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ADDIS ABABA UNIVERSITY
COLLEGE OF DEVELOPMENT STUDIES
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PROGRAM OF TOURISM MANAGEMENT AND DEVELOPMENT

**DETERMINANTS OF HOUSEHOLD PARTICIPATION IN TOURISM
ACTIVITIES IN NEARBY KEBELES OF LALIBELA TOWN, ETHIOPIA**

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MAY 06, 2019

ADDIS ABABA, ETHIOPIA

**DETERMINANTS OF HOUSEHOLD PARTICIPATION IN TOURISM
ACTIVITIES IN NEARBY KEBELES OF LALIBELA TOWN, ETHIOPIA**

A Thesis Submitted to the School of Graduate Studies of Addis Ababa
University in Partial Fulfillment of the Requirements for the award
Degree of Master of Arts Program of Tourism Management and Development
At the
Addis Ababa University College of Development Study

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*This is to certify that the thesis prepared by Ayene Belay, entitled: “**Determinants of household participation in tourism activities in nearby kebeles of lalibela town, North Ethiopia**” and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Tourism and Development complies with the regulations of the university and meets the accepted standards with respect to originality and quality.*

Approval of board of the Examiners

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DECLARATION

I declare that this work entitled ‘Determinants of household participation in tourism activities in nearby kebeles of lalibela town, North Ethiopia’ evidence from rural Lalibela town is my original work, has not been presented earlier for the award of any degree or diploma to any other university and that all sources of materials used for this thesis have been duly acknowledged. I have produced it independently except the guidance and suggestion of my research advisors.

Ayene Belay

Signature and Date

ACKNOWLEDGEMENTS

Writing this thesis has been a challenging task, much more challenging than I could ever have imagined. During the journey many people have been of great help and without whom the completion of this thesis would not have been possible. I would like to express my deepest gratitude towards my instructors who through valuable feedback and advice pushed me to work even harder. I would also like to thank all the companies and interviewees that took part in the study for their time and interest.

It is my pleasure to take this opportunity to thank the Almighty God for giving me strength, power and courage to accomplish this work despite of the challenges I faced. Also I am grateful to my supervisor, family, friends, and colleagues as this thesis would have been impossible and not enjoyable without their ongoing supports. My gratitude and sincere thanks to my supervisor Dawit Diriba (Dr) for his tireless guidance, valuable advice during my study and unlimited professional support at all stages of my MA. May the Almighty God bless him. I would like to express my profound gratitude to my family for their contribution in my education; this work would have not been possible without their support and encouragement.

Thirdly, I pay special thanks to the respondents who graciously availed their time to give me audience. Indeed, if they had not volunteered information, there would have been no data to write this thesis. Lastly, am grateful to my classmates and the Lasta Woreda Tourism responsibility officers, and all the Lasta woreda tourism experts and the entire university fraternity. God bless all who have contributed to the success of this thesis.

Last, I would like to thank my closest ones for their continuous support and always being there when I needed them the most.

ABSTRACT

*This particular research examines the determinants of household participation in tourism activity in nearby kebeles of Lalibela town in rural areas of north Ethiopia. To accomplish this, the research used household survey data from the four purposively selected nearby Lalibela rural kebeles with 230 household respondents. The methodologies employed during the collection of the data were household survey, interview, observation, and documentary review with the sample size of 230 respondent households so as to gather the necessary data for the study. A simple random sampling procedure was employed to select 230 households of which 36% of them are female-headed households. Analytical tools used were both descriptive statistics and econometric model. In descriptive statistics from the respondent households, it would conclude **with** high or low level of participation between households, Level of participation in tourism activities is closely allied with the number of frequency of community participation in tourism activities. Therefore, the community participation level of index result showed that, 42% of the respondent household heads have highly participated with different tourism activities, while the remaining 58% of households have lower participation. In econometric model, the quantitative data gathered from these techniques are analyzed and interpreted using Logit Regression in order to show the determinants of households that decide on participation in tourism. Thus, a total of ten explanatory variables were included in the empirical model of which seven were significant. These variables include sex, social status, marital status; occupation, farm sizes, total household income and credit were significant factors of households' participation of tourism activities. The finding of the study revealed that household participation in tourism activity should be given more focus and attention by policy makers in effort to increase tourism participation status of rural households. The rural households' tourism participation is a vital step in rural household meant that tourism provide employment opportunity, income and local people encourage a variety of tourism activities to meet their needs. Therefore the researcher recommends that the governments' organizations shall provide trainings, advice and credit facilities to the local communities that can participate in tourism business activities*

Key terms: Local Community participation, tourism Activities, rural household, binary logistic regression Mode

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LIST OF ABBREVIATIONS

CSA	Central Statistics Agency
DFID	the British Department for International Development
DMC	Destinations Management Company
FDRE	Federal Democratic Republic of Ethiopia
FHHs	Female Household Heads
GDP	Gross Domestic Product
GO	Governmental Organization
GTP	Growth and Transformation Plan
HHs-	Households
MHHs	Male Household Heads
MoCT	Ministry of Culture and Tourism
MoFED-	Ministry of Finance and Economic Development
NGOs	Non Governmental Organizations
OECD	Organization for Economic Cooperation and Development
PASDEP	Plan for Accelerated and Sustained Development to End Poverty
TVET	Technical and vocational Educational Training
SPSS	Statistical Package for Social Sciences
WTTC	World Tourism and Travel Council
UNDP	United Nation Development Program
UNWTO	United Nation World Tourism Organization
WTO	World Tourism Organization

CHAPTER ONE

1. Introduction

1.1. Background of the Study

The participation of the local community is very important in the tourism industry as its members can be considered to be one of the tourism products and their inputs in the decision-making processes of tourism development should be a focal point in tourism development. Community participation in tourism has been regarded as a positive force for change and growth of tourism. Cole (2006) stated that involvement and participation of communities in tourism can be viewed in the decision making process and in the sharing of tourism benefits, community participation through employment brings more economic benefits directly to the household level, Tourism is recognized as one of the largest and most lucrative industries globally in terms of employment and its contribution to gross domestic product. Increasing awareness on the idea of community participation in tourism development has been the topic of the decade in many of the developed countries. Blank (1989) stated, tourism has been maintaining a close bond with the local communities as host and it is in the community that tourism happens

Bosselman et al (1993) stated that, today, tourism is the largest developing sectors of the world. Its high growth rates have considerable volumes of foreign currency inflows, growth and educational experience that affect various sectors of economy, which positively contribute to the social and economic growth of the country as a whole. Scheyvens (2002) stated that community participation in tourism is an inevitable and crucial for tourism because most of the tourism attractions are located within the community or within their areas and most of the times co-exists side by side with the local community. It plays a practical role to ensure positive benefit from tourism opportunities and has a considerable significance for the local communities' participation in their respective sites and enables the community to manage, plan and implement activities of tourism. Moreover, participation of local community for tourism through sharing and gaining the benefits that tourism product is one of the main viewpoints of local people in tourism businesses (Timothy, 1999; Tosun, 2000; Li 2004),

Globally, Tourism has been recognized as one of the major actors of socio-economic change and impetus of community participation, due to the fundamental factors that influence access to utilize the tourism resources. It is a plausible way of involving communities in the planning and managing the available resources for their sustainability (Murphy, 2013). Similarly Tourism has a multitude of impacts; it can be a positive force, bringing benefits to community, or an engine for community.

Governments in Africa show an increasing interest for tourism as a source of growth and development. Recent work indicates that, the share of Africa from world tourism showed an increasing trend yet various challenges remain, the need for solid infrastructure, good roads and transportation corridors, better airline connections, and problem of visas to cross African borders are some of the basic reasons that African tourism industry has not taken off and reduce communities' participation (Cooper et al 2008). Though the lion's share goes to the developed country both in terms of arrival and corresponding receipt, the growth rate of tourism in Africa, however, is higher in the developing countries, particularly south of the Sahara, Its economic effect has tremendous opportunities to the community.

Travel and tourism comes into being in Ethiopia very recently, compared to other countries of the world. And, it also encouraged the attention of the imperial government during the 1960's and pays great consideration as an economic sector. Likewise; since the time of Minilik II, the number of travelers to Ethiopia showed increment, and the governments recognized tourism as a significant economic sector in 1960's. Even if tourist arrivals are at an increasing mode and the governments gave attention, the sector is underperforming compares to neighboring countries. Though the government had taken great consideration and concerned with establishment of the first hotel in 1909, the first bank in 1906, it is still unsatisfactory when considering the diverse tourism resources of the country that are undervalued (MoCT, 2011).

In view of this, the government of Ethiopia , in the 1960's, has taken two decisive steps to make tourism as a fundamental economy source of the country; first- the imperial government recognized Ethiopian tourism organization (ETO). Second, the government invited different global organizations; consultants to advise ETO on tourism development issues, inventory of monuments, sites, cultural and archaeological artifacts, identifying tourism priority areas and developing short

term and long term tourism development plans. Guided by the plan, the government invested heavily in tourism infrastructure in the subsequent decade –including establishing Ethiopian Airlines for international and domestic air access, building airfields around the country at key tourism sites, building hotels at or near these sites, and establishing a national tourism operation to take tourists to the hotels and attractions.

According to Ministry of Culture and Tourism (2011) Ethiopia, particularly on the Amhara region, tourism becomes an important industry that has a great significant towards the social, cultural and economic development of the region. This region, as compared to other tourism sites of Ethiopia, is by far the richest region in natural, cultural and historical attractions. The region is situated at the heart of the classical northern historic route of Ethiopia. The northern rout mainly covers the Amhara region and most of the tourism sites are situated in this region.

The Amhara Region Tourism Bureau (2010) conformed that the region has three UNESCO World heritages sites, such as the rock hewn church of Lalibela, the castles of Gondar and the Semen mountains national park. Moreover, in many sites of Amhara, particularly Lalibela, Bahirdar, and Gondar, community participation in tourism has been developed in line with tourism resources identification and awareness due to different initiatives carried out by different community and cooperatives. The Amhara regional state is considered as the tourist hubs of the region blessed with abundance and diversified tourism sites. This region has abundant tourism potentials that offer opportunities for employment, business and income generation of the local people to participate and reduce poverty.

Speaking to tourism, Lalibela and its environs are considered the wonderful tourism potential of the region. It is the home of cave, monolithic, semi monolithic and cultural sites. However, the rural community is not benefited from the sector due to different problem. The rural potential tourism resources were not clearly identified and assessed in appropriate way for community. This site is a religious paradise, warm and colorful yearly religious festivals, and an eye catching landscape. So, the region could be a bigger religious tourism site and an immense source of income, employment for the local community. Thus, the present study focused on household participation and tries to analyze determinants of households in tourism participation.

1.2. Statement of the Problem

According to Todaro and Smith, (2009) over two-thirds of the world's poorest people are located in rural areas that are engaged in subsistence agriculture. On these rural areas, the poorest individual people mainly depend on agriculture and their means of income is from agriculture. But, recently the production and productivity of agriculture in these rural developing countries including the Ethiopia rural areas are not satisfactory due to different reasons; such reasons are variability in soil quality, crop diseases, climate change impact, land degradation, population growth, decrease fertility of land, crop failure, unpredictable rainfall and other weather related events. On accounts of these reasons, these rural poor households of Ethiopia and specifically the local poor residence of the rural areas of the nearby kebeles of Lalibela town have been experienced a large gap and live in shackle of poverty.

Quite on the reverse, This area is endowed with numerous sites of tourist attractions ranging from physical to cultural environment with plenty of outstanding masterpieces of work of architectural rock hewn churches, Paleolithic cave arts, paintings, artifacts and sufficient year round tourism resource including historical, natural and social practice which are best for the local people to participate in. This unique feature of land in terms of natural, cultural, historical, and religious tourism assets, it has a huge potential for tourism. However, despite this high potentiality, community participation in tourism remains undeveloped and weak due to various reasons. The area is earning very much less income and share from participation in tourism than what its neighbors Lalibela town earn out of tourism .It is characterized by low and weak community participation, severe unemployment, and absolute poverty. Moreover, the full potential of tourism as community participation option has not yet to be realized in many of the rural areas. Participation in tourism is also negligible and less contributing to the income of the local poor people. Likewise, the benefit that the community shares from tourism in these nearby rural Lalibela kebele is too small and the business activity has been insignificant.

Despite the fact that, community participation in tourism is the most appealing strategy to address the needs of the local community through the active involvement in all the process; there are also shortcomings in the strict sense of the practical experiences of participation. Moreover, there is a dearth of researches focused on determinants of household participating in tourism activity.

Participation activity of the tourism sector at household level are not yet fully studied and identified by researchers, government and/or other stakeholders in these rural areas.

Therefore, most of the existing researches that have been studied on the region, concisely their study based on with the concepts of urban tourism practices, development, management and potentiality of the tourism sector. In this realm, the research done by Tesfaye (2017), Shegaw (2015), Temesgen (2013) and Dagnachew (2013), their researches could spur on the rock hewn churches, the tourism development, the tourism management, the tour guiding communication and community participation in tourism development respectively, such research yet not focus on the determinants of rural household participation in tourism activity. For instance, the research of Dagachew (2013) he tried to survey about community participation in tourism development evidence from the Lalibela town, but his research concisely focused on the urban based tourism community destinations not rural at an individual household level. Moreover, the researchers have not come across rigorous quantitative empirical survey that be able to show the determinants of household participation in tourism activity at household level.

Thus, this research is an attempt to analyze determinants of tourism participation particularly in rural Ethiopia, using the Amhara region of nearby rural kebeles of lalibela town to unearth the determinants factors in the potentiality of tourism related business activity, where tourism industry and community participation is at its crawling stages. Hence, such research strategy shifts to realize the full potential of tourism and its community participation activity. Finally, in this study it is rational to conduct a rigorous quantitative empirical survey on household participation in tourism activity and opportunities of community based local business related tourism participation. Hence, the study explores and aims at analyzing determinants of household participation in tourism related activity in nearby kebeles of Lalibela town.

1.3. Objective of the Study

1.3.1. General Objective

The general objective of the study is to analyze determinants of household participation in tourism activities in Lalibela town on the nearby rural Kebeles.

1.3.2. Specific Objectives

- To assess the nature and level of rural households' participation in tourism activities.
- To analyze the demographic and socio-economic characteristics of the participant households in tourism activities.
- To analyze determinants of household participating in tourism activities.

1.4. Significance of the Study

This study has got great importance in promoting and introducing the determinants factors participating in tourism *activity* to the local community, researchers, governmental and non-governmental organizations. For the academicians and researcher this study gives clues and indicates way to conduct further research on the area and to use as reference. It serves as to aware and motivate practitioner to participate in tourism club research and study.

The local community participation in tourism and its development would lead to economic growth and development through different directions. The urgent need for poverty assistance in Ethiopia and the substantial potential economic contribution of tourism in Ethiopian economy justify the interest in explaining the sector link with community participation and economic growth. Therefore, the research has its own importance as it gives ideas for further investigation on the impact of tourism sector on Ethiopian economic growth. The study as well is useful as it analyses the individual impact of the tourism sector in Ethiopian context and helpful in suggesting alternative policies that could improve the sector.

1.5. Scope of the Study Area

The rational assumption of the development of this study is that tourism is inherently an economic operation, participation of the local community and a vital business impetus of a local household at the destination area. On this concept, the scope of the study can be classified into two broad categories which are in terms of geography setting and content wise.

On regard with geographically site, the scope of the study focuses specifically on the historical .archeological and cultural sites of the town of Lalibela and its nearby sites of the north eastern periphery of Amhara regional state.

In terms of content, this study mainly covered with only four selected rural kebeles that only carried out very nearby rural tourist sites. This rural household's farmers have a number of tourism sites that the household's decide to participate in tourism activity for their means of family income. In order to improve their means of income status of the rural family, the local community participates in tourism activity like renting horse or donkey, selling artifacts and embroidery of traditional cloth, coffee ceremony; local guiding since agricultural intensification is not possible, participating in different activities outside agriculture.

This study focuses on the level and nature of participation and its effect on rural households' income. Representative sample has been taken from four rural household localities and analyzes the participation in tourism to the income of rural households. This research paper covers the rural household of Lalibela in which the rural HH surveyed has conducted. The rural household survey data collected from Asheton, Bilbala, Nakuto La'ab and Yemerhane Kristos.

1.6. Limitation of the Study

More specifically gathering data for a scientific method, qualitative and quantitative study in the field could hardly be argued to be an easy task. The researcher has experienced the process as very challenging and throughout the study new issues emerged. The issues should be acknowledged and listed here. Conduct fieldwork in an unfamiliar cultural environment entails plenty of challenges and this setting provides actually quite an advantage but also challenges. On this way, the researcher would have been interested and covered to do the community nature and level of participation in tourism activity to their livelihoods that exclusively concerned in the selected rural kebeles paying specifically attention based on rural household and their participation at household level. The study does not cover the overall attractions of the Lalibela regions rather concentrate on the precise issue of the specific selected rural kebeles that are linked with tourism resource near sites.

The study used the rural household's data and the data was collected for different aspects and characteristics of rural household. It was not particularly designed to collect data on different income generating activities rather in rural household level and nature of participation. However, the theme of this study is how the level and nature of participation of the communities close to

tourism that is involved and how much they benefit from the tourism industry. At times, it was also challenging to convince the interviewees so as to catch valuable information beside the limitations discussed above, considering the available time and resources ended up with adequate data from which analysis could be made in order to make meaningful findings.

1.7. Organization of the Thesis

There are five chapters in this study. The first chapter is dealing with introduction of the study, statements of the problem and objective of the study, limitation and scope of the study.

The second chapter presents the theoretical and empirical literature review related to the local household decision to participate of tourism activity and determinant in rural household decision to participate in tourism activity.

Chapter three contains the methodological aspect of the study which includes: research design, data source, type and collection method, Model specification, estimation procedure and variable definition. Chapter four, elucidate a brief presentation and discussion about the model specification and the participation of tourism to rural Household income performance, the regression result and its interpretation is presented. Finally, chapter five provides the conclusion and recommendation emanating from the study.

CHAPTER TWO

2. LITRATURE REVIEW

In this part of the study, an attempt has been made to review the literature that related to the title of study. The title of this study is related to three major concepts such as, assess the nature and level of rural households' participation in tourism activities in their local areas, analyze the demographic and socio-economic characteristics of the participant households in tourism activities in the areas of the study and finally analyze the determinants of households participation in tourism activities of the rural households.

2.1. Operational Definition of key concepts

2.1.1. Tourism

Defining tourism is not a simple matter, as it is a complex industry made up of many different businesses. According to the United Nation World Tourism Organization (2002), tourism entails the movement of people to countries outside their usual environment for various purposes. likewise, Ugurlu (2010) stated, tourism is a collection of activities, services, which convey a travel practice comprising accessibility, accommodation, meals establishments, retail shops, entertainment businesses and amenities services provided for individuals or groups moving away from home. Moreover, tourism is a social, cultural and economic phenomenon which entails the movement of people for different purposes and ranges from the informal way of recreation service by the local people to highly organized mass of movement that it involves leisure, recreation, business, travel and family visit. Therefore, the core concept of tourism is considered with between the participation of the local community and the tourists. It has greater significance on creating opportunities like employment, economic growth and foreign exchange earnings directly or indirectly to the local economy in general and community participation in particular. It also service oriented industry that offered by SMEs directed by tourist industry participate and involve various sectors with the support of government and non government organizations.

2.1.2. Rural Household and Community Participation

Household: is defined in this research as all persons living under one house or occupying a separate housing unit, having either direct contact to the outside (or to a public area) or a separate catering facility where the members of a family unit are related by blood or kinship, they constitute a family. Particularly on this research household means individual person who live in the study area that the researcher have used for

Rural Household: is a family unit that lives in the countryside and that may involve in both farm and off-farm (Service oriented) activities. Rural household means the individual people that the individual mainly live outside the town (urban) area and mainly their major activity is agriculture and other off farm activities like rearing animals. The rural household is subject to the same social, economic and cultural challenges from the rural area. Rural Household is the main actor in the countryside; it has produced a unitary process in terms of the strengthening of social and economic phenomena or from the geographic point of view.

Local Community: by definition implies a group of interacting people sharing an environment in human communities, intent, belief, resources, preferences, needs, risks, and a number of other conditions may be present and common, affecting the identity of the participants and their degree of cohesiveness. Similarly, this has association with local residents (often rural, poor and economically marginalized) invite tourists to visit their communities with the provision of overnight accommodation. The residents earn income as land managers, entrepreneurs, service and produce providers, and employees. According to Glenn (2001) that local community in destination is the major actors of community participation in tourism development.

The Local communities are the focal point for the supply of accommodation, creating, information transport, facilities and services for tourism development. Here on this study, local community imply individuals with some kind of collective responsibility on those selected rural communities. The destination enables the tourist to discover local habitats and wildlife, and celebrates and respects traditional cultures, rituals and wisdom. The community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community to participate and access the opportunity of these resources.

Community participation: The involvement of people in activities and projects to solve their own problems and mainly can take place during any of these activities, such as needs assessment, Planning, Mobilizing, raising, Implementing, Monitoring and evaluation, therefore, on this study community participation means individuals or communities employing in tourism business related activity or programs for income generation activity.

Socio-economic characteristics: These are the social, economic and cultural parameters of the host community which influence the participation in tourism activities.

Hectare: This is equivalent to 2.47 acres or 10,000 m² of land

2.2. Review of Literature

2.2.1. Community Participation in tourism Activity

According to Havel (1996) that Participation is a process through which stake-holders, among them, the local communities, influence and share control over development initiatives and the decisions and resources which affect them. Participation, seeks collaboration or partnerships and the commitment necessary to ensure sustainability of tourism development initiatives. Similarly the Author stated that, the outcomes of participation are usually a reflection of a certain level of involvement of relevant stakeholders in the decision-making process which in turn enables people to make informed commitments to a particular activity. Today, many development initiatives seek the participation of all concerned stakeholders to address the inefficiency of highly centralized development approaches particularly in developing countries. This is not only for the sake of efficiency and equity of the programmes, control of donors and demands of local communities, but also for the continuity of these initiatives (Tosun, 2000).

Ribot (2004) assured that community participation in tourism is significant for community achievement. It is also one of the key features to empower community where participation is the heart that pumps the life blood of the community. Similarly, Wang and Wall (2005) added that community participation is the address of transformation in developing countries that have concerned as a specific field of interest. Therefore, participation is concerned with community empowerment and capacity that the ability to open wider door for activities.

According to phiri (2009) Participation is the involvement of all local people and other stakeholders in the formation of programmes or policies that would assist to change the communities. And also, community participation is a dichotomous structure with only two form either participate or lack of participate in community (Hung et al, 2011). In terms of tourism, several researchers have identified various types of community participation methods to develop useful models to conceptualize the level of community participation in the framework of development studies (Arnstein, 1969, Pretty, 1995; Tosun, 1999; Tosun, 2004; Jawardena, 2002; Wang and Wall, 2005).

According to Faridi (2009), local participation generally helps to increase acceptance, ownership and inclusion of the poor in socio-economic development and growth in the region. Therefore, participation in tourism is the foundation of tourism development. It has fundamental significant to ensure and meet tourism-generated benefit that satisfy the need on both ways directly or indirectly. Local community should have intimacy and knowledge about their tourism products, nature, and characteristics on clear way to identify than outsiders. Community needs to associate themselves with the tourism resources locally with very values and meaningful ways (Johari et al, 2015).

Tosum and Timothy (2003) stated that the level of community participation in tourism is the crucial element that to employ tourism strategy and benefits of the community that can locally identified the needs. Participating in tourism is a critical factor to the success of any development activity of the community. Likewise, Mannigel (2008) stated the levels of community participation, the strength of decision making and magnitude range from sharing of information to a full transfer of power and responsibilities. Participation enable wider opportunity for the local people to reap the benefit and utilize the resource of tourism that happens at their locality properly .Therefore this increase participation of the local community and incorporate the low income and marginalized communities in destination (Lea 1988).

Scheyvens (2007) stated that the levels of community participation in tourism activities are considered as a bottom-up method that empowers the marginalized groups and provides lots of opportunity with greater role over decisions making and benefits sharing activities. Ashley and Roe(1998) Local community can be involved in various ways such as employment in tourism, local entrepreneurship, leasing out land for tourism, making partnership agreement with tourism

operators, and participation in planning and decision making related to tourism, wildlife, parks and land uses. Buzindeet (2014) stated that tourism generates income to the community through provision of local tour guiding services to tourists, cultural performances, small informal business activities to tourist, and free will donations from tourists. Moreover, it benefits the community to create opportunities for establishment of Small and Medium Enterprises (Trivun, *et al.*, 2008; Zapata et al, 2011).

2.2.2.Determinants of Participation in Tourism Activity

Connel and Page (2006) stated that the determinants factors of tourism participation activity are exogenous or external factors that shape the wider claims of tourism within community that affect the desire and choices of an individual participation. Moreover, determinants factors are considered to be the major determinants that determine whether the households will participate in tourism or not. Vanhove (2012) stated that determinants factors play a significant role that determines the extent to which participation happens within in the community.

According to the findings of copper (1993), Richard (1996), that some of the common determinant factors that directly affects participation in tourism include gender, education, marital status, income, occupation. likewise, Vanhove, (2012) stated the other determinants factors of households that decide to participate or not to participate in tourism activities further categorized or grouped into economic, demographic, socio-cultural and institutional variables. These variables are major determinants of household in tourism participation activities. Very few out of the many variables are mentioned as of below such variables are demographic, economic, social and institutional variables.

2.2.2.1.Age

It is a significant factor in heads of the household to participate in tourism participation activities. The youth play a crucial role which ensures the sustainability of tourism areas and tourism activity. On this reason, Shibia (2010) stated that the young people have become increasingly more positive and active to protect their tourism resource and keen to participate on it because of their education and environmental awareness. In contrast, the older members of the household need to be part and parcel of tourism decision-making process through consultation and other related tourism issues. As

considered that the older tend to be more receptive to manage and are more likely to participate in tourism related businesses such as hospitality business in the destination areas. However, this does not to mean and interpret that the youth should be barred or their roles minimized in the management and protection of attractions including their participation in any tourism activities, therefore , here ages has significant for the participation of tourism business .

2.2.2.2.Income

Vanhove (2012) stated that the most significant group of determinate factors that drive the community to participate in tourism is the economic factors. Thus, income is an economic determinant factor that encourages the community in tourism participation. Income is the key determinant factor that particularly motivated and enabled the household to participate in tourism activity. This determinant factor motivates and encourages households to participate directly or indirectly in tourism and it has positively and significantly correlated with households to participate in tourism activities with a significant effect. On this study, Income is the fundamental determinant factor that gives confidence the local community to participate in different tourism activity. To do business, income is the basic determinant factor to participate in tourism related business and gives opportunity for participation.

2.2.2.2. Education

It is important in preparing a person to participate in an activity that requires utilization of knowledge and skills. Kaltenborn et al (1999) and Kideghesho et al. (2007) stated that community with higher levels of education have more positive awareness of tourism and direct the community to plan, manage and evaluate their benefit share in proper participation. These benefits have more than those with lower education levels. Education increases the knowledge, outlook, vision, skills, self-confidence and widening the ability of the community. Community that has educational background have vital important on their participation in tourism activities is effective. The ability to participate in tourism depends on various factors among knowledge and skills are vital resources. Moreover, Hung et al. (2011) affirmed that education brings significant benefits to community through knowledge of business opportunities, income, enhanced skills, improved social status and access to networks. Generally, educated people tend to be more skilled and knowledgeable that can participate in tourism activities compared to those with no formal education.

2.2.2.4. Gender

Page and Connell (2006) stated that gender is fundamental factor that determine community participation in tourism. Gender access to the basic relations between individuals which is primarily sex based that is female and male heads. The next level that identify is the role of sexes at household level where in most cases women have the responsibility of household association and child care that motivated to participate the community in tourism product as business activity. Although gender is an important determinant factor for community to participate in tourism, it is an issue that has not been explored. Some studies showed that positive relationship with tourism activity in favor of male households. The female headed households have less chance to participate in tourism activities because that invest much time in domestic roles Moreover, in developing countries due to cultural and social grounds, women have less access to institutional, informational and communication services to participate in tourism activities. Therefore, Faridi et al (2009) stated that sex was hypothesized that male headed households are more likely engaged in to participate in tourism activity than female headed households.

2.2.2.5. Other Determinant Factors

There are several other determinant factors that influence whether an individual participate in tourism or not. Community participation in tourism activity is a socio economic variable. These socio-economic variables are very important variables to participate in tourism related activities. These are land holding, on farm and off farm incomes, total livestock. Land related variables are influence rural household decision to participate in tourism activities. Land holding had a positive and significant influence on participation decision of household. Farm income is one important variable for participation tourism. According to Menale *et al.* (2010) explained that the amounts of household income obtain from the sale of crop and animal, after household consumption met helps to purchase tourism products.

2.3. Empirical Review on Community Participation in Tourism Activities

Tourism is one of the largest and most important business industries in many developing countries of the world. It has great impact on the economies of the nation providing foreign exchange, employment, income and public revenue. It is a dynamic and flexible industry that entails all to participate on it. Its participation in all economic and non-economic aspects is clearly recognized. It

also attracts international and domestic investors, increase revenue (Ashley et al 2007). Benavides (2001) examined that for many developing countries; tourism is one of the top five sources of foreign currency and has become an important sector for providing employment, incomes and public revenue. Spenceley, (2008) confirmed that tourism is not only a single activity that depends on with one specific field but it affect in many sectors .This section has highlighted some empirical review of the impact of community tourism activities.

2.3.1 Impact of Tourism on Employments

According to World Travel and Tourism council (2009) reported that, globally, Tourism is the largest industry that employs an estimated 10 percent of the global workforce and capital formation. It also has high labor intensive service industry and a valuable source of employment that provides employment more than normal manufacturing industries. Several types of business firms such as hotels, lodge, restaurants, transport agencies, travel agents, tour operators, gift shops, car drivers, and guide accommodated many number of employee and flourish from tourism. Therefore, tourism employs large number of people and provides a wide range of jobs, which are intended from unskilled to highly specialized.

Moreover, World Tourism Organization (2010) stated that direct employment is one of the potential of tourism enterprises in any location where it is developed. Tourism Enterprises are defined business units which provide direct services to tourist in a given tourist destination. This includes such services as hotel services, souvenir shops, tour guide, and special transport services. On these study areas, four tourism enterprises were identified to provide direct employment opportunities in the region. These are coffee services, local tour guiding, mule renting and souvenir shops. Apart from the record from Bureau of Culture and Tourism, The field work on these aspects was carried out mainly for rural nearby kebeles of Lalibela town from which a projection can be made for the whole region.

2.3.2 Impact of Tourism on Income Activities

According to Belloumi (2010) that the benefit of local community from tourism has two major categorical aspects; economical and non-economical. The economic benefit includes direct and indirect employments, revenue, ownership and profitability (Micheal and Egles, 2001).the non-

economic like development of infrastructure, environmental and social benefits. Moreover, Tosum (2000) examines that, tourism open-up large numbers of economic and non-economic opportunities which effect on many sectors and use shared benefits to participate in tourism activities. But on the other hand, Balakey (1994) categorized the economic benefit of tourism at two levels; the first is macro and the second is national or individual level.

At a macro level, a benefit from tourism is expected to economic growth by foreign exchange earnings, an increase in the state revenue and direct and indirect employments. However, tourism brings several economic benefits to local communities, that is, foreign exchange, employment, investments and income. It also a labor-intensive industry and creates several employment opportunities for both skilled and non-skilled people at macro and micro level (Lepper and Schroenn, 2010).

At a micro level, tourism helps the improvement of local community participation through job creation, revenue distribution, participation of the community on the resources and balances the regional development (Blakely, 1994). Tourism creates opportunities for establishment of Small and Medium Enterprises (SMEs), like souvenir and small scale agriculture to supply foodstuffs to restaurants. Moreover, the communities generate income through provision of local tour guiding services to tourists, cultural performances and coffee ceremony service, and free will donations from tourists and also creates opportunities for establishment of small and medium formal or informal tourism enterprises (Trivun, *et al.*, 2008; Zapat et al 2011).

2.3.3. Impacts of Tourism on the Economy

Many people emphasize the positive aspects of tourism as a source of foreign exchange, a way to balance foreign trade, provides an opportunity for job creation, generation of revenue at international, national, regional and local levels. Tourism also accommodates a variety of dynamic activities of informal sectors. There are handcraft vendors, fruit vendors and traditional item vendors, pack animal rentals and others. In this industry on the study areas, there are also many other business opportunities which can involve previously disadvantage people. Examples are the provision of transportation services in both rural and urban areas; business activities and customs to

interested visitors; opening restaurants specializing in local or traditional food. The tour guide industry is one of the areas in which local participation is increasing.

According to World Tourism and Travel Council (2015), tourism provides about 9.8 percent of global gross domestic product (GDP) and 10 percent of the world's income and 9.4 percent of employment worldwide, receipts account for a little over 5.7 percent of world export and 4.3 percent of total investment. Moreover, World Travel and Tourism Council-WTTC (2015) stated Tourism and travel in Africa accounts for 8.1 percent of GDP, 7.1 percent of total employment and 5.9 percent of total investment.

Travel and tourism in Ethiopia contributes much to the country's GDP, employment, investment. Tourism is a featured factor of Ethiopia's poverty reduction that aims to combat poverty and encourage growth in the country. Due to the unique characteristic of the land in terms of natural, cultural historical and religious tourism assets and exceptional biodiversity, Ethiopia has a big potential for tourism. According to WTTC (2015), tourism contributes 35.4 percent of total export in Ethiopia. However, tourism recognized as an important economic sector late in 1961 when an organization concerned with tourism environment was established. Likewise, the Ethiopian tourism has direct, indirect and induced impact on the economy that makes a tremendous contribution to a source of economic development (World Bank (WB) and Ministry of Culture and Tourism (MoCT), 2012).

In many sites of Amhara, particularly sites of Lalibela, Bahirdar, and Gondar, tourism activity has been developed in line with tourism resources identification, and inventory due to different activity carried out by different tourism community and cooperative. Tourism, in Amhara region, mainly in Lalibela contributes a lot for the economy by providing job opportunities and generating revenues through tourist services providing institutions like, accommodation, catering, restaurants and transportation services. This region is the major tourist hub, economic sector and rich in tourism resources includes other tourist spots such as Yemerhane, Asheton, Bilbala and Nakuto La'ab that has a high economic and non-economic benefits like direct employment potential which include among others, such service like accommodation, tour guiding, souvenir retail and mule transport service (Ajala 2008).

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1. Description of the Study Areas

Amhara National Regional State, with Bahir Dar as the regional capital, is one of the nine regions in Ethiopia; located in the North western and Eastern part of the country. It has a total land area of 161,828.40 square kilometers, with a population of 17,266,383 as at 2005 (Amhara BFED, 2005). Amhara region is divided into eleven administrative zones; each is further divided into “Woreda” (administrative community). Amhara region is basically a rural region with 89 % of its population in the rural areas while only 11% are urban dwellers. The region is quite homogeneous in terms of culture. The national regional language is Amharic but other major languages in the region include Awi, Oromo and Argoba.

Lalibela is located on the north eastern part of the highland of Amhara National Regional State of North Wollo Administrative Zone. Lalibela is the capital of the lasta Woreda Administrative Region. It also the heart of the renowned major historical site of the northern classical route of Ethiopia at a distance of 640 Kms from Addis Ababa and 300 kms form Bahirdar. It is globally renowned for its rock hewn churches registered by UNESCO in 1978. On the local level is administered by the North Wollo Administrative zone through a Lasta- woreda.

Lalibela is originally known as Roha. Its political centre was at Adefa near the ecclesiastical establishment called Roha – afterward renamed Lalibela after the famous king Lalibela when King Lalibela was credited with building the rock-hewn churches there in the 13th century. This power was in the hands of a dynasty, recalled in historical tradition under the name Zagwe which probably originated. Lalibela, the best-known Zagwe emperor, ruled at the beginning of the 13th century and is known for building the monolithic rock-hewn churches at the Zagwe capital, which was later renamed for him.

The study area (the nearby rural kebeles of Lalibela town) is situated within this zone of the North Wollo Administrative. It is the home of many rock hewn churches dates back on the 13th c. These rock hewn churches mainly composed of monolithic, semi-monolithic and cave church. The eleven rock-hewn churches of Lalibela are located at the heart of Lasta Administrative region and mainly found in the town of Lallibela. For the purpose of this research the study area focus on only nearby rural households Kebeles of Lalibela that composed of rural nearby kebeles which are Asheton, Bilbala, Yemerhane and Nakuto La'ab.

These rock hewn churches available in Lalibela town and its nearby rural kebeles are a significant centre of domestic and global tourist destinations. Similarly, the nearby rock-hewn churches such as Asheton, Bilbala, Nakuto and Yemerhane, receive considerable number of tourists domestic and international throughout the year. These nearby tourist destinations are home of cave, semi and monolithic churches and main destination for both travelers .Most of domestic tourists visit these churches in connection with annual religious celebrations and significant number of tourism visit every year.

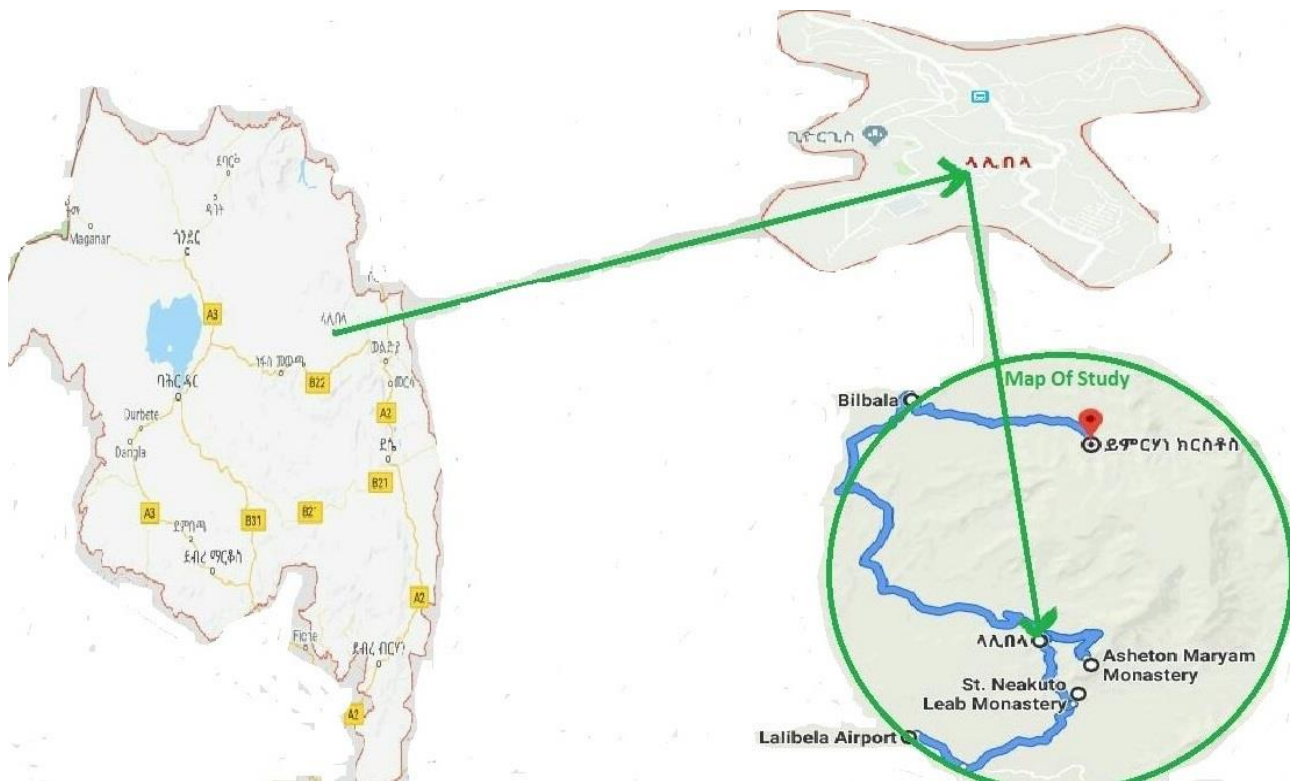


Figure 1 Map of the study areas

3.1.1. Population and Demographic Situation

According to the information obtained from Lasta Woreda communication office, the Woreda has 25 kebeles with the population of the Lasta Woreda is 150,706 (73372 male and 77337 female) among which economically active population between 15 and 64 age and average number of family size is 5. In the Woreda there are 23971 MHHs and 9578 FHHs are lived according to the data from Woreda communication and information administration office. The predominant ethnic group is Amhara and they speak Amharic and orthodox Christian with very few Muslim inhabit only outside (Lasta Woreda communication and information Administration office, 2017). Due to rugged mountainous landscape, the population is unevenly distributed in varying geographical setting. The overwhelming of the population in the Lasta Woreda dwells in rural areas.

3.1.2. Socio Economic Features

Like many areas of the country, mixed agriculture is the main stay of livelihood for the Lasta Woreda. The major crops grown in the Lasta Woreda are maize, teff, wheat, barley, pea, beans, and chickpea. Mixed farming that is animal husbandry and agriculture are the main economic activities of the areas. However, the variability of the rainfall affects crop production. Environmental degradation and soil fertility also pose great challenge on agricultural products.

According to Lasta Woreda Communication and Information office (2017) stated that the main livestock reared by inhabitants of Lalibela and its surroundings are cattle, sheep, goats and donkey. The sales of pack animals and cattle are the main source of cash income for the middle and better off households. The sales of cattle are described as the biggest source of income for middle and wealthy groups. Eggs and butter are also animal products, which are sold by farmers. In a similar way forest products sale also constitute the major source of income for the community. On this days the role of the tourism sector is also paramount significant and has becoming an integral part of the local economy.

3.2. Research Strategy and Design

3.2.1. Research Strategy

According Kothari (1995) stated the social research strategy development process was a household participatory, involving the community, individual and stakeholders. Based on this concept the

research conducted in the nearby rural kebeles of the town Lalibela with the topic ‘Determinants of household participating in tourism activity. This study would be conducted through the descriptive survey and the data will be collected using different mechanisms which will be discussed in the subsequent paragraphs. The respondents mainly the local community members would be selected by the simple random sampling. The survey and the data were used collected employing different mechanisms which will be described in the subsequent paragraphs. The respondents were used selected using the random sampling technique.

3.2.2. Research Design

According to Kothari (1995) stated that the social research strategy development process was participatory, involving local community, academics and stakeholders. Based on this idea the research has been conducted in nearby rural kebeles of Lalibela town with the topic ‘Determinants of Household Participating in tourism activity’. The study combines the way that data was collected, measured and analyzed. It is the plan and structure of an investigation that is aimed by the researcher.

The data employed both primary and secondary data. The primary data for this study were collected directly by the researcher. Secondary sources of data are already available. They are the data which have been collected and analyzed by researcher .The primary sources of data of this study were collected through semi-structured interview, observation and questionnaires. The secondary sources of data were published and unpublished documents such as tourism text books, tourism journals, records and documents. Moreover, the researcher employed both quantitative and qualitative research methods during the process of data collection and analysis. According to Creswell (1994) observed is a process of gathering information using different techniques to determine its accuracy among different sources. This process helps to reduce the risks of bias and inaccuracies associated with getting information from only one source.

The research strategy was field survey conducted in Amhara Regional State on the nearby kebeles of lalibela town where the magnificent rock hewn churches mainly concentrated. The sites are the homes of the extraordinary rock hewn churches. This area was selected purposively due to its paramount significance of household tourism participation and economical contribution of the local

community multiple attractions sites. The nearby rural kebeles of Lalibela was the targeted sites of the researcher to gather significant data. This study area specifically the four selected rural Kebeles; Asheton, Nakuto La'ab, Bilbala and Yemerhane Kristos were designed to obtain information dealing with general socio economic condition and determinants of community participation in the rural household.

3.2.3. Data Type and Data Source

3.2.3.1. Data Type

The type of data that was employed for this study is both qualitative and quantitative data. The qualitative and quantitative data could be from the primary sources such as the questionnaire, interview, observation, and Secondary data were obtained from the reports of the tourism office, and National Housing and Population Census .Contents of the reports were analyzed for information such as the population size of the selected kebeles understudy, socio-economic and demographic variables of the households. Secondary data obtained via websites, statistical data, a number of recent publications, such as articles, extract from books, different Thesis papers, and brochures were also a big source of information for this study. The local and regional tourism bureaus were also be used as sources of data to analyze the determinants of households participating in tourism activity.

3.2.3.2. Data Source

Basically, two data sources were used: the primary and secondary data sources. The primary data source includes structured questionnaires and key informant interview were used made with the sample household, tourist related business enterprises in the four rural Kebeles and the district offices. The respondent households were used to select using the simple random sampling from the owner of the community tourism businesses which exit in the four kebeles (nearby rural kebeles of the Lalibela town were used to select based on the participants of tourism business participating) that were chosen purposively due to the large number of community members participating in tourism related businesses and the available tourism products. Tourism businesses, and Lalibela town administrative council and tourism sector head would also be among the officers for the interview.

The secondary data were used collected by reviewing relevant documents that were used gathered from Lalibela Town tourism sector. In addition to the above documents, other published and unpublished documents on Tourism were used also reviewed.

3.3. Sample Size and Sampling Procedure

The research was used to conduct on purposively selected tourism sites of North Wollo zone in Amhara national regional state the nearby rural kebeles of Lalibela town. These northern Amhara regions of the Lasta Lalibela districts, it has 25 kebeles, out of these; the four rural kebeles were purposively selected to conduct the study due to the available tourism product on the site and the proximity of the Lalibela town. A two-stage sampling method was employed to draw sample household heads. In the first stage, out of these total kebeles in the *woreda* four nearby rural kebeles (Asheton Mariam, Bilbala, Nakuto La'ab and Yemerhane Kristos) were purposively selected due to their tourist flow, accessibility, nearness and untapped tourism potential. However, far and inaccessible kebeles were first excluded in the course of kebele selection. At the second stage, from these kebeles simple random sampling procedures were conducted. The villages from the nearby rural Lalibela kebeles were used as sampling frames designing.

The total population of the Lasta Lalibela Administrative Zone was about 150,706. The total households of the sampled four rural selected kebeles were 5281. The estimated percentage of the population in the sampled kebeles (p) was about 12%. Accordingly, total number of sample in the study was 162. Then to determine the sample size, the following formula was employed (Kothari, 1990).

$$n = \frac{p(1 - p)z^2}{e^2}$$

n= Sample size

z= the number of standard error corresponding to 95 % confidence interval which is 1.96.

ε = Margin of error that the researcher tolerates which is 0.05

p= Estimated proportion of respondents.

A total of 230 HHHs were selected proportionately from list of HHs in the respective kebeles. Given the relative inter HH heterogeneity in terms of their demographic, socio- economic and biophysical characteristics, sample HHs were identified using simple random sampling technique.

Table 3.1 Total Households and Sample Size

No	Name of Kebeles	No. of household head	Sample Taken	Percentage (%)
1	Asheton Mariam	989	43	18.72
2	Bilbala	2005	87	37.9
3	Nakuto La'ab	1048	46	19.84
4	Yimerhane	1239	54	23.46
	Total	5281	230	100

Source: Computed on the basis of Lasta Woreda Communication office, 2018

3.3.1. Sample Size Determination

According to Lasta Lalibela town administration and communication office (2017) census report, the lasta woreda has a total of twenty five rural kebeles with total population of 150,706. However, out of these four rural kebeles were selected due to their accessibility. The totals of 5281 households dwell in these four kebeles. The population was less than 10,000. So, the required representative sample size would be determined by the proportion sample size formula (if $N < 10,000$,

Then

$$f = \frac{n}{1} + \frac{n}{N}$$

Where

n = sample size and N = target population). But to get n , according to Kothari

$$n = \frac{pqZ^2}{e^2}$$

$Q = 1 - Pd$ = statistical significance .Since there was no estimate of the proportion of the target population which had a particular characteristic, 50% is remained would be used. Thus $p = 50\% = 0.50$ and $q = p - 1 - p = 1 - 0.50 = 0.5$. Considering our level of confidence would be 95%, the corresponding standard normal deviate was $z = 1.96$ and the desired level of significance is 0.05, therefore the sample size is given by:

$$F_n = n_1 + n$$

$$n = \frac{(0.5)(0.5)1.96^2}{(.05)^2} = 384 \quad n = \text{Sample size of the household}$$

Then

$F_n = \frac{384}{1} + \frac{384}{5281} = 384$ therefore the sample size of the study would be 384 households. The researcher would use simple random sampling to provide equal chance the four kebeles respondents proportionally.

3.4. Instrument of Data Collection

3.4.1. Structured Household Survey

To undertake this study, Household survey involving both qualitative (key informant interview, and spot observation using checklists) and quantitative using semi-structure interview schedule was employed. To collect required data for this particular study, both primary and secondary source of data were used. The primary data were collected using semi-structure interview schedule, and key informant interview methods. The secondary data were gathered from secondary sources such as published and unpublished documents.

A formal survey instrument was prepared and data were collected by trained enumerators from randomly selected household heads using semi-structured interview schedule. The interview for the formal survey was tested on tourism with household heads. These were interviewed by using semi-structured interview for this specific study. The questions were forwarded to 255 household heads were randomly selected from four rural *kebeles* namely, *Asheton*, *Bilbala*, *Nakuto* and *Yemerhane* in the study district. Out of the forwarded 255 questionnaires 230 has been properly filed and used for analyzed and interpretation purpose.

3.4.2. Key Informant Interview (KII)

The researcher used key informants to obtain in-depth information about the community of the rural Kebeles tourists' site. Key informants were those people who are knowledgeable and closely linked to the target population interests. The data for this study collected through in depth one- to -one interviews with different tourism stakeholders available in the study area. These include:

- Tourism businesses such as local tour guide Association, rural local kebele officials, responsible tourism government agencies in the study area

➤ Church elders who work on this areas as church servants

The people were chosen due to their wide-ranging knowledge, experience, expertise, and their participation in tourism activity of this study area. Among the stakeholders that have been interviewed for this purpose were five local guides, four rural kebele officials, seven tourism expertise and five church elders were interviewed, In other words they were selected based on their ability to contribute to the overall of this research objectives.

3.4.3. Observations

Observation used as a supplementary means of generating information. While undertaking the fieldwork in the research site, the researcher come across the tourism participation base of the households, physical environment, diversification strategy pursued by the households, socio-cultural practices etc. This has helped to investigate the information which is derived by other instruments.

3.5.Measuring of Participation Index

Based on the survey data, the frequency of local guiding services, the frequency of coffee services delivering, retails of handcraft services frequency, and mule renting service frequency of sample households were considered for this particular study. Because there is an agreement that level of participation should not be documented or measured in a single variable, but on the degree of reliance on multiple variables. A participant household, for example, may participated in local guiding to gain their income, while may not attend coffee services frequently and not always participated in mule renting.

Participation in tourism activity was computed using participation indices to see whether patterns in level of participation differ among the sample households. The frequency of local guiding services, coffee service delivery, retails of handcraft and mule renting frequency data from the survey was used to estimate participation indices. The participation index is defined as summation of each variable scored divided by the total number of variables (i.e. four). Higher values of the index imply a high participation level and the more probable a rural household to be participated to tourism activities and vice-versa.

In the study sample rural households categorized as lower level and higher level in terms of their participation status after listing their index score in descending order. Based on the index the households were grouped into four quartile groups. Thus, the average participation level share of the first 50% (Quartile I and Quartile II) of households was considered to have low participation and the second group 50% (Quartile III and Quartile IV) household was considered to have high participation group. Households' respond to for each participation level for all variables given a value as:(1, never 2, rarely 3 sometimes, 4 often and 5 always).

Rural household’s tourism activity participation index is given as:

$$PI_Y = \frac{\sum_{j=1}^4 X_j}{V} \text{----- (1)}$$

Where,

PI_Y indicates level of participation index for household Y

X_j=1, 2... 4 variables used to indicate the level of linkage

V- is number of indicative variables

Table 3.2, Tourism Participation Index

Indicators / variables	Scale of sampled household responses				
	1	2	3	4	5
Frequency of local guiding services					
Frequency of delivering coffee services					
Retails of handcrafts frequency					
Frequency of mule renting					

3.6. Method of Data Analysis and Interpretation

The information gathered from different sources was compiled. The quantitative data were entered in SPSS version 20 statistics tools for analysis. The result of analysis were interpreted and discussed in using descriptive statistics and econometrics models. In this study, descriptive (such as mean, standard deviation, and percentages), frequencies and cross tabulation were computed. Independent Samples T-test was used for the purpose of comparison of mean differences between high, middle

participant and low participant households. The data were obtained from key informant interview were analyzed by qualitatively. Moreover in order to make further analyze and assessment the research were used independent different variables with explanations. Finally, based on information which would be obtained from the analysis part, a conclusion and recommendations were used to make taking in to account the most important points related to the objectives and problems.

3.6.1. Model Specification

The study employed a probability model specified with determinants of household tourism participation as a function of series impediments that help or hinder participation level sample households, as it is indicated below by explanatory variables. The dependent variable is dummy variable, which takes a value of zero or one depending on a household lies on to participate in tourism activities. Linear probability model (LPM), Logit or Probit models can be used to estimate dependent dichotomous variable. Although linear probability model is the simplest method, it is not logically attractive model because it assumes the conditional probability increases linearly with the value of explanatory variables. Unlike linear probability model, Logit model guarantees that the estimated probabilities increase but never step outside the 0 to 1 interval and the relationship between probability (P_i) and explanatory variable (X_i) is nonlinear (Gujarati, 1995). Thus, a logistic model was used to identify the determining factors of decision in tourism activity participation at household level. The functional form of logit model is specified as follows, Gujarati (1995)

$$P_i = E(Y = 1/X_i) = \frac{1}{1 + e^{-(\beta_0 + \beta_i X_i)}} \quad \text{----- (1)}$$

For ease of exposition, the equation (1) can be written as:-

$$P_i = \frac{1}{1 + e^{-Z_i}} \quad \text{----- (2)}$$

The probability that a given household having a higher participation can be expressed as equation (2) while, the probability for low participation as:-

$$1 - P_1 = \frac{1}{1 + e^{Z_i}} \quad \text{----- (3)}$$

Therefore:-

$$\frac{P_1}{1 - P_1} = \frac{1 + e^{Z_i}}{1 + e^{-Z_i}}$$

$$\frac{P_i}{1-P_i} = \exp(\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n) \quad (4)$$

Now, $(P_i/1-P_i)$ is simply the odds ratio in favor of participation. The ratio of the probability that a household was highly participated to the probability of that it was lower participated

Finally, taking the natural log of equation (4) gives:-

$$L_i = \ln \left[\frac{P_i}{1-P_i} \right] = Z_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n \quad (5)$$

Where P_i = is a probability of being participation ranges from 0 to 1

Z_i = is a function of n explanatory variables (x) which is also expressed as:-

$$Z_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n \quad (6)$$

$\beta_0, \beta_1, \beta_2$ and β_n are the slopes of the equation in the model

L_i = is log of the odds ratio, which is not only linear in X_i but also linear in the parameters.

X_i = is vector of relevant household characteristics

If the disturbance term (U_i) is introduced, the logit model becomes

$$Z_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + U_i \quad (7)$$

3.6.2. Definition of Variables and Hypothesis

Before proceeding to the detail analysis part, it is very indispensable to define and describe the variables, which are employed for the analysis. This study focused on the determinants of rural households of Ethiopia. Thus, variables employed here are household level characteristics or the characteristics of household head. First, the outcome variables (variables used as dependent variable) are defined and described. Next, those variables that are used as explanatory will be defined. The dependent variable of the binary logistic analysis has dichotomous nature representing whether the households are engaging in tourism activity and increase their annual income or not. In this study the dependent variables are HH's engagement of tourism Activities (participation index, Appendix I). The dependent variable in this study was participation in tourism activities; it has dichotomous nature. Therefore, it was hypothesized to have the value ($y=1$) for a participant household whereas it takes the value ($y=0$). Definitions and measurement of the independent variables and their working hypothesis are described in Table 3.3.

5.6.2.1. Dependent Variable

The dependent variable of the binary logistic analysis has dichotomous nature representing whether the households are engaging in tourism activity and increase their annual income or not. In this study the dependent variables are household's engagement of tourism Activities or not participating in the activity.

5.6.2.2. Independent Variable

The independent variables for the study were identified and listed below based on the specific objects. The explanatory variables were hypothesized to analyze determinants which influence participation of tourism activities in the study area.

Age of the household (AGEHH): A categorical variable measured in years. Age is an important factor in the participation of households in tourism activities. By its nature tourism needs high physical work or labor intensive. The local community were more possibly to participate in tourism activities in various capacities, for example, planning, decision making as they serve on committees, employment, management of tourism enterprises such as craft shops, food kiosks, local guiding. At age above 65 years and under 18 years, it is difficult to perform productive agricultural as well as tourism work to produce surplus output. According to Tosun (2000), older members of the local community need to be part and parcel of the decision-making process through consultation while Tessema et al. (2017) and Snyman (2012) noted that older people tend to be more receptive to protection and are more likely to participate in tourism related businesses such as tourism in protected areas.

Sex of the household Heads (SEXHH): It is dummy variable which represents 1 if the household head is male respondent or participant and 0 if the household head is female household headed respondents. This variable refers to the role played by the male or female of the household head decide to participate in tourism activities. Female headed households are most of the time less likely to involve in different tourism activities to diversify their income sources due to the various cultural barriers and household chores (Faridi, et al, Lui, 2012). Therefore, sex was hypothesized that male headed households are more likely engaged in tourism participation activity than female headed households' counterparts.

Formal education of the household head (EDUHH): It is used as dummy variable and educated household head in the family is increase the ability to analyze and participate in tourism activities. It is an essential factor for decision of household to participate in tourism activity. A household head that attains formal education has the ability to analyze how to participate and diversify sources of family income. (Snyman, 2012; Lui et al 2012).The more educated the household head, the more access to participate and diversify income in tourism activity. Household heads with better educational attainment are more likely to participate in tourism activity due to their ability to acquire new knowledge and skills that may further enable them to be entrepreneur. Hence, it is hypothesized that education would affect tourism activities positively (Dilruba and Roy, 2012).

Social status of the household head (SOSTA): It is a dummy variable. The social status of the headed households that participates in institutional leadership, membership, and cooperation in different organizations were more likely to participate in tourism-related activity that actively aware of new practices. The smallholder households who are members of various institutions(political, religious ,social etc) will have better access to information and get encouraged to decide to participate in tourism development activities than those having no or less membership to various social institutions. These social institutions motivated the household head of the different social organizations, or institutional member to involve on the decision of smallholder farmers' participation in project activities (Andersson, *et al*, 2011). Moreover, these factors are also responsible for inspiring of people to participate in tourism projects, activities and run locally. Likewise, socio-economic factors, socially responsible societies' backgrounds of households have influential factor in shaping the tourism participation outcomes. Powerful households, who are religiously, politically, socially and economically dominant, for their own interests may bind the participation and adjust their lives with tourism activities (Snyman, 2012).

Land size of the household head (LANDSIZ): refers to the total size of land to cultivated and owned by household in hectare. The size of land owned and cultivated by a household influences the participation of the household in different tourism activities. Therefore, it was hypothesized that land size is positively associated with household participation in tourism related activities. This can be possibly explained in two ways: firstly, if a household wishes to invest in tourism related

business such as establishment of accommodation or a craft production and selling centre, then adequate land would be required; secondly, adequate land would be required for production of food sold to hotels, lodges, restaurants and food vendors in and around the sites ((Francis, et al, 2017).Larger land size was expected to affect income diversification negatively since the farmer relay on crop production than to go for off farm/ nonfarm activities in order to satisfy basic needs (Lui et al. 2012, Snyman 2012, McGehee et al. 2010).

Family size (FAMSIZ HH): This variable is continuous variable which refers to the number of family members in a household. Family size is an important factor for the participation of tourism related activities and income diversification strategy. In a large family some members could remain engaged in traditional farming while others could decide on to participate for off farm and nonfarm activities (Tosum 2006;Faridi el al 2006).Larger family size also increases the pressure to diversify their participation in various activities order to meet the needs of the family (Lui el al 2012). This means the larger the family size the higher the likelihood to participate in different income sources. The study, therefore, hypothesized a positive relationship between tourism participation activities and family size

Household income (HHINCM): It is a continuous variable; Income is one way in which individuals are motivated to participate directly or indirectly in tourism (Dwyer et al. 2010). In the study area, various incomes generating nonfarm and on farm activities were identified among the members of the rural farm households, apart from their involvement in farming activities. Farm income source like crop, livestock production and sales of animal products were practiced in the study area. Nonfarm activities refer to nonagricultural activities that households work as casual laborers in activities outside agriculture. Moreover, nonfarm income aggregates a range of activities that span from regular salaried work to self-employed. Accordingly, nonfarm income sources such as self-employment, informal employment, urban-to-rural remittances arising from both within national boundaries and international cross-border, renting out land, house and draft animals were identified in the study area.

Livestock ownership (LIVEST): It is continuous variable. Livestock ownership is the amount of livestock owned by households. It is measured by Tropical Livestock Unit (TLU). The household

having larger size of livestock can have better chance to have better income from livestock. According to Minot *et al.* (2006), the possession of draft animals (donkeys, mules, horses, and camels) enables a farm household to participate in nonfarm activities. So, it was hypothesized that large herd size owned by the household would have positive effect on income diversification strategies and can participate in tourism also.

Marital Status (MARSTA): It is a dummy variable. This variable refers to the household head being married or not. The headed households who married take more family and social responsibilities than those unmarried counterparts. According to Tosum (2006) and Faridi *et al.* (2006) that the married responsible headed households ‘perhaps more need and participate in different activities that can frequently look for some ways to get additional source of income. Hence it was hypothesized that marital status of the household and rural household’s decision to participate in tourism would have positively influence. Headed household heads that are married would have more motivation to get more resources which enhance prospects of surplus production positively related.

Utilization of formal Credit (CREDTHH): It is dummy variable and expected that credit increase the probability of household participation in tourism activities, which takes a value of 1 if the farm household uses credit and 0 otherwise. Capital is the major ingredient in starting up or running any business activity and credit will enhance income generation and availability of credit at affordable interest rate affects households’ decision to invest in nonfarm income. According to Beyene (2008) stated if head of farm households have access to credit then the probability of working nonfarm are expected to increase .So it was hypothesized that utilization of credit would be influence income diversification activity positively. Hussein and Nelson (1998) confirmed that the lack of access to credit is the main constraints in developing countries.

Occupation of the Household head (OCCUPHH): It is a dummy variable that a household head their work, participation is in tourism activity or not. According to World Travel and Tourism Council(WTTC) (2015) tourism is a labor demanding practice and significant source of employment, tourism incorporate professional (skilled) and unskilled groups of communities Tourism Profession plays a significant role in the development of tourism activities since they are

capable of planning and organizing tourism initiatives or activities effectively. Some reports showed that the levels of community participation range from sharing of information to a full transfer of power and responsibilities (Mannigel, 2008; Snyman 2012). In the occupation category, the two significant household groups were those who participate in tourism activities and not. Non participant households their major occupation is farming, they spent most of their time in agricultural activities, and they do not have information about tourism activities and its benefit. Therefore, it is hypothesized that availability of labor and information about tourism may be associated positively with the decision of the household to participate in different tourism related activities.

Table 3.3 Definition and Codes of Variables Included in the Study

Variable code	Description of variables	Unit of measurement
HHPTA	Household type (tourism participant, non-participant)	1= Participant 0= Not
INCOME(HHINCM)	Total household annual income	Birr
SEX	Sex of household head	1=Male, 0=Female
AGE	Age of household head	Years
FAMSIZ	Family size measured in number of persons	number
EDUCA	the household head is literate or not	1= Literate;0= Illiterate
LANSIZ	Total Land size of the household head	Hectare
LIVEST	Livestock holding of household head	TLU
OCCUP	Whether a household head is employed or not	1= Employ in tourism 0=Not
SOSTA	Social status of household head participating in tourism activities or not	1= participant in tourism, 0= Not
MARSTA	Marital status of the household head whether a household is married or not	1= married; 0= Otherwise
CREDT	Household head Access to credit	1=have received 0=otherwise

Source: Field Survey 2018

CHAPTER: FOUR

4. RESULT AND DISCUSSION

This chapter, which is divided into three major sections, which brings to highlight the major findings of the study. In the first section, the status of tourism participation in the study area was analyzed using Uni-variate, and Bi-variate analysis. The results were presented using descriptive statistics, Chi-square and T-test results. This was also supplemented with narration of qualitative data. The second section provides demographic and socioeconomic characteristics of the participant households between higher and lower participant households by using the participation level index, using both qualitative and quantitative data, so as to provide better understanding on the status of the respondent households in the study area. The last section illustrated the econometric results (binary logistic regression) of analysis on the determinant factors that affected the decision of household to participate in tourism activities.

The Chapter also presents the results and discussion of the determinants of household participants in tourism activities in the nearby kebeles of Lalibela town in Amhara region, Additionally, the socio-economic characteristics of respondents of household, the nature and level of rural households' participation in tourism activities, analyze the major determinants of households affecting participant of household in tourism activity are analyzed.

4.1. Nature and Level of Tourism Activities

4.1.1. The Major Tourism Activities in the Study Area

According to the key informants and researcher's own personal observations, activities that have been done on this study areas are four major tourism activities (Enterprises). Tourism activities (enterprise) are defined in the context of this research as business units which provide direct services to tourist in a given tourist destination. This includes such services as tour guiding services, souvenir shops, local coffee ceremony service, special transport services (such as mule, horse riding, donkey, renting.).

This revealed that this aspect of tourism enterprises is very lucrative and it is attracting the interest of youth in the area. It also implies that the participation of youth as tour guides at these rural different tourists' destinations in the region and as mule renting for special transport on the rural Destination of Asheton, Abune Yoseph is yielding economic benefits not only for youth who constitutes the workers in these enterprises but also to the entire regional economy, apart from reducing the social problems associated with unemployment in the community.

Apart from this reality, just like other areas of Ethiopia and the developing nations the highest share of income in the study area is driven from farming. The majority of the household earned their income and the livelihood of the people in the area is mainly depends on agriculture. Many of the people have taken agriculture as a sole means of income generating activity. Beyond farm and nonfarm means of income generating tourism generating activities are the other means of generating income in Lasta Lalibela Administrative region. The employment and income potentiality of four tourism enterprises was examined in this study. These includes, mule renting; handcrafting (pottery and souvenir), coffee services and local guiding service are identified as a major tourism related activities. This nature of tourism activities are stated below.

Tourism contribution paramount important from the total income of household in the northern part of Ethiopia, Therefore Working on mule renting as a casual laborer or in the form of giving transportation service and income generating are among those off farm practices in the study area Mule renting is one of the means of generating income for households in the area which has only 26.5 % share of the total household income. Handicraft activities were among nonfarm activities done in the area which is categorized in this specific paper under tourism activity. Weaving, pottery, metal works are also included. During key informant held with selected persons some part of the community does these activities as their major sources of income of the households participated in each kebele which is participated in these tourism service activities

The other major tourism activity that people mostly engaged in nonfarm activities is trading/merchandizing tourism service activities. Some People in the rural kebele trade different items. The main items that brought to the market were making service of coffee for visitors in the site, for home consumption, crop, livestock and others. These items are mostly merchandise by

females. Females mainly engaged in petty trade and alcohol (Tella and Arekie) trade. Preparing and selling of Food also done in the area laterally with Alcohol marketing. These activities are done usually by those unmarried women.

Local guiding contractual labor work activity is the other means of tourism income generational activities. These people may be trained personnel who has special skill like providing guiding service, give information about the culture, historical and traditional activity of the site and others or unskilled laborers who work as a daily laborer.

4.1.1.1.Nature of Participation.

The primary concern of this study was analyze the deterrents of household in tourism activity and how the nature and level of the rural household of the nearby lalibela kebeles' decide to participate in the tourism activity and their tourism participation affects the attainment of the socio-economic benefit of the people of the selected rural kebeles. The socio-economic benefits that the resident of the rural nearby Lalibela kebeles are enjoying from the tourism activities that takes place within the study areas. These tourism benefits include employment, income generation opportunities and the support of SMEs would provide the local rural community decide to participate on the available tourism resource.

Regarding the respondents' statement and researcher conversation that, "there is poor community participation in these tourist destination areas". Studies conducted in this regard identified challenges including lack of effective marketing strategies, lack of human resource and capacity, weak institutional and legislative frameworks, industry quality and standards issues, insufficient tourism and support infrastructure, and, uncoordinated and fragmented tourism activities and planning both at the regional and local levels in destinations.

Therefore, studies have distinguished four major tourism activities as a business strategy on that the rural household is engaged in as their means of income on the study areas. These include: local guide service, coffee ceremony service, mule renting and retail of hand craft, as the business strategies in the study area. The nature and level of tourism activities in the study area is stated below.

Table 4.1. Clearly shows that (27.4 %) and (17.8%) of participant of the households participated rarely and sometimes in local guiding services respectively. Almost nearly half of the household (43%) of the respondent never participated in the local guiding services. According to the information that was collected in the four selected rural kebeles the major activities are service oriented tourism activities rather than industry and construction. During the discussion with the local people, there is no any service industry in the area which the people can be hired. Even though there are some small tourism facilities available on the study areas like tourist lodges and community houses, they could not accommodate as many people as possible beyond the owner of the lodge or community house family members.

Trading is one of the local community business interventions that the household respondents are engaged in. The main tourism inputs that brought to the market for the visitors on these tourist destination sites are traditional clothe, the different churches crosses, arts and hand crafts. A retail of handicraft is the other important tourism business opportunity for the local community available on these tourism destinations areas. This tourism activity, it is done with unorganized and on small portion of souvenir activities, the other tourism activities done in the area which is categorized in this specific research under tourism participation activities, weaving, pottery, metal works are also included. During the discussion with the key informant interview groups on these selected kebeles, some part of the community does this activity as their major sources of income and level of participation.

According to the survey of the result (44%) of the participants never participated in this activity, the remaining (16.5% and 27.4) participants were always and rarely participated in selling of handicrafts respectively (table 4.1). These items are mostly carrying out by male households head in informal and unorganized business activity.

The final tourism activity that this study would like to observe is coffee ceremony service. On this regard the survey of the result (64.8%) of the respondents were never participated in this activity, the remaining (9.6% and 18.3%) respondent were always and rarely participated in the coffee ceremony service respectively (table 4.1). These tourism activities are mostly carrying out by female

households head in informal and unorganized business activity. As the key informant group discussion report shows that, the females headed household mainly engaged and participated besides the major activities that done for home consumption perform petty trade and alcohol (local traditional drinks like Tella and Arekie) laterally with Alcohol marketing trade moreover; preparing and selling of traditional coffee ceremony while the visitors visiting the sites. These activities are done usually by those local women live near on the destinations. On the other hand the chi square result is significant.

This result suggests community participation in the destination development of the study area is quite poor. But tourism is a community business and without community active participation the business never flourishes. The local household of the respondents strongly agreed during the interview and the researcher observation with the statements of poor community participation. This may infer that those respondents perhaps participate either in a management plan development workshop or micro business in tourism-related service deliveries.

Table 4.1 Participant Households Engaged in Different tourism Activities

	Respondent Households		Total		χ^2 Statistics
	N	%	N	%	
Respondent participated in local guiding and grouped in frequency					
Never	101	43.9	101	43.9	251.89***
Rarely	63	27.4	63	27.4	
Sometimes	41	17.8	41	17.8	
Often	15	6.5	15	6.5	
Always	10	4.3	10	4.3	
Total	230	100	230	100	
Respondent participated in coffee services and grouped in frequency					
Never	149	64.8	149	64.8	186.03***
Rarely	42	18.3	42	18.3	
Sometimes	10	4.3	10	4.3	
Often	7	3.0	7	3.0	
Always	22	9.6	22	9.6	
Total	230	100	230	100	
Respondent participated in selling of handcraft and grouped in frequency					
Never	103	44.8	103	44.8	171.11***
Rarely	63	27.4	63	27.4	
Sometimes	17	7.4	17	7.4	
Often	9	3.9	9	3.9	
Always	38	16.5	38	16.5	
Total	230	100	230	100	
Respondent participated in mule renting and grouped in frequency					
Never	151	65.7	151	65.7	255.66***
Rarely	40	17.4	40	17.4	
Sometimes	9	3.9	9	3.9	
Often	2	0.9	2	0.9	
Always	28	12.2	28	12.2	
Total	230	100	230	100	

Source: Field survey 2018

4.1.1.2. Level of Participation By Index

The rural household heads participant in the destination have been participating in different tourism activities to generate income of the family, the diversified demographic and socio-economic setting of the rural household heads have made possible variation on the nature and level of the participation in tourism activities. In the study area, based on the result, in the first section, it can be able to identify how many of the respondent falls down in very high, high, average, low and very low score by simple explanation of frequency and percentage. Unless further statistical

investigation with other critical variables has been done, it will be difficult to fairly conclude whether high or low level of participation between households. In accordance with this fact, the following section would capture the level of participation between households.

Level of participation in tourism activities is closely allied to the number of frequency of local guiding service, number of frequency to give coffee services, number of frequency to selling of handicrafts and number of frequency to renting mule in a year. In this sense, high participation households more frequently engage in different tourism activities than low participated ones. In this study, sampled households are categorized as first, second, third and fourth participation quartiles in terms of their score of participation in tourism indices (table 4. 2) According to the survey result of this table more respondents (37%) households are grouped under very low participation (first quartile), whereas lower proportion of sample household heads (15.5%) respondents fall under very strong (fourth quartile) participation group from the total 230 sample households. Meanwhile, almost near to equal proportion of households are grouped under the second and third participation quartile 21.0% and 26.5% respectively (table 4.2).

Table 4.2 Compositions of Sample Household Level of Participation by Percentage

Participant Households	Level of participation quartile								Total		χ^2 Statistics
	I		II		III		IV				
	N	%	N	%	N	%	N	%	N	%	
	85	37.0	48	21.0	61	26.5	36	15.5	230	100	.520***
Total	85	37.0	48	20.9	61	26.5	36	15.7	230	100	

Source: Field survey 2018

On this regards, the first participation quartile implies very low participation while the fourth quartile implies very high participation. However, for this study those households who lie on the first and second quartiles are considered to be low participation (n=85, n=48) and those who lie on the third and fourth quartiles are high participation (n=61, n=36) respondent household heads simply for ease of explanation to the level of participation respectively. The former makes 37%, 21% while the later 26.5%, 15.5% of the total sample households respectively (figure 2).

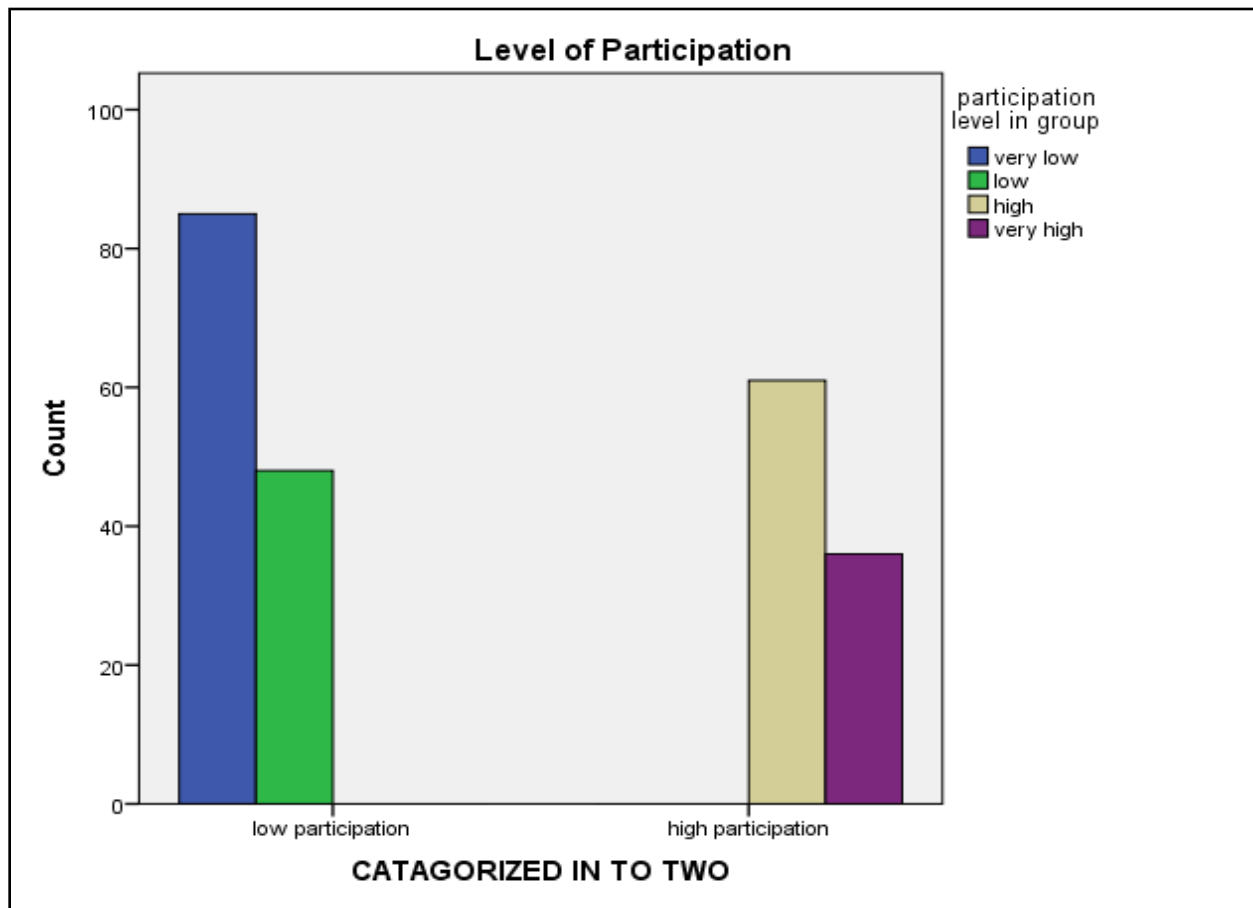


Figure 2, Bar chart for level of participation in two linkage groups

The participation level of index result showed that, 42% of the sample HH heads have highly participated with different tourism activities, while the remaining 58% HHs have lower participation. The result also shows that the majority of the respondent households reported participated in lower level with various tourism activities. Therefore, less than half of the respondent household heads are more rely on the benefit of tourism in the study area. Besides, the chi-square result indicated that there is a systematic significant association between major tourism activities and household level of participation, i.e. at 1 % of significant (table, 4.2).

4.1.2. Demographic and Socio-economic Characteristics by Participation Index

There are a number of distinctive household characteristics that determine the level of participation in various tourism activities. This section presents the basic characteristics of sample household heads and their decision to participate in tourism related activities in the study area. As a result,

different geographical and ecological, socio-economic and cultural characteristics of the sample household heads versus the level of participation in tourism are discussed as follows.

The major factors that have been seen under individual or demographic characteristics versus household decision to participate in tourism activity for diversification of income are sex of household head. The majority of the sample household heads (64%) were male headed households while the remaining (36%) of the respondents were female headed households (table 4.3).

As shown from the below (table 4.3) sex of the household head has a significant impact on the ability of the household decision to participate in tourism activity. Female-headed household is most of the time less likely to be participated in tourism activity than male-headed households due to many irrational reasons and burden. Thus, the result of tourism participation index by the sex of the household head indicated that among all household heads who participated highly 42.5% belong to male headed households while the remaining 20.4% were female headed. On the other hand, among all lower participated 22% were male-headed, while the remaining 15.6% were female-headed households. Besides, proportion of female headed high participated group 20.4% is slightly higher than low participation group (15.6%). Furthermore, the chi square test showed there is significant systematic association between household head of sex and level of participation. From the discussion held with the key informant groups, the female-head households are more focus to domestic or homemade activities options because the assumption that female-headed households are not as effective as that of their counterpart the male-headed households in the field that to participate in some kind of activities such as renting mule, have better opportunities in wage labor hence they paid lower than males counterparts and others.

This study revealed that, many of the participants found in the middle age between 18-35 years old (n= 84, n=96). At this level people mostly starts to get money and have potential energy to do different income generation activities. This is at the center of economically active age. This shows that households who are headed by middle age people were more likely to be participated in tourism activity than household headed by older people. As it can be portrayed in table 4.3 below, low participant (45%) of households were found between the age ranges of 18 – 35 while the high

participant (33%) households were found. Besides the chi square result revealed that there is no significant systematic association between age and level of participation.

Regarding the marital status of the households, about 72% of sample household heads were married while 10.5%, 8% and 9% were single, divorced and widowed respectively, (table 4.3). According to the survey result and the chi-square statistics, marital status of the sample households showed no significant systematic association with the level of participation.

Religious people enable to participate directly to tourism activity because they have direct relation in many ways since the tourism resource have direct linkage with them and most of the site are churches & religious sites. However, similar to marital status of household head, social status of households' showed no significant systematic association between social status and level of participation (table 4.3). This implies that household participation in church, social and political affairs of the community not granted farmers with an opportunity to engage in various tourism activities in their locality. Besides, the chi-square result reveals that there is no significant systematic association between social status and level of participation in tourism.

According to Jean (2011) that Education is one of the major components to develop human capital. Formal Educational School system level increases the human capital levels and provides the necessary skills which allow the household to decide to participate in tourism activity and enable them to participate in self employed labor markets especially for tourism and nonfarm activities such as nonfarm wage labor or self-employment. However, the survey result showed that, 46% of the sample household heads were illiterate, while 38% were literate. Furthermore, the result also indicated that households that higher participant (21%) their participation have slightly similar illiterate proportion with low participation households (25%). On the other hand, the chi-square result revealed there is no a systematic association between educational status and level of participation of the sampled household heads (table, 4.3).

Educated farmers are able to use modern technologies, perform farming, non-farm and off-farm activities and manage resources properly and generally be less vulnerable to shocks and risks. However in this study the result confirmed not signifying the role of education.

Table 4.3 Demographic and Socio-economic Characteristics by Participation Index

	Level of Participation Index						χ^2 Statistics
	Low participation		High participation		Total		
	N	%	N	%	N	%	
Sex of the household head							.220***
Male	50	22.0	97	42.0	147	64	
Female	36	15.6	47	20.4	83	36.0	
Age of the household head							2.197(NS)
18- 25	52	22.6	32	14	84	36.5	
26 - 35	52	22.6	44	19	96	42	
36 - 45	19	8	11	5	30	13	
46 - 55	7	3	6	2.5	13	5.5	
Above 56	3	1	4	2	7	3	
What is your social status in the community?							4.630 (NS)
Religious leader	34	15	16	7	50	22	
Cabinet member	5	2	8	3.6	13	5.6	
Ordinary resident	50	22	42	18	92	40	
Elders	44	19	31	13.6	75	32.6	
Educational level of the respondent household							6.422 (NS)
Illiterate	58	25	48	21	106	46	
Read and write	55	24	32	14	87	38	
Primary	13	5.6	15	6.5	28	12	
Secondary	4	1.7	2	0.5	6	2.6	
Above secondary	3	1.3	0		3	1.4	
Marital status of the respondent households							2.615(NS)
Unmarried	15	6.5	10	4	25	10.5	
Married	100	43.5	66	28.6	166	72	
Divorced	9	4	10	4	19	8	
Widowed	9	4	11	5	20	9	

Source: Field survey, 2018.

Note: NS- Not Significant

4.1.3. Economic Status of the Respondent Household by Participation Index

Access to credit plays a crucial role in the decision to participate in tourism activity and diversify household income. Increase in access to credit by a given household will increase the level of tourism participation activity and household income diversification activity. The reason is because the increase in the capital base will enable them to have enough resources to support members of the household and do business. A given household may also decide to start up tourism business

apart from the previous one the farming activity that he or she does for their livelihoods because there is available disposable capital (credit).

As a result this, it is important to discuss household's access to credit services and its relation with households participation in tourism activity in the study area, due to the fact that those who have a better access to credit service have a good opportunity to decide for participation in tourism and diversify their livelihood activity than their counterparts.

As table 4.4 shows that, from the total household (25.22%) of respondents got accesses of credit while the remaining (74.78%) of the respondents had not access of credit services. On the other hand, the result of tourism participation index by credit access of the household head indicated that higher proportion of low participant household (45.5%) respondents who have not access of credit than those high participated household (29%) respondents. Therefore, credit access has great role in tourism household to participate in different tourism activity and diversifying the income of the households. These household heads may not take the credit access to run the tourism business directly but indirectly it helps them to invest their own financial capital for tourism business. On this regards, 76.5% of respondents household can run their tourism business without taking credit. Still 32.8% of those respondents who do not run tourism activities took credit from Amhara Credit Supplier Institute (ACSI). Moreover, 67.2% of respondents household which cannot take credit cannot also diversify tourism participation activity and have not an opportunity of tourism income. In general the more the households get credit access the better participation of the activity and diversify the household income. Statistically access to credit is significant at .054.

The number of the family members in the house was studied under the household/demographic characteristics. Family size found as one of the determinant factors in rural household decision to participate in tourism activity in this study area. Among the sample respondents household (31.7%) were those whose family sizes are below five, while those from 4-5 members of the family and above 7members were counted (32.2%) and (12.3 %), respectively. This means many of the respondent households lied under the middle category. With regards to these sample rural kebeles households which are selected in these four tourist destination sites had more number of family members (31.7%) of respondents in households had family members which are 4-6. Besides, the

relationship between family size and participation in tourism in different activity is not statistically significant.

The study result revealed that, (16%) of respondent from low participation grouped household has not their own land, whereas, in high participation grouped household heads no one has not their own land. On the other hand, the majority households (53.5%) of the respondent were found with the range 1.25 – 2.00 hectare of land. This implies that, there is a relationship between land holding of the household head and level of participation in different tourism activities. Besides, the chi square result confirmed that there is a systematic significant (i.e.1% significant level) between the two groups of households with level of participation in various tourism activities (table 4.4).

Table 4.4 Economic Characteristics of the Respondent Household by Participation Index

	Level of Participation Index						χ^2 Statistics
	Low participation		High participation		Total		
	N	%	N	%	N	%	
Did you use credit to engaging in tourism activities?							.220***
Yes	31	13.45	27	11.74	58	25.22	
No	105	45.65	67	29	172	74.78	
Size of family member							2.197(NS)
1-3	52	22.6	32	14	84	36.5	
4-6	52	22.6	44	19	96	42	
Above 7	19	8	11	5	30	13	
How many hectare of cultivated land owned?							-4.583***
None	37	32	0		37	32	
0.25-1.00	15	6.5	15	6.5	30	13	
1.25- 2.00	65	28	58	25	123	53	
2.25 – 3.00	11	5	12	5	23	10	
Above 3.25	9	4	8	3.5	17	7.5	

Source: Field survey, 2018

Note: NS- Not Significant

4.1.4. Contribution of Tourism Activities to livelihood of Households

Table 4.5 Opportunities Created for Households Participated from Tourism

Contribution of Tourism Activities	Participant Households	
	N	%
Employment	48	31.8
Income	72	48.0
Knowledge and skill	31	20.0
Total	151	100

Source: Field survey 2018

According to the household survey and the key informant interview that has done on the study areas, some factors motivated the rural household to engage in tourism activities and provide great tourism opportunity to participate in different tourism activities. These opportunities focused into three categories. These opportunities are employment, income, knowledge and skill. On this regards, the rural households diversified their income and did the activities as a full time job or as a part time job activity. The employment opportunities generated through tourism in the destination areas can be grouped into three categories namely, direct, indirect and induced employment.

According to the discussion that held with key informants and the tourism expertise, tourism provides various employment opportunities to the dwellers of rural Households of the Lalibela town .The rural household heads that fully participated in tourism activity as a full time job were mostly participate in the tourism destination areas with full time activity. Therefore, those major determinant factors that motivated the rural households to participate in tourism activities were having a piece of small land, small no of oxen or lack of other agricultural resources drive the rural households to the tourism participation throughout the year. Moreover, the other rural households that involved in tourism participation activity mainly due to the low annual agricultural activities.

Based on the data collected from interviews and field observation, the researcher observed that some households that possess large farm land gave high attention to agricultural activities. Thus the households did not participate in the tourism activity as a full time job rather as a secondary job. Because of their high interest in agricultural activities, on this regards, only 27% of respondents did

it throughout the year. The remaining 73% of the respondents replied that they did tourism activity in the way that does not compromise agricultural activities.

According to Li (2004) stated that Sharing and distributing tourism benefits among the frontline communities has regularly seen as one of the various means of community participation in the industry. Moreover, participation of local people for tourism through employment and income gaining the benefits that tourism produces is one of the main viewpoints of local people participation in tourism businesses. Thus, the focus is to analyze the direct generation of employment potential of tourism such includes hotel service, Souvenir business, tour guide and transport business service. On this regards, tourism provides different opportunities. These are employment opportunity (coffee services, local tour guiding, and mule riding and souvenir shops.), income opportunity, and knowledge and skill opportunity for the local people in tourist destination area.

As the survey result shows in table 4.5 above that 48 % of the participant households have gained their income from tourism related activities. This indicated that income generation potential of tourism enterprises is major opportunity mechanism through which tourism is impacting on local economy where it is developed. This mechanism is a bit wide and complex as it cut across several sector of the economy through which income exchange hands in the process. However, the research focused on the direct income to employees in specific tourism services particularly, income generation to tour guide, mule renting and retail of handcraft. The income to coffee service workers and souvenir shop and the expenditure pattern of tourists were part of this discussion because it constitutes another dimension of the income multiplier effect of tourism enterprises in a given tourist destination.

The finding as above table shows that, 31.8 % the participant household heads have directly generated employment from tourism. This revealed that this aspect of tourism enterprises is very lucrative and it is attracting the interest of youth in the area. It also implies that the engagement of youth as tour guides on these tourists' destinations in the rural kebeles and as mule rent for special transport on these tourist areas are yielding economic benefits not only for youth who constitutes the workers in these enterprises but also to the entire regional economy, apart from reducing the

social problems associated with unemployment in the community, and it gives viability in the tourism industry.

To do any business, it requires technical knowledge and skill to organize and maintain the tourism business properly. Knowledge and skill will play a very important role in creating awareness and attracting the community to participate easily. Generally knowledge and skill plays very important role in attracting tourists, a satisfied customer encourage others. This finding also shows that 20% of the participant households have benefited from tourism in terms of knowledge and skill.

4.1.5. Challenges that Hindered to Participation in Tourism Activities.

The Lasta- Lalibela region has tremendous and untapped tourism potential having with World Heritage Site. Moreover, it possesses remarkable tourism potential with its unique and largely unexplored cultural, historical, archaeological and natural resources (i.e. rich biodiversity including unique, threatened and endemic species). Religious festivities are a well-known phenomenal for this destinations, besides to the availability of the World Heritage site found in this regional state, These resources are fundamental in attracting visitors and building a strong ties between the tourism industry and the local community. Nevertheless, as the key informants, the local tourism officials and the researcher field observation, the annual revenue incurred out of the tourism business for the community, the level of community participation in the region is very low and insignificant.

However, According to the rural household survey, this administrative region, major destination challenges related to community participation, community organizations, benefit sharing mechanism, knowledge of the community about tourism, funding for tourism development, facilities and services in destination, infrastructural development and stakeholder coordination have not been properly examined. Therefore, the objective of this was to identify the major challenges hampering community participation in destination in this particular Amhara region. Moreover, these four purposively selected rural kebeles of the nearby Lalibela town, all of the participant households want to participate and actively involved in one or more of the available tourism related business activities. But, there are several challenges that hindered the household decision to participate in tourism business activity and prevent the local communities any kind of share of the benefit from tourism. These kinds of multifaceted challenges that have been categorized as:

institutional challenges; educational challenges; lack of information and lack of capital are explained below. But all of the respondent households mentioned different challenges that faced them to decide their participation and involvement in this tourism related business activities. These major challenging factors that hampered this community participation in tourism activities were the following reasons that are found and summarized as below.

Table 4.6 Challenges that Hindered to Participate in Tourism Activities

Activities	Respondent households		Total	
	N	%	N	%
Lack of financial support and credit services	123	53.5	123	53.5
Lack technical support & skill training	62	27	62	27
Lack of institution taking the responsibility	17	7.5	17	7.5
Lack of information	28	12	28	12
Total	230	100	230	100

Source: Field Survey 2018

4.1.5.1.Lack of Financial Support and Credit Service:

According to the household survey and the key informants' interview that were discussed and held on the study areas was credit facilities, these major challenge to start well-organized formal tourism business activities were lack of credit facilities and financial support from the concerned bodies. From the descriptive statics of the participant household survey as shown in table 4.6 (53.5%) of the respondents' household problem is lack of initial capital to start the tourism business in a formal way. Moreover, as the researcher survey and local information, the only credit supplier on these areas is Amhara credit and saving institute. This credit supplier has many rule and regulation that to apply on those rural households, on this way, the participant households on these four selected study areas has not opportunity to fulfill their interest, but some households who are members of multipurpose cooperatives sometimes get agricultural inputs especially seed and fertilizer by credit

suppliers. According to the household survey the maximum amount of birr that a single household got credit from the supplier is around 15000 birr.

The supplier gives the credit facility mainly for agricultural input purchase purpose but can also give for nonfarm business with limited and restricted way. As researcher received some information from this credit supplier institution, credit facility provide to the rural household on the basis of collateral. Collateral is necessary and mandatory to get the credit facility. Lack of collateral or guarantee makes the poor unable to get the credit access. The other case the time limit for the repayment is short and many poor people fear to take the credit facility due to the fear of unable to repay on due time. As the discussion that held with key informants and local people unlike agriculture some nonfarm businesses need some times to repay the total amount of money because of the nature of the activities.

Therefore, as the researcher field observation that the majority of local residents in nearby rural Lalibela kebele (who were mainly farmers as mentioned earlier) perceived that the tourism activities under the community-based tourism opportunities were seasonal and generated only little incomes. As the researched observed that, the respondents claimed that they were not really satisfied with the amount of income gained from tourism in particular, the community participated and generated in low level. The comments by participant household respondents of this study demonstrated that a lack of appreciation of tourism activity on rural areas as a means of economic activities and financial support from concerned office is very limited and insignificant.

4.1.5.2. Lack of Technical Support and Entrepreneur Skill Trainings:

Lack of skills and poor professional attitudes adversely affect individual capabilities and business confidence. In order to achieve freely the participation of local communities, there are factors that affect the level of their participation that should be well identified and managed. Thus, the second challenge that has mentioned in this survey is skill & knowledge gap which counts 27 % of the respondent households have lack of technical trainings either short term or long term that makes people unable to see different tourism related business opportunities on these four selected rural tourist destinations. The rural people do not have knowledge and skills to create different tourism activities. Therefore, this challenge of community participation affects not only residents'

engagement but discourage them to involve in tourism related activity even in the future and enforced the local people to preserve participation in tourism related activity or engage in low paid nonfarm activities. Out of the 230 interviewed participant households, 27 % of the respondents have had a skill gap to participate in tourism activities (table 4.6).

Therefore, on the study areas, as of the field observation there is no any option to learn, upgrade skill and entrepreneurial training .the vast majority of the rural populations are uneducated and literate; they are bounded by the traditional values and customs. Their culture, religion, superstition have a strong influence on their attitudes and behaviors. The paces of life of the villagers are very slow and they have a tendency to stick to their traditional jobs whether they are remunerative or not, they are not much interested to take up risk. On the other hand, some of the respondents pointed out that governmental and nongovernmental organization often intervene at town level. Beyond this, the success of rural tourism totally depends on the quality of service provided to the tourist. To attract different type of tourist, whether it is a nature tourism, health tourism or agro tourism, everyone expects quality service at right time. To develop the manpower government has to take initiative to open various short training courses for imparting knowledge and skill, so that they can discharge their duties effectively. Thus, the absence of technical support, entrepreneur knowledge and skill were the other major challenges that faced these rural communities. There are other contributing factors for the prevailing business environment of tourism. For tourism in general and specific for rural household tourism, sufficient fund is required to promote this business in introductory phase. Rural household tourism term is still uncommon to many of the respondents

Fearing to start tourism business and losing the way in which effectively do based on the potential of tourism in the area is shown as fundamental challenge. Moreover, participants expressed that poor educational and entrepreneur background of local community makes them incapable to take tourism profession related business decisions on their own and even make them incompetent to understand the objectives of tourism-related training programs. Some of the participants believe that decisions made by authorities are imposed on local community due to the poor educational background.

4.1.5.3. Lack of Owner Organization

From the discussion held with key informants, there is no any governmental organization and nongovernmental organizations that is responsible to run the tourism related business activities and support through community groups or associations, as community based on protected areas institutions and community based tourism initiatives on the sampled rural selected Kebeles. Mostly initiatives arise for such tourism business activity is from the farmers themselves. In fact different government and nongovernmental did different activities in the town of Lalibela based on there on the town only. However, the household survey result shows (7.5%) of the respondent households were reasoning lack of organization or institution is for their less participation in tourism activities (table 4.6).

According to the reports of Lasta Woreda tourism office and Lalibela Tourism Bureau different technical support and trainings given to different poor such as local guide support, causal work and supporter groups organized by the local officials the local youth to participate daily work to those youths who hadn't job by keeping the visitors stuff; carry their material while they travel on the surroundings. Sometimes job opportunities were opened in protecting the heritage. These all are made by unorganized manner. But lack of owner organization for the activities on rural farmers cannot benefit with organized way from tourism activities as exerted efforts. Because of the absence of organizations that is accountable for tourism diversification and poor institutions the tourism industry is not grown well.

4.1.5.4. Lack of Information

One impediment which may limit community participation in tourism is the culture of silence or lack of information to the local community. Even though community participation is one factor of tourism, it regularly faces challenges in tourism. Supposedly, based on literature reviewed and knowledge of the subject, tourism can generate improved opportunities for realizing community participation, but there are still many challenges to successfully use tourism resources for community progress.

The findings of this study can relate to this challenge as some of the respondents expressed their reluctance in voicing out their grievances because of a lack of information gap and communication. Therefore, the fourth challenge that has been mentioned in this survey is information gap which

counts 12 % of the respondents households. Lack of information makes people unable to see different tourism participation options. This enforced people to preserve from tourism participation activity or engage in low paid tourism activities. The finding indicates that only a handful community member who already participated in the industry was invited by tourism authorities to participate in decision-making. The majority of local people are simply left out of the information and decision-making process. However, residents expressed that they should be included in this process for the welfare of their communities.

These findings are in line with the study done by; Tosun (2000) identified a wide range of challenges to community participation in the context of developing countries. He categorized these challenges into operational, cultural and structural limitations. Those categorized as operational limitations include the centralization of community administration of tourism development, lack of coordination between involved parties and lack of information made available to the local people of the tourist destination as attributed to, but not limited to, insufficient data and poor dissemination of information. Under these conditions, low community involvement in the tourism activity is obvious as people are not well-informed.

4.2. Respondent's Demographic and Socio-Economic Variables and Their Participation in Tourism Activities

4.2.1. Demographic Characteristics

In this section, attempt has been made to discuss about the socio-economic and demographic characteristics of the selected sample respondent household heads in the areas of the study. The main characteristics focused on here are the variables sex, age, social status, marital status, household size, educational status, land holding size and occupation level of the head of the sample households. The socio-economic background of the respondents of this study included sex, age, social status, marital status, educational level ,land size , family size and occupation as indicated in here below .

The participants of the respondent households that have been surveyed on these selected rural kebeles were 230 household respondents. Results indicate that 147 (63.9 %) of the male respondents participated in tourism related activities while 83 (36.1%) of the female respondents

participated in the same or similar activities (Table 4.7). The numbers of male respondents were greater than that of females headed household. Also women tend to engage in small socio-economic activities like food vending, local brewing, selling traditional clothes, domestic appliances and collecting firewood from the field more than men.

These findings are in line with the study done by; Tosum (2000) that Age is a key determinant factors that the participation of the activity people and socio-economic development. Younger household heads derived more wage employment income compared to their older fellow household. Age is an important factor in the participation of households in tourism activities. This study has found that the older (25-35 years old) members of the local community were more likely to participate in tourism activities in various capacities, for example, planning, decision making as they serve on committees, employment, management of tourism enterprises such as handcraft shops, local guide, renting mule ,management of local accommodation facilities and others.

This observation is realistic because the younger members of the households (people below 40 years) tend to be occupied with tourism career opportunities after completing secondary and tertiary education. At the same time, they would not have adequate business development skills and generally lack start-up capital or resources to invest in tourism related enterprises. In contrast, older people are knowledgeable about the local area including the resources, they tend to be more protection conscious, business minded and more likely to take risks and invest in tourism enterprises.

The majority of respondents 96 (41.7%) had their age ranging between 26 and 35. This is the most active age group, which can afford to walk around or travel long distances to seek ways to improve their socio-economic development. On the age proportion of the sample households in the selected rural kebeles, the result of the survey shows that, the age group that constitutes 18- 25 years of age range accounts for (36.5 %), age group that range from 26 years to 35 years accounts for (41.7%) of the total sample households participated in the survey and the age group that ranges above 36-45 years accounts for (13.0 %) of the total households. The age group that ranges above 46-55 years accounts for (5.7%) of the total sample households .The age group 26-35 had the highest percentage participation of (41.7%) while the age group of 56 years and above had the least percentage

participation of (3.0%) table 4.7. Therefore, from these findings it is possible to argue that, many of the respondents are from economically active population that can engage in varieties of tourism related activities according to their necessities and opportunities.

Table 4.7 Summary of Sex, Age and Education Status

Activities	Respondent Households		Total	
	N	%	N	%
Sex of the respondent households				
Male	147	63.9	147	63.9
Female	83	36.1	83	36.1
Total	230	100	230	100
Age of the respondent households				
18-25	84	36.5	84	36.5
26-35	96	41.7	96	41.7
36-45	30	13.0	30	13.0
46-55	13	5.7	13	5.7
>56	7	3.0	7	3.0
Total	230	100	230	100
Education level of the household head				
Illiterate	106	46.1	106	46.1
Read and write	87	37.8	87	37.8
Primary school	28	12.2	28	12.2
Secondary school	6	2.6	6	2.6
Total	230	100	230	100

Source: Field Survey 2018

According to Jean (2011) that education is one the significant component that to develop human capital. Formal School education system increases, the human capital levels and provides the necessary skills which enable the entry into more remunerative labor markets especially for nonfarm activities such as tourism related activity, wage labor or self-employment . With regard to the educational status of sample households slightly more than half (46.1%) of the respondents that participated in tourism related activities had not obtained primary education compared to respondents who had attained secondary (12.2%), tertiary education (1.3%) and those with no formal education (41.6%) of the households in the study area were illiterate(table 4.7). As it shown in (table 4.7), Illiteracy took the priority in educational status (41.6 %) of the total respondents was

able to read and write. Similarly, the respondents that were attained primary and secondary education were insignificant.

4.2.1.1. Family Size, Marital Status, and Social Status of the Respondent Households

According to the survey result, from the total sample respondents (n=230) household (42.6%) of the respondent were found in the family size range of (4-6), and the rest of the respondent households were found (39.6%) and (17.8%) in the family size range of (1-3) and (above 7) respectively (table 4.8). This result indicated that near to half of the respondent household family size which are similar the national average family size of 4.9 % per household (CSA, 2012).

Marital status of the respondents household head reported, about 72.2% of respondent households were married while 10.9%, 8.3% and 8.7% were single, divorced and widowed respectively, (table 4.8). This result indicated that majority of the household respondents have life partner and they support each other on various family issues.

Mostly household head participating in social affairs as a political leader, religious leader in the community has playing a significant role in easily accessing reliable information, and benefiting new resources on their local areas. The survey result show that, from the total respondent households (40%) of the respondents were not in a position to guide and had not have the leading role in the community, whereas (32.6%) of the respondent have had role in leading social institution like Idir and Equb. The remaining household respondent (21.7%) and (5.7%) have role in leading religious and political institution respectively. This result indicated that more than half of the sample household respondents have an access of participating in various social and political affairs in their locality. Besides, the majority of the household respondents have easily access reliable information on tourism related activities and advantage more benefited from tourism resources (table 4.8).

Table 4.8 Summary of Family Size, Marital Status and Social Status of the Household

Activities	Participant Households		Total	
	N	%	N	%
Family size the respondent household				
1-3	91	39.6	91	39.6
4-6	98	42.6	98	42.6
Above 7	41	17.8	41	17.8
Total	230	100	230	100
Marital status of the respondent household				
Unmarried	25	10.9	25	10.9
Married	166	72.2	166	72.2
Divorced	19	8.3	19	8.3
Widow	20	8.7	20	8.7
Total	230	100	230	100
Social status of the respondent household				
Religious leader	50	21.7	50	21.7
Political Leader	13	5.7	13	5.7
Social Leader	75	32.6	75	32.6
Ordinary	90	40.0	90	40.0
Total	230	100	230	100

Source: Field survey 2018

4.2.2. Economic Status of the Respondent Household

4.2.2.1. Land holding, and credit usage of the respondent household

Land is the major natural resource in the study area because agriculture is the main means of livelihood for the household in the area. The survey report explained that, from the total sample households (16%) of respondents have not their own lands. More than half of the respondents (53.5%) have owned a range of 1.25 – 2.00ha of cultivated land. This result revealed that, no enough land distributed in households, as it is a main means of livelihood for rural households.

Furthermore, the data, which is found before eight years from land administration office told the average landholdings, was 1.5 ha per households. But the figure expects to decrease because as the population increases the average land holdings also decrease.

When the researcher observed that the land holdings within those purposively selected different kebeles, there is a big difference between lowland and midland areas according to the descriptive statistics from the sample respondents (46%) of the respondent households in Bilbala kebele (sample from lowland Kebele) has above 1.5 ha. Whereas (24%) of Yemerhane kebele (Sample from semi mid land) and (13%) of households from Asheton kebele (sample kebele from midland) has above 1.5 ha. Those female-headed households who have above 1.5 ha of land counted 41.4% but only 37.4% of male headed households have above 1.5 ha of land. Currently females have had awareness about the family law and different organizations give support to get their share during divorce and other life events. According to the information of some key informant household respondents mentioned that, even the divorce rate and the oppressions of the female decrease in this study area.

Among the respondent households 75% of respondents were not having an access of credit while 25% have had used credit (table 4.9). This result revealed that the majority of the respondent households were not using credit to do business, which related with tourism. Moreover, on this regards, the finding of Hussein and Nelson (1998) confirmed that lack of access to credit is the main constraint in developing countries. Access to credit plays a crucial role in the decision of the household to diversify their income. An Increase in access to credit by a given household will increase the level of tourism participation. The reason is that because of the increase in the capital base will enable them to have enough resources to support members of the household. A given household may also decide to start up another business apart from the previous one because there is available disposable capital (credit). So it is important to discuss household's access to credit services and its relation with households participation in tourism activity in the study area, due to the fact that those who have a better access to credit service have a good opportunity to participate their tourism activity and increase their household income.

As the result of this, In the case of the Lasta Lalibela Woreda the only supplier of credit in the Woreda is Amhara credit and saving institution (ACSI) 25.2% of the respondents got credit from the institution. Only household (74.8%) of respondents did not get credit. It is due to some reasons mentions by respondents such as unable to get guarantee and due to short repayment period.

Table 4.9 Summary of Land size and Credit access of the Respondent Households

	Respondent Households		Total	
	N	%	N	%
Land holding of the respondent households in hectares				
None	37	16	37	16
0.25 -1.00	30	13	30	13
1.25 – 2.00	123	53.5	123	53.5
2.25 – 3.00	23	10	23	10
Above 3.25	17	7.5	17	7.5
Total	230	100	230	100
Did you use credit to engaging in different tourism activities?				
Yes	58	25	58	25
No	172	75	172	75
Total	230	100	230	100

Source: Field Survey 2018

4.2.2.2. Annual Income, Distribution & Sources of Household Income

Annual income is referring the money that the household earns annually from various sources. Like other rural part of the country agriculture is the main means of livelihood for the selected sample household in the study area. In this livelihood activity, crop production and livestock rearing are considered as the major source of income for majority of the household. Sales of crop, livestock and livestock products were found to be an essential practice undertaken by the majority of households to generate income. Besides, the selected rural kebeles are tourist areas in rock hewn churches and high tourism potential area. Some households in the study area engaging in various tourism related activities to earn income as an additional family income sources.

The survey result presented, in table 4.10 shows, the mean annual income and share of different income sources of the household of the entire sample households. Thus, the mean income of the households was 76,624.25 birr per annum with standard deviations of 51,284.16 birr.

Whereas in the share of different income sources for annual household income were explained in rank as follow. The mean income share from tourism, crop production, livestock, livestock byproduct, and forest of the sample households were found 32759 (22617.28), 17466 (12010.42), 14878.7 (11987.42), 6952.48 (7579.63), and 3454.52 (5983.27) birr respectively. The mean household annual income distribution of the survey result shows that tourism was ranked first (Table 4.10).

This result revealed that, tourism has a large share of the household annual income in the study area. Furthermore, the key informant group discussion (KIIs) report confirmed that the majority of the households were gained their family income mainly from mule renting, coffee ceremony, selling of handcrafts and local guiding services of tourism activities.

Table 4.10 Summary of Annual Income and Sources of Income of the Household

Activities	Respondent Households		Total	
	Mean	SD	Mean	SD
Annual income of the household	76624.26	51284.163	76624.26	51284.163
Income from forest	3454.52	5983.267	3454.52	5983.267
Income from livestock	14878.70	11987.418	14878.70	11987.418
Income from tourism	32759.13	22617.282	32759.13	22617.282
Income from livestock byproduct	6952.48	7579.626	6952.48	7579.626
Income from crop	17466.09	12010.424	17466.09	12010.424

Source: Field survey 2018

4.3.Econometric Estimation Result

This section of the study focuses on presentation of the results of econometric analysis (i.e. binary logistic model) on the determinants of rural households' decision to participate in tourism activity.

To identify determinants, as discussed earlier in the methodology section, binary logit models were used. A number of determinants factors were postulated to influence the rural households' decision to participate in tourism activity. Therefore Binary Logistic Regression Model was used to identify determinants of household decision to participate in tourism activity. The model was selected based on the justification illustrated earlier. Therefore, in this section, procedures followed to select independent variables (continuous and dummy) and results of logistic regression analysis conducted to identify determinants in rural households' decision to participate by tourism activity is presented. Goodness of the model 152.655 log likelihood ratios, the model achieved 89.6% correct prediction.

Table.4.11. The Maximum Likelihood Estimates result of the Binary Logit Mode.

Variables	Coefficients	Sig	Exp(B)
SEX	.898*	.062	2.455
AGE	-.213	.279	.808
SOSTA	-.654***	.001	.520
FAMSIZE	-.181	.312	.835
EDUCA	.093	.639	1.097
MARITA	.919**	.011	2.507
OCCUP	-1.330***	.000	.264
LANSIZ	-.897**	.004	.408
HHINCM	.000***	.000	1.000
CREDIT	-.829*	.100	.436
Constant	-3.533	.000	.3375.940
R Square Value		.464	
-Log likelihood ratio		152.655	
Correctly predicted		89.6	

Participation in Tourism Based on the Logit Model Analysis

Note: *, **and * are significant at less than 1%, 5% and 10% probability level respectively.**

Source: Model output

Before proceeding to conduct the analysis, the problem of multi-collinearity among explanatory variables was checked by using Variance Inflation Factor (VIF) and contingency coefficient tests for both continuous and dummy variables that are hypothesized to influence the decision of households to participate in tourism activities. As it is presented in the attached annex (i.e. Annex II) the value of VIF for each continuous variable, prove that the problem of multi-collinearity was not serious among variables, as VIF values are less than 10. Similarly, Annex III shows that multi-collinearity was not a serious problem between discrete variables.

The binary logit model identified a total of **seven** significant variables out of ten hypothesized variables. Among the factors considered in the model, four variables are found to have a significant and negative influence on the decision of household to participate in tourism activities. These variables include social status of the household head (**SOSTA**), occupation of the household head (**OCCUP**), total cultivated land of the household (**LANSIZ**), and credit usage of the household (**CREDIT**). The remaining three factors i.e. sex of the household head (**SEXHH**) and marital status of the household (**MARITA**), the total annual income of the household (**HHINCM**), are found to have a significant and positive influence on the decision of household's participate in tourism activities (Table 4.9). The interpretation and discussion of these significant variables are presented as follow.

Sex of household head (SEX) -In rural Ethiopian and the study areas, the male-headed households are higher likely to participate in tourism activities compared to female-headed counterparts. The sex of the household was positive and significant at (10%) level. The odd ratio of tourism activities of male-headed household was higher by a factor of 0.898 ($P = 0.062$) compared to female-headed counterparts. As Malek and Usami (2009) confirmed that tourism is a male dominated occupation in the rural areas and evidence from several countries suggested that within the rural non-farm (tourism) sector, women are more likely to engage in low-productivity and low-return activities. This finding corresponds with the previous study of Faridi et al, Lui, (2012) that women are more responsible for their multiple burdens such as childcare, fetching water, cooking food, and has less chance to participate in community tourism participation activity due to their burden of domestic work.

Social Status (SOSTA): As the model result indicates, the variable of social status had negatively and significantly influenced the household head tourism participation activities at ($p < .001$) significance level. The study found that the social status headed households are less likely to participate in tourism activities compared with their ordinary resident counterparts. Of importance to note is the fact that, all other variables being constant. The odds ratio of the social status headed-household was lower by a factor of 0.520 ($p < 0.01$) compared to ordinary residence. The result of this findings is in contrast to the previous study of Andersson, *et al*, (2011) which indicate that smallholder household who are member of various institutions will have better access to information and get encouraged in decide to participate in different activities than those having no or less membership of various social institutions. In this finding, the effect of membership of household head to different social organizations or institutions is not the main determinant on the decision of households towards participation in various activities and the household headed social status had less likelihood to participate in tourism activities.

Income of household (INCMHH)-As the income of the household increases, the probability of participating in tourism activity increases because it creates a better financial ability to establish tourism related business activities. The estimated results reveal that the effect of household income on tourism activity was positive and statistically significant ($p < 0.01$). If an increase in the income of the household by unit, results in an increase in the probability of household participation in tourism activity by a factor of 1.000 (table 4.7). As argued in the literature, income is one of the main determinants that affect households' tourism participation activity (Lui et al, 2012). The higher the household income, the higher the households demand for tourism participation activity. In other word, households shift towards using tourism business as their source of income. This means that the strategies which augment household income (i.e., reduce poverty, increase employment) may be a viable strategy to promote tourism business industry by rural households. The findings of this study are generally in agreement with the relevant literature, as the findings point to an increase in household tourism participation activity with an increase in household income (Dwyer, et al. 2010).

Household Head Occupation (OCCUP): This variable refers employed and unemployed households in tourism activity. This occupation of headed household was found to have a

significant and negative ($p < 0.01$). Then the odd ratio of tourism participation activity was lower by the factor of .264. This means that the probability employed household heads to participate in tourism activity is lower than their counterparts. Household heads to employ in tourism jobs are less likely to compare with others. This confirms that respondents who are already employed in tourism related enterprises are less likely to participate in tourism than those who are involved in other types of non-tourism occupations in and around the areas. The results of this study disagreed with the previous studies of Mitchell & Ashley (2010) which indicate that the tourism industry is high employment-intensive and offers seasonal employment opportunity, as opposed to other industries.

Land size of Households-Household landholding size was found to have a significant ($p < 0.05$) and negative influence on tourism participation activity of households. As landholding size increases by 1 ha, the odd of tourism participation activity decrease by a factor of .408. The size of land owned by a household influences the participation of the household in tourism activities. Size of land owned by a household was used as a proxy to indicate household wealth and then correlated with participation in tourism activities. There was a negative and significant correlation between households that owned large size of land and their participation in tourism activities. On this basis, it can be said that size of land owned is one of the key factors that determines households' participation in tourism activities. The findings of this study are generally in agreement with the findings of Francis M et al (2017) that land has two significant aspect for tourism activities ,the first aspect that land enable the household to invest in tourism related business (i.e. accommodation, craft production ,selling center) , the second significant of land would be for the production of food sold ,hotel ,lodges , restaurants and food vendor in and around the areas (Lui, et al. 2012, McGehee. et al. 2010). The analysis further indicated that the probability of a household participating in tourism decreased with increase in the size of land owned. Therefore, it is realistic to say that a household that owned more land was less likely to participate in tourism activities compared to the households that owned more than this size of land.

Marital Status (MARSTA): Based on the result of the regression analysis. The marital status of headed household was significant ($p < 0.05$) and a positive effect on tourism participation activity. This means that the probability of participation in tourism activity of the married household heads is higher than unmarried counterparts. The odds ratio of tourism participation of the married-headed

household was higher by a factor of 2.507 ($p < 0.05$) compared to unmarried-headed. This result may be explained as a response to the fact that married people may suffer more from family pressure, have more family responsibilities, have more financial burdens, compared with unmarried people. Though, the result is positive on this result, even though result is positive, the researcher concluded that the married households are less likely to be motivated to participate in tourism activity by the desire to escape from the ordinary or routine poverty life at home. This finding in agreement with Liu (2008) and Zhang (2009) that married household heads has a significant influence on tourism activity and motivated to participate. Lui et al (2012) stated that the reasonable explanation for the positive result of married household-head relate with higher responsible to activities that enable to participate in tourism to increase their source of income.

Involvement in Credit Service (CREDHH): It was found that access to credit had negatively and significantly affected the probability of participating household in tourism activity at 10% significant level. This result implies that the households having access to credit are less likely to participate in a tourism activity compared to their households having no credit access counterparts. This is due to most probably households having access to credit impede them to engage in formal and informal tourism participation activity. From the model result, the odd ratio reveals the less likelihood of a household engagement into formal and informal tourism participation activity lower by the factor 0.436, for those smallholder households with access to credit. This study in contrast with the previous study of Hussein and Nilson (1998) that lack of credit access is the major impediment for developing countries to increase their participation activity.

CHAPTER FIVE

4. CONCLUSION AND RECOMMENDATIONS

4.1. Conclusion

With reference to the results obtained in chapter four and the overall study the following conclusions have been drawn:

Tourism development and community participation need to be integrated if they are to benefit from the existence of tourism resources and ensure their sustainability; The socio-economic and demographic factors that determine to influence the local communities' participation in tourism such as sex, income, occupation, credit service, marital status, social status and land size need to be considered when planning for local communities' participation in tourism and need to be clearly known and understood.

According to the results, there is an agreement that tourism encourages the local community to participate in different tourism activities on the area and that needs to promote the local community exchange cultural values beside the economic value that tourism provides. Local community also acknowledged that tourism provides employment opportunities and is one of the means of income generating activity. Moreover, the respondent households identified that the appropriate means of participating local communities in tourism development. However, the study sites such as shortages of land for allocation, (16% of the sample households have not their own land), and unequal distribution of land coupled with erratic rainfall. These have implications for decision of rural households to participate in tourism activities by reducing the amount of agricultural production.

From the analysis of the results, it can conclude that poor community participation, absence of community organizations, unavailability of strong community leaders to support destination community, lack of benefit sharing mechanisms, lack of knowledge about the importance of tourism participation by a large segment of the community, low capacity of employees in this

tourism, tourism resources degradation, lack of quality facilities and quality, lack of funding for tourism development, less priority is given for tourism investment, insufficient investment incentives and lack of policy support were the major challenges in the study areas. To strengthen community tourism participation, and increase the inflow of tourists and especially in a drive to enhance local community benefits and manage the tourism destinations in properly, the above mentioned challenges should be mitigated by support initiatives from all stakeholders, starting with the government

In effect of these problems 45% of the household effectively involved in such tourism related activities with 32759 birr sharing of tourism benefit of mean annual income, hence respondents prioritized taking part actively in the decision making process and diversify their household income. Poor access to finance is another constraint to tourism related activities. Almost 53.6 % of the households have financial constraints to participate in different tourism activities. The existence of small number of rural credit institution coupled with high interest rate and repayment schedule which declined the number of credit users. Therefore, it is possible to conclude that the agricultural sector alone cannot be relied upon as the core activity for rural households as a means of improving livelihood, achieving means of income and reducing poverty in the study area. This means that intersectional issues such as tourism linkages need to be addressed as well.

The research findings further revealed that local communities wish to take part in the tourism t decision making process and business activity. The findings have witnessed that while local communities do recognize and acknowledge the need to involve tourism professionals and experts when making decisions about tourism business activities. However, they insisted they themselves wish to participate in the decision making process. Local community strongly stated that ‘taking part actively in the tourism decision making processes and participation activity is an appropriate way of participating the local community in tourism development.

Similarly, the research findings have revealed that local people are interested to participate in the sharing of tourism benefits. However the findings from the interviewees have shown that tourism businesses in the study area did not develop formal benefit sharing schemes, except the informal employment and business opportunities created in tourism that favor local people to access tourism

benefits. That means the tourism businesses in the study area did not establish capacity building programs and were not having specific ways of sharing tourism benefits to the local communities.

Tourism development in Lalibela has made some improvement such as in income generating activities, some small business activities, and accessibility. This implies that tourism participation in the study area is important means of income generating and contributing to the socio- economic wellbeing of the local communities. Generally speaking, the result suggests that there was an agreement among the respondent households that tourism creates employment opportunities and is a means of generating income. The respondent households also acknowledged that tourism promotes cross cultural exchange between the local community and the tourists. Furthermore, the respondent households believed that local communities should actively participate in the tourism participation activity and decision making process regarding tourism establishments as well as tourism-activities operating in their local area and sharing of tourism benefits.

5.2. Recommendation

Based on the findings, the researcher proposed the following recommendations to analyze the determinants of rural households' participation in tourism activities.

The findings have revealed that although local communities have the interest to participate in tourism activity, they felt that they are not participating. Therefore, the government as well as concerned stakeholders might create favorable conditions for local people to participate in tourism. Some of the tasks of the local people are to participate genuinely in tourism business, tourism conference, tourism planning up to implementation process, and contribute to build the development army.

Based on the findings, the private tourism businesses do not have specific approaches/ schemes for sharing tourism benefits with the local people. This suggests that the need to have a policy in place which would ensure the tourism businesses to have more systematic schemes of benefit sharing such as employment opportunities targeting local people, capacity building programmes and assisting local community in financial status and trainings . This helps to create opportunities for local people to generate income and to ensure the sustainability of tourism activity. The scheme

shall clearly indicate the share of the community, the local government, tour guides, hotels and others who provide transportation services.

In order to increase the contribution of tourism as a means of employment creation and income generating, there is a need to establish training and institutions at the community level that have created opportunities for the local people to take part and be employed in various tourism businesses. This would be realized by the collaboration of the government, tourism businesses and other concerned stakeholders. Besides, the government and concerned stakeholders might work in collaboration so that local communities could get favorable conditions to get credit access that enables them to participate in the tourism activity.

The marginalized communities on the areas should be encouraged and empowered to participate in small and medium level tourism business activities and should change themselves as local entrepreneur so as to augment their income and raise their standard of living.

Land size is the major determinant factor under economic characteristics which is found in this specific study of the household who have land can have an access to participate in the tourism activity due to the available resource and startup capital available on their hands. On the other hands those household who did not have land impede to participate in tourism activity as source of income for the household therefore, the household should be encouraged and well informed to participate in organized and formal way.

The other determinant studied under individual characteristics .Those people in the selected rural kebeles should empowered the female household head to engage in tourism activities and should supported by the local and other GO and NGOs with financial and should empowered to them. In this category people started to own starting capital and own fresh labor and motivation, though sex is the determinant factor not equally participated on the available tourism resource on the site, those marginal society should be encouraged to participate actively.

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APPENDICES

Appendix I: Conversion factors used in estimation of man-equivalent (ME).

Age Group	Male	Female
< 10	0	0
10-14	0.35	0.35
15-50	1	0.80
> 50	0.55	0.50

Appendix II. Variance Inflation Factors (VIF) of Continuous variables

Variables	R_j^2	VIF(x_j)
SEX	0.298	1.42
AGE	0.005	1.00
SOSTA	0.270	1.37
FAMSIZ	0.030	1.03
EDUCA	0.410	1.69
MARSTA	0.193	1.24
OCCUP	0.011	1.99
LANDSIZ	0.321	1.789
TOTINCM	0.194	1.18
CREDIT	0.352	1.456

Source: Model output

Appendix III .Contingency Coefficients for Discrete Explanatory Variables

	SEX	AGE	SOSTA	FAMSIZE	EDUCA	MARITA	OCCUP	LANDSI	HHINCM	CREDIT
SEX	1	0.231	0.112	0.122	0.331	0.266	0.231	0.085	0.525	0.843
AGE		1	0.331	0.266	0.005	0.230	0.132	0.512	0.745	0.414
SOSTA			1	0.345	0.111	0.530	0.420	0.321	0.529	0.671
FAMSIZE				1	0.3421	0.030	0.152	0.321	0.351	0.452
EDUCA					1	0.1130	0.302	0.572	0.045	0.671
MARITA						1	0.065	0.168	0.029	0.034
OCCUP							1	0.251	0.412	0.291
LANDSI								1	0.213	0.367
HHINCM									1	0.253
CREDIT										1

Source: Model output

Appendix V Questionnaire for Formal Survey

Questionnaire Prepared for Determinants in rural Household decision to participate in tourism

Activity: Empirical Evidence from selected rural Kebeles of Lalibela town, Ethiopia.

Enumerator's name _____

Date of Interview _____

Signature _____

Keble _____

Name of the Household head _____

Part I. General Information (Demographic Characteristics)

- Sex of the household 1. Male 2. Female
- Age of the household head: 1. 18- 25 2. 26-35 3. 36-45 4. 46-55 5. 56 above
- Social status or responsibility 1. Religious leader 2. Political leader 3. Social Leader 4. Ordinary resident

- d. Total family size of the household? _____ 1. 1 -3 family members, 2. 4- 6 family members 3. Above 7 family members
 - e. Educational level of the household head 1. Illiterate 2. Read and writes 3.Primary school 4. Secondary school 5. Above secondary school
 - f. Marital status of the household 1. Unmarried 2.Married 3. Divorced 4. Widowed
 - g. The occupation of Household head _____ 1. Farmer 3. Local tour Guide and shoe keeper in church. 2 Farmer and small hand craft retailer 4. Farmer and coffee service provider
5. Farmer and Mule/ Donkey renter

Part II. Household main economic activities

1. In which of the following sector do you participate, as a source of family income, put in rank?

Sectors	Put in rank
Agriculture	
Tourism related activities	
Petty trade/ Small business	
Other / specify	

2. Land holding size of the family _____
3. Main household activity and their tourism participation activity and contribution
Crop production in annually (in Year 2009 ET.C)

No	Types of Crop	Unit	Total produced	Total Sold 2009	Amount earned in birr
1	Barely	Quintal			
2	Wheat	Quintal			
3	Beans	Quintal			
4	Peas	Quintal			
5	Lentils	Quintal			
6	Cheek pea	Quintal			
7	maize	Quintal			
8	Potatoes				
9	Others				
	Total income earned				

4. Ownership of Livestock in 2009

- b. Local Tour guides e. Petty business in tourism sector
 c. Coffee ceremony service f. Other / specify _____

9. How much do you earn in 2009, direct on tourism related activities? _____

No	Tourism Activities	Total Amount earned in 2009
1	Mule renting service	
2	Local Tour guides	
3	Coffee Ceremony svc	
4	Selling of Hand Craft	
5	Porter	
6	Others specify	

11. In 2009 production year, how much earn is your total income? _____

No	Main source of income	Total Amount Earned in 2009	Total Amount	Rank
1	Crop production			
2	Livestock production			
3	In kind aids from the government			
4	Rental income			
5	Aids/assistance from NGOs			
6	Tourism			
7	Trading			
8	Forest Products			
9	Remittance income			
10	Livestock trading			
11	Sand collection			
12	Stone collection			

12. Do you use credit facility for income generating activities and participation in tourism activity or other services during the last 12 months? a. Yes b. No

13. If yes, for what kind of purpose you use the credit? _____

No	Purpose	Amount	Source of Loan
1	For Basics necessity goods		
2	For Medicine		
3	to purchase fertilizer		
4	to purchase animals		
5	To petty trade		
6	to pay other loans,		

Source codes: 1= Commercial bank, 2= Amhara Credit Associations, 3=relatives 4= local money lender

14. What is your opinion, on the participation and decision of tourism activities towards the rural household economic impact?

- a. Efficient b. Inefficient c. I do not know

15. For your view, does the share of tourism sector have more significance in which part of these lists opportunities? Put in rank in accordance with their significant on the areas?

- a. Employment opportunities_____
- b. Income opportunities_____
- c. Development of the infrastructure_____
- d. Growth of other sectors_____
- e. Improvement of the social services_____

16. What effect do you think tourism could have on other rural areas in Lasta – Lalibela?

- a. Quick changes for a better standard of living
- b. Slow but sure changes to better standard of living
- c. Development will fall apart and life will be the same
- d. Nobody will be interested in development, prefer to remain the same

17. How did you use to build your house? a. Cement blocks b. Sand stones c. Mud

18. Yearly Household Consumption Expenditures

No	Type of Commodity	Unit	QTY -Consumed (purchased)	Purchased value (Market Value)	Price	Total Annual Expenditure
1	Monthly Upkeeps					
2	Health Expense					
3	Land Tax					
4	Blanket/bed sheet, umbrella					
5	Battery, radio, tape, TV etc					
6	Shoes, clothe, etc					

19. Do the rural household have an access of communication technology?

- 1. Yes 2. NO

20. What are the types of communication technology that the rural communities have access?

- 1- Mobile telephone. 2 Electronic mail 3 .both technology 4 .do not use these technology

Part III -Discussion with Key Informant interview and local tourism expert

1. What are the major participation and contribution of tourism to the local rural people HH income and livelihood diversification activity?
2. What are the major ways in which rural household decide to participate in tourism activity to livelihood of local people and local economic development?
3. Do you think that the local people properly use the resources received from tourists? Why? Why not?
4. Do you have access to support from government in exploitation of tourism resources at the local level? What are these supports?
5. Do you participate on your local tourism development plan the potential tourism resources as an alternative livelihood or local economic development strategy?
6. What factors and barrier those influence the household decision to participate in tourism activity in the study areas? Do you think that, the existing facilities, local people hospitalities and infrastructures are convenient and enough to increase flow of tourists and frequency? If no, what are these obstacles? (If any, how is it implemented?)
7. What are the strength, challenges, opportunity, and threat of the tourism resources in your Kebeles?
8. What are the level and nature of participation of the local household and share of the benefits that obtain from the tourism resources?
9. What are your suggestions and intervention on this regards?
10. What are the trends in tourism inflow?