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**ADDIS ABABA UNIVERSITY**  
**COLLEGE OF DEVELOPMENT STUDIES**  
**CENTER FOR ENVIRONMENT AND DEVELOPMENT STUDIES**  
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Contribution of Palaces for Tourism Development in Ethiopia:  
The Case of Emperor Yohannes IV's Castle in Agula'e, Tigray National  
Regional State.

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## Declaration

This is to certify that the thesis prepared by Kokeb Hailemichael entitled “Contribution of Palaces for Tourism Development in Ethiopia: The Case of Emperor Yohannes IV’s Castle in Agula’e, Tigray National Regional State.” Is a product of my work and that all sources of materials used for this thesis have been appropriately acknowledged. It is submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Tourism Development and Management. It complies to the regulations of the university and meets the accepted standards with respect to originality and quality.

## Approval

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## **Abstract**

*The major finding of this thesis is the contribution of built structures for tourism development in Ethiopia with special reference to the Agula'e Castle built by Emperor Yohannes IV. The general objective of the study is to find out the contribution of the Agula'e castle, located midway between Mekelle and Wukro towns, for tourism development and at the same time to identify factors that adversely impact the role of such castle as a tourist attraction centre and thereby identify possible ways for developing and promoting it so as to make it one of the most attractive tourist destination sites in the region. Soon after my topic was approved by the academic unit, my primary task was gathering relevant data for the research. In that respect I have, by and large, applied a qualitative data gathering method. Some of the major data collection tools employed in the course of this study is structured questionnaire, in- depth interview and an assessment of various relevant documents and observational activities. Primary data was collected through structured questionnaires and by depth interviewing of officers involved, in one way or another, in the tourism sector of the region in particular and the country at large. The information obtained through interview was corroborated by personal observation.*

*Descriptive analysis method is also applied to gauge the relevant information collected from in-depth interview and review of secondary data and thereby analyzed and explained thematically by using words, clauses and sentences. In the final analysis, the study has clearly showed that the Agula'e castle was found to be one of the less promoted and less developed destinations in the region. This is mainly because of the absence of heritage protection policy in the region, insufficient budget allocation for tourism sector, poorly designed heritage administration system, lack of stake holder coordination, lack of trained man power and lack of awareness creation endeavor, lack of marketing and promotion. In order to sell this service to visitors we need to conduct well organized research upon the castle itself as well as in the community inhabiting around it so as to let the potential tourists (visitors) know the cultural and architectural value of the castle and the cultural landscape in which the castle is embedded. However, the most important thing that should be taken into consideration is that to make a concerted effort in the development and promotion of the destination. In general the crucial activity of fostering tourism flow into the Agula'e castle destination should be carried out by concerned public and private institutions. Moreover, in order to enhance domestic tourism development, it is advisable to encourage group leaders such as teachers, sports and art club members so that they can build the image of the destination and bring their followers to visit this attractive site.*

**Key terms** - Agula'e castle, tourism development

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## **Acronyms/ Abbreviations**

THC	Texas Historical Commission
WTO	World Tourism Office
ICOMOS	International Council on Monuments and Sites
UNESCO	United Nation Education, Science and Cultural Organization
WTTC	World Travel and Tourism Commission
UNTO	United Nation Tourism Organization
NGO	Non-Governmental Organization
GDP	Gross Domestic Product
TTO	Tigray Tourism Office
WKTO	Wukro Kilegeawlaelo Tourism Office
BIEA	British Institute in East Africa
TNRSCTB	Tigray National Regional State Cultural and Tourism Bureau

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Heritage is not a luxury, it is a most precious asset that humans have inherited from their ancestors and which must pass-on unimpaired to future generations (UNWTO C&S, 2013). Heritage tourism is one of the fastest-growing sections of the tourism industry. We can still classify it into tangible and intangible heritage (THC, 2007). The tangible one is further divide in to immovable and movable heritage. In this case immovable heritages include heritages that cannot easily move from one place to another and/or refers to objects that are attached to the ground of which buildings, monuments, archaeological sites, castles, palaces, churches, monasteries; mosques are some of the immovable heritage objects that are worth mentioning.

It is widely believed that heritage tourism can successfully help preserve resources while enhancing local economies by creating jobs, new businesses and generating foreign currency (THC, 2007). Hence, by preserving and conserving these resources it will enable us to develop our tourism industry and build the image of our country.

Among the immovable heritages of Ethiopia, palaces and castles of Emperors and Kings may play an important role in attracting tourists. Ruins of the palaces of ancient Aksumite kings like *Enda Mikaela of Adwa*, and later buildings of such kind such as the castles of AtseFasilidas at Gondar and the Palace of Emperor Yohannes IV at Mekele are among the prominent monuments that attract tourists in Ethiopia (Phillipson, & D.W. 1997).

Building of palaces as imperial court and residence of kings in Ethiopia goes back to the Axumite period. A break in this tradition, however, came immediately after the fall of Axum as a capital city. The immediate successors of Axum, i.e., the Zaguwie kings seem more concerned with religious affairs than political might. They have built rock hewn Churches, showing their dedication to religion and spiritual life (Sergew Hable Selassie, 1972).

The medieval period also witnessed no sign of palace building. Kings of those days spent their entire life in roaming capitals moving with their courts, waging wars, exacting taxes and periodically visiting their subjects, which ultimately allowed neither building of big cities nor construction of magnificent palaces comparable to like *Enda Mikael* or rock hewn churches of Lalibela (Tadesse Tamrat, 1972).

The medieval tradition of living in migratory courts came to an end with the ascendancy of King Fasilidas to power. While ushering a break and radical departure from medieval tradition, the construction of castles of Gondar by King Fasilidas and his immediate successors could be considered as a revival/resurrection of ancient tradition of building palaces. Since that period, with the exception of the era of the *Zemene-mesafint* (often referred to as the Era of Princes in Ethiopian history), Ethiopian Emperors built palaces of different size in their capitals. As could be seen from the discussion below, Emperor Yohannes IV (1872-1889) was one of those kings who built palaces at different places with tourism potential (Zewde Gebreselassie, 1974).

## **1.2 Statement of the Problem**

Our world has experienced different civilizations during the past several thousands of years. Since the ancient period, different dynasties have built their kingdoms so that they can rule it in the way they want and their castle to live in it. At time in these castles and palaces they showed their power, wealth and also their visions for their kingdom. At the present time they are the living witness of the past culture, politics, thought, and way of living and gives meaningful message from the past to the present and future, also they are way of income earning (Phillipson, D.W, 2012).

The El Gawhara Palace Museum in Egypt and Royal Palaces of Abomey, in Benin, are two of the most famous royal palaces in the world that have been protected, well promoted and marketed tourist destinations. Both of them have been attacked massively by nature, but were later protected and constructed. Despite all the misfortunes these tourism destinations are back on track and are being used as income providers for the destinations and countries concerned at large. Governmental bodies, the UNESCO and other concerned tourism offices played big role in the restoration of the products. When we come to the condition of heritages in our country,

Emperor Yohannes IV's Castle in Agula'e is also one of the destinations that need to be protected, promoted and marketed like those of Egypt and Benin. It was renovated only once or twice by the institute of Ethiopian palace administration since the time of its construction some one hundred and fifty years ago. It should have been conserved and renovated periodically as it is one of the relics that reflect the history, culture and way of life of the contemporary rulers of the Ethiopian state in addition to what it can benefit the country by generating income as tourism product (Mulugeta Fisseha, 2017).

I did not pick this topic because I know more about the place, but because I never heard of them before. The existence of such heritages and never get to know or use for tourism development made me realize that someone need to step in and do some digging out about the place and put some good output for everyone. The researcher believed that Ethiopia is full of historical and cultural tourism resources. It has a great potential to develop diversified range of cultural heritage based tourism products including historical trail, educational tour, paleo-anthropological and archaeological routes (paleo-tourism), religious tourism among other events and festivals (Ministry of Culture and Tourism, 2015).

Resources that are explored and well researched are not much when we compared to the abundant resources we have. These palaces are one out of many unsearched products of tourism. Agla'e Emperor Yohannes IV's castle has never been open for a long period of time at least since its renovation by the palace administration authority. Since it is administered under the Ethiopian palace administration authority, it was given a priority for renovation and protection. The authority was given a responsibility to protect and renovate cultural heritages under its jurisdiction (*Negarit Gazette*, 2000). The Agula'e castle, like other cultural and historical relics in the region in particular and in the country at large, should be studied, promoted and marketed as it has an immense potential to attract domestic and foreign tourists.

These days' cultural and historical resources are one of the largest, most pervasive, and fastest growing sectors of the tourism industry in the world. In fact, heritage tourism appears to be growing much faster than all other forms of tourism, particularly in the developing world, and is thus viewed as an important potential tool for poverty mitigation and community economic

development (Timothy, J. and Nyaupane, K., 2009). AS Timothy and Nyaupane argue it is heritage tourism that typically relies on living and built elements of culture and refers to the use of the tangible and intangible past as a tourism resource. According to them these palaces are the mirror of the past that need to be protected.

Agula'e castle is located near cities and towns that are known for their cultural and historical tourism attraction sites, like Mekelle and Wukro particularly the latter is known for hosting an archeological museum. From time to time Wukro is growing to be as one of the as one of the most tourist attraction destinations in the region not only because of the aforementioned tourism resources but also due to the presence of several rock hewn churches that are found around it. When we come to the issue under consideration i.e. the Agula'e Emperor Yohannes IV's Castle, despite the presence of some sketchy endeavors regarding its architectural designs, no study whatsoever has been done yet concerning historical and cultural heritage significance of this castle and its potential for tourism development.

This research will, therefore, fill the gap by conducting scientific research on this important relic i.e. the Agla'e Casle of Emperor Yohannes IV. It is also hoped that this research will also illuminate the historical and architectural significance of the castle as one of the actual and potential tourism resource. Given the already established position and prominence Agula'e Yohannes IV castle as a tourist attraction site this research endeavor is focused on the identification of the missing contributions and opportunities of the site.

Hence, this research will address the following research questions:

1. What are the historical and architectural contributions of the Agula'e castle to the Ethiopia's tourism development?
2. As an important tourism resource, what are the challenges that this historic building is facing?
3. What are the best possible ways of developing and promoting this site?

## **1.3 Objectives of the study**

### **1.3.1. General Objectives**

The general objective of the study is to assess the contribution of castles and palaces for tourism development in Ethiopia with special focus on Emperor Yohannes IV's Agula'e castle. And also to explore the factors that affect the study area to be a tourism hub as well as to assess possible ways for developing and promoting the Agula'e castle as tourism destination in the catalog of world tourism.

### **1.3.2. Specific objectives of the study**

1. To assess contribution of the palace/castle for the region's tourism development scheme.
2. To explore the factors that affects the study area to be a tourism hub.
3. To assess possible ways for developing and promoting the Agula'e castle as tourism destination.

## **1.4 Significance of the study**

This study will have some important contributions for different stake holders such as policy-makers and tour operators as well. It will also serve as a guide-line for low-level students and heritage experts al local level. Furthermore, it will be of some help as input for any tourism development endeavor and as a source for further study.

## **1.5 Scope of the study**

The study is limited to the assessment of the role of castles/ palaces for tourism development taking as a case study the Agula'e castle of Emperor Yohannes IV.

## **1.6 Limitation of the study**

This assessment is not purely free from any methodological restraint or occurrences. Because, of the incidence that of the world wide health crisis (COVID-19) the flow of local or foreign visitors which were my targets was stopped and only qualitative data were gathered. Also city

and town lockdowns make it difficult to move from place to another which took a lot of time to gather information. The psychological trauma that was created because of the war fired out in Tigray had massive effect on my work. It took me so many months to restart my research from a limited source.

## **1.7 Organization of the Study**

The study is categorized into five chapters, each of which is briefly classified using main titles and sub-titles to form it easier for users to read. As a result, the following is the overall structure of the study:-

The first chapter, Introduction, is made up of the following parts; background of the study, statement of the problem, research questions, objective, the significance of the research are all included. The second chapter includes a review of related literature and a conceptual framework. In chapter three, brief description of the study area, research approach and design, data type and source, method of data collection and analysis, and ethical considerations are incorporated. The results and their explanations are presented within the fourth chapter. The conclusions and recommendations that help to improve the contribution of palaces for tourism, limitations & further research directions are presented in chapter five. Finally; there are references, survey instruments, and other annexes at the end.

## CHAPTER TWO

### REVIEW OF RELATED LITERATURE

#### 2.1 Contribution of Tourism in Ethiopia

As the World Tourism Organization (WTO) defines Tourism is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes (**Ministry of Culture and Tourism, 2009**). In one year's time people/visitors tend to enjoy the cultural, historical and natural value of the places they are visiting place or traveling to. Besides to the enjoyment visitors play a great role in bridging economic benefits to the country or community they are visiting. Moreover, they also contribute greatly in building the image of the country they are visiting. Our world is full of amazing tourist destinations; starting from the breath taking Great Wall of China, Sidney's Opera House, Paris's Eiffel Tower, Egypt's Historic Cairo, Ancient Thebes, Pyramid Fields, and several other of tourism attractions of which only a small portion of them are registered at UNESCO's world list. As of July 2019, a total of 1,121 World Heritage Sites (869 cultural, 213 natural, and 39 mixed properties) exist across 167 countries(*Ibid*).It is one of the world's largest economic sectors, supporting one in 10 jobs (319 million people are currently engaged in this sector). Moreover, this sector is reported to have been generating 10.4% of the world GDP (US\$8.8 trillion). In 2018, the Travel & Tourism industry has experienced 3.9% growth, compared to the global economic growth i.e. 3.2%. Studies show that over the last five years one in five of the new jobs created are attributed to this industry (WTTC).

Countries like Egypt, South Africa, Morocco, and Tunisia have the story of successful tourism industry development. Whereas countries like Kenya, Zimbabwe, Swaziland and Mauritius can be considered as countries that have steady and consistent income from tourism industry. Those countries regarded as successful in their tourism development endeavors are thriving due to a variety of factors. For example, countries like Morocco and Tunisia benefit from their beautiful

beaches and their relative geographic proximity to Europe (Connah, G., 1987). On the other hand, tourism in Egypt is flourishing because of the rich history of Ancient Egypt exemplified by its pyramids, other artifacts and the breathtaking Red Sea beaches (*Ibid*). But in the case of South Africa and Kenya they benefit from this sector because of their wild safari expeditions whereby they attract tourists who are interested to see the wildlife diversity of the African continent (*Ibid*). Even though there is fluctuation among these countries Jumia's 2019 hospitality report shows that the continent is placed as the second-fastest growing tourism region in the world, with a growth rate of 5.6% after Asia Pacific and against a 3.9% global average growth rate (Jumia Hospitality Report, 2019). Indeed this sector is rapidly growing with 8.5% contribution to the GDP where we observe that it generated a net income \$194.2 billion for the continent in the fiscal year of 2018 (*Ibid*).

Tourism is a newly emerging sector in the Ethiopia economy. That means it is still in its infant stage whereby it needs a thorough follow-up to speed up its development. But with regard to its heritage resources Ethiopia has a huge potential to develop the sector. The country is a home of the arc of covenant, Lucy, origin of coffee, the red fox, chilada baboon, walya ibex. Moreover, Ethiopia is also the owner of many tangible and intangible natural and cultural heritages. Among these the Labella Rock-Hewn Churches, Semien Mountains National Park, Fasil Royal Compound, the Axum historical and archaeological sites, Lower Valley of Awash paleontological and pre-historic site, the Tiya prehistoric site, Lower Valley of the Omo pre-historic & Paleontological Sites, the Harar Jgol Fortress and the fortified historic town within it, Konso cultural landscape, Emperor Yohannes' palace in Mekele, the rock hewn churches of eastern Tigray are some of the most outstanding ones. Among all the above mentioned heritage sites seven of them i.e. Labella Rock-Hewn Churches, Fasil Royal Compound, Axum historical and archaeological sites, Lower Valley of Awash paleontological and prehistoric site, Tiya prehistoric site, Lower valley of the Omo pre-historic & Paleontological sites, Harar Jgol Fortress as well as the fortified historic town of Harar itself are the ones which are selected by UNESCO as tangible world heritage sites (Mulugeta Fisseha, 2017).

In the year 2018 Ethiopia records the biggest growth in world Travel & Tourism with economic growth of 48.6% the largest of any country in the world, according to the WTTC annual review

of the economic impact and social importance of the sector released today. In 2018, Travel & Tourism contributed BIRR202 billion US\$7.4 billion to the country's economy, an increase of BIRR59 billion (US\$2.2bn) on 2017. The sector now represents 9.4% of Ethiopia's total economy (WTTC, 2018). The WTTC research which compares the Travel & Tourism sector across 185 countries, shows that in 2018 the Ethiopian Travel & Tourism sector: Significantly outpaced the global growth rate of 3.9%, the African growth rate of 5.6% Supported 2.2 million jobs, or 8.3% of total employment Was primarily driven by leisure travelers: 79% of the Travel & Tourism spending was generated by leisure visitors and 21% from business travelers Is strongly weighted towards international travel: 77% of the Travel & Tourism spending came from international travelers. Ethiopia's Travel & Tourism boom was one of the great success stories of 2018 (*Ibid*).

Ethiopia is endowed with the vast array tourism resources, in the form of cultural, historical, archaeological and natural resources, the country offers a great variety of interesting attractions and has much to offer in terms of archaeological and cultural heritage, geological and natural resources which is great potential for sustainable tourism. Ethiopia is considered as emerging tourist destination; the country offers unspoiled products and authentic experience to international visitors. It highlights opportunities for tourists and other visitors to experience aspects of the country's unique features of its archaeology, history and culture (Selwny, T. and Mulugeta Fisseha, 2020).

Battle sites like Adwa and Maqdala and places of significant political events like Boru Meda, Entoto, and Ankobere are some of the most interesting sites for history loving tourists. Rock churches and monasteries of the Tigray and Amhara regions are the best destinations for religion loving tourists. The Konso village, the surrounding breathtaking landscape and the UNESCO reputed traditional terracing practices, the Hamar, Tsemay, Bena, Surma, Bode, Dassenech and other interesting ethnic villages in the Omo valley are places of interesting attractions for culture oriented eco-tourists (Ministry of Culture and Tourism, 2009).

Preserving heritage sites and objects was never an absent practice in Ethiopia, in particular if one takes into account the relevance of preserving over centuries religious heritage such as

manuscripts and the practices of declaring and preserving designated spaces as “sacred”, as well as the respect with which the regulations surrounding these practices were met. These conservation practices took place, however, in the religious sphere under church authorities. The concept of institutionalized national heritage under state authority evolved in Ethiopia alongside the evolving modern national state. Some of the earliest efforts in cultural heritage, such as collecting objects and creating a national museum, and establishing a systematic overview and recording of historic sites representative of the Ethiopian state, go back to the time of Emperor Menelik II (UNESCO, 2016/17).

However the institutional development of heritage in Ethiopia lingered in a nascent state—it remained spread across many disparate institutional and administrative branches, tucked away in sub-departments of ministries, required overly complicated cooperation and operations which would down long official channels. Creating designated institutions, such as the 1944 proto-version of a National Library, Museum and Archaeology Department (Solomon G., 2010), or the 1966 Ethiopian Antiquities Administration represented important stepping-stones, but they often failed to develop the necessary agency required to put plans into reality as stated above in the literature that deals with protecting heritages has given much attention in the past (Negarit Gazeta, 1996).

## **2.2 Tangible heritage**

Ethiopia is endowed with the vast array tourism resources, in the form of cultural, historical, archaeological and natural resources, the country offers a great variety of interesting attractions and has much to offer in terms of archaeological and cultural heritage, geological and natural resources which is great potential for sustainable tourism. Ethiopia is considered as emerging tourist destination; the country offers unspoiled products and authentic experience to international visitors. It highlights opportunities for tourists and other visitors to experience aspects of the country’s unique features of its archaeology, history and culture (Mulugeta Fisseha, 2017).

It is well known that heritage is of two types: tangible and intangible. But this study focuses on tangible heritage. This refers to objects which are important in the context of architecture, science or technology of a specific culture. Our world is full of natural and constructed heritage sites which include buildings and historic places, monuments, artifacts, which are considered worthy of preservation for the future such as the Great Wall of China and the Great Pyramid of Giza in Egypt (Gunn, C.A., 1994)

When we come to the case of Ethiopia, the ruins of the city of Aksum, which date from the first to the thirteenth century A.D, mark the heart of ancient Ethiopia and had been the "most powerful state between the Eastern Roman Empire and Persia". It includes monolithic obelisks, giant stelae, royal tombs, and ruins of buildings. In a similar manner the castles of Gondar fortress (Fasil Ghibi), which were the residence of Ethiopian emperors during the sixteenth and seventeenth centuries A.D), are also worth mentioning in this regard (Mulugeta Fisseha, 2017).

Furthermore, in the eastern part of the country the holy city of Harar, along with the Jogol Fortress surrounding it, is one of the most remarkable heritage sites in the country. This city is situated on plateau highlands surrounded by gorges and savannah grasslands. It contains 82 mosques, 102 shrines, and unique townhouses having unique interior design. Harar is known as the fourth-holiest city of Islam. In a similar manner in the northern part of the country we find Labella the site containing twelve medieval rock hewn churches which were built in the twelfth century. Further north we have the ancient temple of Yiha, around Adwa; the rock hewn churches of Geralta; Al Nejashi Mosque in Wukro, Emperor Yohannes the IV's castle in Agula'e as well as the palace in Mekele are some of tangible heritage sites that Ethiopia has owned (Selwyn,T. & Mulugeta Fisseha, 2020)

### **2.3 Challenges of the tourism Sector**

Tourism industry, like other the industries, has its own challenges. First thing is lack of stake holder coordination. "Stakeholder is any group or individual having effects or being affected by the achievement of the organization's objective" (Freeman, 1984). Similarly, Carroll (1993) supposed that stakeholders are individuals or groups that may influence or be influenced by the actions, decisions, policies, practices or goals of an organization. While with a wider definition,

consider that any individual or group with an interest in the organization's activity is a stakeholder. Stakeholder empowerment planning for tourism development and visitor activity associated with World Heritage Properties should be undertaken in an inclusive and participatory manner, respecting and empowering the local community including property owners, traditional or indigenous custodians, while taking into account their capacity and willingness to participate in visitor activity (ICOMOS, 2004).

One of the necessary elements of tourism development is to encourage local communities' participation as it is fundamental to the sustainability of tourism industry. Local community always wants to participate in planning and decision making process. If the community participates in plan making for the destination there will be different opinions than the officers or policy and plan makers. There are a number of stakeholders who may impact directly or indirectly on tourism planning and development. They play a wide variety of roles. Some researchers of tourism industry argue that the basic interests of the public sector are to raise tourist satisfaction, develop the destinations' economic and business growth in a sustainable manner, protect existing assets and preserve community integration (Gunn, C.A 1994).

Research reveals that stated some of the historic buildings were deteriorating due to multifaceted problems which largely stems from gaps in the legal frame work and the failure of concerned governmental bodies. In this situation we can say that there are no responsible stakeholders that can take responsibility except for the government. Similarly the findings of his research shows that residents of the city, private investors, NGOs and civil society organizations are not playing an active role in the conservation effort of historical buildings. Government should give the initiative in coordinating these stakeholders in order to protect heritages. It is clearly known that the presence of basic tourism infrastructure and conserved heritage always bring about profit both economically and culturally (Dreje Seyoum, 2018).

The role of private sector and local residents someone who is possible for everything happens. Researchers have found out that the management and implementation of sustainable tourism requires the involvement of many stakeholders, and that this collaboration between them is both complicated and difficult to achieve (Timur and Getz, 2008). In order to make them active in the

tourism development, Firstly, the key players should integrate their collaboration in sharing the benefit and also reducing the negative environmental impacts they should participate coordinately no one can work or benefit solo/alone. Secondly, each player of stakeholder must have suitable implements depend on their own ability and on situations they can handle (Connah, G., 1987).

Infrastructure, proper accommodation and conservation of tangible heritages are another crucial challenge in tourism development. Lack of standardize accommodations that match the tourist, and lack of transportation affects the industry. Another challenge is lack of adequate Heritage protection. Resources may be lost due to physical deterioration brought by inadequate maintenance or by simple carelessness. This time its value decreases and that becomes obstacle on tourism development. On the other hand having fulfilled these criteria, may open provision for tourism developments. Lack of trained man power and awareness is also an additional challenge generally for tourism development. Not having trained and professional man power at the area brings falling apart of the industry. Lack of awareness among the community may lead to the deterioration of the heritage and collapse of the industry (*Ibid*).

## **2.4 Marketing and Promoting tourism product**

In its broadest sense, tourism marketing is the business discipline of attracting visitors to a specific location. Hotels, cities, states, consumer attractions, convention centers and other sites and locations associated with consumer and business travel all apply basic marketing strategies to specific techniques designed to increase visits (Gunn,C.A, 1994).

### **Location of Marketing**

In many cases, tourism marketing centers on attracting people to a specific location without recommending specific sites or accommodations. For some locations, the attractions are so well-known; the tourism marketer simply needs to remind consumers that the area offers a good time. Las Vegas, for example, uses the slogan, “What Happens in Vegas, Stays in Vegas.” Florida takes a more benefit-oriented tack, marketing itself as “The Sunshine State,” promising an

attractive climate to those who want a beach, golf or other warm-weather vacation (Jasha, M and W. Burr, 2011).

### **Activity Marketing**

Some areas market themselves based on their attractions. For example, Williamsburg, Virginia, markets “Colonial Williamsburg” hoping to attract families and individuals interested in history. The National Park Service promotes destinations such as the Grand Canyon and Yellowstone National Park as camping, hiking and nature vacations. Resort communities such as Hilton Head Island, South Carolina, segment the tourism market, creating different campaigns to attract golfers, tennis players and individuals and families looking for a beach destination. Other tourism activities marketed to consumers include hunting, annual festivals and theme parks (*Ibid*).

### **Corporate Marketing**

Millions of people attended some type of corporate meeting in different time and place. To attract attendees, convention and trade show planners often consider the tourism aspect of their location. More attendees might be willing to come if they can bring partners or families members and enjoy the locale. Tourism marketers advertise the fact that they can provide both the business and pleasure aspects of their locations to meeting planners(*Ibid*).

### **The Four P’s**

Basic marketing addresses four pillars of creating and selling a product or service: product, price, place and promotion. In tourism marketing, the four P’s are often applied in the following ways:

#### **Product**

Tourism marketing includes determining the unique selling benefit or benefits one area has over its competition. A destination might offer people looking to combine business and pleasure ease of travel to and from the area, ample convention halls and hotels, interesting nightlife, and activities for adult partners and children.

## **Price**

When trying to attract tourists, locales often use discounts, loss leaders and rushing to draw visitors. For example, a local chamber of commerce might lobby money from local businesses to hold a free concert, sporting event or festival that generates hotel stays, restaurant visits and other consumer spending. A hotel might offer discount coupons to a local restaurant. The restaurant gets free referral marketing, while the hotel offers a value-added service to its guests. Some hotels and resorts offer guests free shuttle service. Tourist centers carefully analyze tourism trends and raise and lower their prices based on a busy or “high” season and an off-season, and based on what their competitors are offering, to maximize occupancy rates. The same goes for tour operator when they give services out of the agreed contract(Freeman, E.R., 1984)

## **Place**

The “place” in the four P’s refers to where a business distributes its product or service, such as in a store, online, using catalogs or through wholesalers. In tourism sales, location and destination marketers sell through tour operators, travel agents, inside sales teams and by setting up websites and phone operators to handle incoming inquiries. Different school planes spring vacation for their student. In which they required package vacation tour operators that brings students to a specific place/ or hotel by bus. Destinations often offer free “site visits” to meeting planners, providing free rooms at different hotels, meals, and guided tours to considered business professionals who select the location of meetings, seminars, retreats, conventions and trade shows (*Ibid*).

## **Promotion**

Tourism marketing uses a wide variety of communications strategies and techniques to promote areas and destinations. A convention center might purchase advertisements in trade magazines for meeting planners and send direct mail materials to corporations that hold events. They might place ads in tennis or golf magazines to attract those consumers. Destinations build websites and place ads in consumer publications read by their target customers. Chambers of commerce are involved in promoting their areas generally and the businesses within their areas specifically.

This often includes offering potential visitors packets filled with brochures, discount coupons and other materials (*Ibid*).

Marketing in tourism is a way of interacting the value and appeal of the products to different stakeholder through promotion. It is also an essential tool for enhancing destination competitiveness. The main objective from the demand-side would be to increase visitor numbers, while from the supply-side, marketing would be a tool in attracting investors to invest in a variety of destination goods and services including accommodation, entertainment, trade and infrastructure, in that way further enhancing tourism growth and development. As MulugetaFisseha (2017) indicated in his book once a site is identified as tourism resource, appropriate promotion and marketing of the site must be carried out, and very important to stress the key aspect of the site including what is unique, why should tourist go & visit it, what sort of service and activities are available. It can be handled through Medias such as radio, television, social media, website, documentary films, magazine, newspaper, posters, billboard, and exhibitions both in national wide and worldwide. Using some influential organizations and people is also an option (Mulugeta Fisseha, 2017).

## **2.5 Palaces and castles as tourism attraction**

A palace is a grand residence, especially a royal residence or the home of a head of state or Church dignitary, such as a bishop, archbishop cardinal or Pope. In parts of Europe, the term is also applied large urban buildings built as the private mansions of the aristocracy. Many historic palaces are now put to other uses such as parliaments, museums, hotels or office buildings. The word palace comes from Old French palais (imperial residence), from Latin Palātium, the name of one of the Seven Hills of Rome. The original palaces on the Palatine Hill were the seat of the imperial power, while the capitol on the Capitoline Hill was the seat of the senate and the religious nucleus of Rome. Long after the city grew to the seven hills the Palatine remained a desirable residential area (Denman, R., 2005).

In France there has been a clear distinction between a château and a palais. The palace has always been urban, like the Palais de la Cité in Paris, which was the royal palace of France and is now the supreme court of justice of France, or the palace of the Popes at Avignon. Château, by

contrast, have always been in rural settings, supported by their demesnes, even when they were no longer actually fortified. Speakers of English think of the "Palace of Versailles" because it was the residence of the king of France, and the king was the source of power, though the building has always remained the Château de Versailles for the French, and the seat of government under the Ancient Régime remained the Palais du Louvre. The Louvre had begun as a fortified Château du Louvre on the edge of Paris, but as the seat of government and shorn of its fortified architecture and then completely surrounded by the city, it developed into the Palais du Louvre. The townhouses of the aristocracy were also palais, although only if fairly grand - the entry level being set rather higher than in Italy. The Hôtel particulier was the term for less grandiose residences. Bishops always had a palais in the town, but their country homes were châteaux(*Ibid*).

The usage is essentially the same in Spain and Portugal, as well as the former Austrian Empire. In Germany, the wider term was a relatively recent importation, and was used rather more restrictively. In Italy, any urban building built as a grand residence is a palazzo; these are often no larger than a Victorian townhouse. It was not necessary to be a nobleman to have your house considered a palazzo; the hundreds of palazzi in Venice belonged to the patrician class of the city. . Each family's palazzo was a hive that contained all the family members, though it might not always show a grand architectural public front. In the 20th century palazzo in Italian came to apply by extension to any large fine apartment building, as so many old palazzi were converted to this use(*Ibid*).

In the United Kingdom, there have been no "palaces" other than those used as official residences by royalty and bishops, regardless of whether located in town or country. Thus the Palace of Beaulieu gained its name when Thomas Boleyn sold it to Henry VIII in 1517; previously it had been known as Walkfares. Like several other palaces, the name stuck even once the royal connection ended. Blenheim Palace was built in the grounds of the disused royal Palace of Woodstock, and the name was also part of the extraordinary honor when the house was given by a grateful nation to a great general (Denman, R., 2005).

India has had, and still has, a large amount of palaces. While most monuments of the ancient period have been destroyed or lie in ruins, some medieval buildings have been maintained well or restored to good condition. Several medieval forts and palaces still stand proud all over India. While some royal palaces have been maintained as museums or hotels over the last decades, some palaces are still home for the members of the erstwhile royal families. These forts and palaces are the largest illustrations and legacy of the princely states of India. Rajasthan has a large number of forts and palaces that are major tourist destinations in North India. The Rajputs were known as great soldiers. The most famous forts and palaces in Rajasthan are located in Chittor, Jodhpur, Jaipur, Udaipur, Jaisalmir, Amber and Naharga. Observing the above we can see how Palace and castles have a great deal in tourism. They are the living witness of time, civilization (Selwyn, T & Mulugeta Fisseha, 2020).

Ethiopia has many palaces and castles that are not known well and some well-known and well protected. Aba Jifar Palace is the most important heritage site in the Oromia Region of Ethiopia, and a symbol of Oromia cultural identity. Located on the outskirts of the city of Jimma, the capital of the region, the current Palace was built by King Aba Jifar II in the 1880s on a site located seven kilometers north of Jimma and chosen by the King's father. At 2,000 meters above sea level, the site was selected for its commanding location, from which it was possible to monitor enemy movements. The Kingdom of Jimma grew to prominence due to its control of the caravan routes with the Kingdom of Kaffa to the south, and its connection to ports on the northern Somali coast, which linked it to major trade routes crossing the Indian Ocean. King Aba Jifar II's father was the first ruler of Jimma to embrace Islam. The Oromia Region is now predominantly Muslim, and the Palace is considered a symbol of the origin of Islam in the region (*Ibid*).

The Palace is the oldest, largest and best preserved surviving example of traditional wooden architecture in Jimma. It is a fusion of traditional building technology from south-western Ethiopia and the Indo-Arab architectural style, which was common in settlements around the Indian Ocean. There are strong stylistic parallels between architectural features at the Palace and Indian mercantile architecture found in Zanzibar and along the mainland coast of East Africa. Other wooden buildings in Addis Ababa and elsewhere in Ethiopia were built in the Indo-Arab style, but none combined this style with traditional southern-Ethiopian building traditions. The

Palace is an important indicator of cultural and mercantile links between the highlands of Ethiopia and the outside world(*Ibid*).

Although Aba Jifar Palace is a highly important structure in Oromia, and a protected historic monument in Ethiopia, its condition is a cause of serious concern. Many of the decorative wooden elements such as fascia boards, column capitals and decorated brackets which give the structure its cultural and historical character are disintegrating. A restoration project carried out in the past decade replaced damaged decorative elements with unsympathetic reproductions that detract from the site's authenticity. There is evidence of subsidence in the masonry superstructure of the Palace and mosque, and much of the interior is in very poor condition. With the support of from the Ambassadors Fund for Cultural Preservation, WMF began a project at Aba Jifar Palace in November 2018 to lay the groundwork for a comprehensive conservation exercise at the site; with a focus on developing timber conservation methodologies and implementing trainings in timber conservation (*Ibid*).

## **Gondar**

The history of Gondar starts in 1636 when emperor Fasilides declared that Gondar is to be the capital of his throne and started to build the royal enclosure Fasil gbi. Because of its different palaces, private buildings and churches inside the compound built by different kings from the gondarine dynasty it becomes the palace town of Ethiopia. Its building styles were influenced by Hindu and Arab designs, and a mixture of baroque style that came along with the Jesuit missionaries. Its presence as the capital for the royal empire is said to have pushed its influence over the designs that would become Ethiopian architectural styles. Fasil Castle was constructed with a medieval exterior appearance in 1630s-1660s out of stone and timber materials as a private residence for Emperor Fasilades. Fasil Castle is still in use as a museum (Mulugeta Fisseha & Tekle Hagos, 2020).

**Menelik's palace** King Menelik II reigned from 1889 until his death in 1913. Menelik Palace contains several residences, chapels, halls and working buildings, and today the grounds serve as the offices and residence of the Prime Minister of Ethiopia. King Menelik II is known for his territorial expansion and creation of modern Ethiopia. Furthermore, he is most notably remembered for victoriously leading Ethiopian troops at the Battle of Adwa against Italian forces in the first Italo-Ethiopian War. Emperor Haile Selassie also made use of the compound whilst

presiding over judicial issues. After Selassie was overthrown by Mengistu Haile Mariam and his party, he went on to use the grounds as a prison, housing a number of notable figures of the imperial government, including Selassie. He built his office within the grounds of the compound. And now it has been reconstructed and was opened for tourist. There is also the park which includes a spacious green area including a botanical garden, a zoo where primates and endemic black-mane lions will roam among 300 individual animals of 46 species. Visitors are given access to an underground cellar, which was used as a cold area to keep liquor in barrels and kegs. A photograph exhibition including images of imperial-time ministers executed by the military "Derg" regime is also featured in addition to written descriptions(*Ibid*).

**Jubileen/national palace** is a palace in Addis Ababa, Ethiopia. It is also known as the Jubilee Palace. The palace was built in 1955 to mark the Silver Jubilee of Emperor Haile Selassie. After a coup attempt in the GueneteLeul Palace in 1960, the Emperor made the Jubilee Palace his main residence. However, the seat of government remained at the Imperial Palace. The palace was expanded and doubled in size between 1966 and 1967. it was the site of the dethronement of Emperor Haile Selassie in September 1974. Ten low ranking military officers appeared before the Emperor in the palace library and read him the statement of the Derg (military council), which officially removed him from the throne. Then after, it was renamed as "National Palace", which it still bears to this day. This Palace was used for state ceremonies involving visiting heads of state, state banquets and receptions(*Ibid*).

A swimming pool was added to the grounds. With the fall of the Derg regime, and the proclamation of the Federal Republic, the Jubilee Palace became the official residence of the President of the Federal Democratic Republic of Ethiopia. The President has a ceremonial role and uses the palace for official functions. Emperor Yohannes palace is a majestic in design, big in size and the main attraction of Mekelle city. It also serves as city museum where one can see, among the other thing the Emperors throne, royal beds, dresses, artifact and relief. The GeneteLeul Palace (Now the building of the Institute of Ethiopian Studies of Addis Ababa University). Ras Teferi (Emperor Haile Sellassie) inherited the estate in 1907 from his father, Ras Mekonen and ordered the construction of the palace to become the royal residence. It was designed by the German Architect Kametz and built in 1930(*Ibid*).

First as a guest house, which hosted the Crown Prince Gustav Adolf of Sweden and his wife, then expanded and converted as the primary residence of Emperor Haile Selassie, this palace served as the Emperor's primary residence from that time until the 1960s. Unlike other palaces in Ethiopia, the art deco styled GeneteLeul was built on land that the Emperor had inherited from his father and was thus personal property rather than crown property. After the coup attempt of 1960 by the Imperial Guards resulted in the massacre of nobles and government officials in the Green Salon of the GueneteLeul Palace, the Emperor moved into the Jubilee Palace and donated this building along with the Amsale Genet to Haile Selassie University (now Addis Ababa University). The Genete Leul Palace now serves as the Institute for Ethiopian Studies Building of the University. It is also serving as museum. It's been doing significant as tourism destination giving chance for student to know about their history and culture, and income to the industry (*Ibid*).

## **2.6 Emperor Yohannes IV's History, Palaces and castles.**

The death of Emperor Tewodros at Maqdala in 1868 left Ethiopia, as often in the past, divided, and without an overall rules. Three rival personalities by then held power in different areas. The first to gain prominence was perhaps Ras Gobaze, the ruler of Amhara, Wag and Lasta, who was crowned as Emperor Takla Giyorgis at Gondar. He was, however, soon effectively challenged by Dajazmach Kasa (KasaMrcha was born at Mai-biha a village then within the jurisdiction of Enderta province. He was the son of Mercha, Shum (or "governor") of Tembien, and his wife Woizero (or "Dame") Silass Dimtsu (Amata Selassie), who was the daughter of Dejazmach (roughly equivalent to "Duke") Dimtsu Debbab of Enderta the nephew of the powerful Ras Wolde Selassie of Enderta(Bahru Zewde, 2001).

Yohannes could claim Solomonic blood through the line of his paternal grandmother WoizeroWorkewoha KaleKristoss of Adwa, who was the granddaughter of Ras Mikael Sehul, and his wife Aster Iyasu, daughter of Empress Mentewab Yohannes could also claim Solomonic descent more distantly through his father's Tembien family, also through a female link to the dynasty. Amata Selassie's father Dimtsu of Endarta belonged to the family which in late 18th and early 19th centuries had held over lordship of Tigray, and her mother descended from the aristocratic line of the Shums of Agame) of Tigray, who was militarily more powerful, partly on

account of the gift of arms he had received from the Napier expedition. In 1872 Gobaze set out with 60,000 men to capture Adwa, the capital of Tegray, but Kasa, making good use of his British guns, defeated him, and proclaimed him-self Emperor Yohannes IV. The third contestant for power was Menilek, heir to the throne of Shawa, who, on escaping from detention by Tewodros in 1865, proclaimed him-self king of the province. Emperor Yohannes IV was crowned as an emperor on January 12, 1872 at the historic city of Axum in Tigray. He was the first emperor to be crowned in the historic city of Axum since Emperor Fasilidas(Pankhurst, R. 1998).

Yohannes, the second of Ethiopia's great nineteenth century rulers, was like his predecessor Tewodros, an uncompromising patriot. (R.Pankhurst, 1998). But then he was bright at using modern things. During his ruling time Emperor Yohannes the IV had made some significant accomplishments such as in Urban Development founding of Desse town, in Medicine he was the first Ethiopian ruler to have personal Physician. This Greek physician Dr. Nicholas Parisis of hellen introduced European-style vaccination, then during a small box epidemic in 1886 emperor Yohannes took the lead to be vaccinated and the Abun, or head of the church, King Minilik of Shawa, King Takle Haymanot of Gojjam, and Ras Alula, as well as many generals, officials, soldiers, and numerous children were vaccinated. Orthotic & Prosthesis, establishment of Clinics, he tried to stop Slave Trade by committing himself by international treaty to the abolition of both slavery and the slave trade (*Ibid*).

In the short-lived Tri-partite Treaty of 3 June 1884 he undertook. He was the first Ethiopian monarch to appoint a permanent representative abroad. The latter was an Englishman based in London, a certain Henry Seymour King, who was accorded the title of Ethiopian Honorary Consul. Repatriation of artifacts & Restitution of the Kibra Nagast the first Ethiopian monarch to request the repatriation of artifacts looted from the country. One was a manuscript of the KibraNagast, or Glory of Kings; the other was an icon of the Christ with the Crown of Thorns, which had for centuries been carried by the Ethiopian soldiers on campaign and introduction of a national flag (*Ibid*).

He also constructed palaces and castles in different places before and during his time of power in Ethiopia. Such as the castle of Adwa (Marcus, H. 2002, 72) which was latter destroyed during

the Italian invasion in 2ndww, palace of Agula'e, Mekele and Debretabor. He was the first emperor accepted the existence of virtually independent rulers as long as they recognized his overall suzerainty and paid tax. From this we can say that he was the first emperor who introduced and practiced federalism to Ethiopia and may be to the world. He spent his entire ruling time by fighting with foreign nations such as Egypt, Sudan and Italy, in which the Ethiopians got their first win against powerful European country in place called Dogali (1887). After he ruled his country without any rest he died during the war between Ethiopia and Derbush of the Sudan in 1889 at Metema (Bahru Zewde, 2001).

The Ethiopian kings had no permanent central city as from the end of the Zagwe dynasty until the establishment of the Gondar metropolis. They were thus, most of the time, staying & settling in a certain locality for an average of not more than 4 years. As such, the kings were not fortunate to build up permanent central city particularly as from 1260 until the 16th century. Hence, the king was only able to build up a "tent town", (provisional mobile town) until a limited and certain period of time. Whereas no permanent metropolis was initiated by then, it was also impossible to think of any other palace existing during that period, except for some palace-like residences. Kassa mansion at Agula'e was built before he became emperor of Ethiopia. It was built by local trainer, who held the position of the contractor. The residential building of emperor Yohannes where located in the small village of Agula'e some 35 km far from the capital city of Tigray regional state (Shimizu, N., 2018).

The building serves as the residential and also for the guests. After emperor Yohannes come back from Shewa to Tigray he built two ruin in the Agula'e town that make Agula'e as the first city of emperor Yohannes before Mekele. The town is known from the time of Yohannes IV (1872-1889) who moved to Mekele after first having had his residence for some time in Debra Tabor. The palace of Emperor Yohannes, at the northern edge of the present-day town, was completed in 1884. It was built by Giacomo Naretti, who had served Yohannes already at Debra Tabor, and he was assisted by William Schimper, a son of the botanist Baron Schimper (MusseAnteneh, 2016).

Despite being located on the northern route and its heritage this product has not been in to the historic route of Ethiopia. The historic circuit stretches over the entire range of northern Ethiopia and covers all the major historical sites and provides access to natural attractions like Simien Mountains and Danakil depression. The 'historic route' through northern Ethiopia forms the core of the country's tourist industry The northern part includes Mekele and Axum, in which Agula'e castle is between the two destinations (Ashenafi Tafesse, 2016).

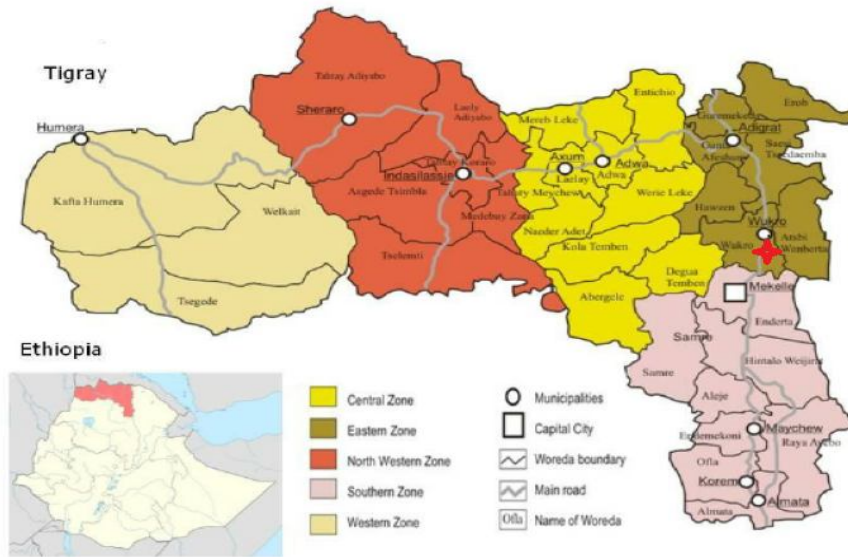
## CHAPTER THREE

### METHODOLOGY

#### 3.1 Brief Description of the Study Area

Agula'e town is found in the eastern part of Tigray regional state. It is located 35 kilometers north of Mekelle and 815 km far from Addis Ababa. Located at 13°41'30"N and 39°35'30"E. Agula'e was visited by the Portuguese priest Francisco Álvares on 13 August 1520, who called it Anguguim (Alvarez, F. 1961). He mentions in the town "a well-built church -- upon very thick stone supports; very well hewn" which was dedicated to Saint Chirqos. In addition to the castle this area is also have churches that are very old including emperor Yohannes's 'hidmo' building in side of Kidanemhret church. (It was the main church before the new one built) The town is mentioned again in an inquiry conducted by Emperor Iyasu I in 1698, in which he proclaimed that tolls should no longer be collected there. The village was visited in 1868 by members of the Napier Expedition, who found the church in ruins; they were told that the church had been reduced to its current state by treasure-seekers. Based on the "limited information now recoverable", David Phillipson assigns the construction of this church a "Late Aksumite or, perhaps, a subsequent date". (Phillipson, D.W. 1997).

Figure 3.1 Administrative Map of Tigray



Source: - Tigray Region Bureau of Finance and Economic Development Department of Cartography. Size 1:50,000

### 3.2 Research Design and Approach

Choosing the appropriate research design of study enabled the researcher in designing and implementing the study in a way that permits the researcher to attain the desired goals, thus increasing the possibility of obtaining information related to the important situation (Burns & Grove, 2001).

In this research descriptive research design was applied to analyze data that was collected in a given point of time across a sample population using KI interview, semi-structured interview, and observation. In this research data was collected only qualitative data for searching potential challenges and factors that hinder the development of Emperor Yohannes IV Agula’e castle. At the end it is possible to put ways for tourism in the destination.

### **3.3. Population and Sampling**

#### **3.3.1. Population**

According to Saunders et al. (2009), a target demographic is a specified category of persons or entity about which questions may be posed or observations made in order to gather the necessary data structures and knowledge. The researcher focused on the Emperor Yohannes IV Agula's castle and the tour guides around.

#### **3.3.2 Sampling techniques**

Sampling is a technique of selecting individual members or a subset of the population to make statistical inferences from them and estimate characteristics of the whole population. The researcher used non-probability sampling specifically, purposive sampling. Purposive sampling enables to collect information rich participants of the evaluation that are important in answering the evaluation questions were participated. In addition to this observation of the study area which includes its environmental, and geographical aspects.

##### **a. Data Type and Collection Techniques**

The data that was applied in this study included both primary and secondary data which were collected using a structured questionnaire, in depth interview and an assessment of various relevant documents and observational respectively. Source of primary data was collected through structured questionnaires and in depth interview from officers and tour guide the research also conducted through personal observation

### **3.6 Method of Data Analysis**

Qualitative data analysis works a little differently from quantitative data, primarily because qualitative data is made up of words, observations, images, and even symbols. The collected data was analyzed through triangulate the information gathered by using both primary and secondary

tools accordingly. Therefore, the data collected from in depth interview and review of secondary data were analyzed and explained by using words, clauses and sentences.

### **3.7 Ethical Consideration**

Respondents were informed about the goal and benefit of the study, as well as their complete ability to decline or accept participation, throughout the interview. The respondents were assured that their responses would be kept private and that their identities would not be revealed. Every individual participated in the study had the right to privacy and dignity of treatment, and no one was harmed as a result of the research. The researcher keeps the information gathered strictly secret. All support, collaboration, and sources from which information was obtained were recognized.

## CHAPTER FOUR

### 4.1 Presentation, Analysis and Interpretation of Data

In this chapter discussed the information that gathered from key informants (through structural interview), observations and documents to enlighten the contribution of Agula'e castle for tourism development. Those informants includes elders, experts (marketing and promotion, heritage conservation expert, instructors), and tour guides.

Guides in these (in the eastern zone) area are classified under 4 clusters, namely the Atsbi cluster, Teka Tesfaye cluster, Geralta cluster, and Wukro cluster. In each clusters there are guides who works under authorized guide associations. Under Wukro cluster guide association there are 17 male and 1 female guides with different educational background. Out of them only 1 female and 9 male guidewas available in the area and interviewed because of COVID 19 they were moved to other area for different job options.

Tourism experts from Tigray tourism bureau, Wukro tourism office and Mekelle University and elders were interviewed which helped clarifying in terms of history, marketing and promotion, heritage conservation, and tourism in general in Agula'e area.

### 4.2 Contribution of the Agula'e Castle for Tourism Development

Heritages around the world because of their attractiveness and stories they tell are highly valued economically, culturally and socially. It is for this reason that concerned bodies such as the UNESCO and WTO should pay high attention for the wellbeing of these kinds of heritage.

In Tigray there are very few palaces and castles that have tourism potentials. Among them; Abreha castle in the center of Mekele and his residence around Felegdaero located towards the northeastern side of the city. *Dejach* Abreha was a cousin of Emperor Yohannes IV who was administrating Mekele and several other districts around it for twelve years after the emperor had died. But there are also similar castles in other parts of the region outside of the city namely Enda Mikael Adikilte, Enda Simon Adikilte, Taakha Mariam, Dungure palace, around Axum are

some of them. In order to bring about tourism development in the region it seems important to survey the condition of these heritage resources in some detail below.

Abreha castle: A medieval type structure believed to be built on artificial hill deliberately assembled by that local aristocrat who wanted to defiantly demonstrate that he was not less important person than his cousins who were at the time living in palaces and castles. It was built in 1902 but was shortly afterwards damaged when he was exiled to Shewa. It was restored by Ras Mengesha in the year 1957. Recently, it is used as restaurant under government administration. His Felegdaero residence castle is a two story building with eight rooms made of stone and four wood columns (Mulugeta Fisseha & Tekle Hagos, 2020).

Enda Mikael Adikilte and Enda Simon Adikilte: are ruined palaces found in the old town of Axum, examined by the DAE in 1906 that dated between the 4<sup>th</sup> and 5<sup>th</sup> centuries AD. The central pavilion of Enda Mikael measures 27x27m, comprising of ten rooms. This is ruins of palace are located about 200m southeast Enda Mikael. This site is in fact what archeologist refers to Enda Simon 2, which was excavated in the 1970s by the mission organized by the British Institute in East Africa (BIES) and directed by Neville Chittick. The central pavilion had a 35m square plan and was divided in to two symmetrical halls approximately 5m by 10m, and 9 other small rooms. Each hall had a wide ceiling supported by 28 columns. Interestingly just to the west of Enda Simon 2, the German archeologist found two drainage channels leading from the room at the center of the building to water spouts protruding from the base of the external wall in 1906 (*Ibid*).

Taakha Mariam: This is largest Aksumite palace that is located about 200 meters southeast of Enda Simon. Unfortunately, very little remains of this once magnificent and perhaps royal palace. When the German archeologist excavated the site in 1906, they found the area covered by houses and saw people using the stones for building material. Local people also told them that many palace stones had been used to rebuild the cathedral. The ruin was then further devastated in 1936, when the Adwa Shire road built by Italian cut the ancient site in half. Since then, the only way to appreciate the taakha Mariam's suburb architecture has been to rely on the famous, fascinating reconstruction made by the member of DAE Expedition, Daniel Krencker, on the

basis of the 1906 excavation. The complex had an amazing dimension of 120m by 80m and consisted of central pavilion enclosed by two story wings at its four sides(*Ibid*).

The ten three story towers of these wings emphasized the staircase entrance opening onto courtyard at the southern front or through the door to the northern wing. The central pavilion had a 24m square plan and lay on a podium approached on its northern and southern sides by two flights of stone steps. The recessed walls created four corner towers perhaps three storied, whereas the rest of the building had two floors. The pavilion was divided into nine rooms. They had stone floors and their ceilings were supported by stone and possibly wooden column on stone bases. The imposing quality of the complex was embellished by two four columned porticos with floral columns with octagonal column bases two of which can be seen in the Ezana Garden park(*Ibid*).

Dungure palace Located about 700m east of Taakha Mariam and less than 2km southwest of the cathedral, this palace is the best preserved and there for the most spectacular of the elite residences. Traditions strongly attribute the palace to the famous legendary queen of Sheba, who ruled Aksum some 3000 years ago. The overall plan is similar to that of Taakha Mariam, in which the central pavilion measures 18m square and has similar layout, with massive, well – dressed granite slabs used as cornerstones. The surrounding courtyards are smaller and closer and the whole complex measure only 55m x 52m over all. The pavilion’s indented plan resulted in four quadrangular corner stone possibly three storied (*Ibid*).

The rooms had columns to support the ceiling .the podium on which it lays still has one monumental, beautiful flight of stones steps approaching it to the east and a double stairway approaching the southern entrance. Incorporated at the top of the eastern stairway is small stone flagged floor area in the central pavilion. Two waterspouts protrude from the western wall, presumably in their original position. Despite some recent reconstructions, it is still possible to observe the peculiar original masonry, which consisted of polygonal coursed and un coursed rubbles as well as complete courses of dressed blocks, the latter being found in Axum only as the base of the cathedral’s podium and at the tomb of Kaleb. Two rough stelae once existed at the northern corners of the structure. This ruined elite structure was excavated by French archeologist F.Anfray, in 1966-68. Therefore, according to his research, the structure is dated

back to the 6<sup>th</sup> – 7<sup>th</sup> century AD and it could have belonged to an elite resident (Phillipson, D.W., 2012).

Emperor Yohannes IV we can say he was icon of modernization in history of Ethiopia. During his time he has been working in building his country in terms of different aspects. Building new towns including Dessie, Adwa, Debremarkos (by king Teklehymanot while he was under Yohannes.), Agula'e, Zoble in Raya Qobo are examples in town expansion aspect. And he had used different towns for different purposes. Example Adwa and Agula'e as his centers before he become Emperor, Axum for religion purpose, Mekelle & Debretabor as his main center after becoming emperor of Ethiopia. While in the long run castles and palaces for the king and emperor to be and for his followers were built in different area along with churches (Mr. FishatsionTeka TTO administrator). Among these known and unknown heritages Mekelle palace and Agula'e Emperor Yohannes IV castles is one that shows the history, politics, culture and lifestyle of the community around(Mulugeta Fisseha & Tekle Hagos, 2020).

Picture.4.1 Debratabor Emperor Yohannes' castle/Source: adopted from Mr. Gebrekidan desta



Picture 4.2 Abreha castle Hotel /sourceby researcher



Picture 4.3 dejetAbreha residences in felegdaero (Photo by the Researcher



Agula'e castle is one of Emperor Yohannes's palaces and castle that were built in different area of the country before and during his reign. Namely in Debre tabor which was a temporary capital of Yohannes IV, after tedros II death, Adwa (Adwa was his capital before he was crowned emperor) which was later destroyed by the Italians during WW II. (They built their own building in the place of the castle as Mr. Tsigie from tourism office in Adwa stated) now it's functioning as museum. The one built after he becomes emperor and is well known palace which was finished in 1875 is in Mekelle. This palace is well known and functioning as tourist destination and governmental office. It was restored 5 years ago, but not as tourism product but for governmental office by palace administration. With these castles and palace he always built churches namely hiruy Selassie in Debra tabor, Selassie in Adwa, Kidane Mihret in Agula'e, again kidanemihret and Medhanialem in Mekelle including the first mosque in Mekelle around the palace namely in kebele 04 (*Ibid*).

In my case Agula'e castle is believed to be built before Yohannes the IV become emperor of Ethiopia 145 years ago; it was built by *Dejazmach* Gebreselassie by the order of the then *Dejazmach* Kassa Miracha. Two buildings one with one story and a big hall and at some 25 meter distance from the main building toilet. As the remaining Tigray Hidmo houses it has similar structures. Local materials including stone and wood (from Des'a forest) were used. According to *Meregeta* Yiheys (a 91 years old person) and an official from tourism office said it was built by the local community supervised by *Dejazmach* Gebreselassie. Those wood used for the roof and door are still new as if it was built today. The technique that was used was simple that shows the style of the area.

In early days towns were selected based on their geographical, economic and political significance. As Mr. Fishatsionteka and Mr. Amare Kebede previous Tigray tourism office administrator and Mekelle university tourism department instructor respectively Adwa was chosen because of its commercial which was used as route from red sea to Gondar and military significance, Debretabor because it was center for administrating Tigray and remains Ethiopian regions because it wasn't easy to rule from Mekelle.

There are different possible reasons why Agula'e was chosen as his capital. One of the possible reasons was selected by the king for its economic strategy. The area was known for being center for salt trade and source of tax (Mr. Kebede Amare instructor of Mekelle University). As *Mergeta* Yiheys Araya a 91 years old elder and *Haleqa* Abadi (kebele administrator), who is born and raised in the area, claim that another reason for selecting Agula'e was because it is his mother's ancestors were from there.

After he was clashed with king Tedros II he left for afar which is near to Agula'e and start a family from the afar community there. It was this time when he observed how strategic location it is to connect afar and Tigray. The area was main root for salt commercial in the country (Mr. Amare Kebede). Also as *menjetayiheys* states it is his highness relatives from his mother's father side are from the area. So Agula'e had significance socially, geographically/politically, and economically. Around the castle there is old Agula'e village with *dejatgebreselassie's* old house and *kidanemihret* church. *Kidane mhret* church was built by emperor yohannes iv before he become emperor while he was living in Agulae. The *tabot* was brought from Jerusalem. Now

they are using it as storage, because new one was built. It has more than 140 years age. Dejat gebreselassie's ruin residence also shows the culture and architecture of the community. About the old Agula'e, was visited by the Portuguese priest Francisco Álvares on 13 August 1520, who called it Angugum. He mentions in the town "a well-built church -- upon very thick stone supports; very well hewn" which was dedicated to Saint Chirqos. The town is mentioned again in an inquiry conducted by Emperor Iyasu I in 1698, in which he proclaimed that tolls should no longer be collected there. The village was visited in 1868 by members of the Napier Expedition, who found the church in ruins; they were told that the church had been reduced to its current state by treasure-seekers. Based on the "limited information now recoverable", David Phillipson assigns the construction of this church a "Late Aksumite or, perhaps, a subsequent date". In simple word that means Agula'e town is a great tourism opportunity (Alvarez, F., 1961).

The researcher also agrees with this. As it's shown in the pictures below and more (more photos in appendix 2) we can see that Agula'e castle and its surroundings (structure of the castle, traditional utensils, its geographical surrounding, the old town of Agula'e and all) have a great deal in grabbing attention of visitors.

Picture. 4.4 *Dejcah* Gebreselassie castle in Agula'e    Picture. 4.5 The town of Agula'e



Source: - researcher

Picture. 4.6 kidanemhret church



Around the area there are some historical, natural and religious sites that have been known as well as not known. Like the chergos church which is under research, in Agula'e town, Des'a forest some kilometer away from Agula'e. The woods that were used for ceiling came from dese forest. Mariam kihien a semi monolithic hewn church. Also the castle is in a strategic location for that is found on the way of Michael emba, and afar to denakel depression. So many Tourists always take time in this area without knowing there is a valuable tourism destination in there.

Picture 4.7 "yegibr" adarash



Picture 4.8 one story residence



Picture 4.9 Agula'e castle in Agula'e



Source: - (Ibid)

It said to be Mekelle was chosen based on its political, strategically, traditional and historical measures. After he was crowned in Axum in 1871 his very first activity was to build his. Adwa, tembien, quiha, and Mekelle were elected. Tembien was rejected because the aristocrats were not volunteered for their land will be under the emperor and they wouldn't have enough land for their descendants. It was the same for quiha also. After getting acceptance from Enderta Community leaders he started his palace in 1871 and was finished after 3 years in 1874. Its different buildings with two story. The first one is the main building which has his throne and hall and the other is his bed room. In this building ground there used to be kitchen and horse house. The horse house is still there while the kitchen is not. Both Mekelle and Agula'e castle are the same except for their size. But Mekelle got the attention because it's under the authority of palace administration. It's true that palace administration purpose is making ready the residence for governmental authorities, but conserving the heritage also is its obligation, and this put Mekelle palace in advantage. On the other hand Agula'e castle took it decade to renovate. After many years the castle is serving as tourist destination both as palace and museum, While Agula'e castle is still under development.

When we are talking about palaces and castles of Ethiopia what we shouldn't forget is about the palace administration. The Ethiopian palace admiration is established to administer and reserve administrative palaces. The "Yegibi Minister" was the office that was administering the palace and its properties since the office established through proclamation no.17, 1957 as Ministry of Imperial Court (Yegibi Minister). During the rule of the Derg regime (Provisional Military Government of Ethiopia), it was renamed as The National Palace Administration and most of the

time it was accountable to the Office of the President of the Country. In the year 2005, through proclamation no. 459/2005 the office re-established as an autonomous government organ having its own legal personality, and offered its new title “FDRE’s Palace Administration” The FDRE Palace Administration is accountable to the Prime Minister (*Federal Negarit Gazeta*, 2000).

The FDRE palace administration is a governmental body responsible to administer national palaces and all other regional palaces and conserves them as long as they are part of administrative. In addition to this the palace administrative take full control on Preserve articles of cultural heritage belonging to palaces, and carry out the necessary maintenance work relating, Use place establishments and articles of cultural heritage for purposes of tourist attraction; provided however, that such use shall not cause any threat to their safety, Organize and execute state receptions when conducted in the palace (Ibid).

Under the palace administration including Mekelle palace, more than ten palaces are listed. In Axum, Adwa, and adigrat administrator residence, Axum museum *Ras Mengesha’s* residence, Bahirdar Bezawit Emperor Haileselassie palace, Addis Ababa national palace, Qoqa around Nazareth Emperor Haileselassie residence, Dire Dawa *Ras Mokonen* residence, Melkasa around Nazareth again, Jima Emperor Haileselassie building, Wendo Genet (resort ) Haileselassie building and the main palace. The remaining castles and palace including Ethiopian Camelot Gondar are under heritage conservation. Mekelle palace have been under palace administration and got little attention it deserve to be a tourist attraction (Ashenafi Tafesse, 2016).

Because Mekelle palace is well developed and promoted relatively to Agula’e, it had better tourist flow and income generation performance for the last 3 years (2009-2011or 2017-2020 early 2020).

Table 4.1 Tourist flow of Mekelle palace from 2017-2020

YEAR	Local visitor		Foreign visitor		TOTAL
	Student	Adult	Student	Adult	
2009	7378	7783	31	943	16135
2010	5734	8102	97	1218	15214
2011	5119	10229	118	2024	17490
2012	406	1311	7	83	1807
Total	18231	27425	253	4331	50646

Table 1 Mekelle palace tourist flow 2017-2020 source Mekele palace administration

In the course of four years which is after it was renovated Mekelle palace was back on track and achieved to host 50,646 both foreign and local tourists. Out of these tourists adult local tourists take the upper hand. Local students are also in high level, and it shows that how this palace is more becoming an educational tool. Tourists from foreign both adult and student is very low. In general it is low and more marketing and promotion is needed. In relatively if Agula'e castle given such attention with all the resource around Agula'e castle and being strategic place between Mekelle palace Afar, and Wukro it could be done great job. The last year in the table 2019/2020 because of COVID19 flow of tourist decreased dramatically because every movement including local was movement was stopped , followed by the insecurity which is always enemy of tourism industry it is still hard as rock. Although it is temporary problem am afraid that this kind of situation will kill rising of tourism industry (Mekelle Palace Administration Annual Report, 2018)

### 4.3 Challenges of Agula'e castle for tourism

The tourism industry as an economic sector is a sensitive industry and has its own challenges in securing socio economic of the continent. But it is greater challenge for a product when it comes to protect and make use of it. These challenges may be come from different aspects, including lack of effective marketing strategies, lack of human resource and capacity, poor infrastructure, uncoordinated and fragmented tourism planning and development, weak stakeholder coordination and also from unwell managed tourism product. When we see Mekelle palace still

there are some challenges that make them similar such as administration system, budget shortage, and shortage of skilled man power (Mulugeta Fisseha & Tekle Hhagos, 2020)

Lack of heritage protection because of the little attention given this area have been almost abandoned except for being looking after by the family who was living in the castle for generations. It has been restored years ago for the first time although there were resident in the castle it was deteriorated. And in 2020 autumn it was under restoration again.

Budget shortage; there is shortage in finance for development and promoting. A poorly designed administration system, as the museum and history expert of Wukro tourism office stated, this office was designated to administer and organize only Wukro around tourism attraction. But because of poor administration it was obligated to organize and administer including KilteAwlaelo Wereda. With the enormous tourism destination of Wukro around area which made it difficult to administer both and miss the attention it deserves (Kilte Awlae'lo Woreda Tourism Office Quarterly Report, 2018).

Lack of Stake holder coordination, community participation, and partnership among stakeholders is one of the elementary principles to guide tourism development. There is zero effort of stakeholder participation. Among the café and hotel owners/ investors / Mr. Gere owner of a hotel in Agula'e said that he built his big hotel in this small Wereda town because he believed among others this castle has its own history and beautifulness and can be a great destination and boost his business and economy of the town. He tried to promote Agula'e castle by crafting emperor Yohannes's sculpture in his hotel. But as expected he can't work alone.

Lack of trained man power and awareness guide operators should know about the resource that's going to be explained, including its history. But these tour guides around Wukro who are assembled under association they don't get any historical education except for the training how to make themselves ethical before visitors .Not only that but among the guide operators around Wukro some of them educational back ground is out of tourism or history, with no information about the castle (Kilte Awlae'lo Woreda Tourism Office Quarterly Report, 2018).

Lack of marketing and promotion is the main problem after lack of development. Developed destination without any marketing and promotion practice is wastage. Lack of detailed information having knowledge about the history of the destination and the castle should be the first thing that the administrative should fulfill. But there is lack of information and documentation. And since there is lack of proper documentation there is always history fallacy.

COVID-19 was a problem even before the destination is ready for market. That is because when the disease had broken out the castle was under construction as a result the renovation activity was stopped. Again tourism industry is a very sensitive industry. Especially, with safety, peace and security of host state at the current time.

#### **4.4 Possible way of Marketing and Promoting Tourism Product**

Among different factors that affect tourist to visit a certain destination, marketing and promoting of tourism product in the destination place have a great role. Most of the time promotion and marketing activities are carried out by government and tour operators using different methods such as mass media (television and radio), online banners, social media, newsletters and so forth (Ashenafi Tafesse, 2016)

As we all know marketing is way of reaching, getting and turning people into customers of a certain product or service that the business provides. Tourism marketing is also all about attracting national and international visitors to a certain location or event using different promoting methods. Promotion is an act and cost designed to increase recognition and income of a certain product. It is way of making known the product (tourism destination/product) you have to a potential customer, which also includes sponsoring and funding the process (Mulugeta Fisseha & Tekle Hagos, 2020).

Taking into consideration the Agula'e castle's historical, architectural design and its low use in the tourism industry of Ethiopia there are so many things to be done to develop and promote easily using different methods. Moreover, lobbying different archeologists will also help to spread information about our product among professionals in which helps to encourage the

professionals to study the area in addition to spreading the information to potential customers (Dallen, J., & Gyan, P., 2009).

Furthermore, produce documentary videos in different languages and promote it online using different technics such as showing online banners, starting a blog or posting articles about the castle, using email, newsletters, using tourist publicity videos, applying offline promo like sending post cards. As people around the world, especially tourists use internet to book their travel and look for places to visit this method of promotion is crucially important these days for it is easy to locate visitors in the internet than other means of promotion. The other way of promoting our product could be using word of mouth particularly by tour guides. In other words they may disseminate information to visitors, who come to visit a particular site, in that they would relate to them that there are other attractions in other part of the country such as the Agula'e castle.

The other method of promoting the Agula'e castle could be developing the sites into different business aspect for example building lodges and making it usable for different purpose while explaining about the castle can use as promotion instrument. Furthermore, giving schools the opportunity to visit the castle and know about it as schools are one medium of exchanging information they have a great deal of potential in spreading information among youngsters about the product in this case the Agula'e castle.

It is also important to note in this connection that creating awareness amongst the local community about tourism development and tourism attraction protection endeavors could bring about a great deal of achievement in the overall development of the sector. For example, in the case of the Agula'e castle including it in tour packages is so important because it is found at a junction that leads to the Afar region and the magnificent Wukro rock hewn churches which are included in different tour packages by different tour operators. In addition to that the creation of website upload picture of the Agula'e castle and then making it available and accessible for potential customers is also an indispensable endeavor in this regard (Mulugeta Fisseha & Selwny, T., 2020).

## CHAPTER FIVE

### CONCLUSION AND RECOMMENDATION

#### 5.1 Conclusion

In Tigray there are some historical sites that are not well known for their valuable history of which *Dejach* Araya Dimitsu's residence in Felegdaero, around Mekelle, *Dejach* Abreha's residence commonly known as Abreha castle. They have their own stories and beauty too. The result of the discussion shows Agula'e castle and its traditional local architectural design and old age with the surrounding different heritages including Agula'e old town, Kidanemihret church, which was built by Emperor Yohannes IV, *Dejach* Gebreselassie's residence, Cherkos church which is still under archeological study, and the Dese'a forest situated in a short distance from the castle shows that this product can be used as tourism hub.

Because of lack of attention from government and non-government bodies the destination has been under danger three years ago. Luckily a year ago it got the chance to be renovated by the help of Mekelle University, Tigray Tourism Office and Wukro Kilde Awlae'lo Tourism Office. Regardless of the renovation conducted by the above mentioned three institutions the castle has still many problems that have been as an obstacle for being not seen as tourism hub. Underdeveloped tourist attraction, weak marketing and promotion, lack of stakeholder coordination, less involvement and participation of local communities because of lack of awareness about tourism, poorly designed administration system, lack of trained man power and awareness, lack of detailed information/ study about the site.

There is lack of trained man power and awareness of guide operators about the resource that is going to be explained, including its history. These tour guides around Wukro who are assembled under association they don't get any historical education except for the training how to make themselves ethical before visitors. Among the guide operators around Wukro some of them educational back ground is out of tourism or history, with no information about the castle.

## 5.2 Recommendation

In order to sell this service to visitors we need to conduct well organized research upon the community around the area and the castle itself, and let know the cultural and architectural value of the castle and the value of community, know who our consumers are and what kind of service they need. Encourage group leaders such as teachers, a coach in sport club or art club or some other club leaders so that they can motivate their followers to visit the site/castle. In addition to this the researcher recommends the following measures:

- The promotion of the tourism area should be made with professionals in the industry through different methods such as using online and offline advertises such as promote it online using different technics such as showing online banners, starting a blog about the castle, using email newsletters, using tourist promotional videos, word of mouth by tour guide, using mass medias and social medias to promote, by developing the area into different business aspects , giving schools the opportunity to visit the castle and know about it, lobbying different archeologists produce documentary videos in different language, create awareness among the community about tourism and tourism attraction protection, and including it in various tour packages where tourists can easily use.
- Government bodies such as Ministry of Tourism and Culture and non-government organizations should allocate sufficient financial resources for the protection, conservation and promotion of the site in this case the castle.
- Tigray Tourism Office and Wukro Tourism Office should create a favorable atmosphere for local communities to be involved and participate in tourism development endeavor activities. Moreover, they should create awareness among the community using different mechanisms at their disposal. Also, creating awareness among the local community so as to enable them to actively participate in tourism development schemes of their locality. This would in turn help them sense of belongingness for the site/castle so that they would willingly protect the product.
- Well-organized and coordinated tourism stakeholder is needed, though the castle is once again restored with the help of Mekelle University, regional and Wereda tourism offices

it needs more hands to make it work as it needed. So Tigray Tourism Office should take the upper hand in organizing various stakeholders.

- The tour operators and agents should be well managed and the local administration should assure that tour guides are well-trained professionals and well educated in the sector so that they would rightly relate the true story of the product to customers/ tourists.

### **5.3 Limitations and Future Research Directions**

Since this study is confined to the contribution of EmperorYohannes IV'sAgula'e castle for tourism development, it might not be sufficient to infer generalizations based on these findings to other historical and cultural destinations. Hence, interested researchers in the field could take up this issue and investigate it further by employing advanced research methodologies is needed on this issue on this site as well as other sites in the region. Therefore additional investigation is required by using further new methods of investigation taking into consideration all stakeholders in tourism sector in and around Agula'e where the castle is situated and elsewhere in Ethiopia.

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# **Appendices-1**

## **QUESTIONNAIRE**

**ADDIS ABABA UNIVERSITY**

**CENTRE FOR ENVIRONMENT AND DEVELOPMENT**

**TOURISM AND DEVELOPMENT MANAGEMENT PROGRAMME**

### **Interview Guide**

Dear Respondents, the main objective of this questionnaire is to solicit relevant information on the role of Yohannes IV's Agula'e Castel in Wukro as tourism attraction. The study is being conducted in partial fulfillment of the requirement of Masters' Degree in Tourism Management and Development at Addis Ababa University. Your keen support and assistance is very much needed for the success of the research. Hence, I kindly ask you to provide accurate and honest information that will enrich my research. I assure you that your individual response to the questions will be treated with maximum confidentiality and anonymity unless you show willingness for the disclosure of your identity and personal views on the topic. I thank you in advance for your genuine and truthful information.

Kokeb HaileMichael

## Interview Guide for Key Informants

1. Apart from the various historical heritages found in Tigray, please tell me architectural (palaces and castles) attractions that have tourism potentials in comparative terms?
2. Which historical building is more attractive for tourists? Yohannes the 4<sup>th</sup> palace in Mekelle or Agula'e castle in Wukro?
3. Please describe each of these historical buildings in terms of locational advantage and level of publicity which aspect of these relics attracts tourists?
  - a) Their architectural beauty
  - b) Their historical and political significance
  - c) Both
4. Are they visited more by foreign or domestic tourists?
5. What are the challenges these buildings face as tourism resources?
6. What are the possible ways of developing and promoting these sites?

KI for office workers and

- Name-----
  - Sex\_\_\_\_\_
  - Occupation\_\_\_\_\_ -
  - Place of work\_\_\_\_\_
  - Level of Education: \_\_\_\_\_
  - Primary school \_\_\_\_\_
  - High school \_\_\_\_\_
  - College level \_\_\_\_\_
  - University level \_\_\_\_\_
  - Responsibility \_\_\_\_\_
7. In what capacity do you know the two historical buildings?
  8. For how long you knew them?
  9. Tell me a little bit about the history of these buildings including their:
    - Inception
    - process of construction,
    - architectural meaning and significance

10. Who is responsible for their well-being (up keeping and maintenance)?
11. How regular is their maintenance?
12. What is their current status?
13. Do you use them as tourism resource?
14. Are they included in the tourism package or itinerary of tourist travel in Tigray region?
15. Are they well promoted?
16. If yes, what channels of promotion do you use?
  - a) Internet (web site),
  - b) Flight magazine,
  - c) TV and radio, d)social media
17. If they are known and visited by tourists, would you please tell me the details in terms of the number of visitor and revenue generated:
  - a) Monthly
  - b) Quarterly and,
  - c) Annually
18. What was the role of your organization in developing and promoting the sites as tourist destination?
19. Do these sites face any problem?
20. If yes, what kinds of challenges do they face?
21. So far, what efforts are made to solve the problems?
22. In terms of origin, do Mekelle Palace and Agula'e castle have any architectural affinity with other historic buildings in Tigray or Ethiopia at large?

## Appendices-2

### Supportive Pictures

Pictures of Agula'e castle and its surroundings



Agula'e castle before renovation.



Agula'e castle internal look



Emperor Yohannes bed.





Entrance to the compound



The kitchen part of the castle

A small bridge constructed by the Korean government



The country side of Agula'e