech, a key informant interviewee, Anonymous 20 male (personal communication, August 26, 2019), said:

Tour guides who are not our employees without knowledge of the system of guiding try to guide tourists. So this is the main problem and obstacle of the visiting procedure. They have no spiritual life, and some tourist guides who are non-Christians; have no care to show heritages of the church and museum for visitors. For these reasons, tourists couldn't attract by heritages as mentioned the lack of useful guides.

Also, one respondent Anonymous male (personal communication, July 26, 2019), said:

Some tour guides who are not our church employers and believers of the Orthodox Church the tourists take to another tourism site without full information of the Holy Trinity cathedral and also they criticized the entrance fee; saying; 'this is the very high payment of entrance fee and they reproach abusive languages to faint the source of the Church.'

4.3.27. HOLY TRINITY IMAGE

Concerning the sale of the Holy Trinity image portrays the church wall in the museum; and the image presented and shown with close. As the researcher concerning a holy day, the Holy Trinity sale is sold by its sales personnel. As shown in the above table, the respondents who responded yes are 112(72.3%) of the total respondents; which most of the questionnaire or survey respondents. And the rest 12(7.7%) of respondents are answered 'No'. These respondent visitors might have not seen, or they came weekday without holy day. After this, the last respondents said, 'I don't know about 31(20%); this may happen because the image was not represented for tourists.

In his speech, a key informant interviewee, Anonymous 20 mk28 (personal communication, January 26, 2020), said:

The image of Holy Trinity provided for sell to visitors and all who participated in festivals of at holiday and the tourists and visitors buy the image of Holy Trinity, specially the domestic visitors who believe in the faith of EOTC, they buy the image of Holy Trinity Cathedral. The holy days of Holy Trinity have two times in annually these are Tir Sillase (January,17) and Hamle Sillase (July 17)

4.3.28. SALE OF SERVICE INCENSE

Sale of service Incense is the church's daily service; thus, the church without incense will not be a service. 'And Aaron shall burn thereon sweet incense every morning: when he dresses the lamps, he shall burn incense upon it. And when Aaron lights the lamps at even, he shall burn incense upon it, a perpetual incense before the Lord throughout your generations' (Exo.30: 7-8).

So the incense very important and the main necessity service thing to the church. As pointed in the table, most respondents responded yes 126(81.3%). By this service, foreign tourists were attracted mostly. And the second percentage of the respondent 21(13.5%) answered 'No' to this question. After this, about 8 percent of the research participants' answer, 'I don't know). This visitor might not know or understand the utility of incense.

4.3.29. SALE OF SERVICE EMBROIDERY

Selling service of Embroideries: these are the fabric ornamentation art, needlework as the researcher observing understanding, there is embroidery work at Holy Trinity Cathedral, and there are workers who work by needle, especially females who are mainly working in the area. And after this, the respondents have been given a positive answer 97(62.6%) and who have the answer negatively regarding percentage is 31(20%) after this the last who have 'I don't know answer percentage is 27(17.4%).

Figure: 9 Embroidery work in the compound of the church



SUMMARY

Those above listed service of the church are available for tourists and they are bringing source of income to church. This income the church created work to the unemployment and to increase the salary of the servants to Holy Trinity Cathedral. The respondents had provided as their looking and suggestion lean on and support to the survey as presented to them.

4.3.30. THE ROLE OF HTTC & MUSEUM, FACILITIES IN PROMTION OF TOURISM PROUDUCT.

INTRODUCTION

Some facilities of tourism are available in the Holy Trinity cathedral and museum for tourists. Facilities; quick the promotion of tourism, because when tourists come to the destination may have different interests. As listed in the chart below indicters are coordinated each other to give more information for tourists and some of the like parking, toilet used to promote tourism indirectly. Because tourists after they visited they will give information for the other tourists directly (face to face) and indirectly (face book and other information technologies). So such as these facilities; are important to promote tourism.

Table: 4 The Services Provided at Holy Trinity Cathedral & Museum

S. No	List of Facilities	Response	Frequency	Percentage
1	Information Center	I don't Know	6	3.9
		No	34	21.9
		Yes	115	74.2
		Total	155	100.0
2	Signage	I don't Know	21	13.5
		No	116	74.9
		Yes	18	11.6
		Total	155	100.0
3	Kiosk	I don't Know	28	18.
		No	50	32.3
		Yes	77	49.7
		Total	155	100.0
5	Parking	I don't	16	10.3

S. No	List of Facilities	Response	Frequency	Percentage
		No	9	5.8
		Yes	130	83.9
		Total	155	100.0
6	Toilet	I don't Know	85	54.8
		Yes	70	45.2
		Total	155	100.0
7	Restaurant & café	I don't Know	25	16.1
		No	130	83.9
		Total	155	100.0
8	Television	No	4	2.6
		Yes	151	97.4
		Total	155	100
9	Website	No	34	21.9
		Yes	121	78.1
		Total	155	100.0
10	Magazine & Newspapers	No	46	29.7
		Yes	109	70.3
		Total	155	100.0
11	Brochures/leaflet papers	No	30	19.4
		Yes	125	80.6
		Total	155	100.0
12	Friends & visitors	No	33	21.3
		Yes	122	78.7
		Total	155	100.0

Source: Own survey data (2020)

4.3.31. INFORMATION CENTER

Information Center guides tourists to where the tourists like to go. Before tourists start to visit this church and museum products, they should go to the Information Centre. In the table, the respondents of the majority percentage are 'Yes' with 115(74.2%). In this, more tourists were getting the satisfaction of the information center. The next respondent answers indicated 34(21.9%) by saying No. This is very important to identify why tourists say 'No.' It may be

they were going to visit with guides without another information center. And after this, the number of respondents who said 'I don't know' percentage is 6 (3.9%).

4.3.32. SIGNAGE

Signage is the designated point to show the necessary location by an arrow or other picture of the information. As the researcher observed, there is a signage board in front of the gate of the church. By this fact, the researcher wants to study respondents' answers by questionnaire survey. For this reason, the respondents 18(11.6%) reply by saying, 'Yes' this amount of respondents are at the second level when compared with other remaining respondents. This might be the respondents were meeting face-to-face with guides, or they got the office of officers of the ticket because of this; the access office is near the church gate. The next and large number of respondents 116(74.9%) seem to use or haven't satisfied with the church signage. The last respondents answered 21(13.5%) 'I don't know'; this is lower than all the above two kinds of responses. These respondents maybe did not see the signage of the board or for other reasons.

4.3.33. KIOSK

A kiosk means a structure whose side is open in one corner with a window which uses to sell newspapers, and other things and also dispensation of tickets. 77(49.7%) of respondents have given a yes response. These respondents used or saw this kiosk. The respondents of the second answer; 'No', is 50(32.3%). It is half of the number of respondents. ; for these respondents, the kiosk was not clear why it seems the tourists when coming to this historical visiting place and after the tourist when they used to ticket the guides may meet them immediately and take them to show and visit the church. But other tourists seem did not interest to say Yes or No so they say I don't know and have 28 (18%) percentage.

4.3.34. PARKING

Parking is a space which uses to park a car. The respondents who those satisfied percentage is 130(83.9%) this is the majority of the surveyed data. So this implies that the tourists more over them obtain parking place. The respondents who answered the questionnaires by saying 'No' is 9(5.8%); this, when compared from the first, is low, and the last answer which answered by respondents 'I don't know' is 16(10.3%). These responses are shallow than the

first and second respondents. This study of the survey is well to know and identify how the tourists use the church parking.

4.3.35. TOILET

It is an excretion area of human waste. The respondents who said 'Yes' percentage is 70(45.2%); these respondents having a low percentage when we compare it with who said 'I don't know' percentage 85(54.8%). These respondents were not using the toilet or did not clear where the toilet was. But no one gives an answer which is 'No.' But by using the survey, the respondents who said, 'I don't know' percentage is (54.8%); these tourists used the toilet. All these imply that respondents' different answers to other respondents use to study how the church's tourism product.

4.3.36. RESTAURANT & CAFÉ

The respondents who have answered as 'No' are about 130(83.9%). This data show indicates that the respondents did not satisfy with the restaurant services or did not use restaurants and café in the Holy Trinity Cathedral and Museum. And 'Yes' answer is not responded by the respondents, and other remain respondents said 'I don't know' 25(16.1%); this implies that tourists concerned that no restaurant in this church which can give service to visitors, and this is well-known to distinguish problems of this church and museum.

4.3.37. TELEVISION

The respondents did not hear via Television about the promotion and Marketing heritages. The respondents replied positively answered and have 100(64.5%). And the remain and the others had given negatively answer and they remark 55(35.5%)

4.3.38. WEBSITE

The website uses to link worldwide in modern technology methods. So tourists moreover need this communication method. As we are looking at the above table, the tourists who have used the website to know and come to this church, and the respondents gave 121(78.1%) 'Yes' answer. This is the majority of the total respondents. Based on the respondent's response, more tourists use the website before coming to the area. But others 34(21.9%) have the opposite answer.

4.3.39. MAGAZINE & NEWSPAPERS

Magazine & Newspapers are the ways for tourism promotion and marketing the heritages. These items can be easily transported by the tourists' to promote heritages. These are more available in the church, as pointed at the table. And the respondents responded 'yes' to 109(70.3%) as they meet the sellers in the visiting prosperity; it is the majority of respondents. And 46(29.7%) percentage is 'No'; these respondents in the hypothesis were not in contact or the materials in that day were not there, and this is low than the first after this the respondents were 'I don't know,' but one says and gives this answer.

4.3.40. BROCHURES/LEAFLET PAPERS

Brochures/leaflet papers are also used to promote marketing heritages. The above table describes (80.7%) answered 'Yes. These respondents are more than three times the next respondents who said, 'No' 30(19.3%). They used the brochure to get a piece of information. These respondents have got brochures, so the tourism promotion well transfer place to place and the advertisement will be for church income.

4.3.41. FRIENDS & VISITORS

Friends & visitors are one way for tourism promotion. Friends and visitors will transfer information about the site to others about how they see or visit. 122(78.7% of respondents said, 'Yes' to inform their friends and other visitors. They are the majority of respondents. The second groups of respondents are 33(21.3%). This 21.3% of respondents: maybe not in contact with friends and visitors.

SUMMARY

At the outset, an attempt was made to describe how tourists use facilities. So these are very important to promote and increase the average of tourists flow to Holy Trinity Cathedral and museum. So the availability of materials, i.e. completeness, makes sure that tourism grows more. There is no need to stay that there is tourism outside of this, so we need to add more materials to get tourism results.

4.3.42. THE HOLY TRINITY CATHEDRAL'S PROMOTION ACTIVITY

Holy Trinity Cathedral has a variety of tourism expansion methods. These are pamphlets, websites and magazines. Also EOTC has media, but it has not been able to use it to promote heritages to bring more source of income to church as well as to our country and also to reduce the unemployment and educated persons. To add salary of labors who works in the church and in the country, the media did not use it. But media was very important tourism promotion method for this generation time. But still, the tourism activity is almost impressive. The activity is not much, but it generates income.

Table: 5 Perceptions of Visitors towards the Tourism Promotion Activity in Church

No	Question	Response	Frequency	Percentage
1	Promotion Activity	Agree	42	27.1
		Disagree	39	25.2
		Neutral	28	18.1
		Strongly agree	31	20
		Strongly disagree	15	9.6
		Total	155	100.0
2	Advertising Platform	Agree	40	25.9
		Disagree	24	15.4
		Neutral	2	1.3
		Strongly agree	84	54.2
		Strongly disagree	5	3.2
		Total	155	100.0
3	Promotion Marketing &	Agree	55	35.5
		Disagree	21	13.5
		Neutral	28	18.1
		Strongly agree	42	27.1
		Strongly disagree	9	5.8
		Total	155	100.0
4	Tour description guide	Agree	33	33.0
		Disagree	18	18.0
		Neutral	3	3.0
		Strongly agree	31	31.0
		Strongly disagree	15	15.0
		Total	155	100.0

Source: Own survey data (2020)

4.3.43. PROMOTION ACTIVITY

The question that says 'I believe that the promotion activity is enough to introduce the Church', the visitors responded it as follows. The respondent strongly disagrees 15(9.6%). The respondents answered Agree is about 42(27.1%). This has taken the majority of the survey respondent. These respondents were satisfied with promotion activity in the church and museum. And disagree was answered by 39(25.2%). This survey response rank takes the third level. The respondents may be less satisfied and not get the right tour guidance at this place, or the promotion activity is less activated as their disagreement. The respondents 31(20%) strongly agreed to the tourism promotion activity on Holy Trinity cathedral and museum. Neutrals or those who did not answer are only 28(18.1%). It is the lowest number compared to other respondents.

4.3.44. ADVERTISING PLATFORM

Advertising Platform, in this context, means the technic or method of promoting heritages. The respondent who said strongly agree to the availability of advertising platform is 84(54.2%). It is the majority in percentage when compared with the other remaining respondents. These respondents may be received information using the website or other Media before they come to the Holy Trinity Cathedral and museum. And the respondents who answered are only 40(25.9%); these respondents have a second level percentage. These questionnaires for tourists (survey) were comprehensible (understandable) and precise for respondents as the researcher understanding. The 'disagree' answer respondents percentage is 24(15.4%); this is the third-ranked by its number of level and percentage content. The number of respondents who answered strongly disagree is only 5(3.2%). The Neutral respondents are 2(1.3%). This data analysis implies that data collected from different respondents were significant for identifying problems in the Trinity and museum.

4.3.45. PROMOTION & MARKETING

Promotion & Marketing of heritages believed it can increase the number of visitors of the Church. So the respondents were invited to reply with their answers as located on the above table. The positive observers have or who agreed tourists 55(35.5). The respondents strongly agree are 42(27.1%) percentage. It covers the second-highest value as indicated in the table. These respondents estimated and focused promotion and marketing of heritages can increase

visitors' number to the Church. Neutral respondents are about 28(18.1%). And the fourth (disagree answer) respondents have a score of 21(13.5%) and. This is lower than the first from the third kind of respondents. 9% of them are strongly disagreeing respondents also have approximately the last and the minimum value from the other.

4.3.46. DESCRIPTION OF TOUR GUIDES

Tour guides are crucial role players in the religious tourism operation in the Church in introducing in briefing the heritages. Without a tour guide, it is challenging for tourists to understand the church situation better. It is tough to get sufficient information that exists at the necessity of the historical Church and museum. Concerning this survey, the respondents, reply 'strongly agree' are about 39(25.1%). This data shares the largest score percentage among other category respondents. These tourists were enjoyed the guide's service. And the 'agree' response percentage of respondents is 57(36.8%). This is held as the third level by its percentage magnitude. It is possible to assume that visitors are satisfied with tour guides' assistance according to their response. The 'disagree' respondents have satisfaction with their number of degrees 47(30.3%). These respondents were not satisfied with their responses. The last group of respondents who answer strongly disagree held 12(7.8%); these respondents were not entirely interested in the service of guides of the Trinity. So this is a crucial survey to bring out impressive data collection.

SUMMARY

The promotion activity realizing that and it will be used continuously, the promotion of tourism was follow up on a daily basis. Only then will the result be successful and we will be able to promote the product as well. But it still high hopes that this will continue to be a source of income if it is strengthened and expanded.

4.3.47. THE PRESERVATION EFFORTS OF TOURISM PRODUCTS IN HTC&M

INTRODUCTION

Preservation heritages mean the protection of heritages from damaging and disappearing in different ways. Although some of the artifacts are uncomfortable in their layout; heritages are preserved in the modern museum of Holy Trinity Cathedral. So it is not simple the opportunity of the preservation of museum which is now protecting heritages in it. And as the

above explanation this museum offered form one charitable whose name is “Bekure Miemenan Kebde Tekalign” after this time; heritages almost completely preserved. As a result, this contributes significantly to tourism product available.

About Bekure Miemenan Kebde Tekalign” In his speech, a key informant interviewee, Anonymous 20 male (personal communication, Aprile 27, 2019), said:

The church has got museum whose name is “Bekure Miemenan Kebde Tekalign” who is “beggo adragi” (volunteer man) and this museum is very useful to heritages because it is safety for heritages”.

Table: 6 Preservation Activities in the Cathedral of the Holy Trinity

S. No	Questions	Response	Frequency	Percentage
1	Conservation	AG	113	72.9
		NL	22	14.2
		SA	20	12.9
		Total	155	100
2	The setting of cons of heritages in the museum is properly arranged?	No	33	21.3
		Yes	122	78.7
		Total	155	100
3	Holy Trinity Cathedral and Museum have a role to build the image of Ethiopia?	No	7	4.5
		Yes	148	95.5
		Total	155	100
4	Based on your visit, do you believe that heritages have ancient quality standards heritages?	No	50	32.3
		Yes	105	67.7
		Total	155	100
5	Appropriate Measures has taken to keep heritages safe	Agree	65	42
		Disagree	16	10.3
		Neutral	5	3.2
		Strongly agree	62	40
		Strongly	7	4.5

S. No	Questions	Response	Frequency	Percentage
		disagree		
		Total	155	100.0
6	Are heritages properly visualized for visitors in the Holy Trinity cathedral church and museum?	NO	30	19.4
		Yes	125	80.6
		Total	155	100
7	Based on your visit, do you believe that heritages have ancient quality standards heritages?	NO	3	1.9
		YES	152	98.1
		Total	155	100

Source: Own survey data (2020)

4.3.48. CONSERVATION OF HERITAGES

Conservation of Heritages means preserving heritages safely or protecting and keeping them for the coming generation. The respondents were asked about museums' preservation to create job opportunities, so the respondents' reply was categorized in three; who said 'Agree, Neutral and Strongly Agree'. The majority, (Agree) is 113(72.9%) repliers knew the utilization of conservation heritages. This is initiating the study to promote the conservation of heritages in Holy Trinity Cathedral and museum. The strongly agree repliers share 22(14.2%). This leads us to understand conservation of heritages creates job opportunities and the last and the lower answer is the Neutral responses and have 20 (12.9%).

4.3.49. THE ROLE OF SETTING AND LOCATION IN HERITAGE CONSERVATION

The heritages setting arrangement and proper location in the museum are very important to control how heritages orderly and looks like. Therefore, for the question the respondents those answer 'Yes' have held the largest percentage 122(78.7%). This response more than twice of the reaction of those who answered 'No,' and which covers the percentage of 33(21.3%). This indicates places heritages in suitable positions have a contribution to conservations.

4.3.50. HOLY TRINITY CATHEDRAL BUILDING THE IMAGE OF ETHIOPIA

Tourists were asked if the Holy Trinity Cathedral has a role in promoting the country's image. Therefore 148(95.5%) of tourists have answered that it has a role in creating a good image. Only 7(4.5%) of the visitors said the church has no role in creating the country's image. The next respondents have responded to this is very low when we compare it to each other.

4.3.51. ROLE OF HOLY TRINITY CATHEDRAL AND MUSEUM IN IDENTITY BUILDING

Identity building means one country's element that can describe how the nation or nationalities have their cultural image. As the main sub-topic; the conservation of heritages can create identity building. The Holy Trinity Cathedral and Museum have heritages that can create the identity of Ethiopians in different ways. The building and design of a church with its heritages in it by itself can create an identity that can be a conservation of the building. 50(32.3%) of the research participant answered that the church and its museum have no more role in identity building. About 105(67.7%) of the participants said the Church have a big role in the country's identity building. The difference between the two surveys is essential to know the data collection and identify which problems arise in conservation heritages in the Holy Trinity Cathedral and museum.

4.3.52. APPROPRIATE SAFETY MEASURES

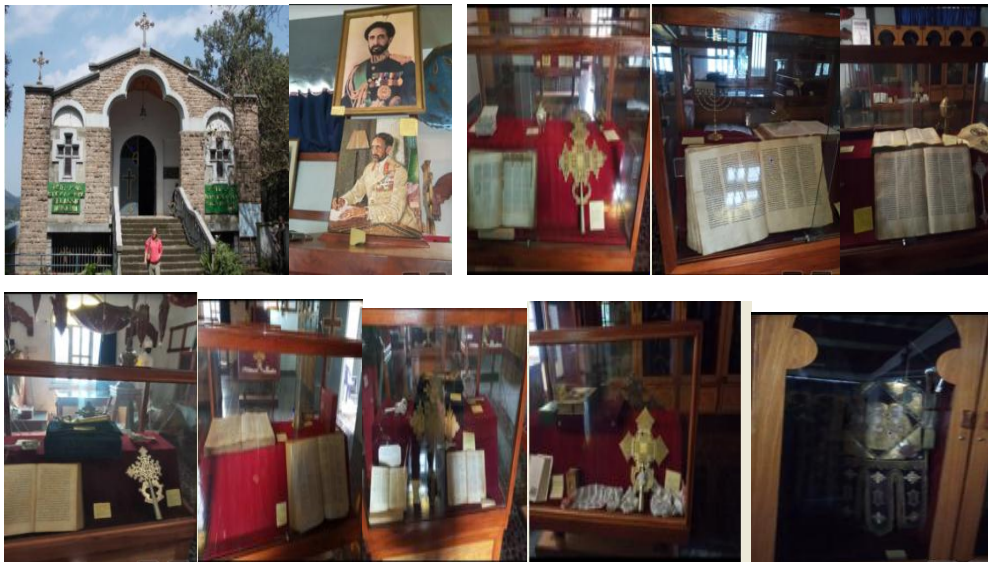
As we have seen in the above table the 65(42%) of respondents responded 'agree' answer. This is shares a greater number of research participants' level of percentage the rest 16(10.3%) of respondents said they disagree with the availability of safety measurement taken. This group has the third-largest percentage of respondents. The Neutral respondents have indicated 5(3.2%); this the lowest of the respondents. and after these the second-largest respondents or who presented positively, respondents put 62(40%). The fourth level visitors who give the 'strongly Disagree' answer and their percentage are 7(4.5%).

4.3.53. THE VISUALIZATION OF HERITAGES FOR TOURISTS

The placing of movable heritage in proper order is essential for heritages' safety and to show for tourists with its full information. As indicated in the immediate above table, the

respondents replied 'Yes,' percentage is 125(80.6%). This is a very high value than the second answer, respondents who reply 'No' and their percentage 30(19.5%). These differences focus us on knowing and assess the problems or finding out heritages why not properly order.

Figure: 10 The Visualization of Heritages in the Museum



Source: Own Construction by using Photo in the museum (June, 2021)

4.3.54. ANCIENT QUALITY STANDARD HERITAGES

Heritages to be heritages should be shown the ancient heritage quality standard, unlike modern heritages. So in the Holy Trinity Cathedral and museum, heritages have been visited by tourists and respond to this survey. The respondents from the total number of visitors 152(98.1%) of the 'Yes' those visitors have seen ancient quality standard heritages and the next respondents have answered 3(1.9%). These respondents have a different answer, which is essential to assess and determine which heritages are modern with ancient quality standard heritages.

SUMMARY

The museum of heritages conserved and protected into the museum of the church. The respondents answers as provided in the chart; it seems good and safety. The answers which mean the positive answers had shown as the order of questionnaire survey. The setting and location of heritages, building of the image of Ethiopia, identity Building, appropriate safety measures, the visualization of heritages for tourists, ancient quality standard heritages have got big positive response.

4.3.55. CHALLENGES OF TOURISM PRODUCT DEVELOPMENT

INTRODUCTION

There are different challenges of which are obstacles of the tourism product, promotion, and conservation of heritages. The church has museum which is the conservation of heritages that can protect heritages from damaging. This museum is already built in modern building style which means with stone, the door of iron and the mirror of visualization of heritages. These are some conservation methods which exist in the museum of Holy Trinity Cathedral. But unlike them; there are challenges which are contradicting with conservation such as theft and other damaging of heritages. So to identify them; it shall consider the following challenges.

Challenges refer to any factor that is blocking the tourism product development in the church.

Table: 7 Detail Description of the Challenging Factors

No	Questions	Responses	Frequency	Percentage
1	Desirableness and Attractiveness	No	3	1.9
		Yes	152	98.1
		Total	155	100.0
2	tourism product development and management	No	116	74.8
		Yes	39	25.2
		Total	155	100.0
3	types of tourism product and service challenges do you know	4 & more	118	76.1
		Three	37	23.9
		Total	155	100.0
4	Administrative Challenges	No	62	40.0
		Yes	93	60.0
		Total	155	100.0
5	Avoiding of Challenges	No	68	43.9
		Yes	87	56.1
		Total	155	100.0
6	Decreasing of Number of Visitors in case of Challenges	I don't	71	45.8
		No	51	32.9
		Yes	33	21.3

No	Questions	Responses	Frequency	Percentage
		Total	155	100.0
7	Challenges of Carrying Capacity of Museum	1-10	78	50.3
		1-15	14	9
		1-20	6	3.9
		1-5	54	34.8
		Above20	3	2
		Total	155	100.0
8	Challenges related to conservation	CHOWS	85	54.8
		CHSM	39	25.2
		DHM	31	20.0
		Total	155	100.0
		CHOWS	30	54.5
9	Theft	BDT	19	12.7
		BIT	3	1.9
		BS	17	10.9
		NT	116	74.5
		Total	155	100.0
10	Destroying by Insects & Rodents	DBM	39	25.2
		DBR	107	69
		DBW	9	5.8
		Total	155	100.0
11	Constraint to protect Heritages	No	3	1.9
		Yes	152	98.1
		Total	155	100.
12	Poor Awareness Level	PAHC	37	23.9
		PAHEF	82	52.9
		PASCAC	3	1.9
		PIHBLCN	33	21.3
		Total	155	100.0
13	Implementation of Rules & Regulations	APOV	68	43.9
		DVOV	3	1.9

No	Questions	Responses	Frequency	Percentage
		GAOT	59	38.1
		PAP	3	1.9
		VT	22	14.2
		Total	155	100.0
14	Poor Promotion & Marketing	LMWHSP	11	7.1
		PUDS	37	23.9
		PUM	73	47.1
		PURC	23	14.8
		SPM	11	7.1
		Total	155	100.0
15	Challenges of Using of Technology in the Museum (Camera)	DOHCBPS	9	5.8
		THBUM	146	94.2
		Total	155	100.0
16	Challenges of Managing of Museum	No	70	45.2
		Yes	85	54.8
		Total	155	100.0
17	Challenge of opening and closing the church and museum on time	No	56	36.1
		Yes	99	63.9
		Total	155	100

Own Survey Data (2010)

4.3.56. DESIRABLENESS AND ATTRACTIVENESS

Most tourists are interested in heritages those which are put in the church and museum. The majorities hold 152(98.1%) and this indicates that heritages are more interesting for tourists because of this; happen the heritages of church and museum are kept with their desirableness and attractiveness. This positive answer is very useful for the church to next development of the tourist attraction. And other 3(1.9%) were not attracted this is important to ass what was not desirable and attractiveness for tourists as well as it leads us to take care about heritages.

4.3.57. CHALLENGES OF TOURISM PRODUCT DEVELOPMENT&MANAGEMENT

Tourists who visited the church and museum have seen different challenges which are the obstacles of tourism development that the existence of tourism product development and management and said that the church and museum have no tourism product development and management. This is pointed up more than half of the total percentage 116(74.8%). This negatively answers use to collect the data well and the church to learn from their mistake and to bring tourism product and management.

4.3.58. TYPES OF TOURISM PRODUCT AND SERVICE CHALLENGES

More tourists understand about the challenges of tourism product service when in their visiting time because depend on their response the researcher could judge of eye means that most of the visitors held 118 (76.1%). These tourists know 4& more than service challenges at Holy Trinity cathedral. This response is greater than half of the total survey. The remains 37(23.9%) tourists also know three kinds of tourism product service challenges. This implies that how tourists effectively understand when in their visiting time and they lead the owner of the church and museum to take solution the problem of challenges.

The above respondents also expressed by one key informant and explained the challenge of the tourism product “there is the lack of knowledge and human source about heritages and who can take the responsibility of about this”. Anonymous ak10 (personal communication, January 22, 2020),

4.3.59. CHALLENGES OF ADMINISTRATIVE CHALLENGES

Challenges are the temptation of services of the church and museum and it brings retardation of the development of tourism. The leaving of service at a tourist destination is the loss of our benefits from tourism products. But avoiding service challenges is the way of tourism product development. As it is located in the chart tourists have given positive answers; this means they looked at challenges of service and avoiding of challenges when their visiting time at Holy Trinity cathedral and their percentage is 87(56.1%). The secondary rank of the percentage is 68(43.9%). These tourists were not look avoiding service challenges at this church and museum.

The following interviewee provides and says: “the administration did not take action to avoided the challenges of the church and the museum” (Anonymous ak10 personal communication, January 22, 2020)

4.3.60. CHALLENGES OF DECREASING OF NUMBER OF VISITORS

The respondents who said "I don't know" provided 71(45.8%). These tourists may not understand when their visiting time as the researcher observation there are challenges of the administration of church such as the lack of knowledge about tourism. So that no café, hotel, and recreational place. Visitors responded and observed the decreasing of several visitors; in case of challenges and provided 51(32.9%). Other tourists said and provided 3(21.3%) which is "No".

4.3.61. CHALLENGES OF CARRYING CAPACITY OF MUSEUM

The museum is built with modern design and it was given by "Bekuremiemenan Kebede Tekalign" who was charitable (observation of researcher) but if the tourists are many will not enter the museum together. So as the survey asking tourists presented their suggestion and the respondents who looked at the capacity of museums from 1-10 have presented 78(50.3%). next this from 1-15 are 14(9%) presented 1-20 6(3.9%) respondents said and presented. From 1-5 people or visitors indicated 54(34.8%) and above 20 visitors and who said 3(2%) and it is the lowest of the total number. So the capacity of the museum expressed like this explanations.

4.3.62. CHALLENGES RELATED TO CONSERVATION

The respondents understood the challenges related to conservation such as CHOWS [challenges on heritages those ordered without shelf (exposed heritages)], these tourists (who have more than half of the total percentages) and held 85(54.8%). And the second respondent [CHSM (the challenges of heritages in the shelf of the mirror)], and held 39(25.2%). Also the last and the medium challenges Related to Conservation exist at the church some of the [DHM (disorder of heritages in the museum)]. The conservation of heritage in this church is not satisfied because by the researcher assessment in the museum no refreshment of heritages without the keeping of around the museum. The BDT (by domestic tourists), responded percentage is 31(20%) All these tourists are focused on challenges of conservation.

4.3.63. CHALLENGES OF THEFT

Heritages will take in different ways such as by tourists, servants, Robbers, and by other ways. Like this tourists had provided what they did know. Tourists who came to this church to visit said; heritages are stealing by BDT (by domestic tourists) visitors who saw and know the theft of heritages presented 19(12.7%) and other visitors said; (BIT (by international tourists) and their percentage is 3(1.9%) this low percentage indicates that international tourists do not have more chance to take heritages. BS (by servants) servants means may be guards, keepers of the museum, and other clearers. So it shall see the respondents answer; 17(10.9%) and NT (no theft) the more and most have been put their answer and provided 116(74.5%); these visitors may have no information or did not hear about the theft of heritages.

In his speech, a key informant interviewee, Anonymous 20 mk28 (personal communication, January 24k, 2020), said:

“There are guards but for heritages I doubtful no special keeping”

4.3.64. DESTROYING BY INSECTS & RODENTS

The destroying of heritages will be indifferent genes or other organisms some of the tourists mentioned [DBM (Destroying by mouse)] 39(25.2%) this is the second level of respondents DBR (Destroying by the rust) 107(69%) this is the great percentage of the total of the survey and DBW (Destroying by weevil) this is the last and the lowest response percentage is 9(5.8).

4.3.65. BUDGET CONSTRAINT TO PROTECT HERITAGES

Budget constraint is the main obstacle and challenge of tourism development. Tourists who provided the constraint of a budget as they heard 3(1.9%) this belongs to 'No' and the most visitor positively or by saying no constraint of the budget at Holy Trinity Cathedral and museum pointed their answer with percentage 152(98.1). These tourists might not ask about the challenges of budget.

One key informant provided when interview time “The church did not provide budget to promote and increase product from promotion” (Anonymous Ba30 personal communication, January 22, 2020)

4.3.66. POOR AWARENESS LEVEL OF ABOUT HERITAGES

Awareness of heritages very uses full to bring out the development of tourism in the country. Tourists answered as located in the chart some looking and focusing of tourists [PAHC (Poor awareness of heritage by communities)] and the percentage is 37(23.9%), [PAHEF (Poor Awareness of heritages that as not an economic factor)] and they have 82(52.9%), [PASCAC (Poor awareness of by servants of the church and administer of church)] 3(1.9%), and the last [PIHBLCN (Poor imagining that heritages do not bring any legacy to church and nation)] 33(21.3%). This is important to collect data from different tourist's different answers.

4.3.67. CHALLENGES OF IMPLEMENTATION OF RULES AND REGULATIONS

The lack of implementation of rules and regulations will bring out the loss of tourism products as well as the leading of administration of tourism management. Depend on the tourist answer there are different challenges at Holy Trinity Cathedral and Museum. Visitors asked by [APOV (Additional payment of visitors to guides and others)] 68(43.9%). This is the very impact of tourism because of this; tourists if they pay another cost (expenditure) they will not come to this church as well as other tourists if they hear will not come to visit. (DVOV (disturbing of voice on visitors) held 3(1.9%). GAOT (Guides are not on time) Visitors seem disappointed by guides of the church because their response indicated that they did not get satisfaction and their percentage 59(38. %1), PAP (Parking area problem) and held 3(1.9) percentage. VT (Visiting time). If visiting time-respected visitors will not confuse to come. As the tourists' response, the visiting time is not respected because 22(14.2%) is a high percentage.

In his speech, a key informant interviewee, Anonymous 20 male (personal communication, August a16, 2019), said:

“There are guides who have no knowledge and they have not employed in the church and they create problem on the church. And also the compound of the church has taken by government this is our challenge”

4.3.68. CHALLENGES ON POOR PROMOTION & MARKETING

The LMWHSP (loss of the man who has the skill to promote) is the main cause of the fall of down of tourism these tourists provided 11(7.1%); so this is one of the challenges of the

promotion of tourism, To promote tourism is necessary different sailings to attract tourists. So PUDS (Problem using different sailings) held 37(23.9). [PUM (Problem with using media) this is the core for tourism promotion so shall see the respondents answer. As the researcher understands the weak promotion the tourists also held 73(47.1%) this is the highest value percentage. [PURC (Problem of using restaurant and café)]. Also, this is one challenge for the promotion of tourism; because tourists will not have recreations there. Depend on this the value percentage is 23(14.8). The promotion facilities are SPM (shortage of pamphlets and magazines) of tourists. Pamphlets are flight papers and also simple and magazines also not have more different. The tourists have been given their answer and 11(7.1%) is the percentage like the above (LMWHSP (loss of the man who has the skill to promote).

In his speech, a key informant interviewee, Anonymous 20 mk28 (personal communication, January 24k, 2020), said:

“There are many heritages such as the robs of clergies, golden offering, the deacon’s closes when they use in the holiday service but guides not introduce them to tourist” (Anonymous Ba30 personal communication, January 22, 2020)

4.3.69. CHALLENGES OF USING TECHNOLOGY (CAMERA) IN THE MUSEUM

[DHCbps (Damages of heritages no caused by photo shoots)] have the percentage of 146 (94.2%) as the researcher observation photos are prohibited but by agreement with keepers of museum; tourists use photograph but in the church using camera forbidden the tourists well presented, [THBUM (Taking heritages by using microfilm)]; this is very difficult to use the tourists provided 9(5.8%).

One key informant has provided the following statement:

“There are not restaurant, café internet access, and water of tourists, modern toilet, and the toilets are modern and not safety but the tourists pay 200 birr”

4.3.70. CHALLENGES OF MANAGING OF MUSEUM

There are challenges of managing the museum such that closing of museum, the problem of language of keepers of the museum. Next to this keepers (key lock) go to their house before the reaching of the time allowed and some themes tourists before and after the time tourists

come to church to visits. Tourists responded and allocated and earmarked by saying 'Yes' 85(54.8%); so they looked and understood such this challenges and the next or who said 'No' 70(45.2%).

4.3.71. CHALLENGE OF OPENING AND CLOSING OF CATHEDRAL & MUSEUM ON TIME

As mentioned above the closing and opening of the church and museum is not close and open on time because this, of Mass of the church and also the lunchtime as well as the carelessness of the key lockers of the church and museum. Additionally one takes losses the time which means he cannot understand the English language; so that tourists are not satisfied by him and very disappointed. This is difficult and a challenge for tourism development. The tourist marked their percentage which is 99(63.9%); this indicates a positive answer means that the answer is 'Yes. And the remaining percentage 56(36.1%) this belongs to 'No'. these tourists may not reach at this time.

“The is a problem of closing and opening of the church because at the mass and lunch time the church will not opened” (Anonymous Ba30 personal communication, January 22, 2020)

SUMMARY

As we could look on the introduction part and the respondents' as well as the identifying of analysis assessment; there are different challenges of conservation. And the researcher has presented depend on the respondent and assessment result value. These challenges will decrease and minimize tourism products as well as the profit of the church. So, unless they removed in time, they can gradually erode the value of tourism, which in turn not only eliminates the income of the church, but also destroys the church's former identity and national identity.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. CONCLUSION

Religious sites have many roles in tourism development. The Ethiopian Orthodox Tewahido Churches is one of the popular religious sit in Ethiopia due to its rich tourism resources. It is the owner of several religious and historical heritages. Holy Trinity Cathedral is one of many Ethiopian Orthodox Tewahido Churches available in Addis Ababa, which owns a unique and rich heritage.

The study exposed the role of Holy Trinity Cathedral in the development of Addis Ababa's tourism sector development. In the research, the available tourism resources in the church were deeply assessed. Tourism services and tourism promotion practices were also identified. Additionally, the Role of Holy Trinity Cathedral & Museum Facilities in Promoting Tourism Products was analyzed. Further, the church's role in the conservation of heritage was exposed. Finally, the study revealed challenges encountered by the church in playing a great role in tourism development in full potential.

Truly, the church is full of various tourism resources and potential attractions such as movable and immovable; tangible and intangible; and natural and manmade heritage. These include but not limited to various events, Sculptures of Angels, Image of the Wall of the Church, The grave of Hail Selassie, The Throne of Hail Sellassei and Menen, The Grave of PAPO, All Heritages of the Museum, Ancient Endemic plants in the compound of the Church, Design of the church, The object of the Church, Sculptures of Apostles, Fourteen Anaphora Old Testament printed in Hebrew and English laminated in Silver, Bible in Amharic printed in London in 1848, Wick in oil to be lighted during prayer, Chalice With Paten and Processional Spoon Made of Silver, Book of the week of passion offered, Pyx made of Silver, A canonical Book in Arabic, Doxology; various indigenous plants, and animals.

Currently, the Holy Trinity Cathedral is delivering optimum tourism services for the church visitors. The services are intentionally provided for religious purposes; however, the services have a role in advancing the Addis Ababa Tourism sector services. These services include Tour Guiding Service, Sale of service (taper), Sale of service Gold umbrella, Sale of service Candles, Sale of the Entrance fee, Sale services of Magazines, The sale of Image of Holy Trinity, Sale of service Incense and Sale of service Embroidery. In addition to these services,

the church is providing the tourism facilities such as the Tourists information Center, Signage, Kiosk, Parking, Toilet, Restaurant & café, Television, Website, Magazine & Newspapers, Brochures/leaflet papers, etc.

Visitors believe that the Holy Trinity Cathedral is discharging its duties in the development and promotion of Addis Ababa as tourist destinations via various promotion activities like Advertising Platform, Promotion & Marketing, and Tour guide description.

The church also did efforts to protect and conserve the available tourism resources and church heritages. These efforts are properly arranging museum materials, providing quality set up for ancient quality standards heritages, providing sufficient safety precautions and measurements for heritages, reducing the challenges of heritages, through setting location in heritage conservation, working on building, the image and identity of Ethiopia, etc.

Though the Cathedral has played such a huge role in the product development of Addis Ababa tourism, it is not free of challenges. Still, many challenges are blocking the church's trial in the industry. Certain identified blocking factors include, but not limited to low tourism product development, poor management, few types of tourism product and service delivery, a few numbers of visitors, the low carrying capacity of museum, theft, resources are destroyed by insects & rodents, low attention in protecting heritages, poor awareness of heritage management, the ineffectiveness of tourism rules & regulations, poor promotion & marketing activities, lack of modern technology application, etc.

5.2. RECOMMENDATION

- The issue of heritages of Holy Trinity Cathedral should be a great deal for tourism sector lovers and the Ethiopian Orthodox Church itself.
- The resources and the available tourism services and activities should get sufficient attention from the concerned bodies.
- The poor tourism resources administration needs high attention and area-focused protection and as well as detailed research.
- All stakeholders should play viable roles to encourage the contribution of the church for tourism and to increase the sustenance of tourism resources, and to enhance tourism activities in the church.
- Few specific recommendations are provided for some stakeholders as follows:

5.2.1. THE HOLY TRINITY CATHEDRAL ADMINISTRATION

Besides the religious services, the church administration should work towards the tourism development issues. It is also expected from the church management to work with other stakeholders in cooperation to protect, enhance, and develop the tourism potential church. In addition to the administration body, other staff such as clergies, deacon, monks, singers, Sunday schools, tour guides, etc. also should share the same responsibilities.

5.1.3. GOVERNMENT

The government should support the church and museum to bring the heritages of the church to the front for tourism product development. Government should take the responsibility to develop the tourism development at Holy Trinity Cathedral and museum through providing standard facilities and security services. Government should provide various projects to enhance and protect valuable heritages in the church that can upgrade tourism development on site.

5.2.2. A NON-GOVERNMENTAL ORGANIZATION (NGO):

It is closed and approached to government and they have interrelationship one related to another to support and develop tourism. According to Segrado R. & Farmer (2006:313)

The National Tourism Plan 2001-2006 [5] has established as one of its fundamental principles that ‘governments, authorities, non-governmental organizations (NGOs) and local communities should direct their efforts towards the integrated planning of tourism.’ The Plan acknowledges that local actors are extremely important in the protection of the natural environment and that ‘the tourism industry, in collaboration with other groups and NGOs related to tourism, should develop frameworks for action that guarantee sustainable development. so NGO should support the institution of the church; supporting of renewal of the museum as well as the church.

5.2.3. EOTC AND DIOCESE OFFICES OF ADDIS ABABA:

EOTC has the most accountability and responsibility specially Addis Ababa’ diocese because Holy Trinity cathedral is under this diocese as well as it is very close and its distance around 1 kilometer. So it is simple to control day to day. Addis Ababa’s Diocese should be support in financial, by presenting a man who have about tourism knowledge to increase tourism

product for the church as well as for the building of country to create work for who have no work and unemployed citizen.

5.2.4. LOCAL COMMUNITY:

The local community of this church should concern and work together with different organizations to upgrade the tourism product because unlike others; the church gives service. Any stakeholder of the community should know about the benefit of tourism and the role of tourism for the development of the source of income of country.

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6. APPENDIX: I SURVEY QUESTIONNAIRE, INTERVIEW AND OBSERVATION CHECK LISTS

PATR: I. SURVEY QUESTIONNAIRE



ADDIS ABABA UNIVERSITY COLLEGE OF DEVELOPMENT STUDIES
CENTER FOR ENVIRONMENT AND DEVELOPMENT
TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

Dear Respondent;

Dear Respondent: First of all my name is Girum shibababw. I am conducting a research entitled “The Role of Holy Trinity Cathedral and Museum for Tourism Development in Addis Ababa” This questionnaire is for an MA research project. The research is expected to identify The Role of Holy Trinity Cathedral and Museum for Tourism Development in Addis Ababa. It will help in the effort to make Holy Trinity a prominent religious tourism destination in the country. It is my hope that you give genuine information so that the conclusion drawn will be reliable. Therefore please few minutes from your precious time to give answer. The information you proved will be held confidentially

Thank You in Advance!

Questionnaire for Tourists

Section A: Socio-demographic/Background Information:

1. Gender 1. Male 2. Sex

2. Age 1. 18-25 Years
 2. 26-35 years
 3. 36-45 years
 4. 46-55 years
 5. 56 and above

3. Marital status 1. Single

2. Married
3. Divorced
4. Widowed
5. Separated

4. Level of education

1. Illiterate
2. Primary education
3. High school completion
4. Diploma
5. Degree
6. Masters degree
7. Masters and above

5. Religion

1. Orthodox
2. Catholic
3. Protestant
4. Muslim
5. Others (specify) _____

6. Occupation

1. Government employed
2. NGO
3. Unemployed
4. Self employed (Private business)
5. Others (Specify) _____

7. Do you have museum visiting experience?

1. No
2. Yes

8. If 'Yes' how many museum visited you) _____

Section B:

1. To investigate tourism product development in Holy Trinity Cathedral and museum.

1. Which the tourism products available in the Holy Trinity Cathedral & Museum more attracted you? Please use the sign of (✓) to indicate your choice.

	Items	Yes	No	I don't know
1	Sculptures of angels			
2	Images on the wall of the Church			
3	The grave of Haile Sillasse			
4	The throne of Haile Sillasse and Menen			
5	The grave of Patriarchs, Archbishops and Patriots and other famous individuals			
6	All Heritages of the museum			
7	Ancient endemic plants in the compound of the church			
8	Design of the church or Architecture of the church			
9	Object of the church (drums, cymbals etc,)			
10	Sculptures of Apostles			
11	<u>Fourteen Anaphora</u> record-player and offered by the church of Alexandria.			
12	<u>Old Testament</u> printed in <u>Hebrew</u> & <u>English</u> lamented in silver offered by H.I.M.H.S.			
13	The last supper and the Administration of the Holy Communion to His disciples <u>Icon of the Apostles</u> made of mother of pearl in Israel & offered by H.I.M.			
14	<u>Bible</u> in Amharic printed in London in 1848 offered by Emperor Minilk II			
15	Wick in oil to be lighted during prayer			
16	Chalice with paten and processional spoon made of silver			

	Items	Yes	No	I don't know
	offered by H.I.M.H. S.			
17	Book of the week of passion offered by emperor Minilk II in 1908			
18	<u>Pyx</u> made of silver offered by H.I.M.H.S			
19	A <u>canonical Book</u> in Arabic offered by the church of Alexanderia			
20	<u>Doxology</u> written during the reign of Emperor Zerayakob in the 15 th c. offered by Emperor Minilk II			

Chart, 1

2. Which services are provided at the Holy Trinity Cathedral & Museum attracted you most?

	Items	Yes	No	I don't know
1	Guiding?			
2	Sale of services (taper)			
3	Gold umbrella			
4	Candles			
5	Entrance fee			
6	Magazines			
7	The sale of image of Holy Trinity			

Chart, 2

3. Which tourism products more attracted you? (Encircle your answer)

1. Church procession
2. Clothes of the royals
3. Design of the church
4. Crown of Emperor and Crowns of Empress
5. Ancient manuscripts
6. Silver embroidered trousers and tunic of emperor Minilik II offered by him
7. Embroidered robes of empress Menen offered in 1944

3.1. Why? _____

4. Are there preservation efforts on tourism product in Holy Trinity Cathedral & Museum?

1. Yes
2. No
3. I don't know

5. What facilities are developed at Holy Trinity Cathedral & Museum to promote tourism products?

1. Information center
2. Signage
3. Kiosk
4. Parking
5. Toilet
6. Restaurant and Cafe
7. Others

2. To study the role of Holy Trinity Cathedral and Museum for promotion and marketing of Heritages

2.1. How do you heard about Holy Trinity Cathedral and Museum?

1. Television.
2. Website.
3. Magazines & Newspapers.
4. Brochures/leaflets
5. Friends / visitors
6. Others

specify)_____ (

2.1. I believe that the promotion activity is enough to introduce the Church?

1. Strongly agree.
2. Agree.
3. Neutral
4. Disagree.
5. Strongly disagree.

2.2. I believe that advertising platform and techniques clearly understandable to you (visitors)?

1. Strongly agree.
2. Agree.
3. Neutral
4. Disagree.
5. Strongly disagree.

2.3. I believe that promotion and marketing of heritages can increase the number of visitors of the church?

1. Strongly agree.
2. Agree.
3. Neutral
4. Disagree.
5. strongly disagree

2.4. Have you read (seen) website of the church?

1. Yes
2. No.

2.5. Do you believe that guides of the church are properly describing about the church and museum heritages for tourists?

1. Yes, they describe properly
2. They specify a little bit about the place
3. No they cannot describe properly

3. To study the role of Holy Trinity Cathedral and Museum for conservation of heritage.

3.1. 3.2. I believe that conservation heritage can create job opportunities. (Encircle)

1. Strongly agree.
 2. Agree.
 3. Neutral
 4. Disagree.
 5. Strongly disagree
4. Why?

3.3. I believe that the setting of conservation of heritages of in the museum is properly arranged.

1. Yes
2. No

3.4. Is Holy Trinity Cathedral and Museum has Creation of image at the country level

1. Yes
2. No
3. Why?_____

3.5. I believe that heritages of Holy Trinity Cathedral and Museum can create identity building?

1. Yes
2. No

3.6. Based on your visit, do you believe that heritages have pre-inheritance standards (have seen standard of heritages in the museum)

1. Yes
2. No

3.7. Do you believe that safety measures are enough/ appropriate to keep the heritages?

1. Yes
2. No

3.10. Are heritages properly visualized for visitors?

1. Yes
2. No

2.12. Do you believe that those heritages are desirable and attractive to you (visit)?

1. Yes
2. No

4. To identify the challenges of tourism product development and management in Holy trinity Cathedral and museum

4.1. Did you see challenges of tourism product development and management in Holy Trinity Cathedral?

1. Yes.

2. No.

4.2. If you say “Yes” Qn. 4.1 why?

4.3. What types of tourism product and service challenges do you know?

1. One

2. Two

3. Three

4. Four and more than

4.4. Are there administrative challenges at the Holy Trinity Cathedral and Museum?

1. Yes

2. No

4.5. If you say “Yes’ did take action the administrator to avoid challenges?

1. Yes

2. No

4.6. Dose the number of visitors decrease because of challenges?

1. Yes

2. No

3. I do not know

4.7. Challenges related to managing the number of visitors? How many persons enter together in the museum (Carrying capacity)?

1. One up to five

2. One up to ten

3. One up to fifteen

4. One up to twenty

5. Other

4.8. Challenges related to conservation?

1. Disorder of heritages in the museum

2. The challenges of heritages in the shelf of mirror

3. Challenges on heritages those ordered without shelf (exposed heritages)

4. Others

4.9. Theft of heritages?

1. by international tourists
2. by domestic tourists
3. by servants
4. Robbers

4.10. By others (what are please explain it)

4.11. Challenges of destroying by different insects and rodents

1. Destroying by mouse
2. Destroying by weevil
3. Destroying by moth
4. Destroying by rust
5. Destroying by different insects
6. Destroying by others

4.13. Is there budget constraint to protect heritages?

1. Yes
2. No

4.16. Poor Awareness levels

1. Poor Awareness of heritages that as not economic factor
2. Poor imagining that heritages do not bring any legacy to church and nation
3. Poor awareness of heritage by communities
4. Poor awareness of by servants of church and administer of church

5. Challenges of implementation of rules and regulations

1. Visiting time
2. Guides are not on time
3. Parking area problem
4. The disturbing of voce of visitors
5. Additional payment of visitors (to guides and others)

5.1. Challenges on poor promotion and marketing

1. The shortage of pamphlets and magazines
2. Problem with using media
3. Problem using restaurant and café
4. Problem using different sailings

5. The loss of the man who have skill to promote

5.12. Challenges of using of technology in the museum (Camera)

1. Damages of heritages caused by photo shoots

2. Using unlimited camera

3. Taking heritages by using microfilm

4. Recurring and detrimental heritages as they have been photographed over and over again

5. Are there Challenges of using of technology in the museum (Camera?)

1. Heritages are damaged simply by the using of photo shoots

2. using unlimited camera as the interest of visitors

3. Taking heritages by using microfilm

4. Recurring and detrimental heritages as they have been photographed over and over again

6. Are there the challenges of managing of museum?

1. Yes

2. No

6. Are the parties opening and closing the museum on time?

1. 'Yes'

2. 'No'

7. If, 'No' why?

If you have any question please use my Phone number 0943312146/0918253477 or E- mail: girumshiababw@gmail.com

Thank you!

7. ANNEX: III. INTERVIEW



ADDIS ABABA UNIVERSITY COLLEGE OF DEVELOPMENT STUDIES
CENTER FOR ENVIRONMENT AND DEVELOPMENT
TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

Dear interviewee: First of all my name is Girum shibabaw. I am conducting a research entitled "The Role of Holy Trinity Cathedral and Museum for Tourism Development in Addis Ababa" This questionnaire is for an MA research project. The research is expected to identify The Role of Holy Trinity Cathedral and Museum for Tourism Development in Addis Ababa. It will help in the effort to make Holy Trinity a prominent religious tourism destination in the country. It is my hope that you give genuine information so that the conclusion drawn will be reliable. Therefore please few minutes from your precious time to give answer. The information you provided will be held confidentially
Thank You in Advance!

8. ANNEX: II. Background of key Informant interviews

Name of Interviewee_____

Type of Work (Position)_____

Name of Work Organization_____

Level of Education_____

Study Background_____

PART TWO: Interview of semi structured guide

The following interview question are described how interviewee interviewed by researcher about Holy Trinity Cathedral museum

- How many heritages products do you know?
- Are guides of the church properly leads tourists?
- Is the church of administration try to promote heritages?
- By preservation heritages could bring more income?
- What are the challenges of tourism product?

Thank You!

Fore stakeholders (Domestic interview)

1. To investigate the development of tourism production in the Holy Trinity Cathedral and Museum

1.1. If you do not believe what the Holy Trinity Cathedral and Museum do you believe will benefit the Church and the country through tourism.

1.2. Which tourist products are available at Holy Trinity Cathedral & Museum and which ones do you find most appealing?

1.3. Will there be an effort to promote and maintain tourism products at Holy Trinity Cathedral and Museum? If not, why not?

1.4. If not, why not believe that tourism products are being protected and not damaged?

1.5. If you saw any artifacts you saw during your visit, in addition to religion, you will see a national heritage.

2. To study the role of heritage and promotion and its market value in the Holy Trinity Cathedral Church and Museum

1.1. How did you hear about the Holy Trinity Cathedral and Museum?

1.2. We believe that the revenue from the market has increased due to the introduction of the Holy Trinity and Museum

1.3. Do you believe the program's promotion is enough to promote the church and the museum?

1.4. Do you believe the method and technique of promoting the church and the museum is clear to visitors?

1.5. Have you ever read a church website? What did they do if they knew?

3. To study the role of the Holy Trinity Cathedral and Heritage Museum

3.1. Do you believe that the Holy Trinity Cathedral and Museum will create job opportunities?

3.2. How many workers do you believe will create jobs?

3.3. Do you believe that the artefacts in the museum are well organized?

3.4. Do you believe that the treasures of the Holy Trinity Cathedral and Museum will contribute to the nation-building process?

3.5. Do you believe that artifacts are protected from rust and rust?

4. Identification of tourism development products and management problems at Holy Trinity Cathedral and Museum

4.1. Have you ever heard or seen the challenges of tourism development and discipline in Holy Trinity Cathedral and Museum?

4.2. Are there more problems with the number of visitors than the number of people the museum carries? If there are problems, how many people will come together in the museum?

4.3. Have artifacts (heritages) been stolen from the Holy Trinity Cathedral and Museum?

4.4. Have you ever seen or heard of the challenges of enforcing laws and regulations?

4.5. Do you believe that the management of the church and the museum has experience in negotiating with the government to increase the tourism production in the church and the museum?

4.5. For culture and tourism

1. To investigate the development of tourism production in the Holy Trinity Cathedral and Museum

1.1. At the Holy Trinity Cathedral and Museum, you have done your part to follow the cathedral's policy on tourism policy (if you left, why didn't you leave)?

1.2. When tourists come to visit the cathedral, you advise the cathedral to see the artifacts during their visit.

1.3. I swear that tourists will be satisfied with the tourism product during their visit

1.4. Culture and Tourism He believes that the tourism heritage of the church and the museum is undeveloped.

1.5. You know how many tourism products there are in the cathedral and museum

2. To study the role of heritage and promotion and its market value in the Holy Trinity Cathedral and Museum

1. They believe that the promotion of the cathedral and the museum has been done properly through culture and tourism.

2. Do you believe that we have done a media promotion for local visitors to visit the monuments of the cathedral and the museum and understand their past identity?

3. Have you ever advised the cathedral management to sell in addition to the entrance fee when tourists come? If not, why not?

4. For foreign visitors, if you know the cathedral's website, you go crazy and promote it regularly.

5. If you believe it has increased the number of visitors in the promotion work, please explain why

6. Do you believe the promotion of the program and the museum is sufficient? You believe in culture and tourism is enough

7. In my opinion, I find that domestic tourists are relatively low compared to foreign tourists. According to culture and tourism, what is the main reason for this?

3. To study the role of the Holy Trinity Cathedral Church and Heritage Museum

1. What kind of contribution did you make to the church so that the relics of the cathedral and the museum were not stolen?

2. They believe that heritage is kept in a safe place
3. Do you believe that we have made the necessary contribution to the cathedral's photography and micro-film visitors to prevent the relics from being stolen by photographers and microfilms?
4. Do you believe that we have helped to breathe air to prevent rust and rust and frost on the glass?
5. They believe that the artifacts in the cathedral and museum are part of the culture and tourism policy process.

4. Identification of tourism development products and management problems at Holy Trinity Cathedral and Museum

1. What problems do you believe exist in the cathedral and museum that hinder the growth of tourism?
2. What kind of tourism policy problem do you think is a problem for visitors to visit the cathedral grounds?
3. From the point of view of culture and tourism, there is a problem with the fairness and consistency of the tourist fare.
4. You will ensure that visitors are not harassed by paying in addition to the entrance fee
5. Tourists who visit the cathedral and museum believe that it will cause problems for visitors if they do not properly explain the history and traditions of the church and the museum.

For a Embroidery workers

To explore the development of tourism in the Holy Trinity Cathedral and Museum

1. What kind of tourism products do you produce in Mukash work?

To study the role of the Holy Trinity Cathedral Church and Museum in the promotion of heritage and its use in the market.

2. Advertisements will be made to visitors so that they can be marketed for tourism
3. To study the role of the Holy Trinity Cathedral and Heritage Museum

4. Do believe that the products you sell will be properly cared for by the cathedral administration.

Identification of tourism development products and management problems at Holy Trinity Cathedral and Museum

5. Do you believe that there are problems that hinder the production of Mukash for tourist

1. for the Priests

2. What kind of tourism products are there?

3. Do believe that the liturgy and the chanting of the cymbals, the drums, and the double-breasted guides will accurately advertise to the visitors.

4. They believe that the cathedral will provide special protection for the ancient relics

5. Do you believe that there is an impediment to the contribution of the Mahlet and the general spiritual service to tourism?

Know your country (Hagerihn Eweq)

1. What kind of tourism products are there?

2. Know Your Country Program You believe that we have introduced the Holy Trinity Cathedral and Museum to students and teachers in an appropriate way.

3. Do you believe that Proper care of the heritage in the cathedral and museum?

What are the obstacles to the growth of tourism in the cathedral?

Church Administrator

1. What kind of tourism products are there in the Holy Trinity Cathedral and Museum?

2. What strategies do you believe are sufficient to promote the heritage of the Church and the Museum?

3. Do you believe that we are protecting the heritage from contamination by sewage, rust and rust?

4. What are the obstacles to the growth of tourism in the cathedral?

Archdiocese

1. What kind of tourism products are there in the Holy Trinity Cathedral and Museum?
2. Do you believe that the cathedral is as much a part of the archdiocese as it is under the archdiocese?
3. Have you ever visited and advised the heritage in the cathedral and museum?
4. What are the obstacles to the growth of tourism in the cathedral?

If you have any question please use my Phone number 0943312146/0918253477 or E- mail: girumshiababw@gmail.com

9. ANNEX: IV. OBSERVATION CHECK LIST

No	Areas of Observation Questions	The Studied Findings to Develop Tourism Potential	Challenges and Obstacles to Develop Tourism Product	Remark
1	Are there attractions on the surface of the church?	The presence of engrave of the Angels, Apostles, different design of the church	The sun light rain, the lack of renewable,	
2	Is it known that who built the church?	By Emperor Hailesillase after Italian invention of Ethiopia	Guides who come with tourists from other places distort history and misinterpret it for visitors, some guides do not tell to tourists about the kings work because they hate him they do not know when it started or when it	

			happened	
3	What kind of heritages in the church?	Presences of tangible and intangible heritages. Tangibles such as tomb of Hailesillase, Empress Menen, the image of prophets and Apostles the picture of Hailesillase speech in Geneva. Intangibles, such as Melody of St Yared Mass	Do not tell guides to tourists about intangible heritages and not to regard it as a heritage, failure of visit Mass.	
4	What kind of tourism products are in the church underground and in the compound?	Presence of priesthood closes, the existence of a parchment that speaks of our Lord's Jesus Christ suffering(Gibrehimam) and secured heritages, endemic, plants, different tombs	Never visit underground heritages by tourists, do not tell to visitors that confidential heritages may be stolen	
5	What kind of heritages in the museum?	Ancient parchment books, golden, crosses, silvers, crown of Emperor and Empress, golden umbrella	Visitors visit without a guide, the museum guards have a language barrier, difficulty in	

			explaining to tourists, the negligence of the guards.	
6	Are there any ways to promote tourism in the church and museum?	The presence of conservation of heritages, brochures, pamphlets, magazines, guides of the church,	Heritage management problems, lack of brochures, magazines, tour guides not going to museum with tourists	
7	Who is expected to develop tourism product in the church and museum?	Government, NGO, priests, guides, communities the church and all stakeholders.	The government's reluctance to support tourism, the NGO do not send tourist to this place, and the community's lack of knowledge about tourism	