



Addis Ababa University
Faculty of Business & Economics
Department of Management

**FACTORS INFLUENCING THE PERFORMANCE OF
PILGRIMAGE AND HERITAGE TOURISM: THE CASE
OF LALIBELA, ETHIOPIA**

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTERS OF
SCIENCE IN INTERNATIONAL BUSINESS

By: Sintayehu Abebe

GSE/9479/11

Advisor: - Meskerem Mitiku (PhD)

June 2021
Addis Ababa, Ethiopia

**FACTORS INFLUENCING THE PERFORMANCE OF
PILGRIMAGE AND HERITAGE TOURISM: THE CASE OF
LALIBELA, ETHIOPIA**

**By: Sintayehu Abebe
GSE/9479/11**

Advisor: - Meskerem Mitiku (PhD)

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF
MASTERS OF SCIENCE IN INTERNATIONAL BUSINESS**

**Faculty of Business & Economics
Department of Management
Addis Ababa University**

Declaration/Conformation

I, SINTAYEHU ABEBE hereby declare that the thesis work entitled, “FACTORS INFLUENCING THE PERFORMANCE OF PILGRIMAGE AND HERITAGE TOURISM: THE CASE OF LALIBELA, ETHIOPIA” is outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. I have produced it independently except for the guidance and suggestions of the research advisor. This study submitted by me for the award of the degree of Masters of Science in International Business of Addis Ababa University at Addis Ababa Ethiopia, is original work and it hasn’t been presented for the award of any other Degree, Diploma, Fellowship or other similar titles of any other university or institution.

By: SINTAYEHU ABEBE

Signature: _____ Date: _____

Confirmed by:

Advisor- Dr. MESKEREM MITIKU

Signature _____ Date _____

Addis Ababa University
Faculty of Business & Economics
Department of Management

This is to certify that the thesis prepared by SINTAYEHU ABEBE, “FACTORS INFLUENCING THE PERFORMANCE OF PILGRIMAGE AND HERITAGE TOURISM: THE CASE OF LALIBELA, ETHIOPIA” and submitted in partial fulfillment of the requirement for the Degree of Master of Science in International Business complies with the regulations of the university and meets the accepted standard with respect to originality and quality.

Approved by Board of Examiners:

Advisor

Signature

Examiner

Signature

Examiner

Signature

ACKNOWLEDGMENTS

First and foremost, praises and thanks to the God, the Almighty, and my mother, the Virgin Mary, for the blessing and help throughout my research work to complete this successfully.

I cannot express enough appreciations to my advisor Dr. Meskerem Mitiku whose proficiency was precious in formulating the research question and methodology. Your perceptive feedback pushed me to polish my thinking and your continued backing were very helpful for the groundwork and writing of this thesis.

Nobody has been more important to me in the pursuit of this thesis than my Loving and supportive wife, Meskerem Mulat (Mimi) and my wonderful daughter, Ruth who provide unending inspiration, love, understanding, prayers and continuing support to complete this research work. Your encouragement when the times got rough, and your support in the data collection are much appreciated and duly noted. It was a great comfort and relief to know that you were willing to provide management of our household activities while I was on my work.

I would also like to thank my families, sisters and brothers, Marakey, Ebiel, Netsanet, Teke, Abebu, Gule, Fanuel, Tinsaye (Kulech), and Aster, whose love and guidance are with me in whatever I pursue.

My completion of this project could not have been accomplished without the support of Dr. Kesis Mengistu Gobezie and my Sister W/o Sewhareg, heartfelt thank goes to you and God bless you and your family.

Finally, I am grateful to all of those with whom I have had the pleasure to work during this thesis. Ato Habte Melese of Sora Lodge, Ato Habamu Keadu of Lalibela Lodge and others has provided me extensive personal and professional guidance and taught me a great deal. Thank you so much

God bless you all!!!!

DEDICATION

This paper is dedicated to my wonderful deeply missed Mom, Yemegnushal Zewdie (Etete) and my mother-in-law Yesheawatsehay Mulat (Abaye) who raised me with patience.

I thought of you with love today but that is nothing new. I thought about you yesterday and days before that too. I think both of you in silence and I often speak your name in my heart. Your memory is my souvenir with which I will never part.

Etete, my beloved mother, a strong and gentle soul who taught me to trust God, believe in hard work and that so much could be done with little.

I can no longer see you with my eyes or touch you with hands, can't invite you to witness my happiness, but I will feel you in my heart forever. God has you in his keeping and I have you in my heart.

FOREVER YOU REMAIN IN MY SOUL.

TABLE OF CONTENTS

ACKNOWLEDGMENTS	iv
DEDICATION	v
TABLE OF CONTENTS	vi
List of Tables	ix
List of Figures	x
List of Equations	x
List of Acronyms and abbreviations	xi
ABSTRACT	xii
CHAPTER ONE: INTRODUCTION	1
1.1 Background to the study	2
1.2 Research Context	5
1.3 Problem Statement	6
1.4 Research question	9
1.5 Objectives of the study	9
1.6 Relevance of the study	10
1.7 Scope of the study	10
1.8 Limitation of the study	11
1.9 Organization of the study	11
CHAPTER TWO: LITERATURE REVIEW	13
2.1 Theoretical Literature Review	13
2.1.1 Heritage tourism	14
2.1.2 UNESCO World Heritage	15
2.1.3 Touristic Products and Services	16
2.1.4 Tourism as international business	17
2.1.5 The tourism dimensions	18

a.	Attraction -----	19
b.	Facilities -----	20
c.	Transport -----	21
d.	Hospitality -----	22
2.2	<i>Empirical Literature Review</i> -----	23
2.2.1	Tourism performance -----	23
2.2.2	Tourism in Ethiopia -----	25
2.2.3	Tourism in Lasta Lalibela -----	27
2.2.4	Factors that influence the heritage tourism -----	28
2.3	<i>Conceptual framework</i> -----	34
CHAPTER THREE:	<i>RESEARCH METHODOLOGY</i> -----	37
Introduction	-----	37
3.1	Description and selection of the study area -----	37
3.1.1	Description of the study area -----	37
	The Rock-Hewn Churches of Lalibela -----	38
3.1.2	Selection of the study area -----	40
3.2	Research Design -----	40
3.3	Target Population -----	41
3.4	Sampling Technique and Sample size -----	42
3.4.1	Sampling technique -----	42
3.4.2	Sample Size -----	43
3.5	Sources of Data -----	44
3.6	Data Collection Instrument -----	44
3.7	Validity and Reliability of the Questionnaire Items -----	45
3.8	Data Analysis Techniques -----	46
CHAPTER FOUR:	<i>DATA PRESENTATION, ANALYSIS AND INTERPRETATION</i> -----	47
4.1	Introduction -----	47
4.2	Background of respondents -----	47
4.2.1	General characteristics of respondents -----	47

4.2.2	Response on tourist experience-----	50
4.3	Response on factors that contributed to the performance of tourism. -----	56
4.4	Impacts that affect the performance of heritage and pilgrim tourism. -----	78
4.5	Summarized qualitative information from interview -----	86
CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS -----		92
4.6	Introduction-----	92
4.7	Summary of Finding -----	92
4.8	Conclusion-----	93
4.9	Recommendations -----	94
Reference bibliography -----		96
Appendices -----		104

List of Tables

Table 1 Reliability Statistics	46
Table 2 Gender information.....	48
Table 3 Age group	48
Table 4 Marital Status	49
Table 5 Education Qualification	49
Table 6 Occupation	49
Table 7 Tour organized by	51
Table 8 First time visit or not.....	51
Table 9 Source of Information.....	52
Table 10 Reason for the visit	53
Table 11 Tourist type and reason for their visit.....	53
Table 12 Factors that motivates Tourist.....	54
Table 13 Tourist preference of attraction attributes.....	55
Table 14 Tourist attend Pilgrim service.....	56
Table 15 Preparation of pilgrim services	56
Table 16 Availability of Hotels, restaurants or lodges	57
Table 17 Facilities of Hotels and Restaurants.....	58
Table 18 Recreation, eating out, swimming, spa and hangout places.	58
Table 19 Hospitality of hotel staff	59
Table 20 Safety and security of hotels.....	59
Table 21 Payment flexibility.....	60
Table 22 Cost of accommodation	60
Table 23 Hotel attributes.....	61
Table 24 Souvenir Shops attributes	63
Table 25 Souvenir shops uniqueness and variety	64
Table 26 Payment flexibility.....	64
Table 27 Knowledge of the tour guides and operators	65
Table 28 Interpersonal relationship of the tour guide.....	65
Table 29 attributes of tour operators	66
Table 30 Extent where facilities meet tourist requirement.	67

Table 31 Transport attributes	69
Table 32 Hospitality rating statistics.....	70
Table 33 Hospitality of residents and various stakeholders.....	70
Table 34 Net promoter score.....	76
Table 35 Attraction attributes and recommendation to others.....	76
Table 36 Hotel Availability and recommendation to other	77
Table 37 Souvenir Shop uniqueness and level of recommendation	77
Table 38 Model Summery	79
Table 39 Anova.....	80
Table 40 Coefficients.....	81

List of Figures

Figure 1 Tourism Dimension attributes	35
Figure 2 Conceptual Framework	36
Figure 3 Location Map of Lalibela. Source: Giovanni Ettore Gigante.....	38
Figure 4 Lalibela Churches site map	39
Figure 5 Tourist Type	50
Figure 6 Frequency of Visit	51
Figure 7 Transport type.....	54
Figure 8 number of days tourist stay.....	71
Figure 9 reason for not staying more days.....	72
Figure 10 Tourist satisfaction level.....	74
Figure 11 Tourist confirmation to visit again	75
Figure 12 Net promotor score graph.....	76
Figure 13 Histogram	82
Figure 14 Norma P Plot of regression standardized residual.....	83

List of Equations

Equation 1 Cochran formula	43
Equation 2 Cochran adjusted formula.....	43

List of Acronyms and abbreviations

COVID19	Coronavirus disease of 2019
FDI	Foreign direct investment
GDP	Gross domestic product
GNP	Gross National Product
ICT	Information communications technology
ITC	International Trade Center
NPS	Net promoter score
UNCTAD	United Nations Conference on Trade and Development
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nation World Tourism Organization
USD	United States Dollar
WTO	World Trade Organization
WTTC	World Travel & Tourism Council

ABSTRACT

Ethiopia, registered 13 tangible and intangible cultural and natural heritages under UNESCO world heritage list, that makes the country one of the few highly gifted with natural and historical tourism resources. However, although having better tourist destinations, and unique in historical heritages sites like Lalibela, Ethiopia is lagging behind other East African destinations. The rate at which the economic potential accrue to a destination significantly depends on various factors such as the tourist attraction site itself, hospitality of various stockholders, transport service, facilities like hotels, resorts, restaurants, shops and soon. Although the current multibillion dollar project on Gorgora, Koyesha, and Wenchi could create new natural tourist destinations, these would not complement the heritage tourism rather it would create competition.

The positive experience with the tourist services and other facilities given by specific tourism destination, can encourage tourist memory and such travel experience can enhance the reliability to the destination. Therefore, it is essential for the management of tourist destinations to provide the best service for their respective tourists' in encourage the creation of satisfaction and loyalty to tourists that can encourage increasing revenue and profits for tourist destinations.

This paper using descriptive type study with both quantitative and qualitative research, assess the factors that influence the heritage and pilgrim tourism of Lalibela. Nonprobability convenience sampling and random sampling technique was used to select samples domestic and international tourists. The final finding uncovers that even though the country has very popular and unique destination, which is preferred by many tourists to visit frequently, increasing tourist satisfaction and overall performance is highly dependent on attraction, and facilities while transport and hospitality has also impact.

Keywords: performance of pilgrimage; performance of heritage; Lalibela; destination; attraction; hospitality; transport; facilities; Ethiopia; tourism

CHAPTER ONE: INTRODUCTION

The registration of 13 tangible and intangible cultural and natural heritages makes Ethiopia one of the few countries highly gifted with natural and historical tourism resources (Hailu 2020; Ali, 2017; Tafesse, 2016; Mengistu, 2018). Although the country is having a wealth of such natural and cultural resources with some unique cultural and natural features, Ethiopia is lagging behind other East African destinations in terms of tourism performance (Altes, 2018). Still large parts of Ethiopia's tourism resources are remained unstudied. The country has much to offer to international tourists, from Blue Nile Falls to several archaeological sites, to the planet's most famous destinations for adrenaline seekers such as Erta Ale Volcano, to Dallol Depression and so much more (Visiting Erta Ale (n.d)). In specific, the capital city, Addis Ababa, is also rich in cultural and historical tourist attractions. The majestic mountains such as mount Entoto, the city holds lots of historic Churches, museums which have hosted the nations historical and cultural heritages, archeological collection including Lucy, Selam and Ardi and other ethnographic items which makes the city perfect places to learn more about Ethiopia (Paragon Ethiopia. (n.d.)).

One of the main economic contribution of tourism is the revenue generated from international tourists. Tourism is categorized as international business (Mill, 1990; ITC-UNWTO, 2017) where various goods and service could be exported and generate more foreign exchange and also contribute a lot for employment. The raw green coffee that Ethiopia is exporting at a lower price, could be processed and be exported through the tourist to generate more revenue and create more job. Having better tourist destinations, registering 9 heritages sites and 4 intangible elements on UNESCO world heritage list, unique in historical heritages sites and very rich in natural resource, Ethiopia is not utilizing more revenue out of this sector (Ali, 2017; Altes, 2018). Why is the country benefiting less, is the reason why this research is planned to be conducted. The research focuses on the assessment of the factors that influence the potential of the pilgrimage and heritage tourism.

The positive experience with the tourist services and other facilities given by specific tourism destination, can encourage tourist memory and such travel experience can enhance the reliability to the destination. Therefore, it is essential for the management of tourist

destinations to provide the best service for their respective tourists' in encourage the creation of satisfaction and loyalty to tourists that can encourage increasing revenue and profits for tourist destinations.

The following subsequent part of the research were elaborated more on the topic selected referring different literatures made on related areas. The first part highlights the background of the study followed by the research context that could present picture of what the research going to study. The link between pilgrimage and heritage tourism and the international business were discussed. The next part defines the problem and clarify on research objectives.

1.1 Background to the study

In this 21st globalization era, peoples around the world travel for business, or pleasure or even for a combination of both. The vast majority travel to specific destinations to visit or for special pilgrim, which represents the building blocks of tourism (Bogan, Cercluex & Constantin, 2019). Pilgrimages around the world attract large number of followers, which are often categorized as religious tourists (Kim & King 2020). This is because tourism is a social, cultural and economic phenomenon, which entails the movement of people to countries and places outside their usual environment for either personal or business purpose (ITC-UNWTO, 2017). At their planned end point, these individuals who can be called visitors or tourist mostly require some place to stay, some place to eat, drink and something to do like sightseeing, enjoy, play some game and study new environment, have various photographing and mostly would explore something to buy as a remembrance of that trip. This is where the accommodation, sightseeing, recreation and retailing industries will come in and this is the basic foundation for the strong relationship of tourism and service export. Tourism is the only major sector in international trade in services in which developing countries have steadily had surpluses (UNCTAD, (n.d.)). Many nations rely on tourism for at least 15% of their workforce and national GDP (Barrientos, 2020).

Therefore, the tourism is one of the key world's largest sectors that is driving the job creation and economic development of many nations and is playing significant role in empowering women, youth and other group of society (WTTC, 2020). Tourism development also stimulates growth by

attracting new foreign direct investment (FDI) and building new facilities and infrastructure (Tang, Selvanathan, & Selvanathan, 2007; Samimi, Sadeghi & Sadeghi, 2017). However, the rate at which such economic potential accrue to a destination shall significantly depends on the component and their respective attributes.

Researchers quantified that the positive experience with the tourist services and other facilities given by specific tourism destination, can encourage tourist memory and increase positive communication among customers about destination (Corte, Cascella, & Gaudio, 2015). Satisfaction with the travel experience can enhance the reliability to the destination. Tourist's loyalty can be seen from their intention to return and recommend tourist attraction to others and therefore it is essential for the management of tourist destinations to provide the best service for their respective tourists' in encourage the creation of satisfaction and loyalty to tourists. Satisfaction is one of the main objectives of tourist destination to maintain relationships with their travelers in long periods of time. Tourist satisfaction can encourage increasing revenue and profits for tourist destinations (Dmitrovic, Cvelbar, Kolah, Brencic, Ograjensek, & Zabkar, 2009). In addition to this customer satisfaction is the main factor that encourages tourism businesses to find success and advantage in the competition (Forozia, Zadeh, & Gilani, 2013). Therefore, to understand the factors that encourage tourist satisfaction while enjoying a tourist destination is important for management, particularly in managing the facilities and other resources are provided to tourists.

Destination contains several key components or dimensions which always attracts visitors to meet their ultimate need. The dimensions are defined and categorized by many authors (Buhalis, 2000; Holloway et al., 2019; Ma, et al., 2009; Mill, 1990) for instance listed out six components including attractions (natural, man-made, artificial, heritage, special events), Accessibility (entire transportation system), Amenities (accommodation and catering facilities), available packages (pre-arranged packages by intermediaries), Activities (all activities available at the destination) and Ancillary services (such as banks, telecom, hospital and soon). Holloway and friends (2019) on the other hand listed out three key components that influence a destination to be successful: attractions, amenities and accessibilities. Ma, et al., (2009) also cited tourism components including transportation, accommodation, recreation, food and related services. Mill (1990) on the

other hand described the four dimensions of tourism as Attractions, Facilities, Transportation and Hospitality. Technically all the above researchers grouped the components in slightly different manner but all dimensions have same purpose which is to make the respective tourist destination very attractive and convenient to the tourist for better performance. A tourist shall be motivated by attraction site and he/she need to temporarily move to that destination using available transport. Once he/she reached that specific destination, the tourist requires several facilities such as hotel, communication, health, bank, tour guide and soon. Through the course of action, the welcoming environment the tourist obtained from various stakeholders would highly influence his/her stay at that specific destination which is hospitality. Therefore, with all their attributes that could influence the performance of tourism, what Mill (1990) categorized the four tourism dimensions are much more suitable to discuss in this study.

Satisfied tourist could stay for more number of days and spend more which will boost the tourism performance. The tourism performance is referring not only economic growth and production but also maturity of tourism market development, efficiency, improvement of quality and social and environmental improvements through tourism (Luo, 2018). One of the concepts which measure tourism from its economic impact can be divided into three types (Mann, 2006). These are balance of payment effects, income effects and the employment effect. Tourism in general and the heritage and pilgrim tourism in particular are one of the leading and lucrative industries in the world today that serves as a source of income (Mbagwu, Bessong, & Anozie, 2016). The sector is important source of employment (Zuo & Huang 2018; Graave, Klijs, & Heijman, 2017; Khan, Lorenzo, Lyu and Babar, 2020; Reda & Gebre-Eyesus 2018; Woldetensay, 2020) as well as major source of foreign exchange (Matthew, Ede, Osabohien, Ejemeyovwi, Ayanda, & Okunbor, 2018; Zuo & Huang 2018). It also stimulates growth by attracting foreign direct investment and building new facilities and infrastructures (Tang, Selvanathan, & Selvanathan, 2007; Samimi, Sadeghi & Sadeghi, 2017). In general, the tourism has become the world's fourth largest export industry after fuels, chemicals and food (UNCTAD, 2010; Shakouri, Yazdi, Nategian, & Shikhrezaei, 2017).

Despite the positive socio-economic impacts of tourism that are commonly listed as increased foreign exchange earnings, increased income, and increased employment in destination areas (Economic impacts of tourism 2020; Aktar, Sadekin, & Saha 2014; Ranade 1998; Dadakalandar

& Sujatha 2018); the performance is highly influenced by several factors which need to be evaluated with due attentions. Out of those push and pull factors which motivates and increase satisfaction of the visitors on a specific destination, factors such as, attractions, facilities, transportation and hospitality (Mill, 1990) grouped as pull factor (Zelege & Biwota, 2020; Shah, 2011) are the major factors that could influence the performance of heritage and pilgrim tourism. This study is framed to see these factors that highly increase tourist satisfaction and influence the performance of the heritage and pilgrim tourism around Lasta Lalibela.

Therefore, evaluation of those factors affecting the tourism in general, and the destination in particular become important and fundamental to ensure the benefit of tourism for national economy (Zelege, et al., 2020; Shah, 2011).

The aim of this research was therefore, to assess these four tourism dimensions that affect the performance of pilgrimage and heritage tourism mainly on those pilgrimages and heritage tourist destination of Lasta Lalibela. Having best and world recognized tourism attraction site only might not increase the performance of the tourism. Hence this study investigates how the four dimensions are influencing the overall performance and recommend possible actions.

1.2 Research Context

A distinctive feature of Ethiopia is its importance and being unique country located in the horn of Africa with lots of unique tourist attraction sites regarded as good international tourist destination (Meskerem. 2019; Mengistu, 2018). The various cultural attractions activities like Irreecha (the Oromo people's thanks giving), Meskel (the finding of true cross), Timket (The celebration of the Epiphany), Ashenda (a festival celebration in Tigray and Amhara region) and many more (Meskerem. 2019) are part of the pilgrimage services. In addition to these, the country is spectacularly well-off in the heritage sites registered under UNESCO such as Axum Obelisk, the 12 Rock Hewn church of Lalibela, Fasil Ghebbi, Tiya, Harar Jugol and others (UNESCO n.d.; Mengistu, 2018). These pilgrimage and heritage sites as a tourist destination have lots of potential contributing to the economy through export generated by international tourism. According to

UNWTO information, global export generated by international tourism reached USD 1.7 trillion in 2018, a 4% increase in real terms over the previous year (WTO, 2019).

The travel and tourism competitiveness index of 2019 reported by World Economic forum rates 140 countries around the globe. The index measures the set of factors and policies that enable the sustainable development of the travel and tourism sector, which contributes to the development and competitiveness of a country. Accordingly, Ethiopia is ranked 122nd globally (Calderwood & Soshkin, 2019). Sub Saharan African countries such as Mauritius (54th), South Africa (61st), Seychelles (62nd), Namibia (81st) and Kenya (82nd) are the top 5 performers. The travel and tourism policy and enabling conditions of countries have also been ranked and Ethiopia is on 116th scoring 4.0. Again, many African countries including the neighboring Kenya scored more than 4 and are positioned on top of Ethiopia. Countries' prioritization of travel and tourism have been depicted and Ethiopia is ranked as 112th while Mauritius is 5th followed by Seychelles 9th and Kenya 21st. This shows that those countries on top such as Mauritius, Seychelles and Kenya gave proper attention for the travel and tourism. On the other hand, Ethiopia is well positioned under the natural and cultural resource by scoring 2.3 and positioned as 68th which is showing that the country has good potential resource to avail to the tourist and generate more economic value.

It is interesting to know that the tourism industry specially the heritage and pilgrimage tourism is contributing lot generating more revenue and reducing unemployment. One in four net new jobs in Ethiopia were created by travel and tourism which has a 10.3% total GDP contribution according to the WTTC report of March 2020. The international visitors' impact was 49.5% of total export (WTTC, 2020). Ethiopia achieved sustainable high economic growth for more than a decade and at the same time facing several economic challenges including falling exports and chronic foreign currency shortage (Haile, 2019; Lloyd & Teshome 2018). Having a wealth of natural and cultural resources with some unique cultural and natural features, Ethiopia is lagging behind other East African destinations.

1.3 Problem Statement

It is known that Ethiopian economy is importing more than the export (WTO, 2020) and the increased investment by the government and private investors implied an increased demand for

imports which highly need for foreign exchange to finance imported consumer goods, intermediate inputs and capital goods (Dorosh, Robinson, & Hashim, 2009). According to WTO report, during 2019, the country imported 14.6billion USD worth of merchandise while exported 2.8billion USD merchandise. The report doesn't include the service import and export. Due to this, the country severely affected by the shortage of foreign currency which is affecting the competitiveness of the economy (Megersa & Cassimon 2015; Lloyd, et al., 2018; Ethiopia - Market Challenges (n.d.)). The demand for foreign exchange to finance import bills of various goods has been growing from year to year. However, the supply side for foreign currency is constrained by low export sector performance (Plecher, 2020; Lelissa, 2015; Megersa, et al., 2015).

The tremendous potential of earning foreign exchange (Gebreeyesus, 2017; Ranade, 1998; Aktar et al., 2014), yielding tax revenue (Mill, 1990), speculating employment and contributing to the economic growth of a country are some of the economic gains obtained from pilgrimage and heritage tourism (Reda, et al., 2018; Woldetensay, 2020; Economic impacts of tourism 2020; Graave, et al., 2017; Aktar, et al., 2014). Many scholars and researchers, have studied the economic and social impacts of tourism to the Ethiopian economy (Bayih 2018; Kebede 2013; Teshome 2020; Ashebir 2020; Gedecho & Yebo 2014; Meskerem 2019; WTTC 2020).

As reflected in the preceding part of this study, tourism had tremendous potentials that contributes to the growth of the economy. It is also discussed that Ethiopia has lots of tourist destination registered under UNESCO heritage list that could contribute a lot to the growth of the tourism sector. Their contribution to the economy is limited as compared to other African country that have less UNESCO registered heritage sites. During 2019, tourism was generating foreign exchange which accounts to 49.5% of total exports which is 6 Billion USD and generating 7% of total employment (WTTC, 2020). This revenue is generated from a well satisfied tourists who demands convenient tourist attraction sites, facilities such as standard hotels, resorts, recreation facilities, duty free and souvenir shops, transportation facilities and world class hospitalities which are called the four dimensions of tourism (Mill, 1990).

Compared to the heritage resources that it possesses and having registered 9 heritages sites and 4 intangible elements on UNESCO world heritage list, unique in historical heritages sites and very

rich in natural resource, the country is not performing well and hold up behind other economies in the region in terms of tourism growth and development. The reason might be, the narrow range of tourism products, insufficient tourism and support infrastructure, lack of human resource capacity, industry quality and standards issues. Ethiopia is not utilizing more revenue out of this sector (Ali, 2017). The economic impact report of WTTC (2020) shows USD 6 billion was the contribution of tourism to the economy of Ethiopia during the year 2019 that is 6.7% of the total economy. Contrary to this, countries like Egypt, South Africa, Nigeria, Tunisia, Rwanda and Kenya have less heritages but their performance was three times more than Ethiopia.

The Ethiopian Tourism is suffering from lack of hotels. Although the hotel industry is growing, the number of available hotel rooms is still the lowest and availability of internationally branded hotels and star labeled hotels are limited even in the capital (Tefera & Govender, 2016). Ministry of Culture and tourism is grading 270 Hotels, lodges and restaurant involving the UNWTO in the process and so far, some 83 hotels were awarded one to four stars label (ATINAFU, 2019). Ethiopia is also considered as expensive as a destination due to high transportation cost and entrance fee. In addition to this, lack of available handicraft and gift items or souvenirs disappoints tourists (Altes, 2018). The limited sales outlets for the items and inadequate variety and choice of items are some of the issues raised on this subject matter.

The tourist attraction site, the facilities they offer, transportation and hospitality are the major issues that needs to be considered as factors that would increase tourist satisfaction and influence the performance of pilgrim and heritage tourism. The number of tourist destinations and their designation by UNESCO would have help the site to attract more tourist and earn more foreign exchange as well as generate more employment. Literature reveals that those support services or facilities like hotels and lodges, souvenirs and duty-free shops, guides, and recreational facilities would support the tourism to step up and add value for the performance.

Study also shows that Ethiopians are hospitable by nature. These study shows that Ethiopians are polite, considerate, punctual, deliberately emphatic, apologetic, affectionately smiling and soon (Kebede, 2014; Teshager & Abebe 2018). This might be traditional thought or Ethiopian way that is accepted as fact by all Ethiopians which might need to be assessed if this culture is truly being

reflected in the modern urban Ethiopia or not. This is because, some writers (Tekleberhan, 2012) claim that different foreigners are disappointed on not having such Ethiopian Hospitality.

The factors that could increase tourist satisfaction and influence the performance of pilgrim and heritage tourism, signifying theoretical assumptions and encircling all types of heritage and pilgrimage tourism at a national level of analysis, can deliver decisive information for policy formulations and strategic planning by the respective government organ. Tourism is not only the world's leading service sector but also need to be considered as an important foreign exchange earner and key sector to generate employment. The very active nature of tourism as well as its potential character as a tool to achieve worthy foreign exchange, employment, and other economic benefit calls for this updated research to improve our understanding of factors that could influence its performance.

As introduced, this study was based on one of the tourist destinations, called Lasta Lalibela which is one of the heritage sites registered under UNESCO and from the above perspective, this research was geared toward investigating those pull factors that influence the performance of pilgrimage and heritage tourism of Lalibela. The research was guided by the following specific questions.

1.4 Research question

Accordingly, the following research questions are raised in a bid to giving solutions:

1. What are the main factors that significantly influence tourists' satisfaction?
2. To what extent the support service or facilities (such as Hotels, restaurants, souvenir shops, tour operators and guides) ropes the tourism to enhance the visitor export?
3. How does the infrastructure in Lalibela shape the tourism?
4. How does the destination hospitality influence the heritage tourism performance?

1.5 Objectives of the study

Even though many studies around the heritage tourism of Lalibela conclude that tourism is important to the economic growth and community development, one should consider its performance could be affected by several factors. In light of this fact the study tried to investigate the factors that affect the heritage and pilgrimage tourism performance to the growth of visitors' export with the following research objectives

1. To assess how the tourist destination, facilities, transport and hospitality influence the performance of the pilgrimage and heritage tourism
2. To understand the overall performance of the heritage and pilgrimage tourism of St Lalibela tourist attraction site.
3. To draw conclusion and make recommendation on the strategy to employ in order to enhance visitor export for better foreign exchange earnings and create employment.

1.6 Relevance of the study

Pilgrim and heritage tourism are explicitly being considered by many nations as one of the development options in terms of generating foreign exchange, tax revenue and creation of employment. However, the pilgrim and heritage tourism contribution of Lalibela to the visitor export is not clearly studied with respect to the four dimensions as a capable development option in Ethiopia. The findings of the study demonstrated that the site is the most impressive destination preferred by most tourists and even recommended by many. However, its performance has been highly affected by the four dimensions or the pull factors. Hence, this paper was designed with the objective of assessing the untapped potential of the world top attraction site considering the four dimensions as its influential factors for the overall performance of the sector.

The outcomes were relevant for stakeholders involved with heritage and pilgrimage, such as policymakers, government offices, local authorities, project developers, and tourism businesses. This will help all the stakeholders to give emphasis on the sector and work to maximize gains from tourism by ensuring an enabling environment and more actively supporting the heritage and pilgrimage tourism development.

1.7 Scope of the study

While tourism has several driving forces that could affect its performance, this research was limited to study only from the four tourism dimensions- destination or attraction, support service or facilities, transportation and hospitality perspective. The research was only focusing on the tourist destination site of Lalibela only and it did not cover other heritage sites of the country.

1.8 Limitation of the study

Due to the current global pandemic, COVID19, getting more information from international tourists was one of the limitations which has its own constraint on the study. In addition to this, the data collection period was also very short. However, in order to mitigate such limitation, online survey using Google and Microsoft forms were used. Such electronic formats created convenient environment for the tourist to fill from their own comfort zone. Tripadvisor.com was also used to review those comments given by tourists on the attraction sites, hotels, restaurants and tour operators and such information also add value to the study.

Lalibela is 645KM away from Addis Ababa and traveling to the sites as well as staying there and getting more information might require time and budget and this also was one of the limitations to get as much information as required. In addition to this, most of the target sample from tour guide and operators were travelling from site to site due to the nature of their business and getting convenient time to spend with them was the other limitation. In order to resolve this, the researcher traveled to the destination three times during the study period and tried to contact respondents through telephone and email.

The other limitation was that, this study did not cover other similar heritage and pilgrim sites due to budget and time constraints. Although incorporating such destination could generate more reliable result on the performance of heritage tourism as a whole, this was not possible due to the above facts. Hence the researcher suggested similar study be made by other researchers on similar heritages sites such as Axum, Gondar and soon.

In addition to this, further study can identify the potential of souvenir shops to the visitor export and earning foreign currency which could respond to the current crises of foreign exchange in the country. Apart from this, the four dimensions of tourism could be further investigated in large scale and incorporating other tourist destination area for better conclusion.

1.9 Organization of the study

This research paper was organized in 5 main chapters. The first chapter is all about introduction including the background of the study, research problem and respective research question. Various

journals, research papers and books related to the subject matter were reviewed in the second chapter. The research methodology, data collection and similar issues be discussed in the third chapter while the finding, analysis and interpretation part are disclosed on the fourth chapter. Finally, the summary, conclusion and recommendation uncovered in the final fifth chapter.

CHAPTER TWO: LITERATURE REVIEW

2.1 Theoretical Literature Review

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes (UNWTO, 2017). It is not just only the movement of people for a number of purposes but the overall accumulation of activities, services, and involved sectors that make up the unique tourist experience (Bayih, & Singh, 2020). One of the activities that makes tourism unique is a service contributed by unskilled workers in remote areas to become services exporters, for instance, by selling craft items, performing in cultural shows, or working in a tourism lodge or resort.

It is a service provided by hotels and restaurants (including catering), travel agencies and tour operator services, tourist guide services and other related services for consumers crossing the border (Bayih, et al., 2020; WTO, 2019; Vijayanand, 2012; Baycan, et al., 2011). Different service providers are doing business in this service sector that greatly contributed for the development of nations.

However, it is common to blend such terms like tourism, travel and hospitality or to express them as if they are all similar. However, tourism is the all-inclusive umbrella term for the activities and industry that produce the tourist experience, while travel is defined as the activity of moving between different locations often for any purpose but more for leisure and recreation (UNWTO 2017; Bayih, et al, 2020). On the other hand, hospitality which is one of the key services performed under tourism, and be defined by DiscoverHospitality.com as "Hospitality is the business of helping people to feel welcome and relaxed and to enjoy themselves. You may be providing them with accommodation, a meal or a cocktail or even entertaining them. But it is all about customer service and providing the best experience possible for your customers.". we can conclude that, the hospitality industry is not only a service that is given at hotels like availing accommodation, food and beverage rather it is collectively making up of the largest segment of the industry that include every other service dedicated to a customer.

2.1.1 Heritage tourism

UNESCO (n.d) described the term heritage by grouping into two major categories: cultural and Natural heritage. The cultural heritage also incorporates tangibles and intangible. The tangibles are those movable heritages (paintings, sculptures, coins, manuscripts), immovable cultural heritage (monuments, archaeological sites, and so on), underwater cultural heritage (shipwrecks, underwater ruins and cities) while the intangibles are oral traditions, performing arts and rituals. The natural heritage on the other hand includes all-natural sites with cultural aspects such as cultural landscapes, physical, biological or geological formations. With the same motion, Wikipedia defined cultural heritage as “the legacy of cultural resources and intangible attributes of a group or society that is inherited from past generations” According to Wikipedia, cultural heritage includes tangible culture (such as buildings, monuments, landscapes, books, works of art, and artifacts), intangible culture (such as folklore, traditions, language, and knowledge), and natural heritage (including culturally significant landscapes, and biodiversity).

We all are living histories and a simple example is the languages we are speaking, the culture we are celebrating and the traditions we are having that is inherited from the past. Likewise, there are many tangibles and intangibles that define who a certain society was. A quote by Marilyn Johnson on her book called “This Book is Overdue: How Librarians and Cybrarians can save us All” clearly put, *“We are all living history, and it’s hard to say now what will be important in the future. One thing’s certain, though: if we throw it away, it’s gone.”* This statement might signify the importance of preserving the history that will define who we are. Heritage is therefore a place, things, properties, culture and soon that clearly demonstrate the story of the past and present which should be preserved.

Cultural Heritage Tourism (or just Heritage Tourism) is a branch of tourism oriented towards the cultural heritage of the location where tourism is happening (Abebe, 2018; Assefa, 2013). The National Trust for Historic Preservation defines cultural heritage tourism as “traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present.” Cultural, historic, and natural resources all make up heritage tourism sites.

The historical and cultural heritage plays huge role in development of tourism. For many nations use of historical and cultural heritage becomes one of real opportunities of economic, social and cultural recovery (Farid, 2015; Ismagilova, et al., 2015; Assefa, 2013).

2.1.2 UNESCO World Heritage

UNESCO, the United Nations Educational, Scientific and Cultural Organization was founded in 1945 as the successor to the previous League of Nations' International Committee on Intellectual Cooperation. Back history of UNESCO, from its website describes that, late in 1942, the governments of the European countries, which were confronting Nazi Germany and its allies during the World War II, met in the United Kingdom for the Conference of Allied Ministers of Education. At that time, these countries were looking for ways and means to reconstruct their systems of education once peace was restored. Accordingly, the project gained momentum and countries like United States decided to join and a United Nations Conference for the establishment of an educational and cultural organization (ECO/CONF) was assembled in London in November 1945. Finally, forty-four countries gathered together to establish a new organization that work for the intellectual and moral solidarity of mankind (UNESCO (nd)). Some criticize this organization is traditionally European dominated body (Meskell, 2013). Start registering the world heritage list in 1978, UNESCO registered total of 1121 tangible elements out of which, 489 or 44% is European heritages while Africa registered only 137 or 12%, Arabs registered 48 or 4% next to Africa. This numbers might be the other reason for the criticisms where majority of the heritages are European. Five strategic objectives have been set during the 1972 world heritage conventions (UNESCO).

These are credibility, conservation, capacity building, communication and communities. Considering this, the Convention sets out the duties of States Parties in identifying potential sites and their role in protecting and preserving them. With this objective, the organization is discharging its responsibilities. The most important point to be discussed here is that why countries get registering their heritages under UNESCO world heritage list. The Heritage need to be protected for future generations to appreciate and enjoy (Kayahan & VanBlarcom, 2012; UNESCO (ND); VanBlarcom, & Kayahan, 2011) and few benefits like press and popularity, funding and protection during war will be rewarded (Kayahan, et al., 2012; DiSilvestro, 2018). Today most

designated world heritages sites receive not only recognition, but protection from invading by industrialization, mistreatment or misuse due to several factors.

Out of the 137 world tangible heritages, Ethiopia, Morocco and South Africa lead by registering 9 heritages while Tanzania, Egypt, Algeria and Kenya have 7 heritages each. Tourism industry of most of these countries is developed well except Ethiopia which the performance is lower than this according to the data obtained from WTTC. UNESCO registered the heritages starting from 1978 and Rock Hewn Churches of Lalibela and Simien Mountain Park were the first to be registered in the list. This will draw attention how importance these two heritages in the world list during that time and thereafter.

2.1.3 Touristic Products and Services

Every country as a tourist destination avails various products and services to their respective guests. Ranges from the attraction itself, to the souvenir, to the transport and hotel service and many other amenities the tourist is demanding.

“Ethiopia's wealth of varied attractions gives it a great potential for cultural and educational tourism, photo safaris, hunting safaris, bird watching, water sports including river rafting, desert trekking, mountain camping and other forms of eco-tourism. Health tourism, on account of the cool climate of most regions of the country and the numerous hot springs in many volcanic areas, is an additional type of tourism with great potential (Ali, 2017).

Most of the above services are intangible experiences where the level of satisfaction shall be acquired by the tourists from traveling to specific destination (Marzouki, 2020). There are also tangible experiences represented through souvenirs (Wilkins, 2011; Marangkun & Thipjumnong, 2018; Singh, 2018; Marzouki, 2020), Transport (Ouariti, et al., 2020;), and Hotels (Tefera, et al., 2016) and many other facilities such as tour guide, art galleries and soon.

Trekking and camping, mount hiking, water sport, camp firing, dancing and other refreshments are quite few intangible services most tourist demand (Ali, 2017) while gift articles, books, handicrafts, traditional products or luxury products and other souvenirs (Marzouki, 2020) are also central points for the tourist experience that represent the things they have seen.

Due to the products and service availability at destination sites the length of stay at heritage tourism destinations is much shorter than beach resorts or nature-based tourism experiences (Mann, 2006; Barros & Machado, 2010). The length of stay depends on certain determinants and are specific to each tourism destination (Barros, et al., 2010). Beach and resorts incorporate strong mixed products which will encourage visitors to stay long. According to several study, the heritage tourism is very rapidly consumed by the tourist and therefore, the length of stay in even major urban destinations is rarely not more than 2 days (Mann 2006; Assefa, 2013). Most Ethiopian heritages have larger distances between them and the excessive traveling is tiresome for tourist which is good opportunity that will allows a longer stay in the country (Mann 2006). However, a tourist that could stay in specific heritage site might require various products and services which will allow the destination to generate more revenue. Quality of lodging, shopping opportunity, accessibility of heritage sites, convenience and access to local transport, varieties of entertainment activities, payment infrastructures and soon need to be developed for a tourist to stay long (Mann 2006)

2.1.4 Tourism as international business

The answer to a question, “is tourism an export?” should be answered so that relating the heritage and pilgrimage tourism to the international business specially visitors export could be very easy. International business refers to firm’s or individual’s or nation’s performance of trade and investment activities across national borders (Cavusgil, Knight, & Riesenberger, 2020; Ghauri & Cateora 2009). According to these authors, travel and tourism is one of the key service industries that is rapidly internationalizing through direct or indirect export. Usually people think about “export” as goods going out of their country in return for money and the most decisive point here is to know where that money goes. Tourism is trade according to ITC-UNWTO (2017) and they described that, tourism involves the buying and selling of services and goods with compensation paid by a buyer (the tourist) to seller. In this very simple explanation, tourism export can be seen as picture or experience that a foreign traveler will bring back to his country after paying for accommodation, meals, events, transportation and others. In other words, a country as a tourist destination, shall export/share/trade experience of that country for money (Mill, 1990). The

destination country accepts foreign money to provide this experience. Same principle for tourism imports where travelers coming back home from an international trip brings back experience from the countries, they have visited in which they have paid for (Lew, 2011). The difference between the tourism export and import is called tourism balance of trade of tourism balance of payment according to Lew (2011). Researchers could invest to explore the tourism balance of payment in Ethiopian context so that policy makers and the National Bank of Ethiopia can test whether we are in deficit like the merchandise business (WTO) or it is in healthy status where the export could exceed that of import since we have also many citizens traveling abroad for various visiting activity. Domestic money goes out of the country in return of an experience (Mill, 1990). To cement this, various literatures and books (Cavusgil et al., 2020; UNCTAD 2010; United Nations 2020; WTTC 2020) categorized the travel and tourism as one of the international business. In its report, UNCTAD (2010), globally, as an export category, tourism ranks fourth after fuels, chemicals and automotive products and tourism is a 3 billion USD a day business that all countries at all level of development can potentially benefit from.

WTTC (2020) described that visitor exports are spending within the country by international tourist for both business and leisure trips, including spending on transport, but excluding international spending on education. According to this report, the sector is accounted for 10.3% of global GDP and 330 million jobs (10.4% of total employment) in 2019.

Researchers also investigated that tourism affects exports directly by increasing the import demand of tourists for the products they are exposed to during their travels (El-Sahli, 2018). An increase in the number of inbound tourists lead to an increase in the export of most differentiated products such as processed food products and some consumer goods. Accordingly, the test build by the tourists during their visit will definitely lead to higher demand for such product upon their return and would increase export (Riera i Prunera, Artís Ortuño, Cortés-Jiménez & Pulina, 2009). Hence, exporting firms might benefit from exposing tourist to their products in order to increase their export which need to be investigated further.

2.1.5 The tourism dimensions

According to Mill (1990) there are four major dimensions to tourism which are attractions, facilities, transportation and hospitality. In tourism management, enhancing tourist's satisfaction

levels and return intention are extremely crucial and necessary (Khuong, et al, 2014). This can only be made if the above four dimensions are managed well. These are grouped as destination attributes or pull factors and are fundamental for the business to grow. Attractions draw visitor to the area and those facilities will serve the tourist during his stay at that specific place. The visitor needs to travel to that specific attraction site though the available transport and look for favorable hospitality.

a. Attraction

Attractions are destinations that include natural resources, culture, ethnicity or entertainment (Mill 1990). It is the attractions at a destination that stimulate an interest in visiting that place (Shah, 2011). Shah further described attraction as a place towards which people travel and where they choose to stay in order to experience certain features or characteristics. Historic routs such as places, sites, monuments, peoples and culture which exhibits the past history, society, religion and political environments are also considered as attractions (Tafesse, 2016). Other scholars identified attractions as a resource and divided them in to two, inherited and created resources (Zainuddin, Radzi & Zahari, 2013). Inherited resources according to these scholars include both natural and cultural elements such as historic sites, heritage and traditional art, natural parks. Whereas created resources are items such as nightlife and entertainment, special events and festivals, food service facilities, health resort and spa, water-based activities and shopping experiences. From religious tourism perspective, such attractions are either pilgrimage memorials or monuments or religiously significant sites with historic and artistic importance including religious festivals (Gedecho, et al., 2014). Ethiopia possesses plenty of tourist attractions (Robinson & Jonker 2016) including natural and cultural heritages, intangible and tangible elements designated by UNESCO.

Some of the attraction sites are Rock-Hewn Churches of Lalibela, Fasil Ghebbi, Gondar Region, Aksum, Lower Valley of the Awash, Lower Valley of the Omo, Tiya, Harar Jugol, the Fortified Historic Town, Konso Cultural Landscape, and Simien National (UNESCO, (n.d), Meskerem, 2018, Mengistu, 2018). Others like Bale Mountains National Park, Dirre Sheik Hussein Religious, Cultural and Historical Site, Holqa Sof Omar: Natural and Cultural Heritage (Sof Omar: Caves of Mystery), Sacred Landscapes of Tigray, Melka Kunture and Balchit Gedeo Cultural Landscape and The Cultural Heritage of Yeha. (Ethiopia, (n.d)) are some of the tangible elements.

The country also possesses intangibles attractions including cultural heritages like pilgrimage, festivals and national cultural events. Commemoration feast of the finding of the True Holy Cross of Christ (Meskel), Ethiopian epiphany (Timket), New Year festival of the Sidama people (Fichee-Chambalaalla,) and an indigenous democratic socio-political system of the Oromo (Gada system) are the four intangible tourist attraction elements registered under UNESCO (Ethiopia, (n.d)). Pilgrimage sites such as Gishen Debre Kerbe (Gedecho, et al., 2014; Gedecho, 2014), Ethiopian Christmas (Lidet) to Lalibela (Heldman, 1995; Minski, 1995; Mengistu, 2018; Ben-Nathan, 2012), Ethiopian epiphany or Timket (Kebede, 2013; Tedla; Ashebir, 2019). Faraqassa situated in Arsi which is a pilgrimage center for both Muslim and Christians' (Teshome, 2020), Ashendey which is cultural activity mainly celebrated in Amhara and Tigray areas (Mengistu, 2018; 2004) are few to be listed as tourist attractions of Ethiopia.

b. Facilities

Facilities always support the growth of a destination and includes hotels, lodging places, restaurants support services and related infrastructure (Mill 1990). One of the key elements in the tourism value chain is the facility that includes hotels, accommodations, creative industries like souvenirs, leisure excursions and tour guide as well as support services like infrastructure, laundry and soon (UNWTO, 2015). Hotels are the most important super structure element of tourism and without hotels, tourism would not have any upholding power (Attila, 2016; Mill, 1990). A destination can only be successful when there are suitable hotels that can support increase in guest numbers, their accommodation and stay for a longer time. This will increase tourist spending that will increase revenue and tax incomes in that specific destination (Attila, 2016).

Support services for tourism include souvenir or duty-free shops, laundries, guides and recreational facilities. Shopping itself is an exciting activity for some tourist that is increasingly important on leisure nature and it is corelated with another tourism style that makes most souvenir as essential component of the tourist experience (Anuar & Haron, 2017; Marzouki, 2020).

According to Mill (1990) shopping sometimes is a major reason for travelling to a particular destination and the readiness of that specific destination to exploit the tourist shall be one factor to

generate more foreign exchange and employment. It is always said that souvenirs are one of the most important components of the tourist experience because tourists like to be reminded of their special moments in their travels through purchasing souvenirs. (Wilkins, 2011). In many cases the tourists shall take the decision of buying souvenirs according to certain critical factors depending on the souvenir product itself like durability or not being damaged in a short period, easily portable, suitable price and rich in many artistic features derived from heritage (Anuar, et al., 2017). Souvenir also play important role in promoting tourism because souvenirs can be seen as representatives of tourist sites to all over the world, (Marangkun, et al., 2018). Such outlets, souvenir and duty-free shops, can also be used to promote the export business for products like processed coffee, tea, honey and gift articles, apparels, cultural cloths and soon through the visitor export and would generate more income.

The other support service is infrastructure such as water system, communication network, health care facilities, terminals, sewerage, security system high ways and soon. Infrastructure could affect most tourist where a destination should offer convenient infrastructure for the growth of the performance (Kim, et al., 2020). According to ITC UNWTO document of tourism export strategies, one of the determinant factors for destination attractiveness is the infrastructure the site is offering. Security and risk management, transport infrastructure, health and food safety, cleanliness of environment, telephone, internet and online service connectivity and soon are some of the basic requirements. In most case, according to Mill (1990) development of such infrastructure is the responsibility of the public sector and advancement in infrastructure shall always benefit not only the tourist, but also the residents of the area.

c. Transport

The third dimension of tourism is the transportation. The tourists need to travel to a place that is different from the places which they are used to in terms of culture, climate, and scenery (Mill 1990). Every tourism activity is essentially based on the intention to move and the physical ability to do so (Ouariti, et al., 2020). These researches referred several scholars and explicitly stated that tourism infrastructure is considered the basis of tourism development as well as a base for the utilization of the respective destination resources. Transport is the cause and effect of the growth of tourism (Rodrigue, 2020). This means, on the one hand, improved facilities could encourage

tourism and the expansion of tourism on the other hand would encourage the development of transport infrastructure. According to Rodrigue, range of transportation modes are often used where Air transport is the main mode of international tourism. Car travelling, rail travel and cruises are also used as means of transport. Growth rate of international air traffic are attached with growth rates of international tourism and this shows how tourism is affecting the air transport (Rodrigue, 2020). If the public sector does not handle the demand in terms of transport infrastructures properly, then the tourism sector might be weakened in its development (Ouariti, et al., 2020; Rodrigue, 2020).

d. Hospitality

The fourth dimension which is hospitality is basic which is the general feeling of welcome that tourist is receiving during his visit. People do not want to go where they do not feel welcome (Mill 1990) and most of the time what they always think about that specific event is not the weather or the scenery, rather the hospitality they have received from the people of the destination or the employee of restaurants or the tour guide and the drivers. As defined by some researchers, "Hospitality is the business of helping people to feel welcome and relaxed and to enjoy themselves. You may be providing them with accommodation, a meal or a cocktail or even entertaining them. But it is all about customer service and providing the best experience possible for your customers." (DiscoverHospitality.com; Parsons, Skripak, Cortes, Walz & Walton, 2018).

In most tourism related literatures, hospitality is blended with tourism to express them as if they are all similar and some also assume hospitality is a service given at hotels (Purwomarwanto & Ramachandran, 2015; Tafesse, 2016). However, tourism is the all-inclusive umbrella term for the activities and industry that produce the tourist experience, while hospitality is one of the key services performed under tourism. When we think of hospitality, a tourist or any guest would expect positive welcoming environment from different stakeholders such as, airport staff, transport drivers, local communities, hotel staff, tour guides and tour operators and soon. The people must be friendly, hospitable, and cooperative ensure there is peace in the community (Mbagwu, et al., 2016). Therefore, hospitality is not only a service that is given at hotels like availing accommodation, food and beverage rather it is collectively making up of the largest segment of the industry that include every other service dedicated to a customer.

Level of hospitality could determine the length of stay a tourist could spend in a destination (Barros et al., 2010; Kassean et al., 2013) that will increase the income and benefits obtained (Mbagwu, et al; 2016).

2.2 Empirical Literature Review

2.2.1 Tourism performance

Corte et al. (2015) clearly quantified that the positive experience with the tourist services and other facilities given by specific tourism destination, can encourage tourist memory and increase positive communication among customers about destination. Satisfaction with the travel experience can enhance the reliability to the destination. Tourist's loyalty can be seen from their intention to return and recommend tourist attraction to others and therefore it is essential for the management of tourist destinations to provide the best service for their respective tourists' in encourage the creation of satisfaction and loyalty to tourists. Satisfaction is one of the main objectives of tourist destination to maintain relationships with their travelers in long periods of time. Dmitrovic et al. (2009) asserted that tourist satisfaction can encourage increasing revenue and profits for tourist destinations. Likewise, Forozia et al. (2013) in their research proves that customer satisfaction is the main factor that encourages tourism businesses to find success and advantage in the competition. Therefore, to understand the factors that encourage tourist satisfaction while enjoying a tourist destination is important for management, particularly in managing the facilities and other resources are provided to tourists

Performance of tourism has been measured in terms of its contribution to gross national product (GNP) and employment creation (Mann, 2006). Hence, travel and tourism are one of the world largest sector driving socio economic development and job creating, according to the World Travel & Tourism Council (WTTC 2020) report. The continued rise in the number of middle-class households around the world and the sustainable low unemployment rate as well as visa relaxation in many countries around the world enabled the sector to grow by 3.5% which is higher rate than that of the global economy. This report is of course before the COVID19 pandemic since the travel and tourism is highly affected during the pandemic. According to this report, the 2019 travel and

tourism contribution to the global economy was 10.3% earning 8.9 trillion USD and employing 330 million jobs worldwide. North America (21 Trillion USD), and North East Asia (21 Trillion USD) are leading while Africa (168Billion USD) and Caribbean (59 Billion USD) are from the bottom.

The African tourism performance shows a 2.2% GDP growth contributing employment for 24.6Millions during 2019. Egypt is leading the sector earning 29.5M which is 18% share followed by South Africa and Nigeria. These three countries are of course having the leading African Economy. However, the neighboring Kenya is also performing well in this sector. The tourism sector is highly dominant in some countries where the impact will greatly affect their economy. For example, during the 2014/2015 terrorist attack, tourist arrival of Egypt dropped by 6% and tourism revenue dropped by 15% which left the country to request a financial rescue package from the World Bank and IMF (El-Sahli, 2018). This shows how countries economy is dependent on tourism.

The top performing countries like Egypt, South Africa, Nigeria and Kenya are utilizing the heritage and natural resource they have. According to UNESCO world heritage list, Egypt has 6 tangible cultural heritage and one natural tourist attraction site while South Africa has 5 cultural heritage and 4 natural attraction sites registered under UNESCO world Heritage (UNESCO). Nigeria on the other hand registered only two cultural heritages while Kenya registered 4 cultural heritage and 3 natural tourist sites. Ethiopia has registered total of 9 tourist attraction sites leading all the above four top performers having only one Natural tourist attraction site but the rest 8 are cultural heritage. These are only the tangible heritages. This shows that it is not only the number of tourist attraction sites that govern the performance rather other factors need to be considered.

Unlike Ethiopia, Kenyan major tourism activities are safari and beach holidays where its hotels, restaurants and safari industries are performing well (Hassan, Gunkevych & Rismani, 2018) and generate 7.9Billion USD in 2019 and create jobs for 1.5million individuals. Visitors spend 15.9% of total export where tourists from UK, Germany, USA, and Italy covered 43%. (WTTC.org). Egypt on the other hand is dominating the tourism revenue of Africa earning 29.5B USD that contributed 9.7% of total employment. About 88 percent of the direct travel and tourism

contribution to Egypt derives from leisure spending compared to 12 percent of business spending (Vignal, 2010).

2.2.2 Tourism in Ethiopia

Tourism in Ethiopia dates back to the pre-Axumite period when the first illustrated travel guides to Ethiopia found in the friezes of the pyramids and ancient sites of Egypt (Walle, 2010; Mann, 2006). This means, tourism has a long history in Ethiopia and that will convince anyone that it is not a recent phenomenon. However, Modern tourism in Ethiopia was established and tourism was considered to be a key economic growth sector in Ethiopia as early as 1966 when the first Tourism development master plan was recognized (Tafesse, 2016). Ethiopia was one of the first African countries to establish a tourist industry and in the 1960's tourist arrival grew at a rate of 12% per year (Mann 2006) but, weakened significantly throughout 1970s and 1980s during the Derg (socialist) regime (Walle, 2010; Mann, 2006) governments have largely ignored the sector and it started to pick since 1991. Tourism is already having a substantial impact on the Ethiopian economy as a foreign exchange earner and employment generator (Mann, 2006).

The main tourist route of Ethiopia is the Northern route, or many called it the historic route, that includes most of the cultural heritages and pilgrims that are designated by UNESCO and it also include one natural heritage. The main town to the North including Axum, Gondar, Lalibela and Bahir Dar are those gifted of these heritages. The other important route is the Southern route that incorporate most of the natural heritages including lakes and national parks of wild life. It includes Awash, Bale mountains, Shala, Abijata and Nechisar. These two-route account for more than 95% (Mann, 2006). The Eastern route that includes the magnificent Harar Jugol wall and other cultural heritages is also the one registered under UNESCO world heritage list. The Northern route or the Historic site is the most important route due to being the center of an ancient civilization the area is gifted with huge historical and archeological monuments (Tafesse, 2016). According to Tafesse, this area is home for most of the world heritage sites including one natural world heritage, the Simien Mountain national park. This historical route incorporates churches, palaces and castles, monasteries, market fields and intangible heritages like cultural and religious festivals.

Rock-Hewn Churches of Lalibela, Fasil Ghebbi, Gondar Region, Aksum, Lower Valley of the Awash, Lower Valley of the Omo, Tiya, Harar Jugol, the Fortified Historic Town, Konso Cultural Landscape, and Simien National Park are those registered under UNESCO world heritage. Only Simien National Park is registered as natural heritage while the rest eight are cultural heritages. (UNESCO, (n.d)) and majority of the cultural heritages are churches and buildings. There are 7 additional sites under process to be registered under UNESCO. Bale Mountains National Park, Dirre Sheik Hussein Religious, Cultural and Historical Site, Holqa Sof Omar: Natural and Cultural Heritage (Sof Omar: Caves of Mystery), Sacred Landscapes of Tigray, Melka Kunture and Balchit Gedeo Cultural Landscape and The Cultural Heritage of Yeha. (Ethiopia, (n.d))

In addition to these tangible cultural and natural heritages, there are intangibles that are categorized as cultural heritages like pilgrimage, festivals and national cultural events. Commemoration feast of the finding of the True Holy Cross of Christ (Meskel), Ethiopian epiphany (Timket), New Year festival of the Sidama people (Fichee-Chambalaalla,) and an indigenous democratic socio-political system of the Oromo (Gada system) are the four intangible tourist attraction elements registered under UNESCO (Ethiopia, (n.d))

There are also various pilgrimage sites in Ethiopia. Among the different pilgrimage sites in Ethiopia, Gishen Debre Kerbe (Gedecho, et al, 2014; Gedecho, 2014), Ethiopian Christmas (Lidet) to Lalibela (Heldman, 1995; Minski, 1995; Mengistu, 2018; Ben-Nathan, 2012). Ethiopian epiphany or Timket (Kebede, 2013; Tedla; Ashebir, 2019). Faraqassa situated in Arsi which is a pilgrimage center for both Muslim and Christians' (Teshome, 2020), Ashendey which is cultural activity mainly celebrated in Amhara and Tigray areas (Mengistu, 2018, Mengistu, 2004) and many more could be listed.

However, Ethiopia's tourism landscapes present paradoxes and ambiguities (Mulugeta, 2012) as cited by (Geremew, 2019). The country is rich in tourism resources having nine tangible UNESCO designated world heritage and eight intangible elements according to UNESCO apart from all natural and cultural heritages that are not yet registered. On the other hand, the failure to harness these resources for its development is the absolute reflection of the predominant paradoxes (Geremew, 2019). The countries impressive tourism potential is truly a land of contrast and

extremes. Rich in a mosaic culture of people, spectacular alpine terrain including the Bale and Simien Mountain and Ras Dashen mount, impressive geological events like Erta Ale, and old aged natural and anthropogenic factors. However, from these abundant resources the country has not benefited yet (Ali, 2017; Meskerem, 2019; Walle, 2010). Pilgrims also have a strong interest in the culture and heritages of the region's tourist are visiting which is opening up a wide range of new products and destinations (Mann, 2006). According to Mann (2016) Ethiopia has a strong religious demand and such developments could increase the scope of this market further.

The new tourism slogan published in 2016 by the Ministry of Culture and tourism, "Ethiopia: - Land of Origins" dictate the presence of abundant tourism resources while securing considerable paybacks is still unconvincing (Geremew, 2019). There are various challenges according to Geremew (2019) like poor enforcement of regulations and rules, absence of systematic and standard way of recording, compiling and reporting tourism related data, and lack of integration between stakeholders. Lack of resources, weak coordination of institutions and failure of various stakeholders in playing their role are among the major causes for poor performance (Ali, 2017; Meskerem 2019; Mann, 2006). Insufficient promotion, issue on supply side including lack of trained man power, insufficient infrastructure such as Hotels, air and land transport are other challenges (Walle, 2010). However, there are many factors as well which need to be discussed further.

2.2.3 Tourism in Lasta Lalibela

One of the main historic sites of the northern circuit is the medieval wealth of Lalibela where dozen rock hewn churches admissibly ranked as the eighth wonder of the ancient world registered first under the UNESCO world heritage list (Mengistu 2018; Tafesse, 2016; Wubu, 2019; Abebe, 2018; Assefa, 2013; UNESCO (nd)). Eleven monolithic churches built during the 12th and 13th century by St. Lalibela still stand strong to continuously astonish tourists around the world (Mengistu, 2014; Mengistu 2018; Elene & Getu, 2012; Tafesse, 2016). Monastery of St. Naakuto Laab and the artistic church build by St. Yemrehane kirstos (Mengistu 2018) are also a site mostly visited by tourist. Named as the New Jerusalem (Minski, 1996), these churches are one of the most magnificent Ethiopian sites included in this list of World tangible Heritage Sites by UNESCO in 1978. Lalibela tourist destination is not only limited on those eleven-rock hewn church but also

gifted with indigenous culture and traditions of the local communities which are very unique and indigenous (Nega, 2018; Mengistu 2018), events like the Ethiopian Christmas, Ashendye and Solel and soon (Mengistu 2014; Mengistu 2018).

According to the information from the city administration around 39,250 international tourists visited the site during 2019/20 Ethiopian budget year (2012) and around 1,306,131 tourists were attending the Ethiopian Christmas same year. Christmas (lidet) on December 29 Ethiopian Calendar or January 7 GC is celebrated with a spectacular demonstration and Epiphany festival is another most attractive religious event that could attract more tourist (Nega, 2018).

2.2.4 Factors that influence the heritage tourism

Any tourist destinations propose a combination of tourism products and services, which are consumed under the brand name of that specific destination (Buhalis, 2000). Such tourism products and services the destination could offer are incorporated in the tourism dimensions or components (Buhalis, 2000; Holloway, et al., 2019; Ma, et al., 2009; Mill, 1990) and influence the heritage and tourism performance since they are one of the pull factors according to (Zelege et al., 2020; Kassean, et al., 2013; Khuon, et al., 2014; Shah, 2011). Tourism has a substantial impact on the economy as a foreign exchange earner and employment generator (Mann, 2006) while Ethiopia, having huge natural and cultural heritages, pilgrims and archeological monuments (Tafesse, 2016; Ethiopia, (n.d); Gedech, et al., 2014; Gedecho, 2014, UNESCO (n.d); Geremew, 2019; Meskerem, 2019) could get more benefit out of the sector.

These abundant resources including the medieval capital of Lalibela where dozen rock hewn churches are ranked as the eighth wonder of the ancient world registered first under the UNESCO world heritage list (Tafesse, 2016; Wubu, 2019; Abebe, 2018; Assefa, 2013; UNESCO (nd)), the country has not benefited yet (Walle, 2010; Ali, 2017; Altes, 2018; Meskerem, 2019; Geremew, 2019).

According to the WTTC (2020) information, countries with less UNESCO registered heritages like Egypt, South Africa, Nigeria, Tunisia, Rwanda and Kenya perform much better than what

Ethiopia is doing. Having a wealth of natural and cultural resources with some unique cultural and natural features, Ethiopia is lagging behind other East African destinations (Altes, 2018). This means, attraction is one factor but not the ultimate influential factor that could change the magnitude of the tourism as other factors need to be incorporated for the growth. The comparative advantage such as calm and comfortable climate, spectacular landscape, unique tangible and intangible culture and unique history and cultural diversity are becoming less and less important compared with other factors in tourism competitiveness (Dinberu, 2018)

The travel and tourism competitiveness report of World Economic forum has four pillars: the enabling environment, travel and tourism policy and enabling conditions, infrastructure and natural and cultural resources. Based on these pillars, 140 countries have been given rank and the 2019 index, which is the latest report showed that Ethiopia is ranked as 122nd out of 140 countries (Calderwood, et al., 2019). Each pillar is given a score from 1 to 7 where 1 is worst and 7 is best and countries will be evaluated based on several factors within the pillars. The natural and cultural resources pillars contain natural resources and cultural resource where Ethiopia ranked 65th on the natural resource and 71st on the cultural resources while our neighboring country Kenya positioned as 18th on Natural resource and 84th on cultural resource. This shows that. Ethiopian position on natural and cultural resource was good enough for the sector to perform well.

However, other factors considered might affect the overall rank. One of the pillars considered is enabling environment which contains business environment, safety and security, health and hygiene, human resources and labor market as well as ICT readiness. Accordingly, Ethiopia position is 126th. The other pillar is the travel and tourism policy and enabling conditions where Ethiopian rank is 116 which is much better than Nigeria, Liberia and Congo. However, the infrastructure pillar which incorporate air transport infrastructure, ground and port infrastructure, and tourist service infrastructure put Ethiopia to be ranked 128th. Rank given to tourist service infrastructure of the country is 138th out of 140 countries. This shows how the country lags on the tourist infrastructure. Burundi and Liberia are the two nations got equal point of 1.7 and ranked 139th and 140th respectively. The tourist service infrastructure means the availability of sufficient quality accommodation, resorts and entertainment facilities, car rentals and payment facilities like ATM and this is the area where Ethiopia is from the bottom three. The Air transport

infrastructure of Ethiopia got point of 2.2 while that of Kenya is 2.7. due to this Ethiopia position is 98th while that of Kenya is 74th. However, Ethiopian airline is one of the leading airlines in the continent but that would not help the tourism sector to perform well. In terms of safety and security Ethiopia is positioned as 101st. Rwanda from Africa is positioned as 31st which is the safe place and Egypt 112th, Kenya 119 and south Africa 132th. Relatively, Ethiopia position is much better than Egypt, Kenya and South Africa which is a good opportunity for the sector to perform.

Other researchers (Zelege, et al., 2020; Kassean, et al., 2013; Khuon, et al., 2014; Shah, 2011) evaluated those dimensions as factors that could influence the performance of tourism and specify them as pull and push factor attributes. Researchers like Zelege and friend (2020) defined the pull factors which are destination image components and push factors which are personal characteristics and sources of information. Pull factors includes natural and historical or heritage tourism resources, tourism infrastructure, general infrastructures, political aspect, level of service rendered to tourist, safety and security of the country and hospitality of the local community towards tourist. While the push factors incorporate age, gender, educational level, marital status, purpose of visit, origin or residence and the sources of information include information from past experience, information from promotion, information from other sources and trade and diplomatic relation.

According to these researchers (Zelege, et al., 2020), the country has immense potential of natural, historical and cultural resources, well preserved fascinating churches and monasteries which makes to be unique and to rank first in Africa in terms of numbers. Due to this the country has great opportunity to develop many types of tourism activities and get benefit from these resources. However, the development on natural and cultural heritages, the infrastructure, local community aspect and tour guiding services are not able to compete at international level and the overall performance is very low.

Destination's attractiveness such as beaches, recreation facilities, cultural attractions, entertainment, natural scenery, shopping and parks stimulate and reinforce tourist to visit a destination (Kassean, et al., 2013). These researchers investigated the push and pull factor of tourist in Mauritius and found out that, the beaches, the climate and weather and landscape and

scenery are the core elements influencing the travelers to opt for that specific destination. In addition to this, hospitality and accommodation service in Mauritius are the most agreeable factors driving the tourist to the island. Here we can see how the attractions, facilities and hospitalities influence tourist.

The tangible resources and traveler's perception and expectation towards the features, attractions, or attributes of a specific destination are some of the pull factors according to Khuon & Ha (2014). Their study was conducted to investigate the influence of push and pull factors on tourist in Vietnam. Several hypotheses were made to see the push and pull factors influence on destination satisfaction and return intentions. Accordingly, the psychological motives or the push factors and external motives of the destination attributes called the pull factor positively affected tourist satisfaction of destination as well as their return intention to this place which will affect the tourism performance. The most important point in their finding is that the pull factors had more significant effect on tourist destination satisfaction and their return intention that has great impact on the tourism performance than the push factors. This means, the satisfaction and return intention degree of a certain destination are much dependent on how well they perceive about the destination image rather than their own personal wants and needs. Therefore, from this study, one can conclude that, the performance of the tourism depends more on the pull factor of the destination attribute (Khuon, et al., 2014).

Analysis made by Dr. Naushad Khan and his friends, indicates that tourism sector keep tight correlation with the economic growth of the global economy although there are so many factors which affect the sector (Khan, Hassan, Fahad, & Naushad, 2020). Among the factors listed by these researchers, culture, peace, security, developed infrastructure of the attraction, transportation, hospitals facilities visa facilities, natural beautification, attitude of the people, tourist number, income level, price of different commodities including hotel and soon. Most of these factors are pull factors.

Still substantial empirical studies reveals that the historical and cultural heritage plays huge role in development of tourism and are becomes one of real opportunities of economic, social and cultural recovery (Ismagilova, et al., 2015) although insufficient level of investment is being

directed on preservation and development. However, tourist infrastructures, transport infrastructure standards, hotel and their level of service including price and restaurant services, travel agencies organization, development of presentation and souvenir products are some of the factors that influence the development of heritage tourism in the study area these authors identified. Trend shows that the future of tourism might not rely only on the availability of such cultural and natural heritages rather dependents on how the resources are well managed and customized to the interest of the tourist (Dinberu, 2018).

Attractiveness of a location in a tourist destination is one of the pull factors where cost, convenience, distance and travel time, security and transports are its attributes that influence the tourist to travel (Shukor, Salleh, & Idris, 2017). Such attraction is related with facilities, infrastructure, food, culture, entertainment, shopping and other factors into consideration. Apart from attractions and facilities, transport also play important role in tourism destination attractiveness and competitiveness which enhance the overall performance of the sector (Ouariti, et al., 2020). In most research, the relation between transport and tourism is established only in terms of accessibility or seen as a link connecting tourist and their desired attraction site or destination. Researchers (Ouariti, et al., 2020; Mill 1990; Buhalis, 2000) have critically seen the mere impact of transport on tourism and perceive transport as one of the few elements that should be constituted in the tourism system.

One of the main reasons why the tourism performance is less in the case of Ethiopia is due to the lesser number of days a tourist is spending in the cultural heritage's sites. Evidence from certain research shows that the length of stay at heritage tourism destinations is much shorter than attractions such as beach resorts or nature-based tourism experiences (Mann, 2006; Barros, et al., 2010). They claim that, the heritage tourism is very rapidly consumed by the tourist and therefore, the length of stay in even major urban destinations is rarely more than 2 days (Mann 2006; Assefa, 2013). The tourism dimensions or the pull factors and their respective attributes such as destination attributes, expenditures, quality of the destination, hotels and others are determinant factors for the length of stay (Barros et al., 2010).

Apart from the attraction, accommodation, transport and facilities, the role of souvenir shop on tourism performance is irrefutable. The income generated during shopping is equally compared with the revenue being generated in other facilities (Marzouki, 2020; Marangkun, et al., 2018; Anuar, et al., 2017;). One of the tourists experience during their visit is shopping as it is an exciting activity for some tourist and souvenir is an essential component of the tourist experience with most tourist bringing back memories and an evidence (Marangkun, et al.,2018; Anuar, et al., 2017). This day, the souvenirs industry has become a very significant backup tool used to promote the tourism industry in all countries (Marzouki, 2020). According to researcher (Anuar, et al., 2017), souvenir shop attributes such as price, quality of the product, assortment, fashion, location convenience, and other are key for the success of the stores. Other attributes for successful souvenirs shopping are the surrounding area, car park, information center, lavatories, story and entity culture that exhibited in the shop (Marangkun, et al.,2018)

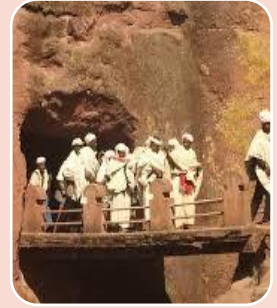
Marzouki, (2020) cited some researchers (Wicks et al., 2004; Medeiros et al., 2017) and clarified that, souvenirs should be authentic which means locally produced, with local raw materials and by local artisans and they could be in various forms such as postcards, T-shirts, objects of nature, local crafts, fine art, wearable art, accessories, jewelry, toy and other form. However, one research made by World bank to Ethiopian Government (Mann 2006) showed that there is lack of available handicraft and gift items that disappoint tourist. The limited sales outlets for the items with inadequate variety and choice of item as a result of lack of handicraft production system together with trained personnel contributed a lot to this dissatisfaction. Motivation for variety seeking of tourists affects the feature of shopping area ((Marangkun, et al.,2018) According to Mann (2006), the only organized firm that produces souvenirs and gift items is the state-owned Ethiopian Tourist Trading Enterprise. The rest are private and small firms that collect cultural items for re-sale and the most popular items sold in souvenir shops according to this report are crosses made of bronze or silver, paintings made of parchment (braanna) paper and garment and in most souvenir shops traditional cloths are also available. Almost 80% of the items are being supplied from Addis Ababa. Mann (2006) further highlighted the lack of getting souvenirs representative of each cultural heritage site and in most heritage site, there might be no shops at all and the only option is to purchase items sold along the road by children which lacks diversity and variety. This study

concluded that there are often insufficient facilities in most heritage site of Ethiopia to get the most cash out of the tourist.

Lalibela is the main cultural site visited by 90% of tourists where souvenirs or craft sellers earn only 1% of tourist revenue but beggars earn more (Ashley 2006). One recommendation given by Ashley (2006) was to improve access to handicrafts through training the producers, supporting enterprise formation and expansion as well as introducing “Made in Lalibela” kite mark. This is because, the income that is being generated and the employment that could be created from such service is remarkable and it attracts attention.

2.3 Conceptual framework

The four main dimension of heritage and pilgrim tourism as described by many researchers are attractions, facilities, transport and hospitalities which have various attributes to be discussed. These four dimensions have been categorized as pull factors by many scholars and are the main factor that could influence the performance of the tourism sector in the study area. These central notions are discussed in detail in other sections of the literature review including the empirical review. The four dimensions including their main attributes are depicted below and the conceptual framework which elaborate the relationship between these concepts is shown in the diagram of the conceptual framework.



Attraction

- Cultural heritages
- Pilgrims, religious festivals and events
- Natural resources and parks
- Museums and galleries
- Ethnicity

Facilities

- Hotels, restaurants, lodges and other accommodations
- Souvenirs/duty free shops
- Leisure excursions, night life, entertainment
- Trekking, camping mount hiking
- Tour guide service
- Infrastructure (water and sewerage system, communication, health care, safety and security)

Transport

- Air transport facilities, linkage, efficiency of ground service
- Local transport availability and convenience
- Highways, road safety and security

Hospitality

- Friendliness of Local people
- Tour guide and operator's cooperation
- Other stakeholders' hospitality

Figure 1 Tourism Dimension attributes

(Source: researcher own data 2021)

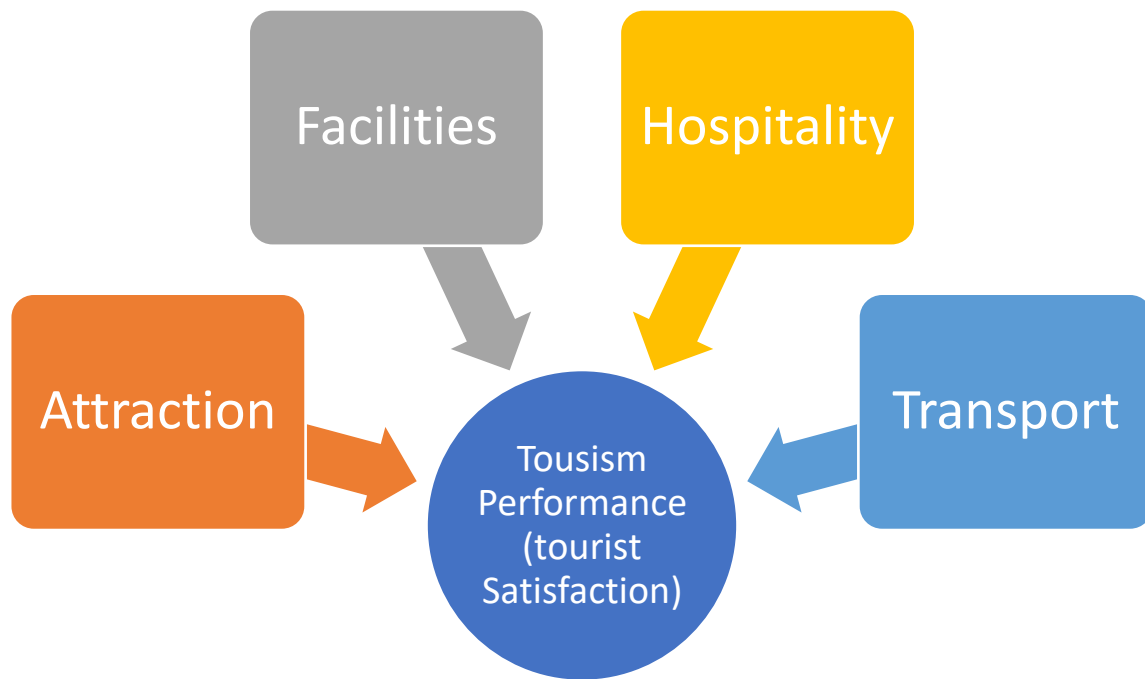


Figure 2 Conceptual Framework

(Source: researcher own data 2021)

CHAPTER THREE: RESEARCH METHODOLOGY

Introduction

This chapter presents the methodologies used in the study starting from research design, target populations, sampling technique and sample size, source of data and instrument to collect the required data. It is also organized to show the method used for data presentation and analysis as well as issues related with reliability and validity with the ethical concerns in carrying out this research.

3.1 Description and selection of the study area

3.1.1 Description of the study area

This research was conducted in the town of Lalibela which is a town in Lasta district of North Wollo Zone in Amhara Region, Ethiopia about 650KM north of the capital Addis Ababa. Roughly 2,500 meters (8,200 ft) above sea level, geographically Lalibela is situated at latitude of 12°01'55.9"N 39°02'51.4"E. It is the main town in Lasta woreda, which was formerly part of Bugna woreda. This rural town is known around the world for its churches carved from within the earth from "living rock," which play an important part in the history of rock-cut architecture. Though the dating of the churches is debatable as some says it is more than 800 years (World Monument Fund, 2017, Mengistu 2018), most are thought to have been built during the reign of Saint Lalibela, namely during the 12th and 13th centuries. The whole of Lalibela is a large and important site for the antiquity, medieval and post-medieval civilization of Ethiopia. The overall landscape of Lalibela is rugged topography and its surrounding are characterized by impressive landscape features with mountain setting at 2630 meter above sea level (Wubu, 2019).

According to the 2007 Census Data of Central Statistics Agency of Ethiopia, the population was 17,367, of whom 8,112 were males and 9,255 were females. However, recent information from the local administration shows that Lalibela is organized as Wereda with total estimated population size of 50,000.

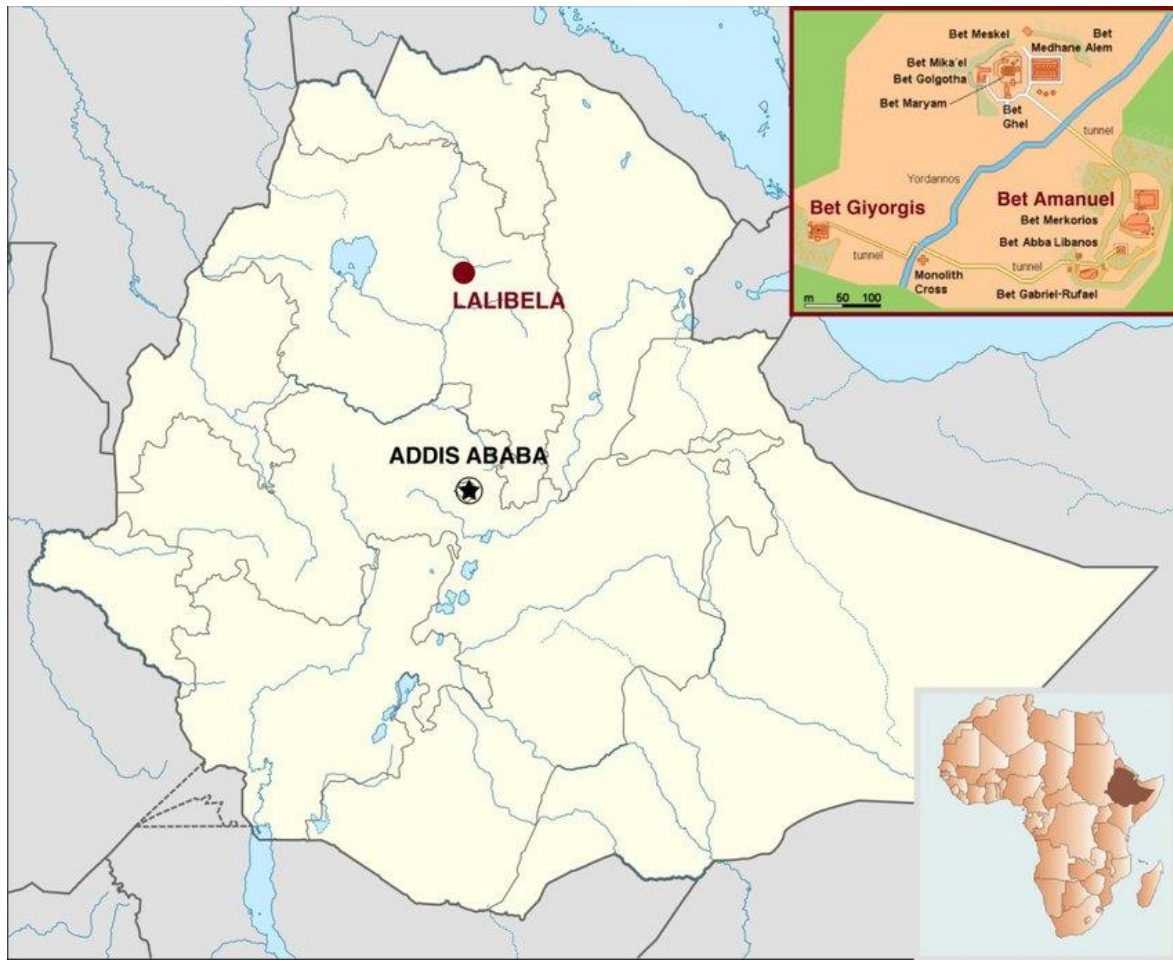


Figure 3 Location Map of Lalibela. Source: Giovanni Ettore Gigante

The Rock-Hewn Churches of Lalibela

The 11 churches of St Lalibela were not constructed in a traditional way but rather were hewn from the living rock of monolithic blocks. They are segregated into three groups (Nega, 2018; Mengistu 2018). The first and the one located in the Northern side includes Bet Medhane Alem, home to the Lalibela Cross and believed to be the largest monolithic church in the world, probably a copy of St Mary of Zion in Aksum. It is linked to Bet Maryam (possibly the oldest of the churches), Bet Denagil, Bete Meskel, Bet Golgotha (known for its arts and said to contain the tomb of King Lalibela), Bete Michael, the Selassie Chapel and the Tomb of Adam.

The second group is the Western Group that incorporates Bet Giyorgis, a cross-shaped church entirely carved out of a giant rock, said to be the most finely executed and best-preserved church.

This is the most prominently featured church on the Lalibela postcards and it is anonymous with the Lalibela churches and the city itself.

The last one is a bit far from the above two and situated in the Eastern side having Bet Amanuel (possibly the former royal chapel), Bet Merkorios (which may be a former prison), Bet Abba Libanos and Bet Gabriel-Rufael, linked to a holy bakery. The best way to access this group is to enter via Bet Gabriel-Rufael, then via a dark trench next to the church you will access Bet Merkorios, Amanuel and Abba Libanos.

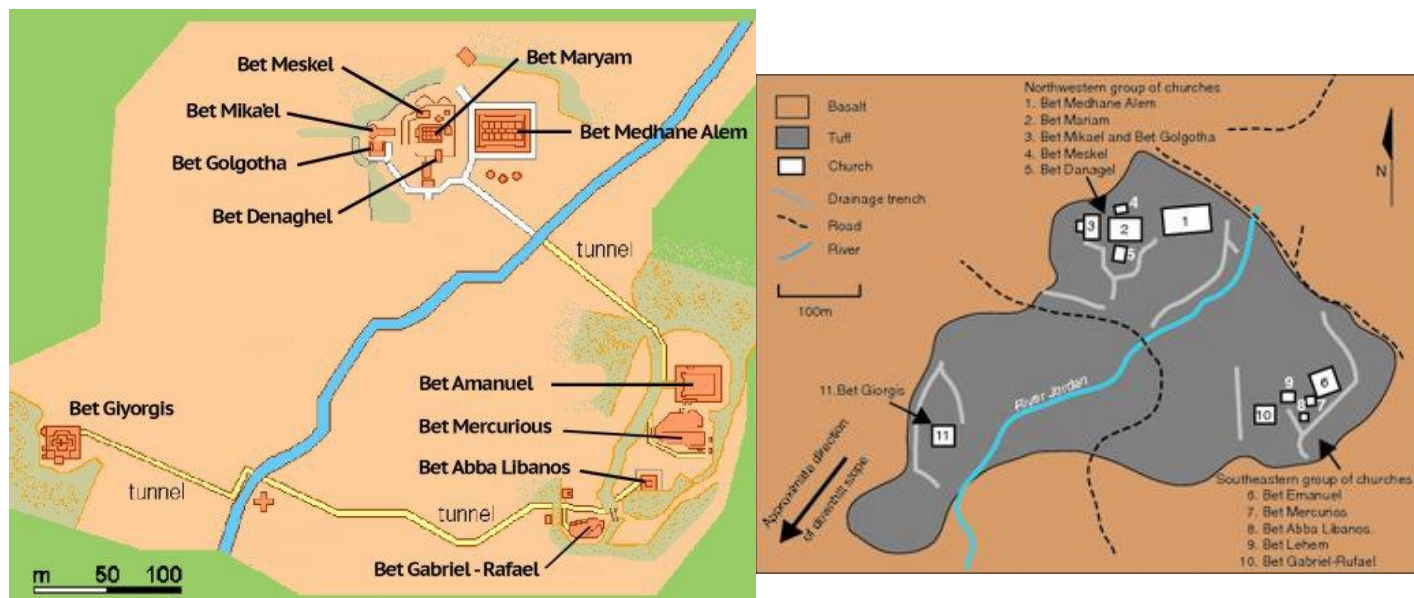


Figure 4 Lalibela Churches site map

(Source: mapaminoapps.com April 2021).

The Rock-Hewn Churches of St. Lalibela are still preserved in their natural settings. The original function of the site as a pilgrimage place still persists and provides evidence of the continuity of social practices. The intangible heritages associated with church practices are still preserved. For centuries, the Church and State have been jointly responsible for the holy site of Lalibela. The property is administered under the regional and the Lasta district culture and tourism office. Home to a large community of priests and monks, it is a living site which draws many pilgrims to celebrate the great feasts of the Ethiopian Christmas and Timket.

3.1.2 Selection of the study area

Lasta Lalibela was selected for this study since it provides perfect information to investigate those factors that could influence the tourism performance. Lalibela is one of the profound cities where the Rock-Hewn Churches of St. Lalibela, designated by UNESCO as world heritages, invite many tourists. According to World Monument Fund (2017) more visitors were coming to Lalibela from abroad but the majority of visitors to Lalibela are religious pilgrims. Lalibela is the main cultural site visited by 90% of tourists that came to Ethiopia (Ashley, 2006) Odiaua, (2010) in his mission report to the United Nations stated that, Lalibela is one of the three selected African sites. A comment given by one tourist in tripadvisor.com says “With no gift shops, no souvenir touts, no staged cultural shows, Lalibela is refreshingly real. Dry, dusty and full of donkeys, complete with some incredibly elevated views, this is a living breathing African town that leaves you feeling like you’ve stepped back in time.” Therefore, all the factors that could influence the performance of the heritage and tourism could be investigated in this ideal city since most tourist that came to Ethiopia as a whole would always miss not to visit Lalibela.

3.2 Research Design

The researcher used descriptive exploratory design with cross-sectional time frame. The choice of the descriptive research design was made based on the fact that it allowed the researcher to collect more data from respondents at a particular point in time and to describe how variables were related (Crano, Brewer & Lac; 2014). It focuses on pitching more information on current issues through a process of quantitative and qualitative data collection in order to describe, explain and validate the findings (Kakkar, 2019).

The study implemented both qualitative and quantitative research approaches in order to supplement descriptive research since it can utilize elements of both, often within the same study (Tashakkori, Teddlie 2010). Such mixed method design is useful when either the quantitative or qualitative approach by itself is inadequate to best understand a research problem or the strengths of both quantitative and qualitative research can provide the best understanding (Creswell & Creswell, 2017)

Due to COVID19 pandemic, the inbound tourist has been drastically declined and the government was expecting the tourist flow beginning of 2021 and effort was made to get more data from international tourist through various means including electronic data collection. In order to compensate and get more data on the subject matter, the researcher was widening information source. Therefore, international tourists who visited Lalibela, hotels and lodges, souvenir shops, tour operators and staffs from the Churches were included in the survey through various means such as getting their review on TripAdvisor. City administration of Lalibela town, researchers and local communities were also included. Therefore, the survey was conducted beginning May 15 2021 up to June 5, 2021.

3.3 Target Population

The target population of the study were, both domestic and international tourists who were visiting the destination including those tourists visited recently. The survey period was starting from May 15, 2021 up to June 5, 2021 for 22 days. Due to the current worldwide pandemic of COVID19, the tourism sector was highly affected and tourist flow was drastically reduced. Therefore, tourists especially international tourists were very limited.

On the other hand, some research showed that the length of stay at heritage tourism destinations is much shorter than attractions unlike beach resorts or nature-based tourism experiences (Mann, 2006; Barros, et al., 2010). According to this study, the heritage tourism is very rapidly consumed by the tourist and therefore, the length of stay in even major urban destinations is rarely not more than 2 days (Mann 2006; Assefa, 2013). Consequently, getting information from tourist who stay for such short period was challenging and effort was required to accommodate the available tourist.

According to the information obtained from the city administration of Lalibela, during 2019 around 39,249 international tourists visited Lalibela and total of 1,306,131 tourists (both local and international) were attended the Ethiopian Christmas during 2020. However, currently, regardless of the short number of days the tourist is spending, the overall tourist has reduced due to the recent COVID19 pandemic and overall security issue. Accordingly, an estimate of 20 tourists per day were visiting the destination which was not consistent. Hotels were operating at their below

capacity and some of them were even closed. Therefore, the researcher was assuming the target population of tourists incorporated in this study were infinite.

On the other hand, there were 46 Hotels and 8 Restaurants, close to 50 souvenirs shop, (both regular and open-air retailing) and 5 tour operators were working in Lalibela with 198 officially registered tour guides. Over 40 minibuses, 12 tour vehicles and 160 Bajajs or three-wheel cars were facilitating the transportation service. However, most of these tourist business participants were not working at full capacity due to the pandemic and it was estimated that half of them were serving the economy with reduced capacity since the tourist flow was reduced. Most hotels and souvenir shops were even closed.

3.4 Sampling Technique and Sample size

3.4.1 Sampling technique

As indicated above, getting enough tourist sample was challenging due to the COVID19 pandemic and getting information about the tourist characters and their experience was made referring tourist who visited Lalibela. Such tourist information was obtained from tour guide and operators, hotels and souvenir shops. Therefore, since the total population of tourists was not available and difficult to know the exact number, random sampling data collection technique was employed to select samples from tourists. Such sampling technique was the ideal sampling technique to determine the number of tourists whose total population number was unknown to make an accurate sample size determination before the data collection period.

On the other hand, non-probability convenience sampling technique was employed to select informants from tourism business participants such as Hotel, Souvenir shops, tour guide, tour operator, transport providers as well as experts. Convenience sampling was most effective when one needs to study a certain domain with knowledgeable experts within and it may also be used with both qualitative and quantitative research techniques (Etikan, Alkassim, & Abubakar, 2016; Tongco, 2007). It is the deliberate choice of an informant due to the qualities the informant owns. Sampling was used in which respondents such as hotel staffs, shops and others were chosen purposefully that are believed to have the required knowledge. It is a nonrandom technique that

does not need underlying theories or a set of number of informants. These informants, selected using non probability convenience sampling, was also used to recruit the required tourist.

3.4.2 Sample Size

Sample size for the questionnaire provided to the tourist to be incorporated in this study was determined using Cochran (1977) as it is used to determine the sampling size for unknown population. Cochran's formula was considered especially appropriate in situations with unknown and large populations.

$$n_0 = \frac{Z^2 pq}{e^2}$$

Equation 1 Cochran formula

where n_0 = the sample size, e is the desired level of precision or margin of error, p is the estimated proportion of the population which has the attribute in question, the Z -value is found in a Z table of normal distribution.

The researcher chose a 90% confidence level, .5 standard deviation, and a margin of error (confidence interval) of +/- 5%. Accordingly using the above formula, the total sample size should be 329 tourists. However, during the survey period the average daily tourist travelling to the place were not more than 20 per day and this is estimate. Therefore, considering this total estimate of 440 tourists (20 tourist x 22 days) were visiting the destination. Accordingly, the researcher modified the sample size considering such small actual population using the below formula of Cochran.

$$n = \frac{n_0}{1 + \frac{(n_0 - 1)}{N}}$$

Equation 2 Cochran adjusted formula

Where n_0 is Cochran's sample size recommendation, N is the population size, and n is the new, adjusted sample size.

Based on the above formula, and using 440 as population size, the adjusted sample size shall be 188. (329/(1+((329-1)/440)))

Interview with the tourism business participants such as Hotels, tour operators, guides and other stakeholders was made and non-participatory observation for four consecutive days was held in addition to prior two visits made during March and April 2021. Such observation helped the researcher to enumerate and take inventory of heritage tourism resources, facilities such as hotels and souvenir shops as well as pilgrimage services, and to see those factors that could influence the performance of the tourism in and around the study area. Further to these, tripadvisor.com is right tool to see how tourists react on the destination, hotel, restaurants, and tour operators. Such rating was also used in this study to supplement the data requirement.

3.5 Sources of Data

This research work was basically dependent on primary and secondary data as main sources of information. To collect the primary and secondary data, different instruments including questionnaires, interviews, non-participatory field observations, documents and audio-visual resources were employed (Kothari, 2004; Hox & Boeijs, 2005).

The primary data was collected with the help of semi-structured interview, structured questionnaire and personal observations which had the following dimensions: Demographics of tourists, tourist behavior, tourist interest in heritage and pilgrim tourism, factors that influence tourist's decision on selection, heritage and pilgrimage economic impacts, various tourist activities and experience. Secondary Sources include prior studies, tourism statistics from National Bank of Ethiopia, UNWTO, WTTC, official documents and related literatures published sources such as, books, magazines, newspapers, pamphlets, articles and internet. These sources helped to develop a conceptual and theoretical framework for the study and to substantiate the valuable information.

3.6 Data Collection Instrument

For the purpose of this study, structured questioners were prepared and electronic format using Google and Microsoft form was available for tourists. Social media, google form and other electronic data collection formats were used in order to collect the required information. Due to the recent pandemic of COVID19, getting tourist in person was challenging and electronic form of structured questioner was used in order to obtain information such as tourist experience, their

reason to visit the place and attend the pilgrimage service, their level of expectation and actual experience, their experience on hotels, different facilities, souvenir shops and other, and many more. Other means of getting tourist experience was using the various information and comment posted on TripAdvisor as it is most popular and many visitors use it frequently when choosing hotels and destinations for their travel (Aljahdali, 2016).

Informant interview was the other data collections instruments to collect information from the tourism stakeholders such as hotels, tour guide, tour operators, souvenir shops and transport providers. Effort was made to make the interview remotely using Telephone, Email and zoom or google meet online if in case some Hotels, tour operators and Tour guide in Lalibela could make it from their comfort zone to make it more convenient. Most of the tour guides have experience to use their phone and do have access to Wi-Fi internet access. Informants were chosen based on the knowledge they have in the subject matter

Non-participatory field observations for few periods were made in order to get primary data that could fill gaps of interview and questioner. Range of experience in association with the tourism activity, performance of hotels, souvenir and shops, hospitality of the stakeholder's, various government activities and other information obtained.

3.7 Validity and Reliability of the Questionnaire Items

Validity and reliability of a study is always at the mercy of the statements or items listed in the questionnaire (Taherdoost, 2016). There might be certain problem when using structured response questions since researchers cannot fully guarantee that the list exhausts all possibilities. With this in mind, the validity of this study was checked through a pilot test that were carried out on 15-30 respondents in Lalibela to check the content and clarity of the chosen variables of the survey. Effort was also made to enhance the validity by simplifying questions and avoiding ambiguity. In addition to this, the researcher relied on a wide range of sources that have information applicable to the study so as to confirm that numerous sources shall come to equally same inferences on the subject.

Reliability measures the internal consistency of the items being applied in a given academic research. It is a measure of the degree to which a research instrument yields consistent results

(Kimberlin & Winterstein, 2008; Lakshmi & Mohideen, 2013). According to these authors, the coefficient of internal consistency provides an estimate of the reliability measure and one of the coefficient alphas called Cornbach's alpha is widely used for estimating such internal consistency reliability. This coefficient varies from 0 to 1 and a value of 0.6 or less generally indicates unsatisfactory internal consistency reliability. In this research, therefore, Cornbach's alpha was used to test the reliability of the items included in the questionnaire. Questionnaire made up of various questions was distributed and answered by 17 respondents. Each question had a set of responses and then the researcher calculated the Cronbach's alpha (α) for the sum of all answers to the questionnaire. Accordingly, the below value which is greater than 0.6 was obtained which was proper value to be accepted as reliability test.

Table 1 Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.757	17

(Source Own survey data, 2021)

3.8 Data Analysis Techniques

All collected data from tourists were edited, coded and entered in to computer through the use of Microsoft Excel and statistical software called IBM SPSS Version 26, which is the latest release, and analyzed using descriptive and inferential statistical method of data analysis. It is powerful and easy tool to manage any form of information from virtually any source. Both quantitative and qualitative methods of data analysis was used in analyzing the collected data. Quantitative data was analyzed, interpreted and reported using descriptive statistics such as frequency distribution, mean and standard deviation and percentages followed by discussion of the most important points. Qualitative data from those involved in the tourism business was collected through key informant interview, personal observation and document investigation and analyzed.

The survey question measured certain attributes using a six-point Likert type scale ranging from very Poor to Excellent. It also includes Net promotor score NPS to evaluate the awareness of the quality of visitor experiences and emphasizes the importance of customer service and the visitor experience.

CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter demonstrate the overall findings of the study. It analyses and discuss in detail the findings obtained from the data collected. Mix of qualitative and quantitative research attempted to analyze the different factors that influence the performance of heritage and pilgrim tourism of specific destination, Lalibela. The quantitative data and some respondent's comments were collected and fully analyzed using IBM SPSS statistics version 26. The qualitative data were obtained from various stakeholders such as hotels, transport service providers, tour operators and others to supplement the findings. The dependent and independent variables of the study have been measured in ordinal scale and net promoter score test also been carried out at the end in order to measure the respondent's attitude towards promoting the destination area considering all the factors.

4.2 Background of respondents

4.2.1 General characteristics of respondents

Due to the COVID19 pandemic, the tourist inflow was highly reduced and both international and domestic tourists flow was significantly reduced. Due to this the online survey was used to get more respondents as most tourists are not physically available and preferred to fill the online survey in order to avoid contacts. Hotel staffs, tour guides and operators and others were also share the link and helped the researcher to get total of 137 respondents. The sample size was 188 respondents where it was not possible to get more respondents due to the situation. Hence the response rate was 73%. These respondents filled the online survey and responded back to the researcher. In addition to the online survey, tripadvisor.com review was also used since most travelers wer using this platform to review hotels, restaurants and destination as a whole. It is to be recalled that, Lalibela as a tourist destination was awarded travelers' choice 2020 by TripAdvisor.com. In April 2021, around 1858 tourists posted their review on tripadvisor.com and this was taken for the analysis.

Getting such respondents during the survey period starting from May 15 up to June 5 was challenging due to the issue related with the tourist inflow. Having this, the demographic characteristics of respondents was depicted in the below table.

Table 2 Gender information

		Frequency	Percent
Valid	Male	84	61.3
	Female	53	38.7
	Total	137	100.0

(Source Own survey data, 2021)

Accordingly, majority or 62% were male respondents while 38% were female. In terms of age, more than 88% of the respondents have age group from 26-51 and above years while only 12% were young generation less than 25 years. This tourist destination is heritage and cultural sites where only the old or those above 26 years could visit due to its content and hardship. It might not attract the younger age on the one hand and those 51 and above were also less due to the nature of the area where it might not be convenient for them to easily travel due to the topology. Age group 31 to 50 years covered 62%.

Table 3 Age group

		Frequency	Percent
Valid	Below 18 years	4	2.9
	18 to 25 years	12	8.8
	26 to 30 years	20	14.6
	31 to 40 years	52	38.0
	41-to-50-year	38	27.7
	51 year and above	11	8.0
	Total	137	100.0

(Source Own survey data, 2021)

In relation to marital status respondents were asked whether they are married, single, divorce or other in their family life. Accordingly, 61% or majority were married while 34% were single. Although further study is required, the below table could tell that such heritage tourism destination was home for married family.

Table 4 Marital Status

		Frequency	Percent	Valid Percent
Valid	Married	83	60.6	61.0
	Single	46	33.6	33.8
	Divorce	7	5.1	5.1
	Total	136	99.3	100.0

(Source Own survey data, 2021)

More educated tourists who have some degree, masters and PhD (98%) were included in this survey from the response obtained. This shows that the response was highly qualified as it was responded from such population, and this also shows that the tourist destination was preferred by well-educated group.

Table 5 Education Qualification

		Frequency	Percent
Valid	High School	8	5.8
	Certificate	8	5.8
	Some Degree	66	48.2
	Masters/PHD	55	40.1
	Total	137	100.0

(Source Own survey data, 2021)

The destination is a bit far from the center and it requires finance for travelers. Those who do have more income could travel to such long-distance destination since it demands more travel and accommodation cost. This was observed from the response obtained on the below table. More than 90% of respondents were employed and only 9% were dependents or unemployed.

Table 6 Occupation

	Frequency	Valid Percent
Employed	112	83.0
Unemployed	13	9.6
Businessman	9	6.7
Other	1	.7
Total	135	100.0

(Source Own survey data, 2021)

Generally speaking, the above demographic characteristics portrays, such heritage and pilgrim destinations were mostly visited by middle aged, married, highly educated, and employed tourists.

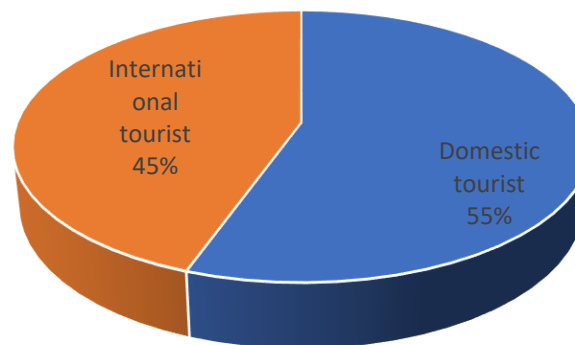
Therefore, such characteristics could give more information on tourism market segmentation in terms of attraction development, transport, hotel and other facilities and even hospitality.

4.2.2 Response on tourist experience

4.2.2.1 Tourist type

Out of the 137 samples, 55% were domestic tourist while the remaining 45% were international tourist. Due to the current pandemic, international tourists were reduced and apart from this, the current safety and security issue also affected the tourist flow. The data indicate that regardless of the pandemic the international tourists were visiting to certain extent and the domestic tourists' number was encouraging. Apart from this, the response obtained from both international and domestic tourist could give better information to evaluate the four dimension of tourism performance and that show the different perception the two group could have on hotel, facilities, transport and hospitality. How the domestic tourist perceives the hotel and facilities might differ from those of international tourist. Such difference help identify the proper action that could be taken to enhance the performance of the tourism.

Figure 5 Tourist Type



(Source Own survey data, 2021)

4.2.2.2 Tour organizer information

Respondents were asked how they organize their tour and whether they did it themselves or used other tour organizers. Accordingly, 58% came to the destination without using tour organizers while 39% of respondents visited using tour operators. This shows that the destination was easy to be accessed without engaging tour operators. In addition to this, those who came through tour operators could be good candidates to evaluate the property of tour operators in this study.

Table 7 Tour organized by

		Frequency	Percent
Valid	Self-organized	80	58.4
	Foreign tour operators	22	16.1
	Local tour operators	32	23.4
	Other	3	2.2
	Total	137	100.0

(Source Own survey data, 2021)

4.2.2.3 Frequency of visit to this destination

64 respondents (47%) had previous experience on the same tourist destination, and they knew the destination well. The UNESCO world heritage designation might help the site to be popular. According to the below table, 47% of respondents were not new to Lalibela as they have visited more than once.

Table 8 First time visit or not

		Frequency	Percent
Valid	Yes	73	53.3
	No	64	46.7
	Total	137	100.0

(Source Own survey data, 2021)

Out of those 64 respondents who came to the destination before, most respondents traveled to this destination for 3-5 times while 36% traveled to the site twice. Therefore, 47% of the respondents know the site very well and the response could be well tested.

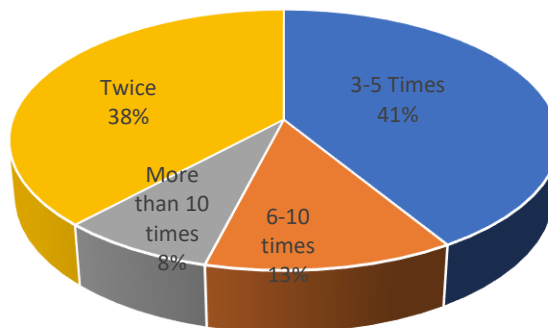


Figure 6 Frequency of Visit

(Source Own survey data, 2021)

4.2.2.4 Source of information about this tourist destination

A multiple response question was forwarded to respondents to know how they got information about the tourist destination. Respondents were allowed to select all that apply, and the below table shows that 88 respondents know the site already. 50 respondents were referred by their friends and 39 respondents got information from book and guide. However, very limited were responding that they got information from travel package, media and internet as compared to other. One other selection was whether they got information from fair and exhibition or not and none of the respondents select this option. This shows that the destination is not displayed in any tourism related exhibition or fair worldwide or locally.

Table 9 Source of Information

		Responses		Percent of
		N	Percent	Cases
Info ^a	I already knew of it	88	38.4%	64.2%
	The Internet	26	11.4%	19.0%
	Friends and Relatives	50	21.8%	36.5%
	Media	8	3.5%	5.8%
	Books and guide	39	17.0%	28.5%
	It was part of the travel package	18	7.9%	13.1%
Total		229 ^b	100.0%	167.2%

a. Dichotomy group tabulated at value 1.

b. The number exceed total response of 137 since it is multi response question where one respondent could select more than one

(Source Own survey data, 2021)

4.2.2.5 Reason for the visit

Another multiple response question also offered to respondents to reply on the basic reason for their visit. Accordingly total of 179 multiple responses obtained and most respondents, 51.4%, preferred to visit Lalibela for their vacation or relaxation. 30.7% attended pilgrim or religious service and quite few traveled for business and research purpose.

Table 10 Reason for the visit

		Responses		Percent of Cases
		N	Percent	
Reason for Travel ^a	Pilgrim or attending religious service	55	30.7%	40.1%
	Vacation, Fun/leisure or relaxation	92	51.4%	67.2%
	Visiting relatives and friends	10	5.6%	7.3%
	Business reasons	15	8.4%	10.9%
	Research/Study	7	3.9%	5.1%
Total		179 ^b	100.0%	130.7%

- a. Dichotomy group tabulated at value 1.
b. The number exceed total response of 137 since it is multi response question where one respondent could select more than one

(Source Own survey data, 2021)

The vacation or leisure reason was highly preferred by international tourists while pilgrim and religious service was preferred by domestic tourists. This shows that tourism product and service should be designed accordingly. Those international tourists came for vacation demand a facility that will meet their need and their presence might not be predicted while domestic tourists' presence could be predicted since the pilgrim and religious service could be listed out in calendar.

Table 11 Tourist type and reason for their visit

Reason for the Visit	Tourist		Total
	International	Domestic	
Pilgrim or attending religious service	13	42	55
Vacation, Fun/leisure or relaxation	58	34	92
Visiting relatives and friends	5	5	10
Business reasons	1	14	15
Research/Study	4	3	7
Health	0	0	0
Total	81	98	179

(Source Own survey data, 2021)

4.2.2.6 Transport types of tourists are using

Respondents were requested which transport type they have used, and three options were offered in addition to other response if they have. Accordingly, 85% of the respondents used Air transport while only 12% used private or public transport of their own. Only 3% used tour operators' bus to

arrive at that specific destination. Therefore, air transport, mainly operated by Ethiopian airlines was convenient means of transport for tourist to arrive at Lalibela.

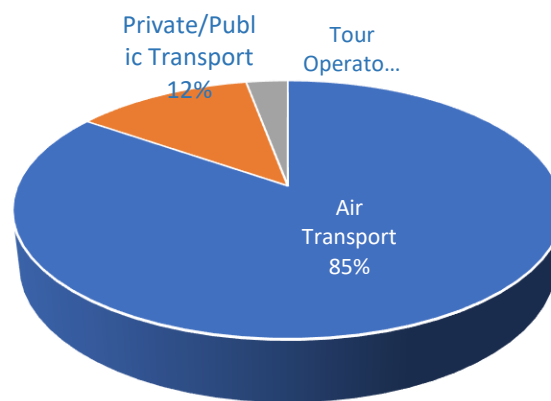


Figure 7 Transport type

(Source Own survey data, 2021)

4.2.2.7 Motivators

Most respondents were motivated by the heritage and the culture according to the below multi response question where respondents allowed to select all that are applicable. Of course, the pilgrim and the topology were also factoring that drive the tourist to visit the site. However, the museum and various touristic product and service were very limited as the response was very low in this area.

Table 12 Factors that motivates Tourist

		Responses		Percent of Cases
		N	Percent	
Motivator ^a	The Heritage (the churches)	128	38.2%	93.4%
	The culture and history the site incorporated	76	22.7%	55.5%
	The topology and its environment	61	18.2%	44.5%
	The Museum and art gallery	10	3.0%	7.3%
	The pilgrim/religious service	56	16.7%	40.9%
	The Various touristic products/service or activities available	4	1.2%	2.9%
Total		335 ^b	100.0%	244.5%

a. Dichotomy group tabulated at value 1.

b. The number exceed total response of 137 since it is multi response question where one respondent could select more than one

(Source Own survey data, 2021)

Considering the type of tourists, both international and domestic tourists prefer to visit the heritage. The topology of Lalibela was mostly preferred by international tourists than domestic while the reverse was true on pilgrim as well as culture and history where domestic tourists demand such service.

Table 13 Tourist preference of attraction attributes

	International	Domestic	Total
The Heritage (the churches)	58	70	128
The culture and history the site incorporated	36	40	76
The topology and its environment	41	20	61
The Museum and art gallery	5	5	10
The pilgrim/religious service	19	37	56
The Various touristic products/service or activities available	2	2	4
Total	161 ^a	174 ^a	335 ^a

- a. The number exceed total response of 137 since it is multi response question where one respondent could select more than one

(Source Own survey data, 2021)

Attractions draw people to a destination (Mill, 1990). Ethiopia is one of the ancient countries in eastern Africa whose unique and very old cultural heritage, various pilgrimage sites, very rich history and on top of these a remarkable biodiversity's are resounded as the best tourist destinations. Ethiopia's immense cultural, historical, pilgrimages, and natural wealth are registered under UNESCO World Heritage record (UNESCO, (n.d)), more than any other country in Africa. Out of the 1121 world tangible heritages, Africa registered 137 or 12% and out of these Ethiopia has 9 (7%) heritage sites registered under UNESCO.

Accordingly, Lalibela's heritages are one and the first to be recognized. The heritage, culture and history as well as the pilgrim in Lalibela is one of the best attraction sites that attract millions of tourists. Lalibela is the main cultural site visited by 90% of tourists (Ashley 2006). The above response from tourist also dictates that the heritages, its culture and the pilgrim as well as the mountainous terrain attracts most tourist to the site.

4.2.2.8 Pilgrim service

Respondents were paused to respond a yes/no question whether they attend any pilgrim service or not. Accordingly, 66 respondents attended while 71 did not. out of the 66 who attended the pilgrim service 22 were international tourist while majority or 44 were domestic tourists. Although the

service attracted more domestic tourist, this was an indication that international tourists have also some interests that need to be enhanced.

Table 14 Tourist attend Pilgrim service

		Type of Tourist		Total
		International	Domestic	
Have you attended any	Yes	22	44	66
Pilgrim or cultural activities	No	40	31	71
Total		62	75	137

(Source Own survey data, 2021)

Respondents were also asked to rate the overall preparation of such service. Out of those who attended the pilgrim service, close to half were satisfied on the preparation made and 19% rated as good.

Table 15 Preparation of pilgrim services

		Frequency	Percent	Valid Percent
Valid	Good	13	9.5	19.4
	Very Good	22	16.1	32.8
	Excellent	32	23.4	47.8
	Total	67	48.9	100.0

(Source Own survey data, 2021)

4.3 Response on factors that contributed to the performance of tourism.

The researcher evaluated the major factors or the dimensions using the Likert scale ranges from Very bad to Excellent.

Accordingly, such scale is given a number 1 up to 6 where one is “Very Bad” and 6 is “Excellent” and grouped under ordinal data in SPSS in which such numbers represent verbal statement only. Such statistical text of ordinal data should engage the median or mode as the measure of central tendency and may be described using frequencies or percentages of response in each category (Jamieson, 2004; Sullivan, & Artino; 2013). This is because arithmetical operations are required to calculate the mean and standard deviation which is not applicable for this specific ordinal data the researcher is using, where the numbers 1 to 7 are generally represent verbal statements of “Very bad” to “Excellent” only.

4.3.1 Respondent evaluation of hotels and their facilities

Total of 125 respondents out of 137 evaluated the hotel or restaurants or lodges availability. More than 30% of the respondents rated the availability as good and only 13% were highly satisfied or rated the availability as excellent. One third of the respondents were not happy with the availability which require attention. There were around 46 Hotels, 8 Restaurants and 5 lodges serving both international and domestic tourists according to the information obtained from the city administration and three of the hotels and lodges are top rated hotels on tripadvisor.com. However, their availability compared with the tourist requirement might need further assessment since the tourist specially the international tourist requirement was different than that of the domestic.

Table 16 Availability of Hotels, restaurants or lodges

		Frequency	Percent	Valid Percent
Valid	Bad	14	10.2	11.2
	Neutral	28	20.4	22.4
	Good	38	27.7	30.4
	Very Good	29	21.2	23.2
	Excellent	16	11.7	12.8
	Total	125	91.2	100.0

(Source Own survey data, 2021)

Out of the total respondents, 125 have evaluated the facilities of the hotel they have contacted and only 7.3% have rated the hotel facility as excellent, and more than 44% rated the hotel facility as very good and good. The critical issue here is that 44% of respondents were not happy with the facilities of hotels, restaurants and lodges. This is alarming rate where the hotel and restaurants administrators should take in to consideration. According to the interview made with three hotel owners, certain demand of international tourist was very specific and meeting their requirement was a bit tough. Tourists might not get necessary items from the hotels and should search in the local market, due to scarcity in water from the municipality, sometimes tourist might not be able to take shower. Power shortage, internet connection and soon were bottleneck.

Table 17 Facilities of Hotels and Restaurants

		Frequency	Percent	Valid Percent
Valid	Very bad	1	.7	.8
	Bad	16	11.7	13.0
	Neutral	38	27.7	30.9
	Good	30	21.9	24.4
	Very Good	29	21.2	23.6
	Excellent	9	6.6	7.3
	Total	123	89.8	100.0

(Source Own survey data, 2021)

Refreshment, food, spa and other facilities were rated by 117 respondents and only 33% were rated as excellent, very good and good. While the majority or 67% have complain on such service. This could be one factor for the performance not to progress and might be determinant factor for tourist not to stay long.

Table 18 Recreation, eating out, swimming, spa and hangout places.

		Frequency	Percent	Valid Percent
Valid	Bad	28	20.4	23.9
	Neutral	50	36.5	42.7
	Good	19	13.9	16.2
	Very Good	13	9.5	11.1
	Excellent	7	5.1	6.0
	Total	117	85.4	100.0

(Source Own survey data, 2021)

One of the key factors that could determine the hotel was the hospitality the staff is offering to their guests. Accordingly, 124 respondents rated this hospitality and more than 85% rated above good, very good and excellent which was a big advantage for the hotels. Such hospitality could warm the hotel atmosphere more conducive for those tourists who might be disappointed due to other services. Interview made with hotel owners reminds that most of the staff in their hotels don't have degree or higher education level rather they have certificate or to certain extent diploma holders. Effort was being made to have a college who could give high level education in the city and such qualified manpower could even upgrade the hospitality and tourist handling.

Table 19 Hospitality of hotel staff

		Frequency	Percent	Valid Percent
Valid	Bad	1	.7	.8
	Neutral	6	4.4	4.8
	Good	55	40.1	44.4
	Very Good	43	31.4	34.7
	Excellent	19	13.9	15.3
	Total	124	90.5	100.0

(Source Own survey data, 2021)

Safety and security around the hotel were key and determinant factors for the tourist to select any hotel. A tourist who spends his night in a very calm and safe place will prefer to stay long and even recommend to others. According to the below figure, 80% of the respondents feel the safety of the hotels and only 2% have concern on the safety they experienced while 18% are indifferent.

Table 20 Safety and security of hotels

		Frequency	Percent	Valid Percent
Valid	Very bad	1	.7	.8
	Bad	2	1.5	1.6
	Neutral	23	16.8	18.4
	Good	46	33.6	36.8
	Very Good	34	24.8	27.2
	Excellent	19	13.9	15.2
	Total	125	91.2	100.0

(Source Own survey data, 2021)

The other main concern regarding hotel was the payment convenience the hotels have. Most of the hotels not accept credit cards since they did not have the POS machine or their policy not allow them or due to telecom network. In one of the hotels the researcher visited, there was a notice that notify they don't accept credit card. However, tourists especially international guest might not want to carry cash due to safety and cash management. Hence, the payment flexibility and convenience were the key factors. Only the 28% of respondents got convenient payment system while majority have experienced a payment inconvenience. Interview made with hotel staff shows that such inconvenience is being managed due to the current financial policy where all tourist standard hotels need to install POS and banks were also managed to install ATM machines at a convenient place. However, still the telecom network was bottleneck as it usually fails, and this

highly affected the system not to function. Such inconvenience was affecting tourist not to spend more although they need something due to cash shortage.

Table 21 Payment flexibility

		Frequency	Percent	Valid Percent
Valid	Very bad	4	2.9	3.3
	Bad	42	30.7	34.7
	Neutral	41	29.9	33.9
	Good	21	15.3	17.4
	Very Good	12	8.8	9.9
	Excellent	1	.7	.8
	Total	121	88.3	100.0

(Source Own survey data, 2021)

Apart from those listed above, the last parameter that could influence the performance of the hotel was the cost the service providers are charging. Accordingly, 50% of the respondents are comfortable with the cost they spent while 50% could not be justified for the cost of accommodation they were spending and were complaining that the cost of accommodation was high.

Table 22 Cost of accommodation

		Frequency	Percent	Valid Percent
Valid	Very bad	2	1.5	1.7
	Bad	6	4.4	5.0
	Neutral	51	37.2	42.1
	Good	31	22.6	25.6
	Very Good	26	19.0	21.5
	Excellent	5	3.6	4.1
	Total	121	88.3	100.0

(Source Own survey data, 2021)

The below summarized descriptive table shows that the mode for payment flexibility was rated as “Bad” while facilities of hotels, recreation, eating out and swimming as well as cost of accommodation were rated as neutral. This shows that these four areas of hotel and restaurant required special attention since it will affect the performance of the tourism.

According to Attila (2016), the hotel quality and capacity as well as its facilities and price could determine the number of days a tourist could stay at a particular destination which will then dictate

the revenue to be generated. therefore, the hotel facilities and other attributes are determinant factors for the revenue.

Table 23 Hotel attributes

Attributes	Valid Respondent	Median		Mode	
		Value	Rating	Value	Rating
Availability of hotels, restaurants or lodges	125	4.00	Good	4	Good
Facilities of Hotels and Restaurants	123	4.00	Good	3	Neutral
Recreation, eating out, swimming, spa and hangout places	117	3.00	Neutral	3	Neutral
Hospitality of hotel staff	124	4.50	Good/Very Good	4	Good
Safety and security of hotels	125	4.00	Good	4	Good
Payment flexibility	121	3.00	Neutral	2	Bad
Cost of accommodation	121	4.00	Good	3	Neutral

(Source Own survey data, 2021)

The tripadvisor.com reviewed many hotels, restaurants and lodges in Lalibela out of which the three top rated were Sora Lodge, Maribela Hotel and Top Twelve Hotel. Cleanliness, location, service and value were taken into consideration for the rating. Accordingly, Maribela Hotel was reviewed by 398 tourists out of which 69% rated the hotel as Excellent and 3% rated as poor and terrible. The hotel got 4.7 point out of 5 for cleanliness, 4.8 for location, 4.6 for service and 4.5 for value.

Sora lodge was the second to be rated by 317 reviews and it was rated as excellent by 62% of reviewers and obtained equal 4.8 points for cleanliness, location and service and 4.6 for value.

Some comment given by those who rated different hotel as terrible were

“This is a great hotel, inimitable view, great food, very clean, nicely appointed, wonderful staff. But on the penultimate day of our stay, we were suddenly informed by our tour operator that the hotel had just contacted them to stay that we were slated to checkout in an hour.....in order to remain at the hotel, we would have to pay US 600 for our remaining one night. Because Timkat, Ethiopian Epiphany commenced that day, the owner said the hotel’s normal rate of 150USD was double thus 300 USD....” Joanne O, January 21, 2019

The above comment given by Joanne in 2019 could inform us that visitors could face inconvenience due to high price or over charge due to seasonal pricing which will damage the hotel.

Other reviewers who rated the food and the service of hotels in Lalibela depict the following:

A tourist called Florian H was in one of the hotel in Lalibela during January 21, 2017 and gave the following comment

“...unfortunately nobody really seemed to care about us coming. Also we came with the mandatory guide who charged us even for going down the next day nobody would open the gate,...we haven't seen anybody for an hour and the food was simple pasta for European prices” Florian, January 21, 2017

Similar comment given by Kim R in December 8, 2019

“I had been traveling in Ethiopia for 3 weeks. I ate the Ethiopian meal here and had the crepe for dessert. I got terrible food poisoning after eating here and was going on a hike for 3 days. It ruined my trip. The service was slow and my food was cold...” Kim R in December 8, 2019

Such comment could tell us the hotel service in general and the food in particular could affect the tourist not to function as planned and this will ruin the tourism performance.

Still other similar comment by Piera in February 20, 2019

“The place is in a great position but the food is really bad and the service even worse. ...”
Piera in February 20, 2019

Odyssee, a tourist from Canada gave comment in February 2018 that

“Personally, I think the quality of the food is much more important than the view. Yes I agree this restaurant have a super good view with a variety of special outlook design. But I ordered the same dish in two different days. The quality was really bad the 2nd time....”

On the other hand, comment on hotel staff could tell that their hospitality is good

Sapna A write a comment on May 15, 2020 saying

“I really enjoyed staying there and with to go back again.... Staff are very kind, they make you feel home they are all as family...” Sapna A. May 15, 2020

Therefore, there were lots of positive and negative comment forwarded to almost all hotels, restaurants and lodges and such comments were true and aligned with the survey made on this research where the hotel service, foods and recreation service, costs and others are rated as neutral

or somehow good while hospitality of staff was relatively very good. Such hotel quality could affect the tourism performance.

4.3.2 Response on souvenir shops

One of the tourism dimensions that could affect the performance of pilgrim and heritage tourism was the facility where souvenir shop was one of the facilities that was discussed in this paper. Shopping is an exciting activity for some tourist that is increasingly important on leisure nature, and it is corelated with another tourism style that makes most souvenir as essential component of the tourist experience (Anuar & Haron, 2017; Marzouki, 2020). Since the area incorporated many cultural and historical properties, tourists need to have something to remember, and souvenirs were the most preferred items to be collected. Accordingly, the below summarized descriptive statistics shows that souvenir shops uniqueness and quality of the souvenirs were rated neither good nor bad or respondents were neutral. Like the hotel and restaurants attributes, payment flexibility for souvenir buyers was still bad which need special attention. Availability of local handcrafts, price of the properties and friendliness of souvenirs owners and receptions were rated as good.

Table 24 Souvenir Shops attributes

Attributes	Valid	Median		Mode	
	Respondent	Value	Rating	Value	Rating
Souvenir shops uniqueness and variety	89	3.00	Neutral	3	Neutral
Availability of local manufactured handcrafts	91	4.00	Good	4	Good
Quality of the souvenirs	87	3.00	Neutral	3	Neutral
Price of souvenirs	89	4.00	Good	4	Good
Payment flexibility	88	3.00	Neutral	2	Bad
Friendliness of owners/receptions	90	4.00	Good	4	Good

(Source Own survey data, 2021)

Marzouki, (2020) cited some researchers (Wicks et al., 2004; Medeiros et al., 2017) and clarified that, souvenirs should be authentic which means locally produced, with local raw materials and by local artisans and they could be in various forms such as postcards, T-shirts, objects of nature, local crafts, fine art, wearable art, accessories, jewelry, toy and other form. However (Mann 2006) showed that there is lack of available handicraft and gift items that disappoint tourist. According to the field observation made by the researcher, almost all open souvenirs' shops were displaying

crosses, different paintings made of parchment (braanna) paper and garment and in most souvenir shops traditional cloths were also available.

Accordingly, in this survey, more than half of the respondents who interacted with souvenir shop rated uniqueness and variety be bad and neutral. Only 23% responded as good and 17% very good while 6% excellent. This survey further supports the conclusion made by other researchers.

Table 25 Souvenir shops uniqueness and variety

		Frequency	Percent	Valid Percent
Valid	Bad	9	6.6	10.1
	Neutral	39	28.5	43.8
	Good	21	15.3	23.6
	Very Good	15	10.9	16.9
	Excellent	5	3.6	5.6
	Total	89	65.0	100.0

(Source Own survey data, 2021)

The critical points that need attention was the payment flexibility that is offered by the shops to their guests. More than 75% of respondents rated the payment flexibility from very bad to neutral. The issue was very serious as all souvenir shops cannot accept credit cards or any electronic means since they don't have POS. They were organized in small scale and due to these tourists were forced to buy such items from some hotels who do have a souvenir shop at a very expensive price. The income generated during shopping is equally compared with the revenue being generated in other facilities (Marzouki, 2020; Marangkun, et al., 2018; Anuar, et al., 2017;). However, if payment is bottleneck, tourist will forgo what he/she need to buy and the revenue will be missed. This day, the souvenirs industry has become a very significant forex generator in other parts of the world and even in our neighboring countries.

Table 26 Payment flexibility

		Frequency	Percent	Valid Percent
Valid	Very bad	2	1.5	2.3
	Bad	41	29.9	46.6
	Neutral	24	17.5	27.3
	Good	16	11.7	18.2
	Very Good	5	3.6	5.7
	Total	88	64.2	100.0

(Source Own survey data, 2021)

4.3.3 Tourist evaluation regarding the tour guides and operators

The other attributes of facility were the tour guide and tour operators' service which was assumed to have impact on the performance of the tourism sector in such cultural and heritage site. The site is 900 years old site where qualified and well-trained tour guide is required to clarify all the questions that could be raised from the tourist. Accordingly, the following information is obtained from the survey.

Knowledge of the tour guides

Those 124 respondents who rated the knowledge of the tour guide, rated that their knowledge was very good and even excellent. Only few rated as very bad, bad and neutral. This means the knowledge the tour guide possess was convenient for their guests.

Table 27 Knowledge of the tour guides and operators

		Frequency	Percent	Valid Percent
Valid	Very bad	1	.7	.8
	Bad	1	.7	.8
	Neutral	12	8.8	9.7
	Good	56	40.9	45.2
	Very Good	27	19.7	21.8
	Excellent	27	19.7	21.8
	Total	124	90.5	100.0

(Source Own survey data, 2021)

The interpersonal relationship of the tour guide was also well rated as good and one third even rated them as excellent.

Table 28 Interpersonal relationship of the tour guide

		Frequency	Percent	Valid Percent
Valid	Bad	1	.7	.8
	Neutral	9	6.6	7.4
	Good	56	40.9	45.9
	Very Good	25	18.2	20.5
	Excellent	31	22.6	25.4
	Total	122	89.1	100.0

(Source Own survey data, 2021)

The remaining three attributes of the tour guides and tour operators have been depicted as follows. One percent of the respondents rated the ethics of tour guide as very bad but still majority rated as good and excellent. The tour guide service charge was rated as excellent only by 11% which need attentions. As per the field observation for three days, quite a number of tour guides were searching for tourist to take them out and the price was negotiable. However, most international tourists who arrive with tour operators do fixed their price during the preparation which is convenient to the tourists.

Table 29 attributes of tour operators

	Very bad	Bad	Neutral	Good	Very Good	Excellent
Ethics of tour guides	1%		16%	44%	16%	22%
Business practice of the tour operators		1%	23%	43%	17%	17%
Tour guide service charge		3%	21%	47%	17%	11%

(Source Own survey data, 2021)

Many tour operators have been reviewed on tripadvisor.com and the top rated are Lalibela Eco Trekking tour (138 reviewers), Happy day Ethiopian tours (77 reviewers), good time tours (31 reviewers) and Extraordinary Ethiopia Tours (31 reviewers). The tour operators have been rated as Excellent by most reviewers. However, those reviewers who rated them as terrible was due to the cost and associated issues. This shows that, the guide service charges need to be further justified as it will hamper the performance of the tourism.

Some comments given by reviewers could show the characteristics of tour guides. Larissa N in March 2019 commented the following.

“I had a great day exploring the churches with my guide. He is super friendly, easy to understand and very knowledgeable ...” Larissa N, March 2019

“...which was an amazing guide, speaks very good English, knows the mountains is a qualified tour guide in Lalibela....” Ninimnimo from France, February 2016

“... is a great guide. He has a tremendous knowledge of the culture and history of Ethiopia religion...” Miles Geldard from UK, December 2015

“We enjoyed the personality of our guide as well as the availability....” Ronnie_Bartur from Israel, October 2015

Those comment from tripadvisor on guide could tell that, the tour guides have good interpersonal relationship and were knowledgeable. This matches with the survey made. Such performance could give a plus point for the performance of the tourism sector.

4.3.4 Response on overall facility

Facility is not limited to hotels, souvenir shops and services offered by the tour operators and tour guides. It always supports the growth of a destination and includes hotels, lodging places, restaurants support services and related infrastructure such as water, electricity, communication, sewerages and others (Mill 1990). From these perspectives, respondents were asked to respond the extent where such facilities meet their requirement. The median and mode for such response were 2 which means the facilities meet their requirement to moderate extent. One third of the respondents confirmed that such facilities meet their requirement to great extent. Although certain development was required, such facilities were in good state to meet the customer requirement.

Table 30 Extent where facilities meet tourist requirement.

		Frequency	Percent	Valid Percent
Valid	To little extent	10	7.3	7.4
	To moderate extent	78	56.9	57.4
	To great extent	40	29.2	29.4
	To Very great extent	8	5.8	5.9
	Total	136	99.3	100.0

(Source Own survey data, 2021)

Majority or 57%, of tourists got a facility that could meet their need to moderate extent which means their overall facility requirement was still not fulfilled.

4.3.5 Response on transport

One of the four key dimensions was transport. The tourists need to travel to a place that is different from the places which they are used to in terms of culture, climate, and scenery (Mill 1990). Therefore, tourism activity is essentially based on the intention to move and the physical ability to do so (Ouariti et al., 2020). Transport is the cause and effect of the growth of tourism (Rodrigue, 2020). This means, on the one hand, improved facilities could encourage tourism and the expansion of tourism on the other hand would encourage the development of transport infrastructure.

Accordingly, respondents were offered to respond five attributes of transport facility and rated the air transport efficiency and quality very good and even 10% responded excellent. Out of 137 respondents, 134 were using air transport to travel to Lalibela and have evaluated accordingly. However, tourists were also using local transport to travel to the city, to the heritage sites and even out of the city and rated the local transport efficiency, quality of infrastructure, cost and safety of such transport. The highway that is crossing the city was under construction and was rated badly by respondents while the cost of transport was rated as neutral which was neither bad nor good. Safety was another issue that was rated bad which need attention.

Apart from attractions and facilities, transport also play important role in tourism destination attractiveness and competitiveness which enhance the overall performance of the sector (Ouariti, et al., 2020). In most research, the relation between transport and tourism is established only in terms of accessibility or seen as a link connecting tourist and their desired attraction site or destination. Researchers (Ouariti, et al., 2020; Mill 1990; Buhalis, 2000) have critically seen the mere impact of transport on tourism and perceive transport as one of the few elements that should be constituted in the tourism system.

The topology of Lalibela is mountainous where it was not easy to have flat area that will allow to construct safe road. Due to this the construction was facing challenge and such delay is creating inconvenience for tourist and that may be the reason why most tourist rated the quality of infrastructure as bad.

In addition to this, the cost of transport seems high and due to this 53% of respondents rated cost neither bad nor good. Tourist safeties arise due to transport also require attention as 46% of respondents rated safety be as neutral where it is neither bad nor good. The local transport and the airfreight cost as a whole need to be assessed.

Table 31 Transport attributes

Attributes	Very bad	Bad	Neutral	Good	Very Good	Excellent
Airport efficiency and quality		4.48%	9.70%	33.58%	42.54%	9.70%
Local transport efficiency and quality	2.24%	17.16%	37.31%	23.13%	17.16%	2.99%
Quality of infrastructure	5.97%	40.30%	23.13%	22.39%	7.46%	0.75%
Cost of Transport	2.26%	4.51%	53.38%	24.81%	10.53%	4.51%
Safety of the transport	2.24%	12.69%	46.27%	22.39%	14.93%	1.49%

(Source Own survey data, 2021)

4.3.6 Respondents rating of hospitality.

The fourth dimension was the general feeling of welcome that tourists are receiving during their visit which is hospitality. Hospitality is not only a service that is prearranged at hotels like availing accommodation, food and beverage rather it is mutually making up of the major segment of the industry that include every other service dedicated to a customer. People do not want to go where they do not feel welcome (Mill 1990) and most of the time what they always think about that specific event is not the weather or the scenery, rather the hospitality they have received from the people of the destination or the employee of restaurants or the tour guide and the drivers. Level of hospitality could determine the length of stay a tourist could spend in a destination (Barros & Machado, 2010; Kassean & Gassita, 2013) that will increase the income and benefits obtained (Mbagwu, et al; 2016).

Accordingly, some researchers found out that Ethiopians are hospitable by nature (Kebede, 2014; Teshager & Abebe 2018) by describing them as if they are polite, considerate, punctual, deliberately emphatic, apologetic, affectionately smiling and soon. On the other hand, writer such as (Tekleberhan, 2012) claim that different foreigners are disappointed on the hospitality most Ethiopians have. in order to qualify and evaluate the hospitality level in Lalibela, 137 respondents were asked to rate the satisfaction level and found out the following result.

The result shows that the rate given by tourist for the overall hospitality was very good.

Table 32 Hospitality rating statistics

Hospitality of residents and various stakeholders		
N	Valid	137
	Missing	0
Mean		4.82
Median		5.00
Mode		5
Std. Deviation		.797

(Source Own survey data, 2021)

More than 65% of the respondents rated the hospitality above average or very good and excellent. This would have great impact for the performance of the tourism sector specially for those tourists that are away from their home for long time. Hence, the conclusion by (Kebede, 2014; Teshager et al., 2018) to certain extent was valid.

Table 33 Hospitality of residents and various stakeholders

		Frequency	Percent
Valid	Neutral	7	5.1
	Good	37	27.0
	Very Good	67	48.9
	Excellent	26	19.0
	Total	137	100.0

(Source Own survey data, 2021)

4.3.7 Tourists stay plan to Lalibela

The length of stay depends on certain determinants and are specific to each tourism destination (Barros, et al., 2010). Accordingly, the length of stay at heritage tourism destinations is much shorter than beach resorts or nature-based tourism experiences (Mann, 2006; Barros & Machado, 2010). Beach and resorts incorporate full-bodied mixed products which will encourage visitors to stay long. However, the heritage tourism is very swiftly consumed by the tourist and therefore, the length of stay in even major urban destinations is rarely not more than 2 days (Mann 2006; Assefa, 2013).

However, a tourist that could stay in specific heritage site might require various products and services which will allow the destination to generate more revenue. Quality of lodging, shopping opportunity, accessibility of heritage sites, convenience and access to local transport, varieties of entertainment activities, payment infrastructures and soon need to be developed for a tourist to stay long (Mann 2006).

Considering this, how tourists were behaving and how long are they staying in Lalibela was assessed. Accordingly, similar to the conclusion made by various researchers, 65% of the respondents were staying for one or two days while 29% stay for one week. The mean value is 1.46 and SD of 0.778 where the result is close to the mean which describe the tourists are staying only for one or two days only.

This result shows that, tourists don't have alternative or additional activities that could allow them to stay for a greater number of days. One of the main reasons why the tourism performance was less in the case of Ethiopia was due to the lesser number of days a tourist is spending in the cultural heritage's sites. Such short period of stay will hamper the performance of the tourism since their overall spent will reduce. They will only stay for one or two days means, hotels will only serve them for one day, they would have busy schedule to accomplish everything in one day and could not see other destination.

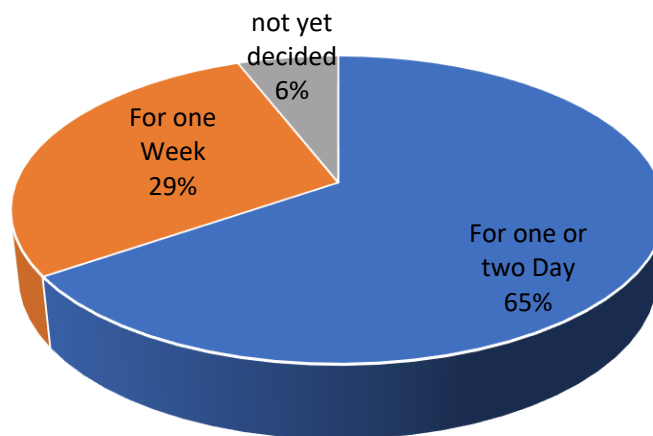


Figure 8 number of days tourist stay

(Source Own survey data, 2021)

Further assessment was done to know the main reason for those tourists who stayed for short number of days. Multiple response question with 6 questions were delivered to respondents to choose. Accordingly, 40% responded that the attraction site was small enough to be visited within one single day. 37% rejected to stay long because they don't have any other activity to work but leave early. 22% have concern on hotel and it was the reason for them to leave early. Therefore, had it been several other activities incorporated in the destination, the number of stay a tourist could spend might increase.

The tourism dimensions and their respective attributes such as destination attributes, expenditures, quality of the destination, hotels and others were determinant factors for the length of stay (Barros et al., 2010).

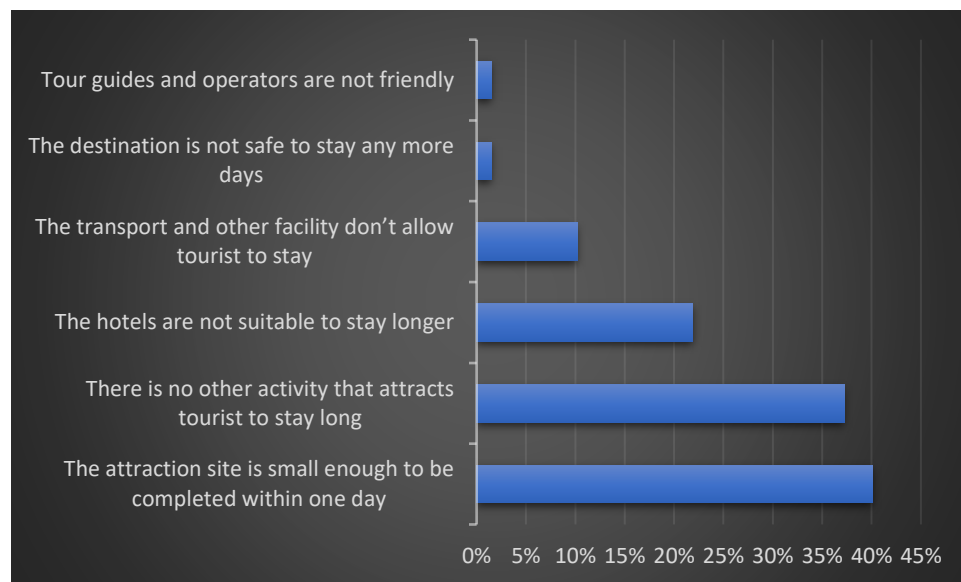


Figure 9 reason for not staying more days

(Source Own survey data, 2021)

4.3.8 Overall satisfaction of tourist on this destination

According to the above analysis, tourists were not staying long since various factors are affecting their visit such as hotel facility, transport, other facilities and hospitalities. However, although there are various cases that could affect the tourists, the overall satisfaction was different as some

negative implication might be overridden by the positive one, such as the unique destination, hospitality of residence and other factors.

The satisfaction might be due to the destination attractiveness. According to the review posted on trip advisor, 1858 reviews were posted in April 2021 and out of this 81% rated the destination as Excellent, 14% very Good and 3% average. Only 1% reviewed the destination as terrible. Those 12 tourists who reviewed and rated the site as terrible were complaining on the entrance fee. All international tourists pay 50USD fee for entrance and few tourists are complaining that the fee is not fair and it doesn't consider family price. For those who came as family, the price was so expensive according to these reviewers. On the other hand, those who rated as excellent were excited and confess that the 50USD definitely worth it. One comment by Alina S on April 24, 2021 says

“we had a great time at the churches, we were hesitant about the 50USD but it is definitely worth i. we also had a great guide who explained everything in really good English....”

Alina S, April 24, 2021

Other comment by Wilde Thingy from UK says

“Well obviously if you are going to tour Ethiopia, you need to see these. A huge sense of history in what are relatively unique buildings hewn into the rock. And they are all active churches so you are walking amongst the devout who are there praying....”

UK

Comment by Larry Wayne, February 2020

“I feel so lucky to have a chance and opportunity to see this complex or monolith, semi monolith and care churches... it is a gift from above.” Larry Wayne, Feb 2020

Ocycleschick from Yewyork on Jan 2020 says

“I can't imagine coming to Lalibela and not visiting all of the rock-hewn churches here. St. Georges is the one church everyone will instantly recognize but ALL are beautiful and unique and ever one is worth visiting...”

Jay F from Northampton during Jan 2020 said

“.... if you are lucky enough to visit St. Giorgis on Sr Giorgis day (we were tehre), the religious ceremony around and above the church is a oce in a lifetime event to witness...” Jay F, Jan 2020

Such reviews were informants that the destination was the main motivating factors for tourist to come while the price and other facilities might stand on contrary. Most of the reviewer's satisfaction was due to the attraction site, the pilgrim service and hospitality they have been offered.

In addition to the comment given on TripAdvisor, respondents from the survey depicts that, those who were asked to rate their overall satisfaction, 32% were very satisfied, 48% satisfied, 18% were neither satisfied nor dissatisfied and close to 1% are not satisfied. The mean value is 4.1 which shows tourists are satisfied and also the SD is above 0.5 where the value is closer to the mean.

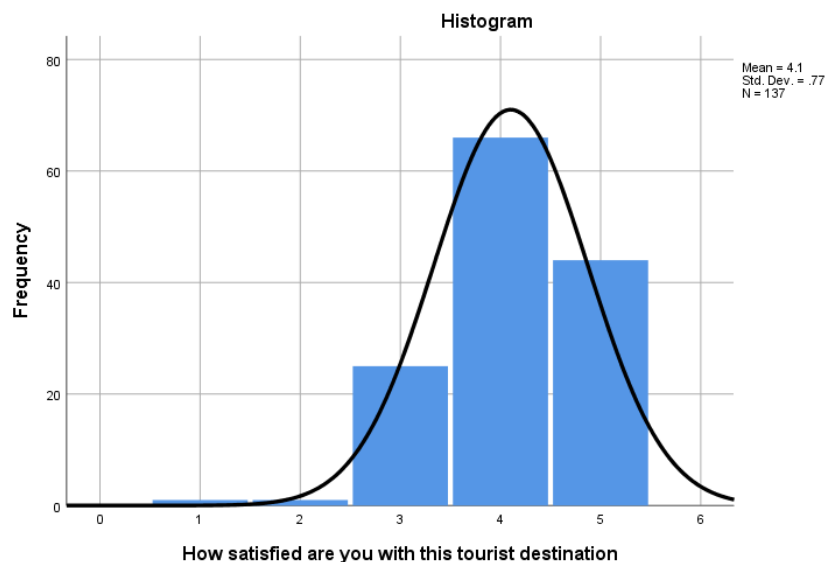


Figure 10 Tourist satisfaction level

(Source Own survey data, 2021)

Such satisfaction level is further evaluated to respond how likely the tourist could visit the destination again and to what extent the visitors recommend others or influence others to come. Accordingly, 93% of the respondents agree to come and visit the destination again and only 7% refused not to come. The heritage, the culture, pilgrim service, and topology were the major motivators for the tourists to come supported by good hospitality, better air transport service and good tour guides that dictates tourist to visit again. However, in order to conclude the tourism

performance, further regression analysis has been made to conclude which dimension has significant effect on tourist satisfaction.

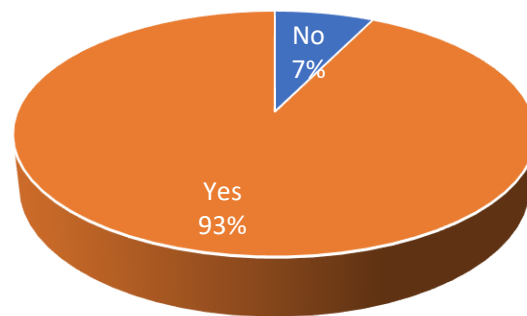


Figure 11 Tourist confirmation to visit again

(Source Own survey data, 2021)

4.3.9 How tourist promote to others the net promotor score

Net promotor score (NPS) is the concept introduced by Fred to achieve customer loyalty. NPS adds value to customer, in this case the tourists, by considering customer feedback to improve service which could meet their expectation and be beyond (Reichheld, 2011). A question that requests how likely the tourist would recommend to others were asked and scale from 1 to 10 is offered to be selected by respondents. Accordingly, respondents were selecting numbers ranges from 1 is “Very unlikely” and 10 is “Extremely Likely”. All respondents selected their own selection, and the data is analyzed using NPS formula. According to Reichheld Fred (2011) those who select 9 and 10 are grouped as “promoters”, those who score 7 and 8 are “Passives” and the remaining who score 1 to 6 are “Detractors”. According to Fred (2011), detractors are unhappy visitors, unlikely to tell others to visit and might even damage the reputation of a destination through negative word of mouth. Passives are slightly satisfied visitors, not excited enough to tell others about their travel experience. Promoters are loyal fanatics likely to return and admiring about their travel experience. Hence the NPS value is the difference between percentage sum of Promoters and Detractors.

According to the survey, 137 respondents scored the below out of which, 47% or 65 respondents selected 9 and 10 and were grouped as Promoters which are loyal enthusiasts likely to return and admiring about their travel experience while 51 respondents which were 37% are passives which are slightly satisfied visitors not excited enough to tell others about their travel experience. The

remaining 15% were detractors or unhappy visitors, unlikely to tell others to visit and might even damage the reputation of a destination through negative word of mouth.

Table 34 Net promoter score

	Respondents	%age
Promoters (10,9)	65	47%
Passives (8,7)	51	37%
Detractors (0-6)	21	15%
	137	

(Source Own survey data, 2021)

Accordingly, NPS value which is the difference between percentage of promoters and detractors shall give 32 (47%-15%). This is depicted in the graph as follows.

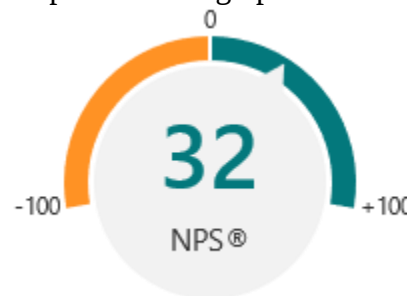


Figure 12 Net promoter score graph

(Source Own survey data, 2021)

The below crosstab table was created in order to see how many of those respondents of heritage attributes recommend the attraction site to others. All respondents who were motivated by either the heritage or the culture and history or the pilgrim do have various level of recommendation where majority are promoters where their level of recommendation falls under 9 and 10 (extremely likely). Few are detractors (1 to 6). However, generally speaking those who like the heritage were promoters according to this analysis.

Table 35 Attraction attributes and recommendation to others

Heritage attributes	How likely would you recommend to others						
	4	5	6	7	8	9	Extremely likely
The Heritage (the churches)	2	2	16	22	27	11	48
The culture and history the site incorporated	1	1	7	12	16	11	28
The pilgrim/religious service	2	0	4	9	11	6	24
Total	6	5	38	60	68	32	122

(Source Own survey data, 2021)

On the other, taking one attribute from the hotel parameter, the recommendation of those who responded on the hotel availability was shown below. According to the below table, those who respond hotel availability as bad, neutral were all passive. While only those who respond good, very good and Excellent were all promoter.

Table 36 Hotel Availability and recommendation to other

		How likely would you recommend to others						
		4	5	6	7	8	9	Extremely likely
Availability of hotels, restaurants or lodges	Bad	1	0	3	4	4	0	2
	Neutral	0	2	8	10	3	2	3
	Good	0	1	3	8	11	3	12
	Very Good	1	0	1	1	7	4	15
	Excellent	0	0	0	0	2	2	12
Total		2	3	15	23	27	11	44

(Source Own survey data, 2021)

This is expected result and same is true with one of the attributes of souvenir shops where only those who rated the shop uniqueness as bad and neutral were more passive while those who rated good, very good and excellent are promoters.

Table 37 Souvenir Shop uniqueness and level of recommendation

		How likely would you recommend to others						
		4	5	6	7	8	9	Extremely likely
Souvenir shops uniqueness and variety	Bad	1	0	4	3	1	0	0
	Neutral	1	3	6	12	11	1	5
	Good	0	0	1	2	5	7	6
	Very Good	0	0	0	2	2	1	10
	Excellent	0	0	0	0	1	0	4
Total		2	3	11	19	20	9	25

(Source Own survey data, 2021)

The same is true for other attributes including transport, facilities and hospitality. However, the key point is that, the overall NPS for each of the dimensions: Attraction, Facility, Transport and hospitality shows that, the NPS of attraction was higher than others where, the promoters for attraction is much better than the other dimensions. This means that respondents are recommending to others considering the attraction than others. The full table is shown in the annex.

Measuring NPS could increase awareness of the quality of visitor experiences and highlights the importance of customer service in the specific destination. The result could be compared against certain tourism related benchmark where comparable NPS measures are available. According to

netpromoterscore.guru website, scores higher than 0 are typically considered to be good and scores above 50 are considered to be excellent. Hence the NPS of Lalibela tourist shall be considered as good. It has more promoter and less detractor.

However, the final Net Promoter Score of a tourism destination always depends on specific context in which the satisfaction is measured and the most important point is using the NPS methodology to track the satisfaction of tourists over time.

4.4 Impacts that affect the performance of heritage and pilgrim tourism.

Dmitrovic et al. (2009) asserted that tourist satisfaction can encourage increasing revenue and profits for tourist destinations which are the main economic potentials. Similarly, Forozia et al. (2013) in their research proves that customer satisfaction is the main factor that encourages tourism businesses to find success and advantage in the competition. Hence, the positive experience with the tourist services and other facilities given by specific tourism destination, can encourage tourist memory and increase positive communication among customers about destination (Corte et al., 2015). Satisfaction with the travel experience can enhance the reliability to the destination and tourist's loyalty can be seen from their intention to return and recommend tourist attraction to others and therefore it is essential for the management of tourist destinations to provide the best service for their respective tourists' in encourage the creation of satisfaction and loyalty to tourists. Therefore, to understand the factors that encourage tourist satisfaction while enjoying a tourist destination is important for management, particularly in managing the facilities and other resources are provided to tourists. Considering this, regression analysis was made based on the tourist satisfaction that boost the performance of tourism as dependent factor and the four dimensions as independent factors.

4.4.1 Regression Analysis

The first table of interest is the model summary. This table provides the R, R^2 , adjusted R, and the standard error of the estimate, which can be used to determine how well a regression model fits

the data: The "R" column represents the value of R, which is the multiple correlation coefficient. Multiple correlation coefficient R can be one measure of the quality of the prediction of the dependent variable: in this case, the tourist satisfaction level. A value of 0.651 in this example, indicates a good level of prediction. On the other hand, the "R Square" column represents the R^2 value (also called the coefficient of determination), which is the proportion of variance in the dependent variable that can be explained by the independent variables.

Table 38 Model Summery

Model Summery ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651 ^a	.424	.406	.593763

a. Predictors: (Constant), Attraction, Transport, Hospitality, Facility

b. Dependent Variable: Tourist Satisfaction

(Source Own survey data, 2021)

Accordingly, a value of 0.424 that our independent variables explain 42.4 % of the variability of our dependent variable, tourist satisfaction. And 57.6% of the variation is caused by factors other than the predictors included in this model. At first glance, R-squared seems like an easy-to-understand statistic that indicates how well a regression model fits a data set. However, it doesn't tell us the entire story. To get the full picture, one must consider R^2 value in combination with residual plots, other statistics, and in-depth knowledge of the subject area.

According to (Frost, et al., 2021) a small R-squared values are not always a problem, and high R squared values are not necessarily good. For instance, for an outcome variable like individual satisfaction on leisure which is very hard to predict, a high value of R-squared is almost impossible and, this does not mean any predicted model to such case is always useless. A good model can have a low R^2 value. On the other hand, a biased model can have a high R^2 value. A variety of other circumstances can artificially inflate R^2 .

To accurately report the data interpretation adjusted R Square is used and accordingly a value of 0.406 (coefficients table) in this model indicates true 40.6% of the variance of the tourist satisfaction has explained by the independent variables (Attraction, Facility, transport, and

hospitality) which are to keep in the model. The standard error of a model fit which is 0.59, is a measure of the precision of the model. It shows how wrong one could be if s/he used the regression model to make predictions or to estimate the dependent variable or variable of interest. As R^2 increases the standard error will decrease. On average, our estimates of tourist satisfaction with this model will be wrong by 0.59 which is not an ignorable amount given the scale of tourist satisfaction. And hence, the standard error is wished to be as small as possible.

Statistical significance of the model

According to the below table, the F-ratio in the ANOVA table tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, $F(4, 129) = 23.717$, $p(.001) < .05$. Therefore, the regression model is a good fit of the data and can confirm that the independent variables (Attraction, Facility, Hospitality and Transport) significantly predict the variance on the tourist attraction.

Table 39 Anova

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.446	4	8.361	23.717	.000 ^b
	Residual	45.480	129	.353		
	Total	78.925	133			

a. Dependent Variable: Tourist Satisfaction

b. Predictors: (Constant), Attraction, Transport, Hospitality, Facility

(Source Own survey data, 2021)

Statistical significance of the independent variables

Statistical significance of each of the independent variables tests whether the unstandardized (or standardized) coefficients are equal to 0 (zero) in the population. If $p < 0.05$, the coefficients are statistically significantly different to 0. The usefulness of these tests of significance were to investigate if each explanatory variable needs to be in the model, given that the others are already there.

Given that, the p-value is in "Sig." columns, in this model, the tests tells that Facilities and attractions P value is less than 0.05 and both are significant, however, hospitality $P(0.666) > 0.05$

and Transport $P(0.642) > 0.05$ are not significant. This means that the explanatory variable of Transport and Hospitality are no more useful in this model, when attraction and facilities are already in the model. In other words, with attraction and facility are in the model, transport and hospitality no more adds a substantial contribution to explaining tourist satisfaction.

Estimated model coefficients

The general form of the equation to predict tourist satisfaction from attraction, facility, hospitality, and transport is depicted as below and extracted from the coefficient table below:

$$\text{Predicted tourist satisfaction} = 1.329 + 0.521(\text{Facility}) + 0.284(\text{Attraction}) + 0.042(\text{Transport}) + 0.032(\text{Hospitality})$$

Table 40 Coefficients

		Coefficients ^a								Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations				
Model		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.329	.355		3.743	.000					
	Transport	.042	.090	.045	.466	.642	.473	.041	.031	.487	2.055
	Facility	.521	.097	.533	5.360	.000	.622	.427	.358	.451	2.218
	Hospitality	.032	.073	.032	.432	.666	.313	.038	.029	.804	1.244
	Attraction	.284	.107	.185	2.659	.009	.327	.228	.178	.921	1.085

a. Dependent Variable: Tourist Satisfaction

(Source Own survey data, 2021)

Unstandardized coefficients in the above table indicate how much the tourist attraction which is the dependent variable varies with an independent variables when all other independent variables are held constant. The regression coefficient provides the expected change in the dependent variable for a one-unit increase in the independent variable. For one value of change for transport going to show a 0.042 increase on tourist satisfaction variable, likewise one value of change for facility going to show a 0.521 increase in tourist satisfaction level.

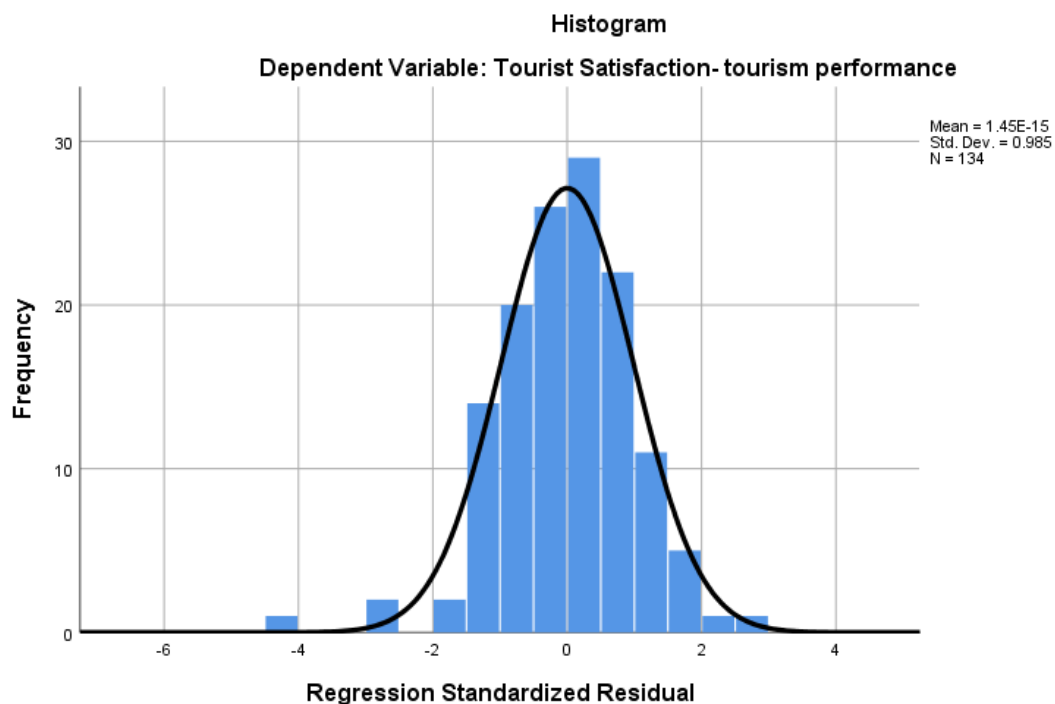
The standardized coefficients which are called beta weights are useful measures to rank the predictor variables based on their contribution (irrespective of sign) in explaining the outcome variable. It shows both the strength and direction and if the values are positive, it indicates the

independent variables predict increase in the dependent variables. Hence in this case, facility is the highest contributing (0.533) predictor to explain tourist satisfaction for ultimate tourism performance, and the next is attraction (0.185) and both are strong predictors.

The information in the above table also allows to check for multicollinearity. A common rule of thumb: for any predictor $VIF > 10$ should be examined for possible multicollinearity problem. In this multiple linear regression model. VIF should be < 10 (or Tolerance > 0.1) for all variables. Therefore, the above model is within this range and good to proceed.

One of the assumptions of linear regression is that the residuals are normally distributed. The below is the histogram of the standardized residuals. Here, the residuals exhibit very minor departure from normality and can be called perfect normally distributed.

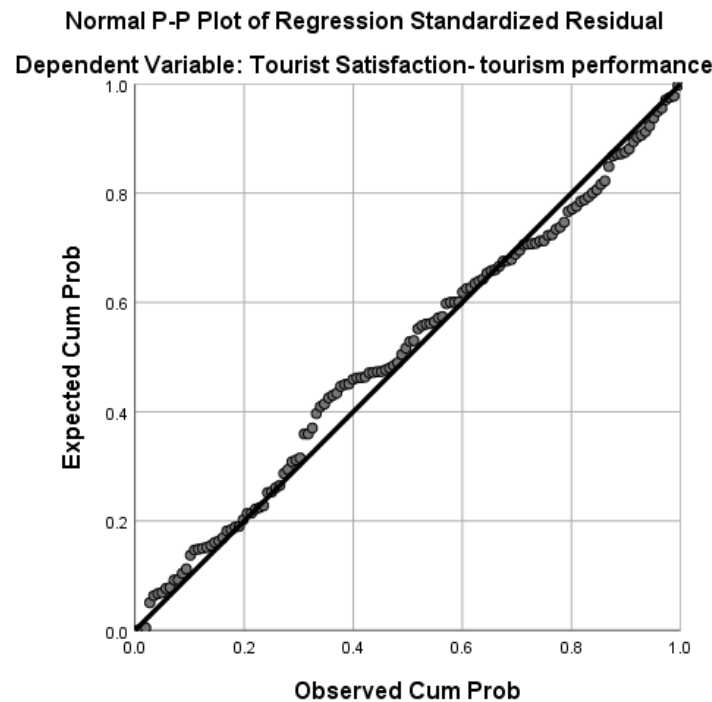
Figure 13 Histogram



(Source Own survey data, 2021)

The normal P-P plot can also be used to assess normality of the standardized residuals. The below plot contains plots the relationship between the observed residuals against those expected under the condition of normality. The closer the observed residuals fall in relation to the regression line, the more evidence of normality. Accordingly, the below graph depicts that the plot provides good support for evidence of normally distributed residuals.

Figure 14 Norma P Plot of regression standardized residual



(Source Own survey data, 2021)

To summarize, a multiple regression was run to predict tourist satisfaction which dictate the tourism performance, from the four tourism dimensions called attraction, hospitality, facility and transport. The model statistically significantly predicted tourist satisfaction $F(4, 129) = 23.717$, $p(.000) < 0.05$, $R^2 = 0.424$. Out of four only two variables facility $p(.000) < .05$ and attractions $p(.009) < 0.05$ added statistically significantly to the prediction. The highest contributing predictor is Facility (0.533) and, and the next is attraction (0.185) to explain tourist satisfaction. Multicollinearity problem does not exist in the model as VIF for all variables is < 10 (or Tolerance > 0.1). Transport $P(.642) > 0.05$ and hospitality $P(.666) > 0.05$ were not significant and therefore no substantial contribution in explaining tourist satisfaction, when the other two significant predictors are already in the model.

Section 4.2.2.7 and Table 12 of this study depicts that, the major factor that motivates tourists was the heritage followed by the culture and history, the topology and finally the pilgrim service. Accordingly, 93.4% of respondents' tourists confirmed that they came to see the heritage (Rock hewn churches of St Lalibela) and 56% came to explore the culture and history of the destination. 41% of respondents impressed by the pilgrim service. However, only few were motivated to see the museum, gallery and other touristic products and services. This shows that, only the heritages, culture and history and pilgrim services were the only major service that could be offered to tourists. Therefore, the heritage, the culture and history as well as the pilgrim were the only products/services that could influence the performance when discussed about attraction.

Section 4.2.2.5 and Table 10 depicts that the reason of the visit for 67.2% of tourist respondents was vacation fun/leisure or relaxation while 40% were to attend pilgrim or religious service. In both case, availability of hotel and respective facilities as well as transport service was required. Further to this, those tourists might demand some souvenirs to buy in order to remember the trip or gift for their friends and relatives. Therefore, the hotel, guide and various facilities including souvenirs; the transport service, and overall hospitality will affect the number of days the tourist spent in the destination and the amount the tourist could spend to various service obtained. The revenue generated, the various tax collected, and the employment created during such service provision could determine the performance level.

Accordingly, availability of hotels, restaurants and lodges were rated as good by 30.4% and very good by 23.2% while only 12.8% rated as excellent (Table 15 of section 4.3.1). this means more than 65% rated the hotel availability as good and above. However, 45% of respondents rated the hotel facilities as neither good or bad and even very bad, 67% respondents rated the recreation eating out or food, spa, swimming as neither good or bad, 72% of respondents rated the payment flexibility neutral, bad and even very bad (Table 16, 17 and 20). Generally speaking, the mode for all the hotel attributes (Table 22) depicts that those facilities like, recreation, eating out and various services as well as cost of accommodation were rated as neutral while payment flexibility was bad. Such rating definitely affects the hotels not to generate more revenue and could not allow tourist to stay long which will affect the income to be generated.

The other area that could generate more foreign exchange and more revenue from tax is the souvenir. Section 4.3.2 and table 24 clearly uncover the souvenir attributes and their rating by respondents. The mod for the attributes listed in this table showed that only the availability of local manufactured handcrafts, price of souvenir and friendliness of owners/receptions were rated as good while souvenir shop uniqueness and variety, and quality of the souvenir were rated as neutral. The payment flexibility was rated as bad. Those attributes rated as bad and neutral could definitely affect the revenue and reduce the performance that could be earned from such area. If there is no any payment flexibility, even though the item is available, tourist might not able to pay and take the items. Availability of variety items will increase the sales. However, if the shops are not unique and if the same cross, painting and traditional clothes are available everywhere, tourist might not be impressed and collect the available item. Hence, these is the other major area that could affect the performance

The other facility that could affect the performance was the tour guide and operator's efficiency. Section 4.3.3 and Table 27, 28, 29 depicts the various tourist guide and operator attributes. The tour guide and tour operator performances were rated favorably. 91.8% of respondents rated the interpersonal relationship of tour operators and guide as good, very good and excellent. Knowledge of tour guide was rated over good by 89% and ethics of tour guide were good and above by 82%. Every tourist needs to be accompanied by a guide and such efficient guide could contribute a lot to the overall process so that the tourist will be satisfied and spent more. On the other hand, a satisfied tourist will employ more tourist guide.

According to the National Bank of Ethiopia annual report, during the 2019/20 budget year, the country as a whole generated 853.8M USD from travel export (NBE, 2019/20: Pg. 67). Service as a whole covered 39.5% of GDP according to this report. Service in this report includes whole sales and retail, hotels and restaurants, transport and communication, real estate, public administration and defense and others. Therefore, it is difficult to get good picture about the tourism sector revenue and its share on GDP from this report. Hence the researcher found a way to get certain clear picture from other reports such as the World Travel and Tourism commission (WTTC) report of 2019

According to WTTC report of 2019, travel and tourism covered 10.3% of global GDP, and employed 330 million employees. 78.6% was leisure tourism generating 8.9 Trillion USD globally. Travel and tourism were the fourth largest sector that cover total economy GDP after Mining, Automotive and Agriculture. Africa generated 168 billion USD during 2019 from travel and tourism. Ethiopia in particular generated 6 billion USD, which is only 4% of Africa's figure, contributed 6.7% of total economy and employed close to 2 million labor. 70% was international tourist spending and only 30% was domestic. 66% of the tourist travelled for leisure or vacation and 34% was business spending.

Obtaining monetary value for tourism in Lalibela was also the other challenge and according to the interview made with one official work for ministry of tourism who closely follow the performance of Lalibela destination, he just estimates the spending during 2019 (before COVID) he got the information from church, City admin and other offices in Lalibela. Accordingly, revenue from hotels and entrance fee from international tourists was estimated as 18 Million USD. This figure doesn't include spending on transport, tour guide, souvenir shops and other expense. The sector employed over 7000 labor who are dependent on tourism including priests, hotel staff and others.

The overall performance of the country is very less as compared to what the continent, Africa, obtained and Lalibela in particular is also less although majority of tourists, 90%, who came to Ethiopia visited the destination. The travel & tourism competitiveness index of 2019 ranked Ethiopian tourism business as 122nd while neighboring Kenya was positioned as 82nd

4.5 Summarized qualitative information from interview

Interview was also made with major hotel business owners who opened and actively doing business. Although the business was affected due to COVID, they were opening their service with much less capacity.

A lodge established in 2013 which employed 45 staffs with 31 rooms was working in Lalibela without any star level designation since star designation was not issued in Lalibela for Lodges.

The lodge was under expansion where they were planning to add additional 22 rooms and going to upgrade to 5-star lodge. The lodge was one of the top tripadvisor rated lodge. In Lalibela the only three-star hotel is Roha Hotel. Most hotels don't meet the requirement for star due to the fact that, major requirement such as swimming pool and other might not be fulfilled. The site, according to the owner, is cultural heritage site where tourist don't need to swim rather interact with nature, see the mountain, sunset, view the clear sky and star and soon. Due to this most requirement might hinder the hotels not to be designated.

Regarding trained staff, the owner responded that they have total 45 staff and all staffs hold certificate or Diploma from Vocational school. They also give certain training for their guards, cleaners and other staff.

According to the hotel owner, guests travel to their lodge in three ways. Most tourist came through travel agent where local travel agents will allow them serve only the hotel and accommodation for specific day set by the agent. Most elders and French speaking tourist came with their own guide, they offered them only the hotel and accommodation. The other option is self-booking through booking.com. Tourist book online and they avail all the packages the hotel could give. Accordingly, complete package including airport pickup, room and restaurant service, tour guide and other service will be offered to the tourist. The last option is which is mostly offered to local tourists where local tourist call them and book through phone or even appear personally and check-in.

Tourists were facing challenge on payment and this has been confirmed by this lodge. Due to telecom network, sometimes they were facing challenge accepting credit card. Due to this they post notice that they will not allow credit card. However, they offer some option like bank transfer or pay in cash.

One of the questions raised to the owner was regarding shops or creating convenience to the tourist when they need certain items. Accordingly, the lodge has its own small souvenir shop having crosses, post cards and some traditional clothes. They bought the items from local, Addis Ababa, Dessie and soon. However, they don't serve their guests with items like toothpaste and other

cleaning materials because, most tourist bring them from Addis Ababa. According to the hotel owner, tourist mind is preset as they always think Lalibela is small city where they can't find such items and they always bring with them.

Souvenir in Lalibela in general hold similar items brought from either Addis Ababa or market from Dessie, Bahirdar and soon. There is no institute that manufacture the item which is highly required in Lalibela. Hence it was his recommendation to have handicraft manufacturing center, local culture cooking class, spice preparation, and others that could enhance the tourism sector.

The other most important point raised was the average number of days a tourist could stay. Accordingly, a tourist could spend two days on average. He admits that such short period could reduce the performance of tourism. The reason he pointed out are the tourist could visit the churches within one or one and half days and will have no other activity. There was no as such other activities than visiting the churches and visiting the area. Hence other activities need to be created. He suggested activities like showing the culture, traditional cooking activity, traditional ploughing, and soon. The mountain is suitable to install cable car so that those who are not able to travel to such mountainous area, could use it. He remembered a comment give from one tourist that, the residence of Lalibela is very weak in terms of developing more attractions and offer to the tourist. Tourists were confined only to see the churches and then will spent his time without any additional activities.

Most of the products and services they are offering were considering the international tourists in terms of pricing. It discourages medium income local tourists since most of the product and service price is much higher than the normal price sometimes up to 300%. This is justified that the tourist can afford to pay.

Domestic tour is not well developed and they were not doing much to encourage local tourist came. The association was trying and walk half way to bring some expats and UN staff reducing the cost by half but that was not persistent.

Some of the challenges they were facing were bureaucracy of the city administration in the area of land allocation since they were under expansion. They have also issue with tax collection as they were buying their inputs from local market where they can't get VAT receipt. Due to this, the tax authority was disregarding certain local purchases they made and don't consider that expense. This was affecting their business as most local suppliers don't have VAT receipt.

The second interview made with the other lodge owner and the former Hotel association head. This respondent has a 9 years lodge with 34 staff where 85% were female and all have on job training only. According to the owner, although they were not well trained, they were well equipped and usually take on job training. There is no well-trained skilled staff in the market or even if it is available, it will be expensive. Hence in order to give constant service, they will recruit and give them training. They assume experienced staff are much better than trained one.

Like the first interviewee, the second one also confirmed that the star designation is not given to their lodge. However, for investment purpose and allowing them import tour vehicles, the government gave them 3-star level just for duty free import process only. They have around 16 rooms and they were also under expansion to have additional 16 rooms. Hotel booking was like the first interviewee as they were also working with travel agents.

Showing the researcher how they were engaged in tripadvisor and expedia, they rely on the reviewers comment on the tripadvisor and their hotel was rated properly. The former US president George W. Bush with his wife were stayed in 2014. Hence it is one of the popular hotels.

Regarding the question of payment challenge, this lodge has also challenge such as card and POS compatibility issue. In order to mitigate such challenge, they have designed an option of prepayment before they arrive. Hence the challenge was to certain extent resolved as payment was serious challenge during checkout.

The hotel has souvenir shops, bar and restaurants. Regarding availing various necessary items, for tourist, the lodge was a bit different than others as they avail certain goods for tourists. However, certain tourists, don't prefer those local packed items due to quality and other issue. Rest, availing

products that were required for tricking and camping was their preference and they were always doing that.

Most tourist stay in Lalibela on average for two days. In order to increase this, they were designing several activities that will make the tourist busy to stay more. However, one fact the interviewee gave was, the tour company were the main decisive force to recommend the tourist stay more. This is because, they also consider the cost they going to stay as the package was paid on a competitive way. Those tour operators who offer less price will be selected and in order to offer less price, they will reduce the number of days the tourist could stay.

The main reason for short number of stays was that the resources were not well promoted, and some resources were not well developed. Effort was being made in order to add new attractions. Activities, such as Astro tourism on Abune Yossef mount, one of the highest mountains around Lalibela, traditional activities, tricking and soon. Every tour company should allow to promote every resource and all stakeholders should engage to promote together.

The interviewee clarified about why most souvenirs were not crafted in Lalibela. He said that, there were lots of potential that the items could be manufactured in Lalibela. However, the demand was not well promoted and the handicraftsman were not able to sell, hence they have stopped somewhere in the past. That need to be justified and such skill need to be activated again.

The most important discussion made was all stakeholders need to discuss and discharge its responsibilities. The church, hotel, local residence, tour operators, tour guide, government and associations need to work closely to promote the destination, increase the quality of service and develop new activities.

Infrastructure is the major challenges for the tourism not to shine apart from the low attention given by the government. Had it been there is good infrastructure, the sector could perform well.

The third interview made was, with local guide who was working as local guide and transport service provider for the past 15 years. According to the tour guide, safety and security issues were

their major challenge. However, compared with other tourist destinations, the vehicles they have was much better and to certain extent considers the tourist requirement. On the other hand, the infrastructure needs to be enhanced as it was the main issue that needs to be sorted out.

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

4.6 Introduction

This part of the paper summarizes the study and provides a conclusion. It further gives possible recommendation on the factors that could influence the heritage and pilgrim tourism.

4.7 Summary of Finding

The main objective of this study was to reveal factors that influence the heritage and pilgrim tourism of Lalibela and to discuss how the four dimensions, which have been called pull factors, impact the tourism sector. Even though, the number of tourists were reduced due to COVID19 pandemic, the researcher tried to accommodate the available tourist to respond to the survey and incorporate the reviews given by tourist on the tripadvisor.com.

Response from tourist using the structured online survey, interview made with several stakeholders, tourist review on tripadvisor.com and various literatures contributed a lot to firmly respond to the research question posed by the researcher. The four dimensions and pull factors that could influence the heritage and pilgrim tourism were the development of attractions, facility, transport and hospitality.

Even though the destination has magnificent, world top ranked attractions such as the churches, the culture and history as well as pilgrim service, its performance in terms of generating foreign exchange and employment was very low as compared to other countries with less heritage. The tourist can't stay long because there were no other activities that could hold them to stay long. Heritage tourism was frequently consumed, and tourists might not stay long unless and otherwise other development that could let visitors to stay is planned. Hotels and other facilities were not in a position to add value, Souvenir shops on the other hand were not treated as source of foreign exchange due to the fact that, they are not well diversified while all shops were having very similar items across the city or it lacks variety. Quality of the souvenirs were not as per the tourist requirement; payment flexibility was big bottleneck. Although the hospitality of various stakeholders was good and said that they have experience, they should be supported by qualified

training and meet the tourist standard. Due to this, the destination is generating low revenue from visitor export.

4.8 Conclusion

The rock hewn church of Lalibela, the culture it incorporates, the topology or the mountainous view and the pilgrim service are the topmost spectacular property of the destination where most international and domestic tourists prefer to visit. Literatures reveals that, although the destination has such good opportunity, its performance is not that much significant. From such abundant resources the country has not benefited yet (Ali, 2017; Meskerem, 2019; Walle, 2010). Respondents in the survey demonstrated that although there are magnificent tourist sites including culture and topology, other factors such as destination development and verities of attractions, the facilities, and transports offered to the tourist are affecting the performance.

Therefore, although the area embraces good attraction sites which is designated by UNESCO as world heritage and world wonders site, such profile only could not support the tourism sector to perform well. Tourist might be surprised by the attraction site and recommend to others or promote many to come. However, the value chain specially the four dimensions should collaborate so that better revenue and good employment opportunity could be generated from a well satisfied tourist. Hence, such well promoted destination should consider the development of attraction, facility, transport and hospitality.

The current billions of dollar investment made by the government on Gorgora (Amhara region), Wenchi (Oromiya region) and Koyesha (South region) might create new destinations but that can't increase the performance of the existing tourist destination. The Gorgora tourist site can't increase the performance of the heritage site of Lalibela, Gondar and other located in Amhara region. The same is true that Bale Mountain and Sofomer attraction can't be benefited from Wenchi development. Omo, Nech Sar and other national parks might not be benefited after development of Koysha. This is because, they can compete rather complement as attraction site development, facilities, infrastructure and hospitality of the existing heritage site is not well developed.

4.9 Recommendations

Lalibela as a tourist destination is always preferred by most to be visited. The heritage, the culture, pilgrim service and mountainous view could motivate the tourist to visit. It is registered as world top class heritage where millions of international tourists know. Most prefer to come again and also promote to others. The country did not spend millions of dollars to advertise and it is the best competitive advantage. However, although it incorporates such huge potentials, it cannot let tourist to stay more than one or two days since the tourist could accomplish the available activity within one day and leave the site thereafter. Better tourist site designated by UNESCO as world heritage and welcoming environment by the residence cannot motivate the tourist to spend more. This is mainly because of the poor development of the four tourism dimensions: attraction, facilities, transport and hospitality.

Therefore, in order to enhance the tourism performance, various stakeholders, government and investors need to review the development of the four tourism dimensions. Based on the information obtained from literatures and the result from the survey, the following recommendations have been forwarded

Attraction

The tourist attraction has huge potential, and it means a lot for tourists to visit. However, additional activities need to be planned and offered to the tourist so that they could stay more and spent more in order to increase the revenue from tourism. Setting 50USD per visitor as entrance fee might not be the optimum means to collect revenue rather, better to include more services such as displaying cultural shows every day, offer traditional foods and drinks in more accessible and convenient way, uncover the surrounding sites that have potential to be visited and soon. Additional service such as promoting mount hiking and trekking in more aggressive way, create conducive environment for elders and disables to hike mountain using cable car and encourage investors to invest on such system. The net promotor score of Lalibela could be good opportunity to promote the site further and such review should be done properly and be posted on social media and website. It has good impact further to tripadvisor.com review.

Facilities

One of the means that could enhance the visitor export and earn more foreign exchange is through sales of various services in the facilities such as Hotels, tour guide service, communication, souvenirs and soon. The service industry of tourism is highly dependent on the hotels and related facilities where more revenue could be generated if properly handled. Accordingly, based on the literature reviewed and the survey finding, the researcher recommends that, most hotels should have a better facility, better cuisine that will at least serve majority tourist to feel at home, better refreshment and hangout area for them to refresh. Many products could be exported through tourists and the shops need to be uniquely positioned to have more commodities and souvenirs. Lalibela is also known by its natural honey and such product could be packed in a very good standard and be exported through tourist. The traditional cloths, art galleries and various icons need to be displayed in a more convenient way that could attract tourists. However, the payment flexibility needs to be reconsidered and financial institute should give better option not to miss single visitor pocket.

Transport

The road infrastructure is under construction and could be completed very soon. However, the access roads to the churches and to hotels need to be maintained or it might require rework. Such access roads are not allowing tourists to walk around. The mountainous surrounding of Lalibela is good for cable car and that could be a good opportunity for additional attraction site. However, the cost for both local and air transport should consider the revenue that could be generated from those tourists and the expenditure they could have while they are visiting the site. If tourists are discouraged due to high transport cost, the revenue the destination could forgo is much more than the revenue of the transport.

Hospitality

Hospitality is basic and necessary attributes of tourism and a happy customer could be a promoter as long as he/she received a welcoming face. In order to extend the current pleased hospitality of the residence and hotel staffs, members need to be supported through training. The Woldiya university has opened its branch campus in Lalibela and there is a department that could generate more trained hospitality candidates. Such trained professional could boost the hospitality.

Reference bibliography

- Abebe, D. D. (2018). Tourist motivation factors to Christian heritages to Lalibela (Ethiopia). *Tourism Today*, (17), 80-100.
- Africa: HVS Hotel Valuation Index. (n.d.). Retrieved December 22, 2020, from https://hvi.hvs.com/market/africa/Ethiopia_-_Addis_Ababa
- AfricaNews. (2019, October 11). Ethiopian Airlines wins big in its 'most challenging year'. Retrieved December 11, 2020, from <https://www.africanews.com/2019/10/11/ethiopian-airlines-wins-big-in-its-most-challenging-year/>
- Aktar, M. A., Sadekin, M. N., & Saha, S. K. (2014). Relationship between tourist arrival and foreign exchange earnings: The case for Bangladesh. *Mediterranean Journal of Social Sciences*, 5(16), 162-162.
- Al Jazeera. (2019, March 10). Ethiopian Airlines: Africa's largest air carrier. Retrieved December 11, 2020, from <https://www.aljazeera.com/news/2019/3/10/ethiopian-airlines-africas-largest-air-carrier>
- Ali, Y. (2017). Challenge and prospect of Ethiopian tourism policy. *Global Journal of Management And Business Research*.
- Aljahdali, M. (2016). Exploring TripAdvisor Online Reviews: The Case of George Eastman Museum.
- Altes, C. (2018). Analysis of Tourism Value Chain in Ethiopia. *Center for the Promotion of Imports (CBI Ministry of Foreign Affairs of the Netherlands)*.
- Anuar, A., & Haron, N. (2017). Souvenirs Purchase among Tourist: Perspectives in National Park. *Journal of Tourism Hospitality*, 6(3), 287.
- Ashebir, H. (2019). *A Socio-Semiotic Analysis of Timket Festivities in Gondar City* (Doctoral dissertation).
- Ashebir, W. (2020). Developing tourism destinations, advance sustainable development. *The Ethiopian Herald*.
- Ashley, C. (2006). How can governments boost the local economic impacts of tourism?.
- Assefa, T. K. (2013). *Harmonizing Heritage Tourism and Conservation in the Rock-Hewn Churches of Lalibela, Ethiopia* (Doctoral dissertation/National Graduate Institute for Policy Studies).
- Atinafy, L. (2019, August 1). Ministry to reevaluate hotel star ratings. Retrieved December 23, 2020, from <https://www.press.et/english/?p=9040#>
- Attila, A. T. (2016). The impact of the hotel industry on the competitiveness of tourism destinations in Hungary. *Journal of Competitiveness*, 8(4), 85-104.
- Barrientos, M. (2020, November 10). Tourism: The Advantages, Disadvantages and How to Properly Travel. Retrieved January 30, 2021, from <https://borgenproject.org/advantages-disadvantages-of-tourism/>
- Barros, C. P., & Machado, L. P. (2010). The length of stay in tourism. *Annals of Tourism Research*, 37(3), 692-706.
- Baycan, T., & Girard, L. F. (2011). Heritage in socio-economic development: Direct and indirect impacts.
- Bayih, B. E. (2018). Potentials and Challenges of Religious Tourism Development in Lalibela, Ethiopia. *African Journal of Hospitality, Tourism and Leisure*, 7(4).

- Bayih, B. E., & Singh, A. (2020). Exploring domestic tourism in Ethiopia: trends, prospects, promotional marketing, and challenges. *Int. J. Recent Technol. Eng*, 8(6), 2675-2688.
- Ben-Nathan, G. (2012) Five Jews in search of 'Christmas'. Pesach edition
- Bogan, E., Cercleux, A. L., & Constantin, D. M. O. (2019). THE ROLE OF RELIGIOUS AND PILGRIMAGE TOURISM IN DEVELOPING AND PROMOTING THE URBAN TOURISM IN BUCHAREST. *Quality-Access to Success*, 20
- Bogan, E., Cercleux, A. L., & Constantin, D. M. O. (2019). THE ROLE OF RELIGIOUS AND PILGRIMAGE TOURISM IN DEVELOPING AND PROMOTING THE URBAN TOURISM IN BUCHAREST. *Calitatea*, 20(S2), 94-101.
- Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism management*, 21(1), 97-116.
- Calderwood, L. U., & Soshkin, M. (2019). The travel and tourism competitiveness report 2019. World Economic Forum.
- Cavusgil, S. T., Knight, G. A., & Riesenberger, J. R. (2020). International Business: The New Realities, Global Edition.
- Ch-Admin. (2020, August 17). Importance of Hotels in Tourism Industry - Chas Hotels. Retrieved December 22, 2020, from <https://www.chashotels.in/blog/importance-of-hotels-tourism-industry/>
- Corte, V., Sciarelli, M., Cascella, C., & Gaudio, G. (2015). Customer Satisfaction in Tourist Destination: The Case of Tourism Offer in The City Of Naples. *Journal of Investment and Management*. 4 (1-1), 39-50.
- Crano, W. D., Brewer, M. B., & Lac, A. (2014). *Principles and methods of social research*. Routledge.
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- Dadakalandar, U., & Sujatha, P. (2018). A Study on Impacts of Pilgrimage Tourism with Respect to Annavaram Satya Narayana Swamy Temple in Andhra Pradesh. *Journal of Tourism and Hospitality*, 7(5), 387.
- Dmitrovic, T., Cvelbar, L., Kolah, T., Brencic, M., Ograjensek, I & Zabkar, V. (2009). Conceptualizing Tourist satisfaction At the Destination Level. *International Journal of Culture, Tourism and Hospitality Research*. 3 (2). 116 – 126.
- Dinberu, A. D. (2018). Tourist motivation factors to Christian heritages to Lalibela (Ethiopia). *Tourism Today*, 80.
- DiSilvesro, A. (2019, April 16). What Does it Mean to be a UNESCO World Heritage Site? Retrieved December 11, 2020, from <https://discovercorps.com/blog/mean-unesco-world-heritage-site/>
- DiSilvestro, A. (2018, September 7). What does it mean to be a UNESCO World Heritage Site? Retrieved January 18, 2021, from <https://discovercorps.com/blog/mean-unesco-world-heritage-site/>
- Dorosh, P., Robinson, S., & Hashim, A. (2009). Economic implications of foreign exchange rationing in Ethiopia. *Ethiopian Journal of Economics*, 18(683-2016-46894), 1-30.
- Economic impacts of tourism. (2020, October 23). Retrieved December 10, 2020, from <https://tourismteacher.com/economic-impacts-of-tourism/>
- Elene, N., & Getu, A. (2012). Managing World Heritage sites as a tool for development in Ethiopia: the need for Sustainable Tourism in Lalibela.(MT Albert, M. Richon, MJ Viñals, & A. Witcomb, Eds.) Paris.

- El-Sahli, Z. (2018). The role of inbound tourist flows in promoting exports. *The World Economy*, 41(5), 1457-1475.
- Ethiopia - Market Challenges. (n.d.). Retrieved December 10, 2020, from <https://www.trade.gov/knowledge-product/ethiopia-market-challenges>
- Ethiopia. (n.d.). Retrieved December 09, 2020, from <https://ich.unesco.org/en/state/ethiopia-ET?info=elements-on-the-lists>
- Ethiopian Airlines. (2019). *Ethiopian Fact Sheet*.
- Etikan, I., Alkassim, R., & Abubakar, S. (2016). Comparision of snowball sampling and sequential sampling technique. *Biometrics and Biostatistics International Journal*, 3(1), 55.
- Farid, S. M. (2015). Tourism management in world heritage sites and its impact on economic development in Mali and Ethiopia. *Procedia-Social and Behavioral Sciences*, 211, 595-604.
- Forozia, A., Zadeh, M. & Gilani, M. (2013). Customer Satisfaction in Hospitality Industry: Middle East Tourists at 3star Hotels in Malaysia. *Research Journal of Applied Sciences, Engineering and Technology*. 5 (17), 4329-4335.
- Frost, J., François, Sapra, J., Ray, T. Z., Sergio, Lombardi, J., Hadero, M., Aksamitova, J., Lamessa, Laurie, Mondal, B. P., Katja, Lee, J. H., Renu, Daren, Hamster, Sethi, M., Made, S., Oser, K., ... Dubey, D. (2021, April 23). *How To Interpret R-squared in Regression Analysis*. Statistics By Jim. <https://statisticsbyjim.com/regression/interpret-r-squared-regression/>.
- Gebreeyesus, M. (2017). *Industries without smokestacks: Implications for Ethiopia's industrialization* (No. 2017/14). WIDER Working Paper.
- Gedecho, E. K. (2014). Challenges of religious tourism development: the case of Gishen Mariam, Ethiopia. *American Journal of Tourism Research*, 3(2), 42-57.
- Gedecho, E. K., & Yebo, M. F. (2014). Religious tourism potential of Gishen Derbe Kerbe Mariam, Ethiopia.
- Geremew, Y. M., (2019). Ethiopian tourism practitioners level of awareness on the Tourism Development Policy: The missing links of Ethiopian tourism sustainability.
- Ghauri, P., & Cateora, P. (2009). *International Marketing*. Edinburgh Business School, Heriot-Watt University.
- Graave, E. J., Klijs, J., & Heijman, W. (2017). The economic impact of pilgrimage: an economic impact analysis of pilgrimage expenditures in Galicia. *International Journal of Religious Tourism and Pilgrimage*, 5(3), 39-54.
- Haile, F. (2019). *The Exchange Rate: Why It Matters for Structural Transformation and Growth in Ethiopia*. The World Bank.
- Hailu, H. (2020). The 13 Ethiopian Heritages under UNESCO. *The Ethiopian Herald*, LXXVI(213), 11-12.
- Hassan, J., Gunkevych, R., & Rismani, S. (2018, July). Economic Development of Kenya, Tourism Industry Impact. In *International Conference on Applied Human Factors and Ergonomics* (pp. 129-139). Springer, Cham.
- Heldman, M. E. (1995). Legends of Lālibalā: the development of an Ethiopian pilgrimage site. *RES: Anthropology and Aesthetics*, 27(1), 25-38.
- Holloway, J. C., & Humphreys, C. (2019). *The business of tourism*. Sage.

- Hox, J. J., & Boeijs, H. R. (2005). Data collection, primary versus secondary.
- Ismagilova, G., Safiullin, L., & Gafurov, I. (2015). Using historical heritage as a factor in tourism development. *Procedia-Social and Behavioral Sciences*, 188, 157-162.
- ITC-UNWTO. (2017). Geneva, Switzerland. National Tourism Export Strategies.
- Jamieson, S. (2004). Likert scales: How to (ab) use them?. *Medical education*, 38(12), 1217-1218.
- Kakkar, K. (2019, December 22). Purpose of research: Exploratory, descriptive, explanatory. Retrieved February 09, 2021, from <https://theintactone.com/2019/02/19/rm-u1-topic-3-purpose-of-research-exploratory-descriptive-explanatory/>
- Kassean, H., & Gassita, R. (2013). Exploring tourists push and pull motivations to visit Mauritius as a tourist destination. *African Journal of Hospitality, Tourism and Leisure*, 2(3), 1-13.
- Kayahan, B., & VanBlarcom, B. (2012). Cost benefit analysis of UNESCO World Heritage site designation in Nova Scotia. *Review of Economic Analysis*, 4(2), 247-273.
- Kebede, E. A. (2014, November 21). The missing ingredients The hotel industry in Ethiopia. Retrieved December 24, 2020, from <https://addisstandard.com/the-missing-ingredients-the-hotel-industry-in-ethiopia/>
- Kebede, M. (2013). *The Role of Timket festival celebration for tourism development in the city of Gondar, Amhara Region, Ethiopia* (Unpublished doctoral dissertation). Addis Ababa University.
- Khan, A., Bibi, S., Lorenzo, A., Lyu, J., & Babar, Z. U. (2020). Tourism and development in developing economies: A policy Implication perspective. *Sustainability*, 12(4), 1618.
- Khan, N., Hassan, A. U., Fahad, S., & Naushad, M. (2020). Factors affecting tourism industry and its impacts on global economy of the world. *Available at SSRN* 3559353.
- Khuong, M. N., & Ha, H. T. T. (2014). The influences of push and pull factors on the international leisure tourists' return intention to Ho Chi Minh City, Vietnam--a mediation analysis of destination satisfaction. *International Journal of Trade, Economics and Finance*, 5(6), 490.
- Kim, B., Kim, S., & King, B. (2020). Religious tourism studies: Evolution, progress, and future prospects. *Tourism Recreation Research*, 45(2), 185-203.
- Kimberlin, C. L., & Winterstein, A. G. (2008). Validity and reliability of measurement instruments used in research. *American journal of health-system pharmacy*, 65(23), 2276-2284.
- Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.
- Kumar, R. B., & Singh, L. (2015). The expectations and satisfaction of Hindu pilgrims in north-west India--the case of the Naina Devi shrine. *African Journal of Hospitality, Tourism and Leisure*, 4(2), 1-18.
- Lakshmi, S., & Mohideen, M. A. (2013). Issues in Reliability and Validity of Research. *International journal of management research and reviews*, 3(4), 2752.
- Lelissa, T. B. (2015). Causes for foreign currency liquidity gap: A situation analysis of the Ethiopian economy. *Journal of Poverty, Investment and Development*, 15, 87-91.
- Lew, A. A. (2011). Tourism's role in the global economy. *Tourism Geographies*, 13(1), 148-151.
- Lloyd, J., & Teshome, B. (2018). Business Environment Reform Facility. *Foreign Exchange Allocation and Access for Businesses in Ethiopia (Redacted Version)*.
- Luo, W. (2018). Evaluating tourist destination performance: Expanding the sustainability concept. *Sustainability*, 10(2), 516.

- Ma, J., & Law, R. O. B. (2009). Components of tourism research: Evidence from annals of tourism research. *Anatolia*, 20(1), 62-74.
- Mann, S. (2006). Ethiopia, in Makeda's Footsteps: Towards a Strategy for Pro-Poor Tourism Development. *Private Sector Development*, World Bank.
- Marangkun, W., & Thipjumnong, A. (2018). Souvenir Product Purchasing as a Travel Motivation in the Shopping Area of Thale Noi, Phatthalung, Thailand. *Journal of Tourism and Hospitality Management*, 6(2), 47-60.
- Marzouki, S. Y. (2020). Studying the Vital Role of Souvenirs Industry as an Essential Component of Tourist Experience: A Case Study of the United Arab Emirates (UAE).
- Matthew, O. A., Ede, C., Osabohien, R., Ejemeyovwi, J., Ayanda, T., & Okunbor, J. (2018). Interaction effect of tourism and foreign exchange earnings on economic growth in Nigeria. *Global Business Review*, 0972150918812985.
- Mbagwu, F. O., Bessong, C. D., & Anozie, O. O. (2016). Contributions of tourism to community development. *Rev. Eur. Stud.*, 8, 121.
- Megersa, K., & Cassimon, D. (2015). Assessing indicators of currency crisis in Ethiopia: Signals approach. *African Development Review*, 27(3), 315-330.
- Mengistu Gobezie, W. (2004). *Lalibela and Yimrehane Kirstos: The living witnesses of Zagwe dynasty*. G/Egziabher Baye.
- Mengistu Gobezie, W. (2018). *The Church of Yimrhane Kristos: An Archaeological Investigation*. Lund University.
- Meskill, L. (2013). UNESCO's World Heritage Convention at 40: Challenging the economic and political order of international heritage conservation. *Current anthropology*, 54(4), 483-494.
- Meskerem, F. M. (2019). Multi-stakeholder collaboration for sustainable tourism development: An investigation of stakeholder collaboration and perception of sustainable tourism in Ethiopia.
- Mill, R. C. (1990). *Tourism: The international business*. Englewood Cliffs, NJ: Prentice-Hall.
- Minski, M. L. (1996). The New and the Old Jerusalem-An Ethiopian Christian Perspective. *Medieval Encounters*, 2(2), 140.
- Nega, D. (2018). An Investigating the SWOT Analysis of Cultural Tourism Heritage for Sustainable Tourism Development: The Case of LALIBELA Rock Hewn Churches, World Heritage Site, Ethiopia. *J Tourism Hospit*, 7(395), 2167-0269.
- Net Promoter Score*. Customer.guru - Net Promoter Score for E-Shops and SaaS. (n.d.). <https://customer.guru/net-promoter-score>.
- Odiaua, I. (2010). Mission Report Earthen architecture on the Lalibela World Heritage Site. *United Nations Educational, Scientific and Cultural Organization*, 9-11.
- Ouariti, O. Z., & Jebrane, E. J. (2020). The impact of transport infrastructure on tourism destination attractiveness: A case study of Marrakesh City, Morocco. *African Journal of Hospitality, Tourism and Leisure*, 9(2), 2020th ser.
- Paragon Ethiopia. (n.d.). Addis Ababa tourist attractions - Tourist Attractions in Addis Ababa - Addis Ababa Attractions. Retrieved December 09, 2020, from <https://www.paragonethiopiaatours.com/addis-ababa-tourist-attractions/>

- Parsons, R., Skripak, S., Cortes, A., Walz, A., & Walton, G. (2018). Hospitality & Tourism. *Fundamentals of Business*.
- Plecher, P., & 11, A. (2020, August 11). Ethiopia - export of goods 2019. Retrieved December 07, 2020, from <https://www.statista.com/statistics/455180/export-of-goods-to-ethiopia/>
- Purwomarwanto, Y. L., & Ramachandran, J. (2015). Performance of tourism sector with regard to the global crisis-a comparative study between Indonesia, Malaysia and Singapore. *The Journal of Developing Areas*, 325-339.
- Ranade, P. S. (1998). Tourism as Foreign Exchange Earner: A Study of Tourism in Nepal. *Foreign Trade Review*, 33(3-4), 103-118.
- Reda, N. W., & Gebre-Eyesus, M. T. (2018). Graduate Unemployment in Ethiopia: the 'Red Flag' and Its Implications. *International Journal of African Higher Education*, 5(1).
- Reichheld, F. (2011). *The ultimate question 2.0 (revised and expanded edition): How net promoter companies thrive in a customer-driven world*. Harvard Business Review Press.
- Riera i Prunera, M. C., Artís Ortuño, M., Cortés-Jiménez, I., & Pulina, M. (2009). Tourism and Exports as a means of Growth. *IREA-Working Papers*, 2009, IR09/10.
- Robinson, D. B. M. K., & Jonker, J. A. (2016). Tourism in Ethiopia: An urgent opportunity for economic diversification. *African Journal of Hospitality, Tourism and Leisure*, 5(3), 1-21.
- Rodrigue, J. P. (2020). *The geography of transport systems*. New York: Routledge.
- Samimi, A. J., Sadeghi, S., & Sadeghi, S. (2017). The relationship between foreign direct investment and tourism development: evidence from developing countries. *Institutions and Economies*, 59-68.
- Shah, K. M. (2011). *Destination Attributes that Attract International Tourists to Visit Pangkor Island* (Doctoral dissertation, Universiti Teknologi Malaysia).
- Shukor, M. S., Salleh, N. H. M., & Idris, S. H. M. (2017). An evaluation of the effects of motivation, satisfaction on destination loyalty: case study tourism Malaysia. *International Journal of Social Sciences and Management*, 4(2), 137-147.
- Singh, M. (2018). Understanding Souvenir as an Essential Instrument for Guiding Tourists: a Conceptual Framework. *Journal of Tourism Intelligence and Smartness*, 1(2), 75-87.
- Tafesse, A. (2016). The historic route in Ethiopian tourism development. *African Journal of Hospitality, Tourism and Leisure* Volume 5(2), University of Gondar, Ethiopia
- Taherdoost, H. (2016). Validity and reliability of the research instrument; how to test the validation of a questionnaire/survey in a research. *How to test the validation of a questionnaire/survey in a research (August 10, 2016)*.
- Tang, S., Selvanathan, E. A., & Selvanathan, S. (2007). The relationship between foreign direct investment and tourism: empirical evidence from China. *Tourism economics*, 13(1), 25-39.
- Tashakkori, A., & Teddlie, C. (Eds.). (2010). *Sage handbook of mixed methods in social & behavioral research*. sage.
- Tedla, B. T. Draw Backs of Achieving World Heritage Status on African Heritage: Heritage Promotion versus commoditization in Gondar (Ethiopia).
- Tefera, O., & Govender, K. (2016). Hotel ratings, service quality, customer satisfaction and loyalty: the perception of guests at Ethiopian hotels. *African Journal of Hospitality, Tourism and Leisure, SPECIAL EDITION*, 5(3), 1-23.

- Tekleberhan, M. (2012, May 6). An Hospitality: Myth or Reality? Ezega News. Retrieved December 20, 2020, from <https://www.ezega.com/News/NewsDetails?Page=news&NewsID=3285>
- Teshager Alemu, K., & Abebe Alebachew, M. (Eds.). (2018). *Handbook of Research on Sustainable Development and Governance Strategies for Economic Growth in Africa*. IGI Global.
- Teshome, R. Y. (2020). *The Contribution of Pilgrimage Center to Community Development through Ecotourism Activities at Local level in Ethiopia: The case of Faraqassa Pilgrimage Center* (Unpublished doctoral dissertation). Addis Ababa University, College of Business and Economics.
- Thakur, K. (n.d.). Importance of Tourism: Advantages of tourism: Economic importance & benefits of tourism industry. Retrieved January 30, 2021, from <https://market-width.com/blogs/Importance-Tourism-Industry-Economic-Value.htm>
- Tongco, M. D. C. (2007). Purposive sampling as a tool for informant selection. *Ethnobotany Research and applications*, 5, 147-158.
- Trip Advisor. (n.d.). Retrieved December 11, 2020, from https://www.tripadvisor.com/SmartDeals-g480193-Lalibela_Amhara_Region-Hotel-Deals.html
- UNCTAD. (2010). The contribution of tourism to trade and development. Geneva: United Nations Conference on Trade and Development.
- UNCTAD. (n.d.). Retrieved January 30, 2021, from <https://unctad.org/press-material/developing-countries-could-target-tourism-boost-economic-growth>
- UNESCO (n.d.) World Heritage List. Retrieved December 08, 2020, from <https://whc.unesco.org/en/list/>
- VanBlarcom, B. L., & Kayahan, C. (2011). Assessing the economic impact of a UNESCO World Heritage designation. *Journal of Heritage Tourism*, 6(2), 143-164.
- Vignal, L. (2010). The new territories of tourism in Egypt: a local-global frontier?. *Cybergeog: European Journal of Geography*.
- Vijayanand, S. (2012). Socio-economic impacts in pilgrimage tourism. *International Journal of Multidisciplinary Research*, 2(1), 329-343.
- Visiting Erta Ale: Information and Advice for Tourists. (2020, November 06). Retrieved December 09, 2020, from <https://www.ethiopiaonlinevisa.com/erta-ale-volcano/>
- Walle, Y. M. (2010). *Tourist flows and its Determinants in Ethiopia* (No. 001).
- Wilkins, H. (2011). Souvenirs: What and why we buy. *Journal of Travel Research*, 50(3), 239-247.
- Woldetensay, E. S. S. M. W. A. (2020). Effect of Covid-19 Pandemic on Unemployment Rate and Economic Growth: The Case of Ethiopia.
- WTO. (2019, September 13). Retrieved December 08, 2020, from <https://www.unwto.org/global/press-release/2019-06-06/exports-international-tourism-hit-usd-17-trillion>
- WTO. (n.d.). Retrieved February 25, 2021, from https://www.wto.org/english/tratop_e/serv_e/tourism_e/tourism_e.htm
- WTTC. (2020). *Travel and Tourism Economic Impact 2020 Ethiopia*.
- WTTC. (2020). *Travel and Tourism Global Economic Impact & Trends 2020*.
- Wubu, M. S. (2019). *Contribution of Cultural Heritage to Sustainable Tourism Development in Ethiopia: Evidences from Lalibela Rock Hewn Church* (Unpublished Masters dissertation). Addis Ababa University.

- Zainuddin, Z., Radzi, M. S., & Zahari, M. S. M. (2013). Perceived destination competitiveness of Langkawi Island, Malaysia: A preliminary finding. *Procedia-Social and Behavioral Sciences*, 105, 801-810.
- Zelege, A. F., & Biwota, S. M. (2020). Factors Affecting Tourism Competitiveness of Ethiopia: International Tourist Destination Choice Perspective. *Journal of Tourism & Hospitality*, 9(6), 446th ser.
- Zuo, B., & Huang, S. (2018). Revisiting the tourism-led economic growth hypothesis: The case of China. *Journal of Travel Research*, 57(2), 151-163.

Appendices

Annex 1 Tourist Survey questions

Part I Demographic Information

1. Name of Individual (optional) :
2. Sex
Male ☐ Female ☐
3. Age
Below 18 year ☐ 18 to 25 year ☐
26 to 30 year ☐ 31 to 40 year ☐
41-to-50-year ☐ 51 year and Above ☐
4. Marital Status
Married ☐ Single ☐ Divorce ☐
5. Education Qualification
High School ☐ Certificate ☐ Some Degree ☐
Masters/PHD ☐ Other specify _____
6. Occupation
Employed ☐ Business man ☐
Unemployed ☐ Other specify _____

Part II Tourist Experience Information

1. Type of tourist?
International tourist ☐ Domestic tourist ☐
2. Tour/visit organized by
Self-organized ☐
Organized by foreign tour operators ☐ Organized by Local tour operators ☐

Other specify _____

3. Is this your first visit to St. Lalibela?

Yes ☐ No ☐

4. If it is not your first visit, how many times have you visited this touristic destination in the past?

Twice ☐ 3-5 Times ☐ 6-10 times ☐ More than 10 ☐
times

5. Where did you hear about this tourist destination? (more than one answer is possible)

I already knew of it ☐ The Internet ☐ Friends and Relatives ☐

Media ☐ Books and guide ☐ It was part of the travel package ☐

Fairs and/or Exhibitions ☐ Other, please specify _____

6. What are the main reasons for your visit to this tourist destination?

Pilgrim or attending religious service ☐

Vacation, Fun/leisure or relaxation. ☐

Visiting relatives and friends. ☐

Business reasons. ☐

Research/Study ☐

Health ☐

If other, please specify _____

7. How did you arrive to Lalibela?

Air Transport ☐ Tour Operator Bus ☐

Private/Public Transport ☐ Other _____

Part III

Various factors that contributed to the performance of tourism

1. Which part of the destination has highly influenced you to visit St Lalibela? More than one answer is possible

The Heritage (the churches)	☐
The culture and history the site incorporated	☐
The topology and its environment	☐
The Museum and art gallery	☐
The pilgrim/religious service	☐
The Various touristic products/service or activities available	☐

2. Have you attended any of the Pilgrim or cultural activities in Lalibela?

Yes ☐ No ☐

3. If the answer for Question # 2 above is yes, then how do you rate the overall preparation and accommodation

Excellent ☐ Very Good ☐ Good ☐ Neutral ☐ Bad ☐ Very bad ☐

4. If you stay in hotel or restaurant, please rate the below accordingly

	Excellent	Very Good	Good	Neutral	Bad	Very Bad
Availability of hotels, restaurants or lodges						
Facilities of Hotels and Restaurants such as room condition, food and beverage, communication, and soon						
Recreation, eating out, swimming, spa and hangout places						
Hospitality of hotel staff						
Safety and security of hotels						
Payment flexibility, (such as acceptance of credit cards, or electronic payment)						
Cost of accommodation						

- ❖ If you have any comment on the hotels and restaurant facilities:_____

5. Have you visited any of the souvenir/duty free shops in Lalibela? If yes, please rate the below

	Excellent	Very Good	Good	Neutral	Bad	Very Bad
Souvenir shops uniqueness and availability of variety and choice of item						
Availability of local manufactured handcrafts, arts, gifts and other items						
Quality of the souvenirs you bought						
Price of souvenirs						
Payment flexibility, (such as acceptance of credit cards, or electronic payment)						
Friendliness of Shop owners/receptions						

❖ If you have any comment related to the souvenir/duty free shops

: _____

6. How do you rate the tour operator and tour guide?

	Excellent	Very Good	Good	Neutral	Bad	Very Bad
Knowledge of the tour guides and tour operators on tourism and hospitality						
Interpersonal relationship and communication skill of the tour guide						
Ethics of tour guides						
Business practice of the tour operators						
Tour guide service charge						

❖ If you have any comment related to the tour operators and guides related to their services or manner

: _____

7. To what extent would you say the various facilities such as Hotels, restaurants, shops, recreations and other services meet tourist requirement?

To Very great extent ☐

To great extent ☐

To moderate extent ☐

To little extent ☐

8. Please rate the Transport service in Lalibela

	Excellent	Very Good	Good	Neutral	Bad	Very Bad
Airport efficiency and quality						
Local transport efficiency and quality						
Quality of infrastructure (roads and highway)						
Cost of Transport						
Safety of the transport						

9. How do you rate hospitality of residents and various stakeholders in the tourist destination area towards tourist?

Excellent ☐ Very Good ☐ Good ☐ Neutral ☐ Bad ☐ Very bad ☐

10. How long you plan to stay in Lalibela?

For one or two Day ☐ For one Week. ☐

For Two Weeks ☐ not yet decided. ☐

Other _____

11. If you are not staying for more than one or two days, what is (are) the main reason (s) (more answer is possible)

The attraction site is small enough to be completed within one day ☐

There is no other activity that attracts tourist to stay long ☐

The hotels are not suitable to stay longer ☐

The transport and other facility don't allow tourist to stay ☐

The destination is not safe to stay any more days ☐

Tour guides and operators are not friendly ☐

Other _____

12. How satisfied are you with this tourist destination?

1	2	3	4	5
Not satisfied			Very satisfied	

13. Would you like to visit this touristic destination again?

Yes ☐ No ☐

14. If the answer for the above question is no, then, what do you think is the main reason for this. Please rate the below in respective priority (1 high priority, 7 less priority)?

	Please put in priority order (1 to 7)
The destination is not unique for me	
The tourist destination is not well developed	
Lack of good sights	
The Transport facility is poor	
Hospitality is low	
Poor hotel service	
Poor safety and Security	

15. Considering your visit experience in Lalibela, how likely would you recommend this tourist destination to your friends, colleague and others on scale of 0-10 (circle one)?

0	1	2	3	4	5	6	7	8	9	10
<i>Very unlikely</i>									<i>Extremely likely</i>	

Thank you for your kind cooperation

Annex 2 Interview Questions

Hotel

1. Name of the hotel, year established, total staff
2. Designated Star level
3. How many rooms do you have?
4. How many trained staffs do you have? and their level (degree, diploma ...?)
5. How are you serving your guests/tourists? Starting from airport pickup up until they left your place
6. What kind of payment option do you offer to your tourists?
7. How convenient is your hotel for tourists who need shopping like souvenir items, and necessities?
8. What are the average days a tourist stays in your hotel? If it is short, what do you think is the reason
9. Tell me challenges you have faced

Tour Operators

1. Name of the operator, year established
2. How many tourists standard vehicles do you have?
3. How many tour guides do you include?
4. What kind of tour packages do you organize and what feedback did you get from tourist?
5. What kind of payment option do you offer to your tourists?
6. What challenges do you face?