



ADDIS ABABA UNIVERSITY

COLLEGE OF DEVELOPMENT STUDIES

CENTER FOR ENVIRONMENT AND DEVELOPMENT

TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

**Exploring the Practices of Celebrating Yahoode Festival for Tourism
Development in Hadiya Zone**

**A Thesis Submitted to Center for Environment and Development Studies,
Tourism Development and Management Program in Partial Fulfillment of the
Requirement for Masters of Arts in Tourism Development and Management**

By: Addisalem Molla

Advisor: Tesfaye Zeleke (PhD)

December, 2021

Addis Ababa, Ethiopia

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College of Development Studies
Center for Environment and Development
Tourism Development and Management Program

This is to certify the thesis conducted by Addisalem Molla, entitled “Exploring the Practices of Celebrating Yahooode Festival for Tourism Development in Hadiya Zone” and submitted for Addis Ababa University, College of Development Studies in partial fulfillment of the requirement for the Award of Degree of Master of Arts in Tourism Development and Management. Thus, this paper complies with the regulations of the University and meets the accepted standard with respect to originality and quality.

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Declaration

I, Addisalem Molla, declare that this study has been prepared for Master of Arts in Tourism Development and Management entitled “Exploring the Practices of Celebrating Yahooode Festival for Tourism Development in Hadiya Zone” is a result of my original research work carried out by me. The material and ideas embodied in this thesis has not been submitted for the award of any degree, diploma, or certificate courses by any candidate at any university. I have prepared it with my effort independently. To the best of my knowledge, I have fully acknowledged the materials and pieces of information used in the study. All the procedures of this study were done according to the expected standards and regulations of Addis Ababa University.

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Date _____

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Abstract

This research was aimed at exploring the Practices of Celebrating Yahooode Festival for Tourism Development in the Hadiya Zone, SNNPR. The study analyzed components of Yahooode festival practices, overall management activities and the challenges hindering it not to be used widely for tourism development. An exploratory research design and also qualitative lead mixed research approaches were employed for this study. By using purposive sampling technique of non-probability sampling, 67 quantitative data were collected from the experts of the culture and tourism bureau of the zone through questionnaire and also 17 key informants (Yahooode festival organizing committee, higher officials from the zone administration office, government communication office and higher official of culture and tourism office and elders of Hadiya) were used for obtaining qualitative data through in-depth interview. The research finding indicates the Yahooode festival has the unique socio-cultural and economic manifestations of Hadiya people. It incorporates gaabbimmaa (elders blessing), Yahooode dancing, girls and boys cultural dancing, damsel cultural wearing or clothing show event, tuutta (traditional share out association), saatte (torch) program, sharima and birima (cultural boasting), diransima (lullaby and croon) and customary gastronomic services. As the finding indicates the challenges those hinder the festival practices not to be used widely for tourism development are lack of advance planning, inadequate marketing and promotion, lack of support from higher government bodies, weak community awareness to the festival event, lack of skilled manpower in festival tourism, insufficient budget, lack of strong leadership and centralization of activities. And also an overall management practice of Yahooode festival for tourism development in the study area is almost poor. Therefore, proper management practices of planning, promotion and marketing of Yahooode festival need to be applied and all the concerned organizing entities of the Yahooode festival event are expected to improve their concern on the Yahooode festival and work in collaboration for encouraging the festival for tourism development in Hadiya zone.

Key words: Yahooode, Festival, Practices, Celebration, Tourism Development, Management activities, Hadiya Zone, SNNPR, Ethiopia.

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List of Acronyms and Abbreviations

| | |
|----------------|---|
| CSA: | Ethiopian Central Statistics Agency |
| ETD: | Event Tourism Development |
| HZCTB: | Hadiya Zone Culture and Tourism Bureau |
| HZGCO: | Hadiya Zone Government Communication Office |
| IFEA: | International Festival and Events Association |
| PMP: | Planning, Marketing and Promotion |
| SNNPR: | Southern Nations Nationalities and Peoples Region |
| SPSS: | Statistical Package for Social Science |
| SWOT: | Strength, Weakness, Opportunity, Threat |
| UNESCO: | United Nation Educational, Scientific and Cultural Organization |
| WTO: | World Tourism Organization |
| YFP: | Yahoode Festival Practice |

Glossary of Local Terms

Atakanna: the cultural food of Hadiya people in South Nations, Nationalities and peoples region of Ethiopia

Damsel: the term used to call unmarried virgin girls.

Diransima: refers to lullaby and croon of individuals.

Gaabbimma: a term used to describe the traditional event of elders blessing of an Ox by holding grass, milk and butter for New Year be the year of blessing in every aspect of life.

Gambaabiya /Gambaawwiita/: the term refers to flute in which young boys play it by conveying attractive sounds starting from the mid of August to end of lip year to implicate the approaching of Yahooode festival among Hadiya people in SNNPR of Ethiopia.

Yahooode kajja: cultural dance of Hadiya people in SNNPR of Ethiopia.

Machaal Meera: the term used to describe the market which undertaken in the early morning at the time of Yahooode festival celebration among Hadiya people and termed as bedlamite market due to the feverish and haste act of peoples to go to the market in early morning.

Mikkiraa: the event undertaken by unmarried young boys and girls in the next day of slaughter program of Yahooode festival celebration among Hadiya people in SNNPR of Ethiopia.

Saate: the term used to describe the collection of torch used to fire during Yahooode festival celebration among Hadiya people in South Nations, Nationalities and peoples region of Ethiopia.

Sharima /Birima/: refers to cultural boasting of individuals who did good things which becomes sample for their neighbors in every aspect of life among Hadiya people.

Tuuta /Shematta/: terms refers to traditional share out association which used to share the slaughtered Ox meat during Yahooode festival celebration among Hadiya people.

Yahooode: a term used to describe the annual cultural festivity and manifestations of Hadiya people in South Nations, Nationalities and peoples region of Ethiopia.

Chapter One

1. Introduction

This chapter provides the introductory parts of the study such as background of the study, statement of the problem, research questions, and objectives of the study, significance of the study, scope of the study and limitations of the study. Therefore, the chapter provides the overall context and science for the exploration of Yahooode festival.

1.1. Background of the Study

Festivals and tourism are interconnected concepts in which tourist destinations all over the world generate and promote festival events as a way of attracting and improving visitor experiences, ensuring the linkage between the two and contributing in the development of tourism in a given area. As a result, festival tourism is being used to boost local economies and overcome seasonality while also allowing for demographic dispersion of tourism across a growing tourist area (Esu & Arrey, 2009).

Festivals have taken on a crucial significance in many communities, which explains why there are so many of them around the world. As a result, the IFEA estimate that over 4.5 million festivals are held annually around the world. The United Kingdom is a good example of a country that recognizes the benefits of festivals and events. It is projected that 670 events and 200 major festivals in the UK contribute £450 million to the economy in ticket, transportation, fare, and lodging expenditures alone (IFEA, 2009).

Festival tourism is regarded as one of the tourism activities and a tourism attraction that aids in the growth of tourism in a given destination. As a result, the sector is a large source of revenue and an important export business. In 2010, international tourist arrivals hit a new high of 982 million, up 4.6 percent from the previous year, while receipts increased by 3.8 percent to US\$1.030 billion (UNWTO, 2016).

Festival tourism is a rapidly growing tourism concept that many countries are capitalizing on to boost their economies. Festivals attract visitors to flock to the area where the festival is held and spend their money on while they are enjoying the festival event. Its relevance and validity are derived from people's cultural diversity and it is used to define its meaning and their manifestations (Schollman, *et al.*, 2010).

A festival is an annual event that has become a traditional representation of a region and is organized by locals and celebrated on the same day and month each year. Planning, organizing, marketing and promotion of those festival events are also part of its management operations, which help to assure tourism development in the destination and the country as a whole where it is celebrated (Revilla.H, 2016 and Priporas *et al*, 2018).

Festivals are events that incorporate organized cultural celebrity appearances, entertainment, political and corporate events. As a result, festivals integrate the host community's socio-cultural expressions, which have an impact on inspiring visitors to a region to participate in the destination's unique cultural elements. Thus, if they are effectively managed, they have a significant impact on a destination's tourism development (Goldblatt, 2002).

Festivals are one of the components of cultural tourism, which is the world's fastest increasing concern, ensuring the cultural tourism remains a popular tourism branch. Tourists can express their cultural perspectives based on history and tradition, cuisine and beverages, music and dance as participants. It has a critical role in exacerbating existential views and providing one-of-a-kind and unforgettable experiences (Getz, 2008 & Huang, *et al.*, 2010).

Festival organizers confront a number of problems, including the fact that the activities are not held on a year-round basis, but just for a few days or weeks once a year. The festival organizers also lack training or competence for the effective utilization of it for ensuring tourism development in the area where they are celebrated. Furthermore, community people may regard the festival as a fun community-based event that reflects their town's culture and history, rather as a money-making tourist attraction. Fundraising and personnel are important ongoing challenges in both cases (Getz and Frisby, 2016).

Festivals, carnivals, religious events and the arts and entertainments, if they are well managed they have an impact in tourism development and often subsumed in the literature of cultural tourism (Mc Kercher & du Cros, 2002 and Richards, 2007). Festivals in particular have been examined in the context of place marketing, urban development, tourism and more recently social change (Picard & Robinson, 2006a).

Generally, festivals regarded as social or cultural celebrations by their organizers and host communities. As a result of their significant impact on motivating tourists to the surrounding region, they are increasingly being recognized as tourist attractions. Festivals' potential to promote tourism depends, without a doubt, on management practices, aims, and how they are organized (Frisby and Getz, 2013).

Southern Ethiopia presents diverse cultural festivals and cultural manifestations of the ethnic groups. Those cultural festivals are highly celebrated among the members of each nation by implicating the New Year and encouraging every individual to participate in a good socio-cultural, economic and environmental aspect. Among those Yahooode festival is the one, which is a New Year festival celebrated among the Hadiya people. It is not only a New Year celebration, but it is also cultural festival for Hadiya community. It is also considered as a day of unity, peace, and love that unites families and the local community (Pankhurst & A, 2002).

Thus, Yahooode festival is a yearly festival celebrated by Hadiya people in SNNPR of Ethiopia. It incorporates wide range of socio-cultural manifestations which creates a good opportunity for tourism development in an area as it attracts and creates motives to visitors to take part in the festival celebration. Consequently, exploring its practices are necessary for ensuring tourism development in an area.

1.2.Statement of the Problem

Festival is an event which could be celebrated by a given community, which integrates different cultural manifestations and practices of that community and it has an important role as a means of social change, the reproduction of place, tradition and also festivals are used as a tool and motivator for tourism development (Quinn, 2009).

Festival and the proper management of its practices ensure an opportunity in attracting visitors to destination celebrating a festival, which helps and builds prospects for tourism development. Therefore, good festival management practice of its authentic practices as a tourism attraction aids an area with the tourism development which in turn has economic, community-building and cultural development to fostering the national identity's plan (Getz, 2008).

Festival as a tool for tourism development has been the subject of quite a few researches (e.g. Anwar & Sohail, 2004; Donovan & Debres, 2006; Jal Gatluak Pal, 2019; Mc Kercher, Mei, & Tse, 2006; Nurse, 2004; Robinson, Picard, & Long, 2004). This all researches replicated that festival helps to ensure tourism development in a tourism destinations and basically it helps to tackle the seasonality problem of tourism spots.

Some of the researchers have sought to determine the marketing orientation of festivals (Mehmetoglu & Ellingsen, 2005; Tomljenovic & Weber, 2004). It has often been observed and the research tends to confirm the thought, that festivals in particular lacks concern for tourism and take a product orientation that tends to ignore customer needs and commercial realities. Carlsen and Getz (2006) provided a strategic planning approach for enhancing the tourism orientation of a regional wine festival, but perhaps wine and tourism make more natural partners.

Although many have advocated for arts and tourism collaborations, which do exist in the form of festivals, concerts, and staged performances, there will always be rivalry between these sectors. The anthropological literature on cultural celebrations is vast, with tourism being considered as a change agent, such as causing cultural authenticity to deteriorate. In this vein, festival tourism has been a topic of discussion in cultural studies (Quinn, 2006).

Even while a number of festivals are rapidly expanding, many of them are still in their infancy in terms of management. Many festivals lack strategies for analyzing and leveraging the external environment, and adequate metrics of attendance and economic benefits are frequently unavailable. The question remains as to why so many festivals are unsophisticated from a managerial point of view. Is this a function of the stage of growth of the organization? Are resources for development lacking, or is there outright resistance to a more business-like approach to management? A more complete understanding of festival management is clearly needed if festivals' tourism potential is to be maximized (Getz and Frisby, 2016).

Existing tourism literature on festivals and events is dominated by four main topics including economic impacts, audience analysis with a view to improving marketing and service quality, the management of events with a particular concern to enhance marketing and service quality and broader event impacts as perceived by residents (Moscardo, 2007). Getz (2008) concludes, festival event tourism studies and related research are still in the early stage of development.

Researches in African countries show that festival plays significant roles in tourism development which in turn leads to improvement in socio-economic patterns of the destination. For instance, research conducted in South Africa found that festivals contribute immensely towards the economic development of the festival participants especially the artists who perform during the festival by providing the opportunity to increase the sale of their products and putting extra income into their pockets through gate fees (Pretorius *et al.*, 2016). The research conducted in Kenya founded that there is a symbiotic relationship between culture and tourism and hence between culture and economic development (Chebotibin *et al.*, 2018).

In Ethiopia, in spite of the presence of a number of festivals celebrated both monthly and annually in the unique calendar of the country, very little effort is done to introduce festivals into the tourism market (Kebede, 2013). He focused on the role of Timket festival celebration for tourism development in the city of Gondar, Amhara Region, Ethiopia. Jal Gatluak Pal (2019) also tried to assess role and contribution of Meskel festivity celebration in developing tourism in the city of Addis Ababa and another researcher Nega (2019) addressed challenges and opportunities of Ashenda festival for sustainable tourism development in North Wollo, Ethiopia. The other researcher Asrat Desta (2017), addressed that challenges and opportunities for tourism development in Hadiya Zone; the case of east Badawacho woreda. His research finding indicates the prevailing challenges and opportunities for tourism development the study area and the case of Yahoode festival was not investigated.

Thus, as the above research findings indicates most of the researchers focus on the impact of festivals and neglected the components of festival practices, challenges and its management concerns of them for ensuring tourism development. Even the case of Yahoode festival practice has not been explored to till date. Therefore, by considering those gaps this study is inclined to fill those gaps of festival practices, challenges, and its management activities of Yahoode festival for tourism development in Hadiya zone, Southern Ethiopia.

1.3. Research Questions

The research questions addressed in this study were:

1. What are the practices of Yahooode festival celebration in Hadiya Zone?
2. What are the challenges that hinder Yahooode festival for not to be used widely for tourism development?
3. How does the prevailing management practice of Yahooode festival for tourism development looks like in Hadiya Zone?

1.4. Objectives of the Study

1.4.1. General Objective

The general objective of this study was to explore the practices of Yahooode festival celebration for tourism development in Hadiya zone.

1.4.2. Specific Objectives

Specific objectives of this study were:

1. To explore components of Yahooode festival celebration for tourism development in Hadiya zone
2. To identify challenges that hinder Yahooode festival not to be widely used for ensuring tourism development
3. To analyze the management practices of Yahooode festival organization

1.5. Significances of the Study

This study takes into account practices of celebrating Yahooode festival, its management activities by the concerned entities and challenges hindering it for not to be used widely for tourism development in the study area. Therefore, the result of this study has vital and diverse significances. Firstly, it has a vital role in ensuring academic significance as it illustrates direction for giving an improvement and develop the educational worth of Yahooode festival for the coming generation. Secondly, it serves as a reference for future researchers and gives direction and serve as a base to undertake different investigations.

Thirdly, it has significance in policy development, which means it gives clues in designing and developing policies, strategies and plan for managing the festival and ensuring its practices for tourism development in an area where the festival could be celebrated specifically and the country as a whole. Finally, it has development significance. As the study concerns one of the development issues especially on festival practices and its management for tourism development, it has significance in giving the clue on the practices of the two concerns, which in turn leads to having an impact on the development activities in general.

1.6.Scope of the Study

The scope of this study was delimited by the parameters of the geographical area, the theme, time boundary, and the units of observation of the research. Therefore, initially based on the geographical perspective its scope was delimited to the Hadiya zone as the festival could be celebrated there only. Secondly, based on the theme and areas it covers the study was delimited in exploring the practices of celebrating Yahooode festival, challenges hindering the festival practices and the overall management activities of it for ensuring tourism development in Hadiya Zone.

1.7.Limitations of the Study

When conducting this study the researcher faced the limitations, which hinder the result of the study in one way or another. The major limitations were nonexistence of timely response from the respondents during data collection, absence of the respondent on the time agreed for contact, lack of properly documented information of Yahooode festival practices and its management activities for tourism development in the study area and also the existence pandemic disease COVID 19 or corona virus. Additionally, regarding to limitation related with research tools the researcher designed to use focus group discussion as a method for data collection from organizing committee of Yahooode festival, but due to the lack of interest of the members of the committees for FGD; it was not employed and optionally, personal interview was used and also the researcher designed to incorporate local communities those participate in the festival celebration in the public space, but due to the existence of pandemic disease and difficult political situation the festival was not celebrated in the public place and as a result the local communities where not incorporated in the study and in place of them representative elders of Hadiya people were employed.

1.8.Operational Definition of Key Terms

Festival: implies to the event that has become a customary symbol of a people celebrating it and includes authentic practices which have been built up by local people that are held on the same day and the same month each year and also which ensures tourism development.

Festivity: refers to celebration of cultural manifestations that resonates across the modern world which motivates visitors and tourism development in the area where they are celebrated and it also associated with religion, culture or even as a mode of social control (Rojek, 2005).

Festivalization: refers to the process of celebrating the festival events and its development and their increasing influence on their surroundings tourism development (Cudny et al. 2012).

Yahood: a term which indicates the cultural festival celebrated by Hadiya people in SNNPR of Ethiopia and which also projects beginning of New Year, day of unity, peace and love that unites the host community.

Practices: refers to the experiences and different performs included in a given event or action and the actual application or use of an idea, belief and its components actually put it into place.

Tourism Development: as refers to the multi-dimensional and complex system change in tourism industry, which in-turn enhances the progress in other aspects of human life.

Chapter Two

2. Literature Review

The review of literatures relevant to the study is the subject of this chapter. These publications cover the scope of festival practices and management for tourism development in general, as well as the overall notions of festival and their link to tourism, management concerns, and obstacles that impede overall practices.

2.1. Basic Concept of the Festival

The term's etymology is derived from a Latin roots *festum*, which means "universal fun and festivity." *Festum*, which meant public joy, merriment, and revelry, and *feria*, meaning implied abstinence from work in honor of the gods, were the original Latin terms for festive occasions (Falassi, 1987). The root of the word festival comes from *feast* (*fiesta*), standing for celebration (Skoultzos, 2014). Indeed, festivals provide a space and time away from everyday life in which intense extraordinary experiences can be created and share (Morgan, 2008).

The existing English language definition of a festival was summarized by Falassi as a sacred or profane time of celebration, marked by special observances. They are showcase and contribute to the human culture and they are also avenues for host communities to generate incomes as they have a strong link with business activities and also the common element in festivals are the parades and processions, also most of the other major types of event like the art and entertainment are often found as part or as a theme of festivals (Falassi, 1987 & Getz, 1997).

Festivals are events that, when combined with other attractions in practically every community, produce a true tourist attraction that has a significant impact on the destination's image (Viktorja, 2013). They are becoming very common, globally popular and destinations are severely competing with each other in festival offerings due to many benefits it brings to the destinations.

A festival is an annual event that has become a customary emblem of the place and the people who live therein, representing its normal and unique socio-cultural features and including an authentic practice developed by locals and held on the same day and month each year (Revilla.H, 2016 & Priporas, *et al*, 2018).

There are various labels for festivals in different literatures, and it is generally believed that the celebration is the foundation of the festivals and celebrations. It is a type of social activity based on the needs of people living customs that have been gradually established and passed down from generation to generation for a long time (Tang, 2014).

A festival is a gathering of a relatively large group of people in a specific public place for a specific period, where visitors are offered a unique experience that is planned and organized around a specific goal, and where transformations and play are used to allow visitors to behave and feel differently than they do in their everyday lives (Van. H, 2019)

A festival is a secular or religious cultural celebration that is organized by and/or for the public and can be held alone or in conjunction with other events. Many festivals involve activities that bring buyers and sellers together in a festive atmosphere (Berridge, 2007).

Festivals are a diverse cultural phenomenon that reflects an active cultural process, as well as a communal phenomenon that serves purposes inherent in human group life. They are public in nature, participatory in ethos, complex in structure, and multiple in voice, scene, and purpose, and happen at calendrically scheduled intervals (Del Barrio, *et al.*, 2012).

Cultural festivals appear to be all-pervasive in modern society, cramming the social calendar and cultural agenda with a diverse range of events, happenings, and spectacles. Festivals are also increasingly taking on a wider range of roles as their importance grows, ranging from mechanisms to sustain cultural groups to mechanisms to ensure the acceptance of a particular cultural discourse to mechanisms to generate local pride, identity, and revenue for the host destination (Montserrat. C & Greg.R, 2007).

2.2.The Festival's Goals and Vision

The underlying vision of the festival is where it wants to go and what it wants to achieve in the future. Its mission, who is more detailed than the vision, outlines the festival's goal, nature, and philosophy. Its goals are to lead and direct activities and objectives, as well as to accurately estimate the predicted outcomes of operations (Dafni, 2016).

Festivals have become an important component of the cultural life of a town. Every year, the great majority of cities have at least one festival. Festivals play a significant role in Europe, and because the festival sector is developing at an unstoppable rate (Turan, 2002). Being a cultural event itself, a festival is aiming on promoting cultural education and recreation of its audience. Many festivals are based on ancient tradition and cultures, aiming for their audience to communicate with the past for the current generation.

2.3.Features of the Festival

Almost every description of a festival mentions the festival's connection to a specific public space. Which implies that festivals are held in an existing open space that is regularly open to celebration; it is a space set apart to which they come seeking an extraordinary experience, and this experience might have emotional and symbolic significance, which they subsequently link with the location (Morgan, 2007).

A second feature of festivals is that they take place over a set length of time, or at a precise point in time. This time span can be a single day or several months, as with various festivals. While a festival may have a distinct beginning and finish, this tells nothing about how attendees anticipate and prepare for the event (in advance), or about the lingering recollections. The frequency isn't immediately relevant; it could be an annual festival or a single event that becomes legendary. The way we talk about the festival season reflects the festival's fixed temporality.

A third feature of a festival is that it includes pre-planned and coordinated activities. Festivals are meticulously planned, with someone in charge of the final outcome. This is a necessary because a festival necessitates at least some coordination due to the high number of people involved. Communication, logistics, and safety are all issues that require explicit agreements on who is responsible for what. An event's preparation and organization also implies that it has a goal: "Organized events are designed to achieve specific goals, such as those in the economy, culture, society, and the environment" (Getz, 2007).

The objective of festival activities might be idealistic, such as a festival against racism that encourages people to protect their environment and fight poverty by educating them on how to avoid prejudice of persons due to unfounded worries. However, the goal might be as simple as making money or having a good time. Festivals can also be planned to represent societal aims, such as stressing what we have in common as a society, such as good ideals, customs, traditions, and cultural manifestations that are beneficial to the community. As a result, festivals might be described as having themes that either celebrate or commemorate something (Getz, 2010).

The way they generate a unique experience is a fourth festival characteristic that is independent of the purpose. Every festival is unique because it is tied to a specific time and location; you must have been present to properly appreciate it. "They give the impression of one-of-a-kind, one-of-a-kind experiences for which it's important to declare 'I was there,' and which so have their own authenticity" (Giorgi, Sassatelli & Delanty, 2011); and "Much of the attractiveness of events is that they are never the same, and you must be present to really appreciate the one-of-a-kind experience; if you miss it, you will regret it" (Getz, 2008).

Festivals also include non-everyday settings and acts in which play and performances are employed to suspend normal reality: "It appears that all sorts of festivity incorporate staged and non-staged performances and enactments, through which individuals and communities can discursively display their ideas of the world and build significant frames for their being together" (Picard & Robinson, 2006, p. 12). This play element means that people are voluntarily part of the festival, that beforehand they don't know what may actually happen, that they will follow certain rules that fit the situation while veering from the usual rules of social interaction, and that a second "as if" reality is created (Rippen & Bos, 2008).

A festival not only modifies a venue, but it also transforms the activities of those in that area, both those performing (musicians, actors) and the general crowd (through dancing, partying and dressing up). These different behaviors bring different rules and conventions to the forefront and change the expectations of what is normal: "Objects (props and sets) and people (actors, audience) are assigned symbolic values and roles; where all attending observe rules and conventions that are different from those of everyday life" (Morgan, 2008).

2.4. Significance of Festivals

The festival events are seen as a significant weapon for attracting tourist and building the tourists image within the different communities (Susic & Dordevic, 2013). Furthermore, festivals are said to function as an image maker and the city weightwatcher in which those festivals attract visitors and it serve to raise the profile of the city or the region. Additionally, Mayfield and Crompton (2013) and Quinn (2013) see festivals and events as the fastest growing tourist attraction in the whole world today.

Festival events which managed and organized in a proper way has a significant value for the promotion of the destination as a tourism destination for the visitors to experience various practices and spend their money and time in that destination which in turn helps to improve tourism development and its socio-economic and cultural values (Chenini & Touaiti, 2018).

Festival seasons function as automatic timelines for repairing or replacing damaged and deteriorated infrastructure, and also for the construction of new infrastructure. Both local and tourist requirements can be met by improving and enhancing social amenities (Henderson, 2015). Infrastructure, notably event centers, lodging, and eateries, is a critical area of development. Festivals are frequently preceded by the refurbishment of existing hospitality facilities as well as new buildings. Festival infrastructural outputs not only give a solution to the community's infrastructural problems, but also reinforce indigenes' perceptions of the festivals' usefulness and impact (Scholtz, *et al.* 2019)

Festivals are promoted in an where they are celebrated in general and are linked to the specific product or culture and art product for that region or area. A festival represents the city in which it is held and the people who attend it, but it is the quality of the goods on sale that drives visitor demand for the festival (Li & Petrick, 2006; Chenini & Touaiti, 2018). A festival can also be a very valuable and successful tool for promoting an area (Rizzi & Dioli, 2010 & Christou, 2015).

Festivals are essential attractions for destinations because they boost destination competitiveness, creativity, innovation, and image while also supporting destination branding efforts by motivating visitors to an area and offering unique tourist experiences for distinctiveness (Nella & Christou, 2016 and George, 2017).

Festivals can help the host communities to achieve their social, economic and environmental goals while contributing to the tourist, travel, leisure and hospitality industries (Deniz & Aktas, 2015). Festivals are now becoming more widely recognized as an integral part of destination promotion. They not only increase the critical mass of attractions accessible at the destination, but they also provide promotional opportunities through the media exposure they receive (Faulkner, 2000). Furthermore, festival marketing research show that festival and culture-oriented visitors spend more and get a better level of education than mass tourists (Kim, *et al.*, 2007 and Volgger, *et al.*, 2017).

The hosting of cultural festivals promotes tourism growth in the destination where the festival is held, as well as the host community's and the broader public's pride. It fosters cultural identity, community cohesion, and understanding of the location, thus it's critical to understand inhabitants' ideas and opinions in order to optimize positive perceptions (Gursoy, *et al.*, 2014).

Festivals raise demand for a location by drawing tourists from the alternative tourism segment, and they have a positive impact on local quality of life and population well-being when they are sustainable (Gunlu & Lale, 2016).

Festivals foster community cohesion by providing chances to draw on shared histories, cultural practices, and ideals, as well as providing social settings. They are spaces where local knowledge is formed and shared, and where the history, cultural heritage, and social institutions that define one location from another are changed, rejected, or reinvented." Festivals may have an impact on the development of identity for its organizers and host communities, and so the experience of place identity may be impacted and expressed through a festival arena (Quinn, 2005, p.928).

Festival tourism is important for supporting tourism development, which helps to strengthen towns and cities by providing opportunities, such as the impact they have on a community's local economy, socio-cultural image, and infrastructure landscape. However, the majorities of these festivals is attended by local residents and are unrelated to tourism, possibly due to the organizers' inability to incorporate a tour package into the festival or a lack of knowledge of the association between the two and the potential benefits to the local community and the nation (O'Sullivan & Jackson, 2002).

Cultural festivals attract tourists, who spend money once they are in a destination, boosting the local economy both on and off the festival grounds. Admission costs, parking fees, food, beverage, and souvenir sales, among other things, all contribute to on-site spending. For example, attendees at the 2011 Irish Fair of Minnesota spent an average of \$50 on the festival grounds. Off-site spending, on the other hand, has to do with how festivals create cash for towns. Visitors, for example, stop at local petrol stations, souvenir shops, and restaurants, to name a few (Viviere & Slabbert, 2012).

Festival-hosting communities benefit from an additional source of off-site revenue in the form of overnight guests. Overnight visitors to the 2011 Irish Fair, for example, spent an average of \$170 on hotel and \$38 on food and beverages during their stay. Festivals also provide free promotion and advertising to local businesses as visitors return home and tell their friends about how much fun they had. Successful festivals have a rippling effect on the local economy, benefitting both tourist and non-tourism related industries (*ibid*).

2.5. Typology and Components of Festivals

Several researchers believe that there are numerous sorts of festivals and events, but most authors agree that there are four different categories of events that may be classified based on the number of attendees, the destination characteristics, and the type of visitors (Ma & Lew, 2012).

- a) Local festivals and events: this include many trade and industrial fairs, special local exhibitions and specific industry fairs, local heritage festivals, local contemporary festivals, numerous music concerts, theatre shows, and art exhibitions, as well as other local festivals such as the cherry and grape festivals.
- b) Important regional festivals and events: National heritage festivals, national contemporary festivals fall into this category.
- c) National festivals and events: Rio Carnival and Cannes film festival may be examples for this type of festivals.
- d) Global giant festivals and events: these festivals are huge, have attendees all over the world and very popular globally.

Folklore festivals (one of the most prevalent varieties, centered on folk dance and music; we may also include storytelling festivals here); Food/culinary festivals (events centered on food); Festivals dedicated to local agricultural products (with an agricultural theme) or traditional food (meals made with the product); Traditional craft festivals (either as a whole or for a specific craft); Traditional rites and rituals festivals; Festivals honoring nature's bounties and natural resources; Festivals celebrating cultural and historical heritage encompass both concrete and intangible elements (M. Stankova & I. Vassenska, 2015).

Festivals combine unique attributes such as creative enhancement, aesthetic delight, and cultural exchange with instrumental benefits such as tourism flow, job creation, and place branding, as well as commercial goals. It appears to be a difficult category to define, as it encompasses a wide mix of social, cultural, and economic agendas, as well as public good features of the host tourism destination (Getz, 2008).

Festival tourism includes events such as festivals, rallies, carnivals, expositions, sports, and cultural manifestations of the host community, such as cultural attire, culinary practices, cultural dance and music, and traditional associations, all of which have socio-cultural, economic, and environmental implications for the destination where the festival practices were held. It comes in a variety of sizes, has a certain subject, and is held frequently or irregularly in the same place at a specific period. Unlike traditional life lines of people, events, and programs, it can draw a big number of tourists from outside the region (Lian, 2004).

Community-based cultural festivals evolve over time to reflect inhabitants' beliefs, interests, and aspirations, and they combine a variety of local and indigenous practices as well as the host community's diverse cultural manifestations (Derrett, 2003).

2.6.Nexus between Festival and Tourism

Festivals and tourism are intertwined ideas in which tourist sites throughout the world promote festivals as a means of attracting and improving visitor experiences. As a result, festival tourism is being used to overcome seasonality while also allowing for the demographic dispersion of tourism across a developing tourist area. Thus, festivals are vital for the tourism sector and tourism is also important for the preservation of the host community's indigenous cultural festivities and sale them as tourism product (Esu & Arrey, 2009).

The relationship between cultural festivals and tourism has grown stronger throughout time, with cultural festivals and manifestations of a specific community serving as tourist attractions and tourism providing additional audiences for festival practices. As a result, festival cultural practices may be encouraged in order to assure festival tourism in an area where the festival is hosted (Hughes, 2002 & Rivera *et al.*, 2008).

Festivals designed as a product enhance a destination and promise a glimpse into the true cultural practices of a region from a tourism standpoint. From the festival's perspective, visitor audiences generate new forms of demand, revenue streams, and a method of enhancing their reputation (Quinn, 2006).

Festivals have a tremendous impact on the host community's lives as a result of the positive consequences from visitors. They are viewed as significant activities and spending outlets for inhabitants and visitors, and they can help to improve the community's economic status. Homegrown festivals have the advantage of keeping the home market active by providing opportunities for socio-cultural and economic activity among locals and visitors to the destination (Tassiopoulos, 2005).

Festivals are an important motivator of tourism, and they appear prominently in most tourism destinations' development and marketing plans. Their role and impact in the tourism industry has also been well recognized, and they are becoming increasingly important for destination competitiveness and reinforcing the very strong relationship between festivals and tourism. As a result of festival is a form of tourism attraction for a specific tourism area, this suggests that there is an indisputable link between them. (Quinn, 2009 & Getz, 2008).

Festival events, as an experience that is carefully shaped to deliver an impact on the tourism industry and, as a result, have a significant impact on the economy of the host community, allow attendees to share an experience and produce measurable economic outcomes through the spending obtained from visitors to a specific tourism destination (Silvers, 2004).

In a world when locations are growing more alike and homogeneous, festivals have the capacity to sell places and differentiate them. As a result, cultural festivals help the destination compete more effectively with the others (Richard & Wilson, 2004).

Festivals help to create a positive image for the area where the festival practices were widely celebrated, and they provide a competitive marketing advantage in comparison to similar and competing tourist destinations. They can also play an important role in local tourism development, as they attract visitors and encourage them to stay longer and spend more in the host community, which helps to boost local tourism development (Allen *et al.*, 2012).

Festivities have the ability to modify as a tourist attraction, image building for tourism destinations, destination repositioning, community identity, and a strong sense of local pride that is recognized internationally, as well as attracting a growing number of visitors who support urban revitalization, including economic growth, and they have the potential to have a long-term effect on tourism (Getz, 2009 & Derrett, 2008).

Festivals are increasingly being used as instruments for promoting tourism and boosting the regional economy due to their ability to recreate the image of a place and or contribute to the exposure of a location trying to get on the tourism map, as well as their effectiveness in increasing demand for local tourism. It has gained worldwide momentum in recent years as a result of the aforementioned reasons that it has on the tourism industry and it has gained worldwide momentum in recent years as a result of the aforementioned reasons that it has on the tourism industry and it (Felsenstein & Fleischer, 2003).

Festival tourism is a rapidly rising tourist paradigm that many countries are leveraging to boost tourism advantages. Festival tourism, on the other hand, differs from other types of tourism in that it draws its significance and validity from people's cultural diversity and helps to define its meaning (Getz *et al.*, 2004).

2.7. Management Practices of Festivals

Festival event management, as a distinct type of tourism, entails planning, arranging, organizing, promoting, marketing, and executing event activities incorporated into a given festival to meet a variety of tourist needs, thereby helping to expand the range of tourist products and boost tourism development in the host destination area (Ekanayake & Lonng, 2015).

A destination have potential aspects for tourism growth and development from those festival events are the one which requires effective management practices of planning, organizing, promotion, marketing, guidance and proper implementation in an organized manner. As a result, festival celebration behaviors are important factors in promoting tourism growth in the places where they are held (Godfrey & Clarke 2014).

The Festival event management covers strategic planning, site management, budgeting and financial planning, marketing and sponsorship, human resource management and volunteer recruitment, and event evaluation. This is highly recommended to communities or organizers of festivals who are looking to expand their base of knowledge, creative thinking, and to implement fantastic festivals and events (Allen, *et. al.*, 2014).

The management practices focus on ways to manage the festival's content and overall running such that it incorporates both tradition and features that pique people's interest, allowing for development. In other words, the management responsibility will be to protect the core business while adding new, dynamic programming parts on a regular basis. New features could include new services, new staffing arrangements, the development of new revenue sources such as merchandising, and other festival management considerations (Harvey, 2015).

Festival event management and planning helps in the achievement of specific objectives, such as those connected to the economy, culture, community, and ecology. The design and implementation of themes, locations, consumables, services, and programs that suggest, facilitate, or constrain experiences for participants, visitors, spectators, and other stakeholders are all part of event management methods and planning. Every event experience is unique and personal, resulting from the interaction of environment, program and people, with additional focus (Getz, 2008).

Festivals should need to have good planning and its delivery typically depends on financial resources derived primarily from local, regional, or governmental authorities. However, because planning of activities begins only after receiving a positive response from these funding sources, the result is a very short period of preparation by an ad hoc or organization, which has an impact on the event's quality. This ensures a festival in the rural community in terms of short-term

employment, skill development, and greater capacity of locals to find future work, social cohesiveness, and reinvention of places and their images (Brennan.H. C & Gibson, 2006).

In festival management, government has been a key role player specifically for the festivals hosted by primary control of government incorporating the local community as the owner of the festival. Thus, the government take various roles such as host and manager of a festival, provider of public resources (monetary or services) or even regulator of festivals considering festivals' social, cultural and economic impacts on the region (Getz & Page, 2016).

When a festival is properly managed, that is, when there is effective management practice planning, organizing, promoting, and marketing of the festival for the purpose of ensuring tourism development of the hosting destination, it plays a significant role in generating economic capital for local communities and the country as a whole. This appears to be the case only for large-scale events; tiny festivals, on the other hand, do not appear to contribute much to the growth of the hosting area (Skoultzos & Tsartas, 2009 and Jamieson, 2014).

2.8.Challenges of Festival

Festivals face difficulties in terms of their role in tourism development, including lack of effective planning, organization, promotion, and marketing of the festival in the destination to attract travelers. Other obstacles include a lack of well-packaged and branded destination management practices, a lack of awareness among the local community and concerned entities, a lack of funding, a lack of strong support from government bodies at various levels and lack of a coordinated and consistent approach to positioning and promotion of the festival as a destination product (Ngoka, 2014).

There are a variety of obstacles in festival management and organizing that limit its effectiveness. Inadequate marketing and planning, as well as a lack of advanced or strategic planning concerns, external forces such as regulations and legal constraints, human resources such as incompetent event managers, poor financial resources, and a weak organizational culture are the most significant challenges. As a result, the aforementioned problems are variables that obstruct festival practice and its impact on tourism growth, affecting the socio-cultural and economic aspects of a specific tourism location (Getz, 2002).

Festivals are challenged by the organizers' expertise and attention for management and planning issues, which has an impact on the festival's role in tourism growth in a specific area. The potential manifestations of the festival and its impact on tourism growth may be abridged if the festival organizers do not emphasize appropriate management issues on pre-event, during, and after the event of the festival celebrations. As a result, proper management and marketing difficulties require the attention of all festival partners for tourism development (Morgan, 2008).

The implementation of significant management activities, such as planning, organizing, and managing human resources, leadership, coordination, promotion, evaluation, and control, is required for event or festival management. Effective handling of these concerns contributes to tourism growth in the area where the event or festival may be held, which leads to development in several dimensions of the area (Andrejevic, A. & G. A. 2007).

2.9. Empirical Evidence

According to Richards, G. & Wilson, J. (2004), festival practices and tourism are interrelated concepts in which the former one has a significant impact for tourism development as it motivates and encourages visitors to the destination where various cultural festivals could be celebrated and also the later one has an the potential for promoting the cultural festivals of the host community for others.

Anwar and Sohail (2004) described that the festival has been a prime mover behind tourism marketing, taking advantage of the perceived positive international business image enjoyed by the country far and wide. Therefore, he concluded that festivals are significant for encouraging tourism development if they are promoted and organized properly.

In Ethiopia, in spite of the presence of a number of festivals celebrated both monthly and annually in the unique calendar of the country, very little effort is done to introduce festivals into the tourism market (Kebede, 2013). He focused on the role of Timket festival celebration for tourism development in the city of Gondar. His finding indicates that Timket festival has valuable significance for tourism development in Gondar, as wide range of both domestic and foreign tourists take part in the Timket celebration.

Jal Gatluak Pal (2019) tried to assess role and contribution of Meskel festivity celebration in developing tourism in the city of Addis Ababa. His finding indicates that Meskel festival is the religious festival widely celebrated by Ethiopian Orthodox Church and which has undeniable value for tourism development, as it attracts various domestic and foreign tourists.

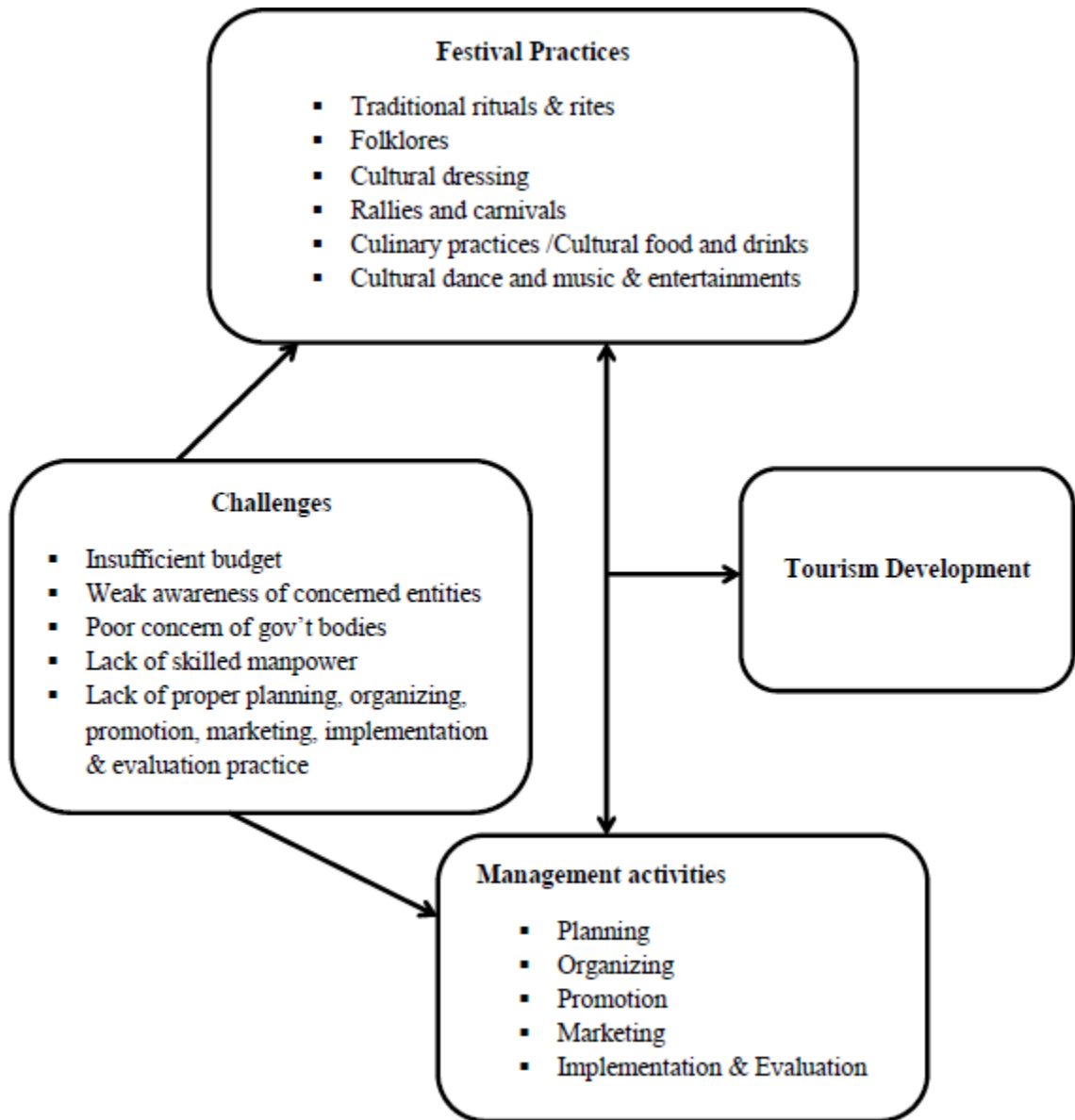
Nega (2019) addressed challenges and opportunities of Ashenda festival for sustainable tourism development in North Wollo. Thus, he showed that lack of collaboration, poor concern of the primary entities and weak awareness are the challenges hindering the festivity not be widely used for sustainable tourism development.

Amare Yaekob (2020) assessed the marketability of cultural resources of sidama as a tourism product. His finding shows that cultural resources of the host community has wide range of importance in attracting tourists as they are unique and creates sense of belongingness and irreplaceable value in the tourism destination in general.

Asrat Desta (2017) addressed the challenges and opportunities for tourism development in Hadiya Zone; the case of east Badawacho woreda. His finding indicates that the researcher emphasized on the challenges and opportunities of tourism development in the study area mainly by considering natural tourism resources and the challenges and practices of Yahooode festival was not addressed.

Therefore, as the empirical evidence shows those researches did not show the festival components and its prevailing management concerns for ensuring tourism development through those festivals. As a result this study addressed the components Yahooode festival, prevailing management practices and challenges hindering it not to be used widely for tourism development in the area where it is celebrated.

2.10. Conceptual Framework of the Study



Source: Researcher own construction, 2021

Figure 2-1 Conceptual framework of the study

Figure 2.1 indicates that practices of the festival and its management activities have direct relation with each other and if there is proper practice of festival organization and its management activities by the concerned entities it helps to ensure tourism development in an area and also the figure shows challenges those hindering festival practices and its management activities not to be used widely for ensuring tourism development.

As indicated in the figure 2.1 festival practices is an independent variable which incorporates festival components such as traditional rituals and rites, rallies and carnivals, culinary practices, folklores, cultural dressing and cultural music dance and entertainment which motivates visitors to the area where the festival is celebrated and which in turn ensures tourism development.

Secondly, figure 2.1 indicates the management activity which is another independent variable which integrates the management practices of planning, organizing, promotion and marketing of the festival practices and implementation and evaluation of the festival event plan for ensuring tourism development. Thirdly, figure 2.1 indicates challenges, which is another independent variable which hinders the organization of festival practices and the overall management activities of the festival in ensuring tourism development. It includes the challenges such as insufficient budget, lack of skilled manpower, poor attention of the government entities and lack of proper planning, organizing, promotion, marketing, and implementation and evaluation practice. Finally, figure 2.1 indicates tourism development which is a dependent variable which depends on the practice of management activities and hindered by the prevailing challenges.

Chapter Three

3. Research Methodology

This chapter deals with the description of study area and the methodological procedures employed in the study. It describes where the study should be carried out. Further, the chapter presents the research approach, data sources, tools and collection techniques, research population and data analysis technique.

3.1. Background of the Study Area

This section deals with the general description of the study area. Specifically, it incorporates its description and the demographic portrayal of the study area as described below.

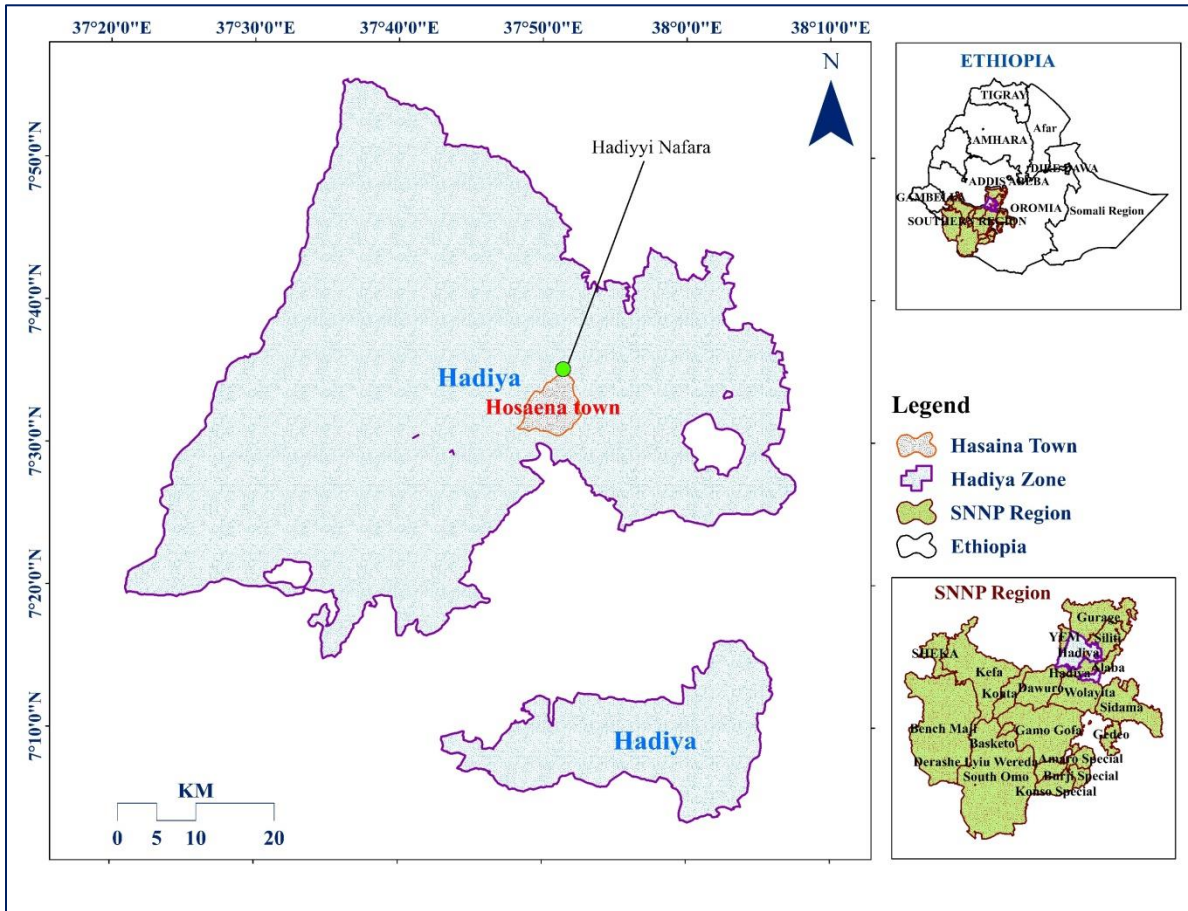
3.1.1. Description of the study area

The study was carried out in Hadiya Zone which is one of the zones in SNNPR. This zone is named after Hadiya Kingdom, whose homeland covers part of the administrative division. Hadiya is bordered on the south by Kembata Tembaro, on the southwest by the Dawro Zone, on the west by the Omo River which separates it from Oromia Region and the Yem Special Woreda, on the north by Gurage, on the northeast by Silte, and on the east by the Alaba special woreda; the woredas of Mirab Badawacho and Misraq Badawacho form an exclave separated from the rest of the zone by Kambata Tambaro. The administrative center of Hadiya zone is Hosanna (Ulrich, 2012).

3.1.2. Demographics

Hadiya Zone has a total population of 1,231,196, of whom 612,026 are men and 619,170 women; with an area of 3,593.31 square kilometers, Hadiya has a population density of 342.64. While 134,041 or 10.89% are urban inhabitants, a further 157 individuals are pastoralists. A total of 231,846 households were counted in this Zone, which results in an average of 5.31 persons to a household, and 223,403 housing units. The largest ethnic groups reported in Hadiya zone were the Hadiya and other ethnic groups made up 5.15% of the population. Hadiyyisa is spoken as a first language by 82.04%, 2.24% spoke Amharic and 1.94% spoke Kambaatigna; the remaining 4.88% spoke all other primary languages reported (CSA, 2007).

3.1.3. Map of the study area



Source: Own construction, 2021

Figure 3.1 Map of the study area

3.2. Research Design

Research designs are blueprints and procedures for completing a study that cover all aspects of the process, from broad assumptions to specific data collecting, analysis, and interpretation techniques. Therefore, research design lays out the broad scope of the study, offers a framework for data collection and analysis and then specifies which research approaches are appropriate (Creswell, 2009 & William, 2007).

Thus due to this title was not researched till to date; exploratory research design was employed for this study. So, this design aided the researcher to explore and describe the components, challenges and prevailing management practices of Yahooode festival celebration for tourism development in Hadiya Zone.

3.3. Research Approach

Guba and Lincoln (2004), suggested that there are two approaches of the research i.e. Quantitative and Qualitative are available to researchers. The quantitative approach of this study involves the generation of data in the form of percentage and frequency of data obtained through survey questionnaire. Qualitative approach of this study concerned with subjective assessment of opinions and data obtained through interview. Therefore as the nature of this study is more qualitative, thus qualitative lead mixed approach was employed for this study.

3.4. Target Population

In statistics, a population is an entire group about which some information is required to be ascertained and also target population refers to the target group of study used by researchers to obtain the data for the study designed (Banerjee & Chaudhury, 2010). Therefore, the target populations of this study were the experts of Hadiya zone culture and tourism office, elders (cultural leaders of Hadiyya community), organizing committee of Yahoode festival, selected higher officials from Hadiya zone administration office and Hadiya zone government communication office. The reason why the researcher targets only on those target population is due to the festival is chiefly run by them and they have enough knowledge and understanding rather than anybody on the issue of study.

3.5. Sampling Techniques

In social science research two sampling designs are common. These designs are probability and non-probability sampling designs. Therefore, for this study a non-probability sampling technique was employed. From non-probability sampling purposive sampling technique was utilized to determine the sample size from the culture and tourism bureau experts, Yahoode festival organizing committee, higher officials from the zone and cultural elders of Hadiya. They were selected purposively based on their knowledge, experience, position and exposure on the issue, in order to get in depth information about the research problem at hand.

3.6. Sample Size

Sample size is a subset of a population selected to participate in the study. Therefore based on purposive sampling technique 67 experts of culture and tourism bureau of the zone were selected from the total of 120 population in culture and tourism bureau of the zone to distribute survey questionnaire and for key informant interview 8 organizing committee of the festival, 6 elders of Hadiya community, 3 Higher officials of the zone (1 from government communication office, 1 from Hadiya zone culture and tourism bureau and 1 from zone administration bureau) based on their knowledge, exposure on the issue. And also the researcher used purposive sampling due to the reason that Yahooode festival could be primarily organized by aforementioned target population of study selected as a sample. Thus, totally 84 sample of target population was participated.

3.7. Data Sources, Tools and Collection Procedure

This part deals with where the source of data was deployed and the tools those were employed for data collection and also the procedure of data collection as described below in detail.

3.7.1. Data Sources

Both primary and secondary data sources were employed to get data. Primary data was collected through questionnaire and in-depth interview. Secondary data was composed from different documents and report analysis; video and audio recording observation of the previous years and photograph descriptions of the previous celebrations of the festival. In addition to this, relevant books, brochures, journals and web sites were used as data sources for compiling this thesis document.

3.7.2. Tools

The instruments used to survey and collect data for a certain academic inquiry are known as tools (Creswell, 2014). Therefore, questionnaire, key informant interview and personal observation of Yahooode festival celebration practices are the major tools employed for collecting data for this study.

3.7.3. Data Collection Procedure

The cross-sectional survey procedure was employed through questionnaire and personal in-depth interview. Questionnaire was distributed for experts of culture and tourism office of the zone. Secondly, in-depth interview questions were employed to the selected elders of the community, higher officials of the government communication office, administration office and HZCTB and also personal observation was employed to observe the celebration of the festival.

3.8. Method of Data Analysis and statistical tools

For analyzing the data obtained from the respondents mixed method research data analysis was employed to analyze the data. Therefore, the data collected through in-depth interview was analyzed and interpreted by qualitative descriptions. According to Braun and Clarke (2006), thematic analysis is often the fit method for qualitative research and consists of six stages. These stages are; familiarization with the data through repeat reading of transcribed interview data, generating initial codes, searching for themes, reviewing themes, defining and naming themes and producing a report. Additionally, the quantitative data was also be analyzed by using descriptive statistical analysis purposefully to present data in tables with percentage and frequency by using SPSS version 24.

3.9. Research Ethics

The ethical standards and regulations set by professional associations to guide scholarly research in the disciplines are known as the research code of ethics. Researchers should think about research ethics before starting a project, as well as during data collecting, data processing, data interpretations, and study findings reports (Creswell, 2014).

The researcher received a letter of support from the center for Environment and Developmental Studies, College of Developmental Studies, Addis Ababa University before starting the data collection. The letter was written for research participants and contains a statement of the request for cooperation and also it shows that researcher is legally permitted to research as a graduate student.

In addition to that the questionnaire and interview guide have a cover letter which shows the intent of the research, confidentiality of their participation, guide how they should answer the questions and contact address of the researcher.

During the data collection, the researcher moved toward and personally contacted the participants and distributed the required questionnaire and undertook personnel communication with the target population designed for interview. Even if the all the targeted respondents are not giving the feedback timely, the researcher waited with the patience and good persistence as the data obtained from the respondents are significant for the study conducted. A necessary follow up was conducted to obtain the required data for the study. Finally, during data interpretations and reporting the researcher did every decision based on the facts that were collected and obtained from the targeted population of the study.

Chapter Four

4. Data Presentation, Analysis and Discussion

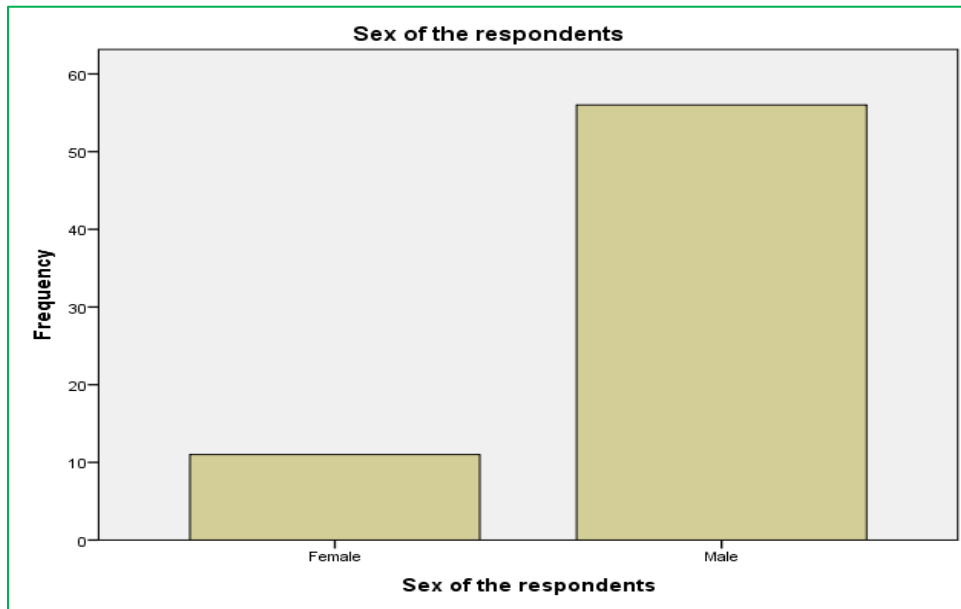
This chapter deals with the presentation, analysis and discussion of data investigated on Yahooode festival practice and its management for tourism development in Hadiya zone. The data was presented successively under alienated topics.

4.1. Demographic Information of the Survey Questionnaire Respondents

This sub section deals with demographic information of the respondents addressed by questionnaire.

4.1.1. Sex Distribution of Survey Respondents addressed by Questionnaire

This part deals with the sex distribution of the survey respondents those were assembled as male and female those participated in the study.



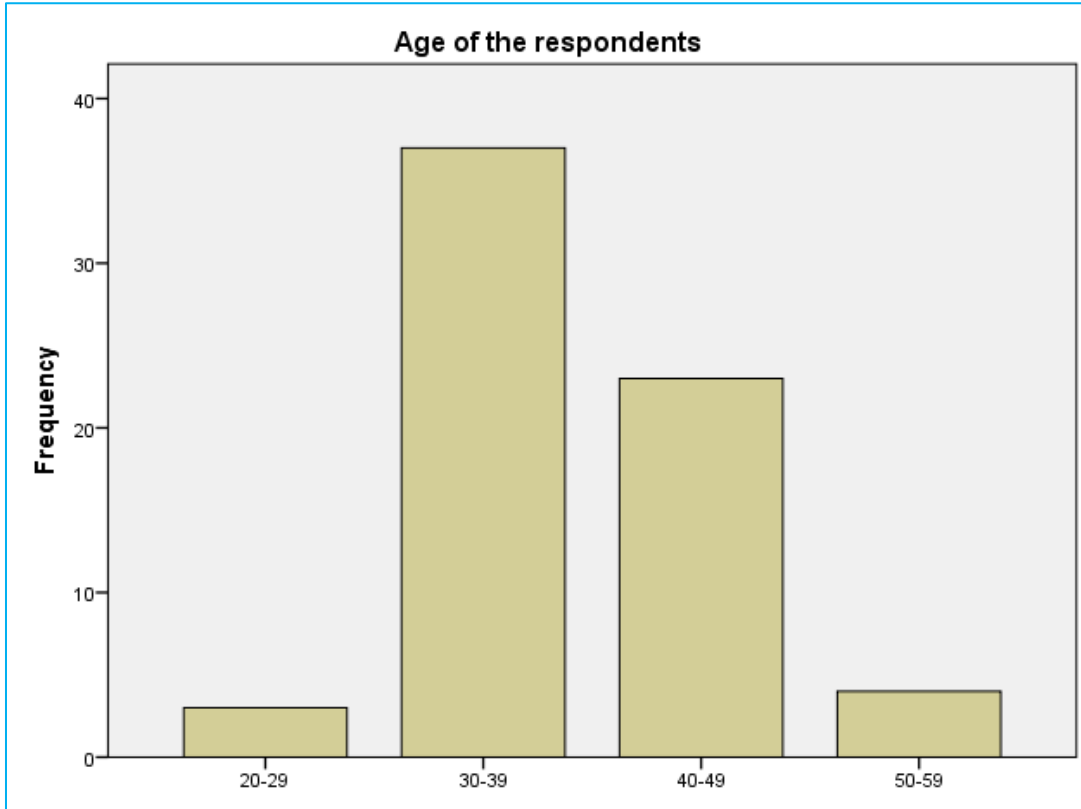
Source: Survey (2021)

Figure 4.1 Sex distribution of survey respondents

As shown in figure 4.1 among the total of 67 survey respondents addressed by questionnaire about 83.6% are males and about 16.4 percent are females. This shows that majority of the survey respondents were males as 83.6% greater than 16.4% of females, which implies the domination of males.

4.1.2. Age Distribution of Survey Respondents addressed by Questinaire

This part deals with the age distribution of survey respondents addressed in the study of exploring Yahooode festival celebration practices and its management in Hadiya zone.



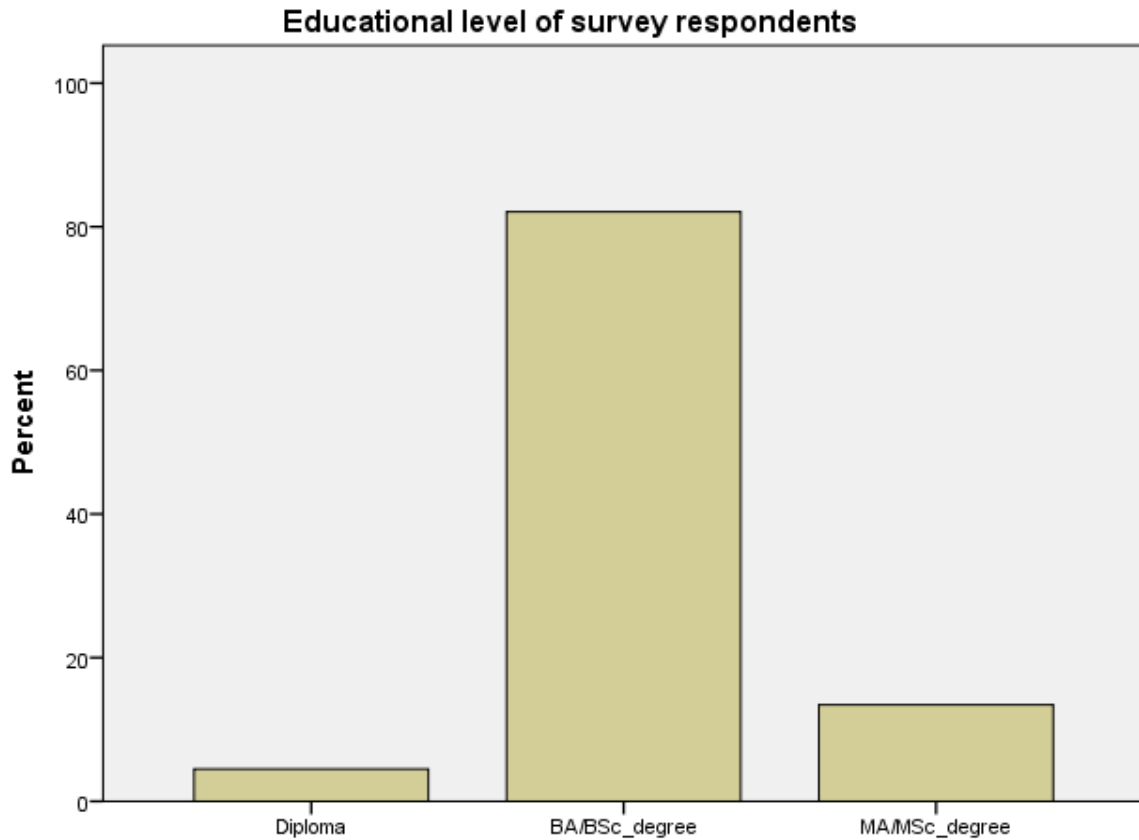
Source: Survey (2021)

Figure 4.2 Age distribution of the survey respondents

As shown in figure 4.2 regarding to the age of the respondents, among the total respondents 4.5% of the respondents are in between 20-29 years old, 55.2% of the respondents are in between 30-39 years old, 34.3% of the respondents are in between 40-49 years old and 6.0% of the respondents are in between 50-59 years old. Therefore, as the highest percentage of the survey response (55.2%) found in between 30-39 years old, this shows the employees of the primarily concerned organization of Yahooode festival is almost in economically active age limit which may give good opportunity for the organization to shape Yahooode festival celebration practice for ensuring tourism development in an area.

4.1.3. Educational Level of Survey Respondents Addressed by Questionnaire

This part deals with the education level of survey respondents addressed by questionnaire and participated in this study of exploring Yahooode festival celebration practice for tourism development in Hadiya zone.



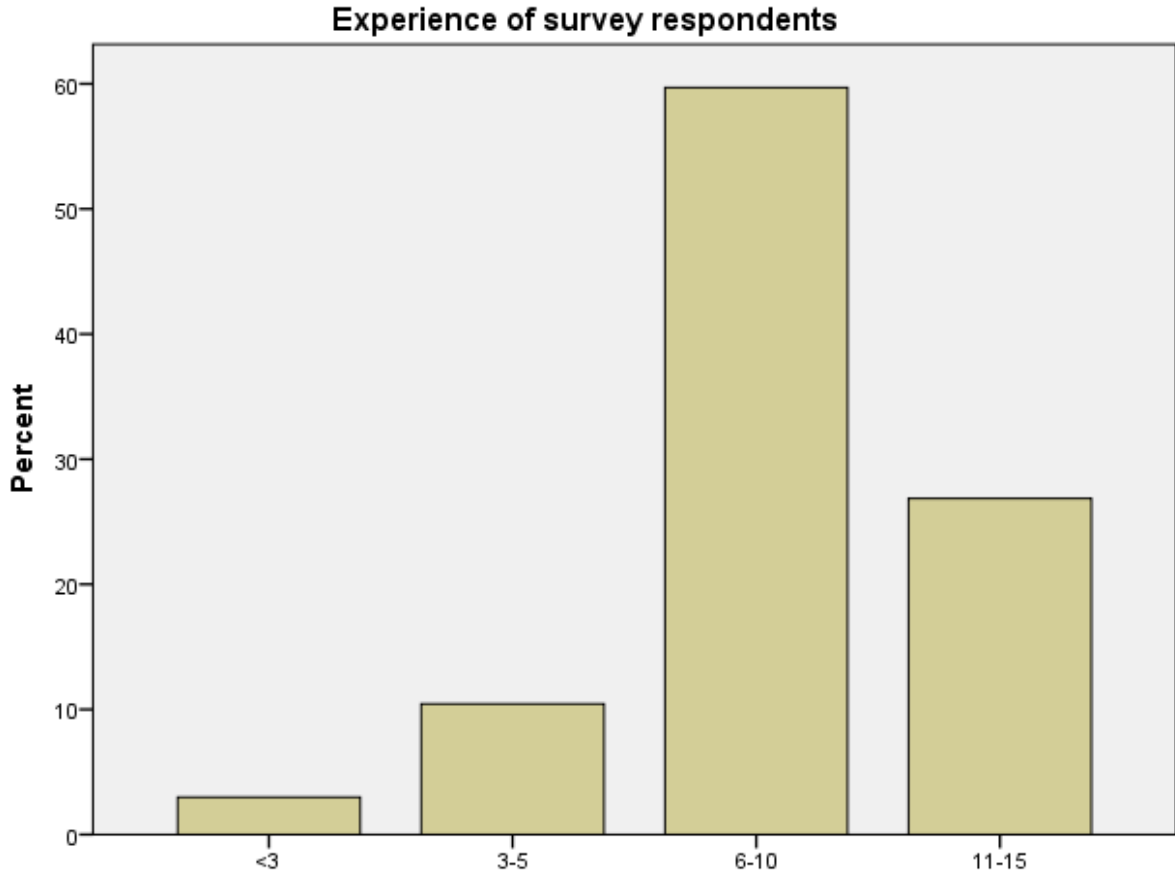
Source: Survey (2021)

Figure 4.3 Educational status of the survey respondents

As indicated in figure 4.3 regarding to academic background of the survey respondents, from the total of 67 survey respondents addressed by questionnaire, 4.5% of the respondents are diploma holders, 82.1% of the respondents are BA/BSc degree holders and 13.4% of the respondents are MA/MSc degree holders. Therefore, majority of the survey respondents are in good educational status and this creates virtuous prospect for Yahooode festival to be used for tourism development in Hadiya zone.

4.1.4. Work Experience of Survey Respondents

This part deals with the work experience of survey respondents addressed by questionnaire and participated in this study of exploring Yahooode festival celebration practice for tourism development in Hadiya zone.



Source: Survey (2021)

Figure 4.4 Work experiences of survey respondents addressed by questionnaire

Figure 4.4 shows that from the total of 67 respondents addressed by questionnaire 3.0% have less than three years of experience, 10.4% of the respondents have work experience in between 3-5 years, 59.7% of the respondents have work experience in between 6-10 years and 26.9% of the respondents have work experience in between 11-15 years. Thus, as the maximum percentage of good work experience; this might create a good opportunity for practices of Yahooode festival celebration and its management for ensuring tourism development in an area through the practices of this festival event.

4.2. Background of Key informants

This section deals with the background of key informants addressed by interview in the study to get detail data on the practices of Yahooode festival for tourism development.

4.2.1. Sex and Age distribution of Key Informants

This section deals with the sex and age distribution of key informants addressed by interview in the study to get detail data on the practices of Yahooode festival for tourism development.

Table 4. 1 Sex and Age Distribution of Key Informants

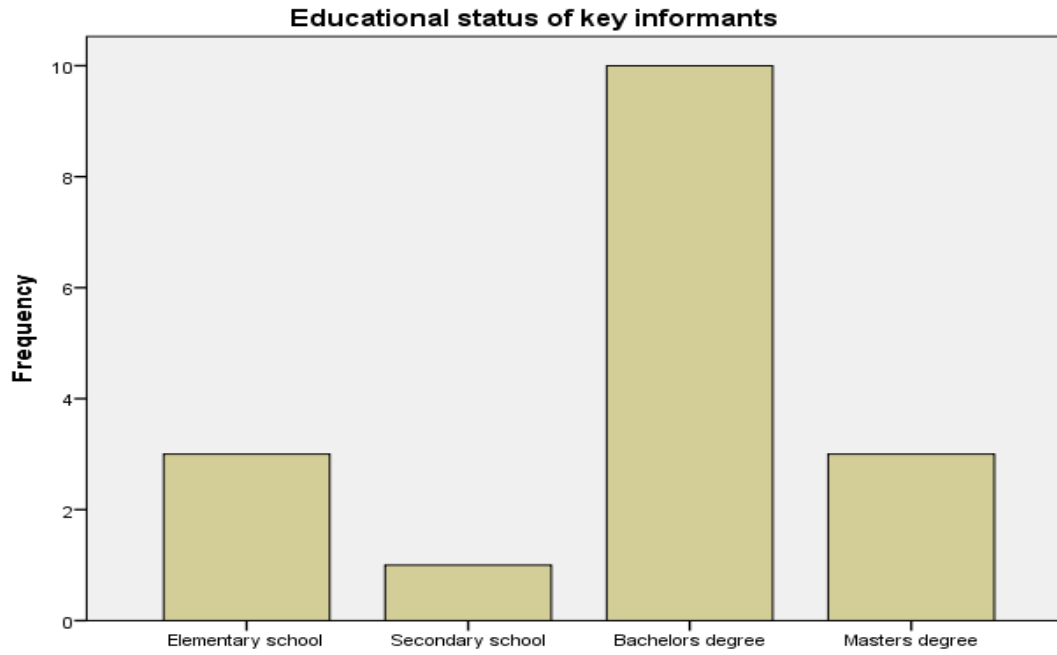
| Sex and Age Distribution of the key informants | | | | |
|---|-----------------|------------------|----------------|----------------------|
| Sex | Category | Frequency | Percent | Valid Percent |
| | Male | 14 | 82.4 | 82.4 |
| | Female | 3 | 17.6 | 17.6 |
| | Total | 17 | 100.0 | 100.0 |
| Age | 30-39 years | 2 | 11.8 | 11.8 |
| | 40-49 years | 8 | 47.1 | 47.1 |
| | 50-59 years | 1 | 5.9 | 5.9 |
| | Above 60 years | 6 | 35.3 | 35.3 |
| | Total | 17 | 100.0 | 100.0 |

Source: Survey (2021)

As table 4.1 shows out of 17 key informants participated in the study 82.4% of them are males and 17.6% were females. Thus, this indicates that there is a dominance of male key informants. Additionally, table 4.1 shows out of the total key informants 11.8% are in between 30-39 years age category, 47.1% are in between 40-49 age categories, 5.9% of them are in between 50-59 years age set and 35.3% of them are above 60 years. Therefore, as the aforementioned figures indicates the majority of key informants are in the age set of 40-49 years and secondly in the age set of above 60 years, which implicates they might have in-depth know how of Yahooode festival practices which helps to ensure tourism development in Hadiya zone.

4.2.2. Educational Background of Key Informants

This section presents the educational background of key informants participated in the interview for getting data on Yahooode festival.



Source: Survey (2021)

Figure 4.5 Educational statuses of key informants

Figure 4.5 indicated that out of 17 key informants 3 of them completed elementary school, 1 key informant completed secondary school, 10 key informants are Bachelor's degree holders and 3 key informants are Master's degree holders. Thus, as the finding indicates the majority of key informants are a bachelor's degree holder which creates good opportunity for ensuring Yahooode festival for tourism development.

4.2.3. Organizational Coverage of Key Informants

This section deals with the organizational coverage of key informants those participated in this study to get in-depth data for Yahooode festival in ensuring tourism development in Hadiya zone.

Table 4. 2 Organizational Coverage of Key Informants

| Organizational coverage of key informants | | | |
|--|------------------|----------------|----------------------|
| Organization of key informants | Frequency | Percent | Valid Percent |
| Elders | 6 | 35.3 | 35.3 |
| Yahooode festival organizing committee | 8 | 47.1 | 47.1 |
| Higher official from culture and tourism office | 1 | 5.9 | 5.9 |
| Higher official from government communication office of the zone | 1 | 5.9 | 5.9 |
| Higher official from zone administration office | 1 | 5.9 | 5.9 |
| Total | 17 | 100.0 | 100.0 |

Source: Survey (2021)

As shown in table 4.2 from the total 100% of key informants 35.3% of them are Elders representing the community, 47.1% key informants are the festival organizing committee, 5.9% was a higher official of culture and tourism office, 5.9% was a higher official from government communication office and the remaining 5.9% was an official from zone administration office. Thus, as the finding indicates the majority of the key informants were the primarily organizing committee of Yahooode festival and Elders representing Hadiya and also the higher officials of the selected offices.

4.3. Description of Yahooode Festival and its Origin

Yahooode refers to cultural celebration, in which a group of young boys and girls come together from different areas and express their happiness in their villages with the cultural song and dance as an implication of the beginning of new year with full of blessings in different aspects of life among the Hadiya community. And also Yahooode festival refers to the festival celebrated among the Hadiya community which includes a number of the Hadiya people's indigenous cultural and traditional manifestations those have cultural, social, economic and environmental significance in an area. The festival is celebrated every year in September thirteen and fourteen publically in Hadiyyi nefera, Hadiya zone (Key Informants Interview, 2021).

The exact date of the festival couldn't be known and clearly stated, but according to oral traditions it was celebrated starting from the ancient time of the community existence. At the beginning the festival was originated as the cultural celebration at every individual house hold level and all the family members gathered together to celebrate the festival. During ancient time the festival was celebrated by incorporating many cultural events and rituals such as tuuta, cultural dancing, culinary practices and other manifestations of the culture of the community. It is considered as a beginning of new year as the festival celebrated among the host community. It is not only a New Year celebration, but it is also cultural festival for Hadiya community and considered as a day of unity, peace and love that unites all the families and the local community one to another (Key Informants Interview, 2021).

4.4.Role of Every member and their Implications for Yahooode Festival

According to the key informant's interview, 2021 Yahooode festival which has been celebrated in Hadiya community have unique features that differentiates it from other festivities and which implicates that Yahooode festival is a unique cultural celebration of the community. The activities are done by different members of the communities before, during and after Yahooode festival celebration in the public area. Thus, every member of a given family has their own role to do as described below.

4.4.1. Role of Married Men

The role of married men's (fathers) before the hosting of Yahooode festival is treating and protecting steer ox's (ox's slaughtered for meat) for 2 up to 4 months by isolating them from other cows in their home to get them be too fat for the day of celebrity . A specific place of forage grass could be protected by pale for those oxen and also in consideration of other cows in a given home. This forage grass also offered for other cows in the date of festival. They also form a group called tuuta or sheemata (traditional share out association) which helps them mainly to share the meat of oxen slaughtered due to the entrance of new year and also which helps to share the socio-cultural and economic activities undertaken during Yahooode festival celebration commonly in lob nafara.

4.4.2. Role of Married Women

Before three and four months of festival celebration married women (mothers) could eliminate enset and prepare kocho, merero and bu'ulla and protect up to the actual date of festival celebration. They also enter to butter ikub locally named as Wijjoo and prepare much amount of butter. Traditional drinks such as Aydaaraa, Dinqaa and Diqaassa could be prepared by mothers. They also prepare Naqqaro for using it with meat during the festival celebration.

4.4.3. Role of Unmarried Girls

The unmarried young girls decorate the wall of the house with new and different ink which gives attractive colors for the interior and exterior parts of their house wall. They use quicklime which gives different colors especially they use black soil for black color, red soil for red color and white quicklime for white color and they decorate the wall of the house for the date festival celebration.

4.4.4. Role of Unmarried Young Boys

The unmarried young boys, starting from the beginning of August they cut down fire wood and split them in to pieces for using them for fire to cook different meals during the festival. They also collect and prepare woods from the forest and put it in one place properly until the festivity. Those woods could be used for Xombooraa (torch program) during the festival celebration.

4.5. Unique Features and Benefits of celebrating Yahooode Festival

As the festivals create the sense of uniqueness, special experiences and bear the own authenticity for those who are experiencing it and which reveals the indigenous socio-cultural and economic practices of the host community and have an influence for the destination to attract visitors to an area which also creates the way for tourism development (Sassatelli & Delanty, 2011).

Yahooode festival is unique in its indigenous cultural and traditional manifestations which have cultural, social, economic and environmental significance in Hadiyya community. It is celebrated publically in the place called Hadiyyi Nafara and many domestic visitors come and enjoy the festival celebration (Key Informants Interview, 2021).

Therefore, Yahooode festival is the cultural festival of Hadiya people which is celebrated annually in a place called Hadiyyi Nafara. This festival is the manifestation of socio-cultural and economic values of the community and it gives wide range of opportunities for interested domestic visitors of the festival, this also paves the way for tourism development in an area.

Among Hadiya community celebrating Yahooode festival has various socio-cultural and economic benefits. As the cultural value, Yahooode festival helps to ensure respecting to each other among the community members, ensures love and affection, encourages affection of work, encourages asking to each other and supporting to each other, it initiates saving habit, encourages proper use of time and it plays an important role on the peace building process and conflict resolution as the festival initiates resolving the conflict among the community members and others to celebrate the festival and accept new year with blessings (Key Informants Interview, 2021).

Therefore, Yahooode festival exhibits an important role in exchange of human values of the span of time through giving an emphasis for the morals and ethics of human beings within the community. Furthermore, Yahooode festival bears an exceptional testimony to the cultural traditions of the community through initiating the members of the community to experience unique cultural features and this creates opportunity for tourism development.

4.6.Components and Denotes of Yahooode Festival

According to the key informant's interview, 2021 of elders Yahooode festival has components those implicates the approaching of the time of festival celebration and the actual practices included under the celebrity as described below.

4.6.1. Gambaabbiya /Flute/

Gambaabbiya /flute/ implies to activity undertaken by young boys in which they play flute by conveying different and attractive sounds starting from the mid of August to the end of lip year. They begin this activity from mid of the August to implicate the approaching of bright future of coming New Year and Yahooode.



Source: HZGCO, 2021

Figure 4.6 Young boys playing flute

As indicated in figure 4.6 the cultural activity of young boys playing flute, helps the community to contemplate that the time of Yahooode festival celebration is approaching. This occasion creates initiation of the community members to be prepared for the festival celebration. And also it might encourages the domestic visitors, who might have no knowhow about the culture and gain experience from Yahooode festival celebration practice and event in general which could be undertaken at Hadiyyi Nafara publically in Hadiya zone.

4.6.2. Machaal Meera (Bedamite market)

Machaal Meera refers to the market after the end of lip year and before the festival celebration in public. It is described as bedlamite market due to the feverish and haste activity of people to go to the market in the early morning. This market was mostly known in this season only and all of the members of this community could purchase and prepare the necessary things as their capacity to celebrate the festival. Even the purchase of necessary things undertaken in consideration of at least two up to four weeks of post festival celebration due to the absence of public market for a month after festivity (Key Informant’s Interview, 2021).

Thus, this event indicates the activity of completing everything on time, which is considered as it have a significant socio-economic and cultural value in every day practices of the community for ensuring development activities since the cultural values of the festival initiates the members of the community to work hard.

4.6.3. Atakan Hiimo (Cultural Food Night)

Gastronomic practices of a given community have great significance in attracting visitors to the specific destination, which is known by different cultural foods and drinks. The existence of unique cultural food and drinks in a given destination creates motivation on the visitors those might have an interest in experiencing various cultural foods and drinks and this helps that destination to ensure tourism development in an area and which also leads for the promotion of various cultural practices including the festivals as a tourist attraction (UNWTO, 2016).

Therefore, Atakanna night implies to the night in which the cultural food of Hadiya called atakanna, which prepared from the products of Enset and it could be enjoyed by every member of the community. The actual celebration of Yahooode festival starts from Atakana night, in which elders of every family prepare xomboraa and then the members of the community come together and dance with Yahooode cultural dancing and song. After that those elders bless the peoples and fire the xomboraa which implicates the brightness of the coming year and beginning of New Year (Key Informants Interview, 2021).



Source: HZGCO, 2021

Figure 4.7 Atakanna & Elders enjoying Atakanna

Figure 4.7 indicates an implication of atakanna night (cultural food night) in which every member of the community enjoys this cultural food made from byproducts of enset and basically the elders bless their families and the community in general by implicating brightness of the coming year and beginning of New Year.

Thus, as the cultural gastronomic experiences have significance for tourism development and also this culinary practice have a unique place in the minds of the host community it can creates good opportunities for ensuring tourism development in an area if they are promoted properly as a unique product of tourism for motivating visitors.

4.6.4. Yahooode Kajja (Cultural dance)

Yahooode kajja (Yahooode cultural dance) is one major component of Yahooode festival, which implies to the activity in which young boys and girls spend the night by playing Yahooode cultural dance together by rotating in their villages after they enjoyed Atakana and fired the xombora (Key Informants Interview, 2021).



Source: HZGCO, 2021

Figure 4.8 Yahooode Kajja (Yahooode cultural dance)

Figure 4.8 indicates the implication of Yahooode cultural dance undertaken by young boys and girls. Thus, this cultural activity creates strong unity and inspiration to celebrators of Yahooode festival and it also creates opportunity to encourage visitors to take part in the celebration of this festival as it entertains the participants to spend their time in there and on the other hand it helps to ensure tourism development in an area.

4.6.5. Gaabbimmaa (Elders Cultural Blessing)

Gaabbimmaa refers to the activity in which, elders of the community bless the ox by holding fresh butter with runner grass; put milk on bunches of an ox and they slaughter the Ox. At this moment the elders call upon blessing on every span of activity. Basically they call upon peace over the community, absence of poverty, absence of hunger, bubble over of children, surplus of supply to the market and full of basic needs and things for every living things of the community. After undertaking gaabbimmaa and faatee program, they slaughter the ox and eat Arzi maara commonly and then they divide the remaining meat to the social gathering of peoples called Tutaa (Key Informants Interview, 2021).



Source: Researcher (2021)

Figure 4.9 Implication of Gaabbimmaa

As indicated in figure 4.9 Gaabbimmaa is one major component of Yahooode festival celebration practice among Hadiya people, which give the primary place for the elders of the community to bless the overall aspects of the future of the community members to be filled with good blessing in overall sides of life and initiate good practices. Thus, this is a worthy cultural practice which encourages every members of the community to take part in Yahooode festival celebration practice and which also creates opportunities for domestic tourism development in an area.

4.6.6. Tutaa (Traditional Share out Association)

Tutaa (traditional share out association) is an important association refers to the collection of group of individual households and which ensures social cohesion, among the members of the community. It is also called as Sheemmatta. Tutaa shows the culture of collaboration for socio-cultural, economic and environmental issues within the community in specific and country as a whole (Key Informants Interview, 2021).



Source: Researcher (2021)

Figure 4.10 Implication of Tutaa

As shown in figure 4.10 tutaa is one of the major components of Yahooode festival celebration practice and it is a worthy socio-cultural unity of individuals among the Hadiya community and also it ensures the socio-cultural and economic unification of community members in different aspects of their life.

Therefore, this cultural manifestation of the community creates a good image among others for the culture. This practice motivates visitors to take part in the festival celebration which encourages domestic tourism development in an area.

4.7. Time and Place for Yahooode Festival Celebration

According to the oral tradition and evidence told by elders of Hadiya, in the most primitive time the festival could be celebrated in each and every family stage commonly in their homes and villages. But, recently the festival could be celebrated at September 13 and 14 E.C. publically at specific place called Hadiyi Nafaraa or Lob Nafaraa. Hadiyi Nafara is the place which could be considered as an implication of the place owned by elder of a given family in this community, which is protected and has big trees in which their shadows should be used to undertake various cultural ceremonials. The reason why the festival celebrated in Hadiyi Nafaraa is that to implicate the cultural values that community gives priority and respect for the place and its implication (Key Informants Interview, 2021).



Source: Researcher own observation, 2021

Figure 4.11 Observation of Hadiyyi Nafara

As shown in the Figure 4.11 Hadiyyi Nafara is the place where Yahooode festival was celebrated publically. As the personnel observation indicated the place is not developed properly. But, some modifications and stage beautification will be done when the time of the festival could approach. Additionally, the area is under construction of facilities which encompasses various cultural manifestations and entertainment areas which attracts visitors to an area and this helps to ensure tourism development for the destination in general.

Therefore, as the general overview from the personal observation of Hadiyyi Nafara, except some establishments and construction of the cultural grass houses, the area is not widely designed and protected as the implication of cultural practices of Hadiyya community which incorporates wide range of socio-economic and cultural practices which might have the potential to motivate visitors to an area, which ensures tourism development for the destination in general.

4.8.Importance of Yahooode Festival for Hadiya Community

According to the key informants' interview, 2021 Yahooode festival has multitudes of significance in socio-cultural, economic and environmental aspects of the host community and destination in general as described below.

4.8.1. Cultural Importance of Yahooode Festival

Cultural festival celebrities have an essential impact on protecting the cultural values of the host communities and which in turn helps to encourage tourism development if they are organized and promoted properly, as it motivates peoples to take part in the celebration of the unique features of the festival hosted in a given destination (Chebotibin, et. al, 2018)

Cultural perspective Yahooode festival has a significant influence to protect and promote cultural manifestations of Hadiya people. It also helps to encourage the community to protect the cultural values and which in turn helps to ensure domestic tourism development by promoting the indigenous culture of the community for the participants of the festival and others through promotional channels (Key Informants Interview, 2021).

Thus, Yahooode festival celebration has importance for the protection of cultural values. As the celebration of festival creates opportunity to the participants to visualize the cultural practices of the festival and give attention for protecting it. Those protected cultural values have a significant worth for encouraging tourism development in an area, as the cultural practices have the power in motivating visitors to experience cultural practices of the host community.

4.8.2. Social Importance of Yahooode Festival

Hosting cultural festivals has a social importance in which it creates opportunities for the members of the community to take part in different socio-cultural units in order to share and build social values within the host community. Therefore, festivals are important for tourism destination as they encourage social cohesion among the members of the community and which conveys good practices in socio-cultural aspects a given tourism destination and also all this creates good image for tourism development (Montserrat. C. V & Greg R, 2007).

Yahooode festival has an importance in creating social connection, ensures communal practices, ensures the members of the family to enjoy food and drink together, encourages the practice of conflict resolution together, raise the value of love of each other, promotes the habit of sharing to poor and supporting the weak, encourages the respect among each other and promotes strong social contact among the community members in every aspect of life (Key Informants Interview, 2021).

Therefore, Yahooode festival is important cultural festivity which creates a good opportunity in creating strong social cohesion among the members of the community and the surrounding environment as they take part in the festival celebration. Thus, this creates good opportunity for tourism development in the area where the festival is celebrated.

4.8.3. Economic Importance of Yahooode Festival

Yahooode festival has various economic significances such as it initiates every members of the community to work hard for economic development, which helps to celebrate the festival properly and it encourages the households to save money to buy the basic necessities of the festival. Generally, Yahooode festival inspires and ensures great market interaction, economic interchange and trade activities.

4.8.4. Environmental effects of Yahooode Festival

Yahooode festival encompasses environmental considerations of the destination, in which it encourages the peoples of an area to give an emphasis in protecting the natural environment and its resources which have the value for the wellbeing of the community in general.

4.9.Challenges Hindering Yahooode Festival Practice and its Management

This section presents the survey results of challenges related with planning, promotion and marketing; external forces; human resource; financial resource and organizational culture those hinders Yahooode festival practice and its management for tourism development in Hadiya zone.

4.9.1. Planning, Marketing and Promotion related Challenges

This part deals with the challenges related to planning, marketing and promotion issues of Yahooode festival.

Table 4. 3 Existing challenges related to planning, marketing and promotion

| | Indicators | Measurement scale | Frequency | Percentage |
|---|--|------------------------|-----------|------------|
| Challenges related to planning, marketing and promotion | Lack of advance planning | Not likely a challenge | 5 | 7.5% |
| | | A possible challenge | 35 | 52.2% |
| | | The most challenge | 27 | 40.3% |
| | Lack of marketing research | Not likely a challenge | 2 | 3.0% |
| | | A possible challenge | 32 | 47.8% |
| | | The most challenge | 33 | 49.3% |
| | Inadequate marketing | Not likely a challenge | 3 | 4.5% |
| | | A possible challenge | 36 | 53.7% |
| | | The most challenge | 28 | 41.8% |
| | Inadequate promotion | Not likely a challenge | 3 | 4.5% |
| | | A possible challenge | 30 | 44.8% |
| | | The most challenge | 34 | 50.7% |
| | Poor attention to quality of the festival event programs | Not likely a challenge | 24 | 35.8% |
| | | A possible challenge | 34 | 50.7% |
| | | The most challenge | 9 | 13.4% |
| | Inability of the program to target the audience | Not likely a challenge | 42 | 62.7% |
| | | A possible challenge | 20 | 29.9% |
| | | The most challenge | 5 | 7.5% |

Source: Survey (2021)

As shown in the table 4.3 from the total respondents regarding to the indicators of the challenges under planning, marketing and promotion for lack of advance planning 7.5% responded as not likely a challenge, 52.2% responded as a possible challenge and 40.3% responded as the most challenge; for lack of marketing research 3.0% of the responded as not a likely challenge, 47.8% responded as a possible challenge and 49.3% responded as the most challenge; for inadequate marketing 4.5% respondents responded as not likely a challenge, 53.7% responded as a possible challenge and 41.8% responded as the most challenge; for inadequate promotion 4.5% of the respondents responded as not likely a challenge, 44.8% responded as a possible challenge and 50.7% responded as the most challenge. Similarly, for poor attention to quality of the festival event programs 35.8% of the respondents responded as not likely a challenge, 50.7% responded as a possible challenge and 13.4% responded as the most challenge; for inability of the program to target the audience 62.7% of the respondents responded as not likely a challenge, 29.9% responded as a possible challenge and 7.5% responded as the most challenge.

4.9.2. Challenges related to External Forces

This section deals with the challenges related to the external forces which hinders Yahoode festival celebration practices and its management for tourism development in Hadiya zone.

Table 4. 4 Assessment of existing challenges related to external forces

| | Indicators | Measurement scale | Frequency | Percentage |
|---------------------------------------|---|------------------------|-----------|------------|
| Challenges related to External Forces | The weather condition | Not likely a challenge | 48 | 71.6% |
| | | A possible challenge | 18 | 26.9% |
| | | The most challenge | 1 | 1.5% |
| | Competition from events at the same time | Not likely a challenge | 41 | 61.2% |
| | | A possible challenge | 23 | 34.3% |
| | | The most challenge | 3 | 4.5% |
| | Lack of support from higher gov't officials | Not likely a challenge | 2 | 3.0% |
| | | A possible challenge | 29 | 43.3% |
| | | The most challenge | 36 | 53.7% |
| | Inflation and high cost | Not likely a challenge | 37 | 55.2% |
| | | A possible challenge | 26 | 38.8% |
| | | The most challenge | 4 | 6.0% |
| | Weak community awareness to festival event | Not likely a challenge | 6 | 9.0% |
| | | A possible challenge | 28 | 41.8% |
| | | The most challenge | 33 | 49.3% |

Source: Survey (2021)

Table 4.4 shows that regarding to the challenges under external forces for the weather condition 71.6% of the respondents responded as not likely a challenge, 26.9% responded as a possible challenge and 1.5% responded as the most challenge; for Competition from events at the same time 61.2% of the respondents responded as not likely a challenge, 34.3% responded as a possible challenge and 4.5% of the respondents responded as the most challenge; for lack of support from higher government officials 3.0% of respondents responded as not likely a challenge, 43.3% responded as a possible challenge and 53.7% responded as the most challenge.

Likewise, for inflation and high cost 55.2% of the respondents responded as not likely a challenge, 38.8% of the respondents responded as a possible challenge and 6.0% of the respondents responded as the most challenge; for weak community awareness to festival event 9.0% of the respondents responded as not likely a challenge, 41.8% responded as a possible challenge and 49.3% of the respondents responded as the most challenge.

4.9.3. Challenges related with Human resource factors

This part deals with the challenges related to human resource factors which hinders Yahoode festival celebration and its management for tourism development in Hadiya zone.

Table 4. 5 Survey result on challenges related to Human resources

| Indicators | | Measurement scale | Frequency | Percentage |
|---|---|------------------------|-----------|------------|
| Challenges related with human resources | Lack of skilled man power in festival tourism | Not likely a challenge | 2 | 3.0% |
| | | A possible challenge | 26 | 38.8% |
| | | The most challenge | 39 | 58.2% |
| | Incompetent event organizers | Not likely a challenge | 14 | 20.9% |
| | | A possible challenge | 39 | 58.2% |
| | | The most challenge | 14 | 20.9% |
| | High turnover among volunteers | Not likely a challenge | 47 | 70.1% |
| | | A possible challenge | 17 | 25.4% |
| | | The most challenge | 3 | 4.5% |

Source: Survey (2021)

Table 4.5 illustrates that challenges under human resource related issue for the lack of skilled man power in festival tourism 3.0% of the respondents responded as not likely a challenge, 38.8% responded as a possible challenge and 58.2% responded as the most challenge; for incompetent event organizers 20.9% of the respondents responded as not likely a challenge, 58.2% responded as a possible challenge and 20.9% responded as the most challenge; for high turnover among volunteers 70.1% responded as not likely a challenge, 25.4% responded as a possible challenge and 4.5% responded as the most challenge.

4.9.4. Challenges related to financial issues

This section presents the challenges related to financial issues hindering Yahooode festival celebration practices and its management for tourism development in Hadiya Zone.

Table 4. 6 Assessment on challenges related to financial issues

| Indicators | | Measurement scale | Frequency | Percentage |
|---|--------------------------------------|------------------------|-----------|------------|
| Challenges related to financial resources | Insufficient budget | Not likely a challenge | 2 | 3.0% |
| | | A possible challenge | 29 | 43.3% |
| | | The most challenge | 36 | 53.7% |
| | Lack of corporate sponsorship | Not likely a challenge | 11 | 16.4% |
| | | A possible challenge | 40 | 59.7% |
| | | The most challenge | 16 | 23.9% |
| | Poor control of costs | Not likely a challenge | 46 | 68.7% |
| | | A possible challenge | 20 | 29.9% |
| | | The most challenge | 1 | 1.5% |
| | Overreliance on one source of budget | Not likely a challenge | 33 | 49.3% |
| | | A possible challenge | 25 | 37.3% |
| | | The most challenge | 9 | 13.4% |

Source: Survey (2021)

Table 4.6 shows that regarding to the challenges under financial issues from the total respondents for insufficient budget 3.0% of the respondents responded as not likely a challenge, 43.3% responded as a possible challenge and 53.7% responded as the most challenge; for lack of corporate sponsorship 16.4% of respondents responded as not likely a challenge, 59.7% responded as a possible challenge and 23.9% responded as the most challenge.

As well as for Poor control of costs of Yahooode festival event 68.7% of respondents responded as not likely a challenge, 29.9% responded as a possible challenge and 1.5% responded as the most challenge; for overreliance on one source of money 49.3% of respondents responded as not likely a challenge, 37.3% responded as a possible challenge and 13.4% of responded as the most challenge.

4.9.5. Challenges related to organizational culture

This section deals with the presentation of data on the challenges related to the organizational culture of the primarily concerned organization of Yahooode festival which organize the festival for encouraging tourism development in an area.

Table 4. 7 Survey result on challenges related to organizational culture

| Indicators | | Measurement scale | Frequency | Percentage |
|--|--|------------------------|-----------|------------|
| Challenges related to organizational culture | Lack of strong leadership | Not likely a challenge | 7 | 10.4% |
| | | A possible challenge | 37 | 55.2% |
| | | The most challenge | 23 | 34.3% |
| | Centralization of activities | Not likely a challenge | 12 | 17.9% |
| | | A possible challenge | 40 | 59.7% |
| | | The most challenge | 15 | 22.4% |
| | Inability to cope with changes | Not likely a challenge | 15 | 22.4% |
| | | A possible challenge | 36 | 53.7% |
| | | The most challenge | 16 | 23.9% |
| | Inappropriate organizational structure | Not likely a challenge | 35 | 52.2% |
| | | A possible challenge | 24 | 35.8% |
| | | The most challenge | 8 | 11.9% |

Source: Survey (2021)

Table 4.7 shows that concerning to the challenges related to organizational culture from the total respondents for lack of strong leadership 10.4% responded as not likely a challenge, 55.2% responded as a possible challenge and 34.3% responded as the most challenge; for centralization of activities 17.9% responded as not likely a challenge, 59.7% responded as a possible challenge and 22.4% responded as the most challenge; for inability to coping with changes 22.4% not likely a challenge, 53.7% as a possible challenge and 23.9% responded as the most challenge.

Similarly for inappropriate organizational structure 52.2% responded as not likely a challenge, 35.8% responded as a possible challenge and 11.9% responded as the most challenge determining Yahooode festival practice and its management in tourism development. Therefore, the lack of proper organizational philosophy hinders Yahooode festival practices not to be used widely for tourism development in Hadiya zone.

4.10. Existing Management Practices of Yahooode Festival for Tourism Development

This section presents the survey result of the prevailing management practices of planning, organizing, marketing, promotion, implementation and evaluation of Yahooode festival celebration practices by the concerned bodies for encouraging tourism development in Hadiya Zone.

4.10.1. Prevailing planning practice of Yahooode Festival for Tourism Development

This sub section presents the existing planning practice of Yahooode festival celebration event for tourism development by the concerned entities in an area.

Table 4. 8 Management practice of planning of Yahooode festival for tourism development

| Indicators | | Measurement Scale | Frequency | Percentage |
|------------------------------|--|-------------------|-----------|------------|
| Issues related with planning | Planning practice of the concerned bodies for Yahooode festival | Very Poor | 10 | 14.9% |
| | | Poor | 36 | 53.7% |
| | | Good | 20 | 29.9% |
| | | Very Good | 1 | 1.5% |
| | Established goals & objectives of the festival for tourism development | Very Poor | 1 | 1.5% |
| | | Poor | 25 | 37.3% |
| | | Good | 32 | 47.8% |
| | | Very Good | 9 | 13.4% |
| | Establishment of internal & external | Very Poor | 5 | 7.5% |

| | | | | |
|--|--|-----------|----|-------|
| | planning premises of the festival event | Poor | 43 | 64.2% |
| | | Good | 17 | 25.4% |
| | | Very Good | 2 | 3.0% |
| | Venue planning & operations management of the festival to ensure tourism development | Very Poor | 15 | 22.4% |
| | | Poor | 33 | 49.3% |
| | | Good | 18 | 26.9% |
| | | Very Good | 1 | 1.5% |
| | Effectiveness & efficiency of planning practice of Yahooode festival event for tourism development | Very Poor | 6 | 9.0% |
| | | Poor | 43 | 64.2% |
| | | Good | 17 | 25.4% |
| | | Very Good | 1 | 1.5% |
| | Overall planning practice for Yahooode festival event for encouraging tourism development in an area | Very Poor | 6 | 9.0% |
| | | Poor | 45 | 67.2% |
| | | Good | 16 | 23.9% |

Source: Survey (2021)

As shown in table 4.8 regarding to the planning practice of Yahooode festival for tourism development out of the total respondents for planning concern of the concerned bodies for Yahooode festival 14.9% responded as very poor, 53.7% responded as poor, 29.9% responded as good and 1.5% responded as very good.

Additionally, for the established goals and objectives of the Yahooode festival for tourism development 1.5% responded as very poor, 37.3% responded as poor, 47.8% responded as good and 13.4% responded as very good.

Regarding to the establishment of internal and external planning premises of the Yahooode festival event 7.5% responded as very poor, 64.2% responded as poor, 25.4% responded as good and 3.0% responded as very good; for venue planning and operations management of the Yahooode festival event to ensure tourism development 22.4% of respondents responded as very poor, 49.3% responded as poor, 26.9% responded as good and 1.5% responded as very good; for effectiveness and efficiency of planning concerns of Yahooode festival for tourism development 9.0% of respondents responded as very poor, 64.2% responded as poor, 25.4% responded as good and 1.5% responded as very good. Finally, table 4.7 indicates that regarding to the overall planning concern and activities of Yahooode festival practice and its management for tourism development in an area, out of the total respondents 9.0% of the respondents responded as very poor, 67.2% responded as poor and 23.9% responded as good.

The overall planning practice of Yahooode festival for tourism development in an area is not good and practiced effectively, due to the poor emphasis of the concerned stakeholders, lack of strong support from higher officials of the government, poor awareness of the host community and lack of skilled manpower in the area of tourism. These aforementioned issues are the major challenges which hinder Yahooode festival not to be used properly for domestic tourism development (Key Informants Interview, 2021)

As a result, the overall practice of planning Yahooode festival celebration events to promote tourism development in an area has been poor, resulting in an inability to use the festival to attract tourists to an area and a reduction in the tourism development encouraged by this festival experience to the zone in particular and the destination as a whole. Furthermore, it implies that the area is not benefiting from tourism experience in an area due to a lack of proper planning practices and its overall activities for the Yahooode festival event in an area by primarily concerned units.

4.10.2. Current Organizing Practice of Yahooode Festival for Tourism Development

This section presents the survey result on evaluation of prevailing practice of organizing Yahooode festival by primarily concerned entities in order to ensure tourism development in Hadiya zone through hosting this festival.

Table 4. 9 Management practice related with organization of Yahooode festival

| Indicators | | Measurement scale | Frequency | Percentage |
|--------------------------------|--|-------------------|-----------|------------|
| Issues related with organizing | Organization of human, physical & financial resources of the festival event. | Very poor | 5 | 7.5% |
| | | Poor | 22 | 32.8% |
| | | Good | 33 | 49.3% |
| | | Very good | 7 | 10.4% |
| | Identification of Yahooode festival activities and its components for tourism development | Very poor | 12 | 17.9% |
| | | Poor | 42 | 62.7% |
| | | Good | 13 | 19.4% |
| | Focus of concerned bodies in organizing Yahooode for tourism development | Very poor | 21 | 31.3% |
| | | Poor | 37 | 55.2% |
| | | Good | 9 | 13.4% |
| | Formation & relevance of Yahooode festival organizers to promote tourism through this festival | Very poor | 6 | 9.0% |
| | | Poor | 39 | 58.2% |
| | | Good | 20 | 29.9% |
| | | Very good | 2 | 3.0% |

Source: Survey (2021)

As presented in table 4.9 regarding to the indicators of organizing practice of Yahooode festival for tourism development out of the total respondents for synchronization of human, physical and financial resources of the festival event 7.5% of the respondents responded as very poor, 32.8% responded as poor, 49.3% responded as good and 10.4% responded as very good.

Additionally, for identification of Yahooode festival activities and its components for tourism development 17.9% of the respondents responded as very poor, 62.7% responded as poor and 19.4% responded as good; for focus of concerned bodies in organizing Yahooode festival practices for tourism development 31.3% of respondents responded as very poor, 55.2% responded as poor and 13.4% responded as good.

Finally, table 4.4 indicates that out of the total respondents for the statement raised as formation and relevance of Yahooode festival organizers to promote tourism through the festival, 9.0% of the respondents replied as very poor, 58.2% responded as poor, 29.9% responded as good and 3.0% reacted as very good.

4.10.3. Existing practice of Marketing Yahooode Festival for Tourism Development

This section presents the survey result of evaluation of the management practices of marketing Yahooode festival for tourism development in Hadiya zone.

Table 4. 10 Current management practice of marketing Yahooode festival for tourism

| Indicators | | Measurement scale | Frequency | Percentage |
|-------------------------------|---|-------------------|-----------|------------|
| Issues related with marketing | Marketing practice of Yahooode festival for tourism development | Very poor | 27 | 40.3% |
| | | Poor | 38 | 56.7% |
| | | Good | 2 | 3.0% |
| | Use of technology for marketing Yahooode for tourism development | Very poor | 43 | 64.2% |
| | | Poor | 24 | 35.8% |
| | Execution of marketing mix elements to market Yahooode festival for tourism development | Very poor | 27 | 40.3% |
| | | Poor | 38 | 56.7% |
| | | Good | 2 | 3.0% |
| | Marketing research & development of Yahooode festival for tourism development | Very poor | 45 | 67.2% |
| | | Poor | 20 | 29.9% |
| | | Good | 2 | 3.0% |

Source: Survey (2021)

As shown in table 4.10 out of the 67 total respondents for marketing practice of Yahooode festival for tourism development 40.3% respondents reacted as very poor, 56.7% responded as poor and 3.0% responded as good; for the use of technology for marketing Yahooode for tourism development 64.2% responded as very poor and 35.8% responded as poor.

For execution of marketing mix elements to market Yahooode festival for tourism development 40.3% of respondents responded as very poor, 56.7% responded as poor and 3.0% responded as good and for marketing research and development of Yahooode festival for tourism development 67.2% of respondents responded as very poor, 29.9% of the respondents replied as poor and 3.0% of the respondents responded as good.

Therefore, the maximum percentage of survey respondent’s reaction on the overall marketing practice of Yahooode festival, use of technology for marketing Yahooode festival for tourism development, execution of marketing mix elements to market Yahooode festival event for tourism development and marketing research and development activities of Yahooode festival for tourism development in area found in poor and this implicates that the overall marketing activities of Yahooode festival celebration practice for tourism development in Hadiya zone is poor, which needs a due emphasis for marketing activities of the festival for ensuring tourism development by the primarily concerned entities.

4.10.4. Existing Practice of Promotion of Yahooode festival for tourism development

This section presents the survey result of the prevailing management practice of promotion of Yahooode festival for tourism development in Hadiya zone.

Table 4. 11 Management practice of promotion of Yahooode festival for tourism development

| Indicators | | Measurement scales | Frequency | Percentage |
|--|---|---------------------------|------------------|-------------------|
| Indicating factors of promotion | Way of promoting Yahooode festival for tourism development | Very poor | 11 | 16.4% |
| | | Poor | 36 | 53.7% |
| | | Good | 19 | 28.4% |
| | | Very good | 1 | 1.5% |
| | Application of powerful promotional tool in Yahooode festival for tourism development | Very poor | 30 | 44.8% |
| | | Poor | 30 | 44.8% |
| | | Good | 7 | 10.4% |

| | | | | |
|--|--|-----------|----|-------|
| | Advertisement of the festival in newspapers to encourage domestic tourism | Very poor | 22 | 32.8% |
| | | Poor | 34 | 50.7% |
| | | Good | 11 | 16.4% |
| | Advertisement of the festival on Radio & TV to encourage tourism development | Poor | 8 | 11.9% |
| | | Good | 34 | 50.7% |
| | | Very good | 19 | 28.4% |
| | | Excellent | 6 | 9.0% |
| | Advertisement of the festival on posters and brochures to encourage visitors | Very poor | 9 | 13.4% |
| | | Poor | 34 | 50.7% |
| | | Good | 22 | 32.8% |
| | | Very good | 2 | 3.0% |

Source: Survey (2021)

As shown in table 4.11 regarding to the promotional issues out of the total 67 respondents for way of promoting Yahooode festival for tourism development 16.4% of respondents responded as very poor, 53.7% responded as poor, 28.4% responded as good and 1.5% responded as very good. Table 4.10 also indicates that out of total respondents for the application of powerful promotional tool in Yahooode festival for tourism development 44.8% of respondents reacted as very poor, 44.8% responded as poor and 10.4% responded as good; for advertisement of the festival in newspapers to encourage domestic tourism 32.8% of respondents responded as very poor, 50.7% responded as poor and 16.4% responded as good; for advertisement of the festival on Radio & TV to encourage tourism development 11.9% respondents responded as poor, 50.7% responded as good, 28.4% responded as very good and 9.0% responded as excellent. Finally, for advertisement of the festival on posters and brochures to encourage visitors from the total respondents 13.4% respondents reacted as very poor, 50.7% responded as poor, 32.8% responded as good and 3.0% respondents responded as very good.

4.10.5. Prevailing Implementation Practice of Yahooode Festival Event Plan

This section deals with the survey result on the prevailing implementation practice of Yahooode festival event plan for ensuring tourism development in Hadiya zone.

Table 4. 12 Survey Result on Existing Implementation Practice of Yahooode festival plan

| Indicators | | Measurement scale | Frequency | Percentage |
|--|---|-------------------|-----------|------------|
| Indicators of Implementation Practices | Implementation of Yahooode festival event plan for inspiring tourism development | Very poor | 6 | 9.0% |
| | | Poor | 34 | 50.7% |
| | | Good | 25 | 37.3% |
| | | Very good | 2 | 3.0% |
| | Implementation of professional festival event management concept in Yahooode for ensuring tourism development | Very poor | 24 | 35.8% |
| | | Poor | 25 | 37.3% |
| | | Good | 15 | 22.4% |
| | | Very good | 3 | 4.5% |

Source: Survey (2021)

As shown in table 4.12 out of the 67 total respondents addressed by questionnaire regarding to the implementation of Yahooode festival event plan for inspiring tourism development 9.0% of respondents responded as very poor, 50.7% responded as poor, 37.3% responded as good and 3.0% responded as very good. Secondly, concerning to the existing implementation practice of professional festival event management concept in Yahooode festival event for ensuring tourism development in an area; 35.8% of the respondents responded as very poor, 37.3% responded as poor, 22.4% responded as good and 4.5% responded as very good.

Consequently, the result infers that the overall implementation practice of Yahooode festival event plan and its management activities by the primarily concerned entities is poor and which needs a thorough concentration on implementation practices of the plan and the overall management activities for ensuring tourism development in an area.

4.10.6. Existing Evaluation Practice of Yahooode Festival event Plan

This section deals with the survey result on the prevailing evaluation practice of Yahooode festival celebration event plan for ensuring tourism development in Hadiya zone.

Table 4. 13 Existing evaluation practice of Yahooode festival event plan

| Indicators | | Measurement scale | Frequency | Percentage |
|------------------------------------|--|-------------------|-----------|------------|
| Indicators of Evaluation Practices | Evaluation of Yahooode festival management practice for encouraging tourism development | Very poor | 35 | 52.2% |
| | | Poor | 29 | 43.3% |
| | | Good | 3 | 4.5% |
| | Evaluation of overall planning, organizing, marketing, promotion & implementation practices of Yahooode festival plan to safeguard tourism development | Very poor | 40 | 59.7% |
| | | Poor | 23 | 34.3% |
| | | Good | 4 | 6.0% |

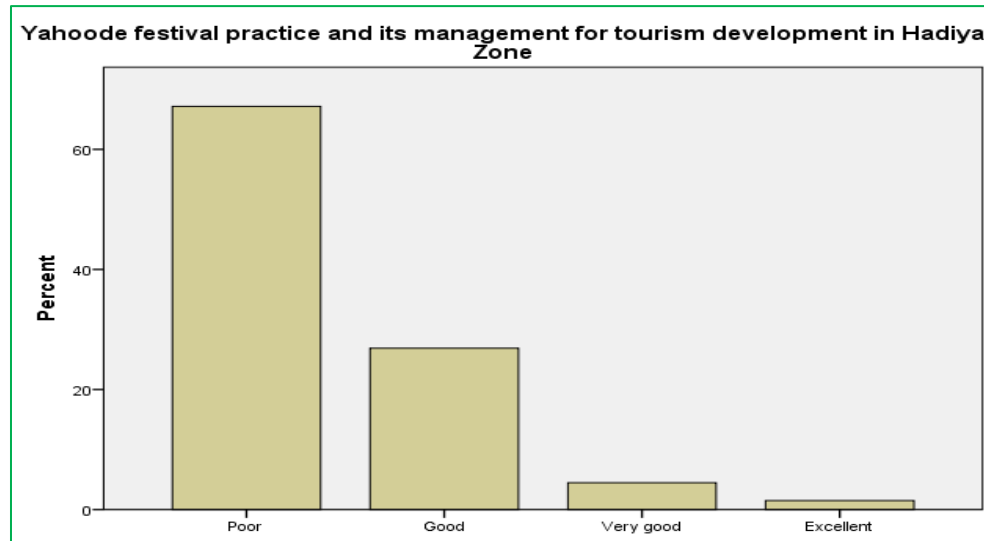
Source: Survey (2021)

Table 4.13 indicates that out of 67 total respondents addressed by questionnaire regarding to the evaluation of Yahooode festival management practice for encouraging tourism development 52.2% of the respondents reacted as very poor, 43.3% responded as poor and 4.5% responded as good; for evaluation of overall planning, organizing, marketing, promotion & implementation practices of Yahooode festival event 59.7% of respondents responded as very poor, 34.3% responded as poor and 6.0% responded as good.

Therefore, the evaluation of any planned activity is necessary for its future improvement, similarly the evaluation practice of Yahooode festival event plan is poor and this shows that there is poor emphasis by the organizers of the festival for ensuring it for tourism development.

4.11. Overall Yahooode Festival practice and its Management for Tourism development

This section deals with survey result presentation and analysis on the evaluation of Yahooode festival practice and its management for tourism development by using measurement scales (Poor, good, very good and excellent). The result indicates the current status of Yahooode festival practice and its management for tourism development in Hadiya zone.



Source: Survey (2021)

Figure 4.12 Yahooode festival celebration practices & its management for tourism development. As shown in the figure 4.12 out of the total respondents regarding to Yahooode festival practices and its management for tourism development in Hadiya zone 67.2% of the respondents responded as poor, 26.9 responded as good, 4.5% responded as very good and 1.5% responded as excellent. Therefore, as the reaction of most of the respondents indicated Yahooode festival practice and its management for tourism development in Hadiya zone is poor and this needs strong emphasis of the concerned bodies to ensure tourism development through this festival.

The overall management practice of Yahooode festival event is poor due to the lack of well-designed festival organization, poor planning exercise for ensuring festival as tourism product for tourism development and lack of sufficient financial support for the organization of Yahooode festival event at public place for ensuring it as tourism product for tourism development in an area (Key informants interview, 2021).

4.12. Discussion

The discussion of the study's findings is the subject of this subtopic. The study's main focus was exploring the practices celebrating Yahooode festival, its management activities and challenges hindering it to not be widely used for tourism development in Hadiya Zone. As a result, the study shows that there are unique Yahooode festival practices as well as the basic components incorporated into the festival, as well as the current status of festival management activities and the challenges obstructing overall festival and management practices in ensuring tourism development through Yahooode in Hadiya Zone.

4.12.1. Components of Yahooode Festival Celebration

Festival is an event that has become a customary symbol of an area and the people where it is demonstrated which represents their usual and unique socio-cultural features and includes an authentic practice which has been built up by local people that are held on the same day and the same month each year and generally it includes traditional rituals & rites, folklores, cultural dressing, rallies and carnivals, culinary practices /Cultural food and drinks, cultural dance and music & entertainments (Revilla.H, 2016; Priporas, et al, 2018).

Therefore, Yahooode refers to cultural celebration, in which a group of young boys and girls come together from different areas and express their happiness in their villages with the cultural song and dance as an implication of the beginning of new year with full of blessings in different aspects of life among the Hadiya community. And also Yahooode festival refers to the festival celebrated among the Hadiya community which includes a number of the Hadiya people's indigenous cultural and traditional manifestations those have cultural, social, economic and environmental significance in an area. The festival is celebrated every year in September thirteen and fourteen publically in Hadiyyi nefera, Hadiya zone

The study indicates that Yahooode festival is the cultural event of Hadiya people which incorporates various manifestations of the community which have socio-cultural, economic and environmental importance. The basic components of Yahooode festival celebration practices are elders blessing, gaabbimma, Yahooode dancing, girls and boys cultural dancing, damsel cultural wearing or clothing show event, tuutta, traditional saatte program, sharima, birima, diransima, traditional gastronomic products and traditional horse riding competition or joust.

Therefore, this all the aforementioned practices are the part of Yahooode festival celebration practices, which creates an opportunity for all the interested individuals to experience the Yahooode festival practices and this also creates good opportunity for domestic tourism development in Hadiya zone.

As described by Picard & Robinson (2006a), festival practices and its components have valuable significance for tourism development in a given destination by initiating tourists in to the destination for experiencing various cultural practices of the festival. Therefore, all the aforementioned components and practices of Yahooode festival celebration might have an impact for tourism development as they are unique cultural manifestation of the local community which inspires individuals to be part of the festival in Hadiya Zone.

4.12.2. Present Management Practice of Yahooode Festival for Tourism Development

Festival event management practices involves planning, arranging, organizing, promoting, marketing, executing and evaluating event activities incorporated under a given festival to meet multiple tourist needs and helps extend the range of tourist products and boost ETD in the destination (Ekanayake and Lonng, 2015).

The first indicator of the current management practice of Yahooode festival for ensuring tourism development is planning which incorporates the prevailing planning activity of established goals and objectives of the festival for tourism development, planning activity of establishment of internal and external planning premises of the festival, practice of venue planning and operations management of the festival to ensure tourism development, the effectiveness and efficiency of planning concern of Yahooode festival and the overall planning practice of Yahooode festival for ensuring tourism development. Thus, as the maximum percentage of prevailing status of each indicators of the current management practice of planning showed in table 4.1 falls in poor, the overall planning activities of Yahooode festival for ensuring tourism development in Hadiya zone is poor.

The second indicator of the prevailing management practice of Yahooode festival is organizing practice Yahooode festival for tourism development which incorporates the organization of human, physical and financial resources of the Yahooode festival event for tourism development, in which 7.5% of respondents reacted as it is very poor, 32.8% reacted as poor, 49.3% responded as good and 10.4% responded as very good. Identification of Yahooode festival celebration practices and its components for tourism development is another indicator of organizing practice in which 17.9% of respondents reacted as very poor, 62.7% as poor and 19.4% as good, thus as the maximum percentage figure (62.7%) falls in poor this shows that the practice of identifying Yahooode festival celebration activities and its components to ensure tourism development by the concerned entities in Hadiya zone is poor. And also the focus of concerned bodies in organizing Yahooode for tourism development in an area is another indicator in which 31.3% of respondents reacted as very poor, 55.2% as poor and 13.4% responded as good. Finally, the formation and relevance of Yahooode festival organizers to promote tourism through Yahooode festival event is the other indicator of management practice of organizing in which 9.0% of survey respondents reacted as very poor, 58.2% reacted as poor, 29.9% reacted as good and 3.0% responded as very good. Therefore, as the overall indicators of organizing falls in poor, the prevailing management practice of organizing Yahooode festival for tourism development in Hadiya zone is poor and at infant stage.

The third indicator of the prevailing management practice is marketing which involves the marketing practice of Yahooode festival event for tourism development, use of technology for marketing Yahooode festival event, execution of marketing mix elements to market Yahooode festival, practices of marketing research and development of Yahooode festival for tourism development. Thus, as showed in table 4.9 the maximum percentage for all the aforementioned indicators falls in poor the overall management practices of marketing Yahooode festival as a tourism attraction to initiate tourists to travel to an area is poor, which implicates there is need for effective marketing practice for Yahooode festival in order to create an opportunity for ensuring tourism development in the destination.

The fourth indicator of the existing management practice of Yahooode festival for tourism development is promotional practice which includes application of powerful promotional tool in Yahooode festival for initiating tourism development by the concerned entities, advertisement of Yahooode festival celebration event by the concerned bodies in newspapers for encouraging tourism activity, practice of advertisement of Yahooode festival on radio and television to encourage tourists and which leads to tourism development and the existing practice of the advertisement of Yahooode festival on posters and brochures to encourage visitors. Thus, as indicated in figure 4.10 of chapter four the overall promotional practices of Yahooode festival to encourage visitors is poor and which shows there is a need for the improvement on the existing practice of advertisement for Yahooode festival to encourage the tourism development of an area through this festival.

The fifth indicator of management practice of Yahooode festival is implementation and evaluation of Yahooode festival which comprises the existing management practice of implementation of Yahooode festival celebration event plan for inspiring tourism development and the evaluation of overall planning, organizing, marketing, promotion and implementation practices of Yahooode festival celebration plan for safeguarding tourism development. Thus, as indicated in table 4.11 and table 4.12 of chapter four, the existing implementation and evaluation practices of Yahooode festival event plan for tourism development in Hadiya zone is poor.

4.13. Challenges deterring Yahooode festival in Tourism Development in Hadiya Zone

Challenges related with planning, promotion and marketing, external forces, human resource, financial resource and organizational culture those hinders Yahooode festival practice and its management for tourism development in Hadiya zone.

The most determining challenges related with Planning, marketing and promotion of Yahooode festival are inadequate promotion, lack of marketing research, inadequate marketing and lack of advance planning. Therefore, the aforementioned challenges are determining the actual practice of Yahooode festival celebration and its management activities not to be broadly used for ensuring tourism development through the festival and also this indicates that the primary role players of the Yahooode festival should need to give a due emphasis for the PMP of the festival to ensure tourism development through the practice of this festival in an area.

The second challenge determining Yahooode festival to not to be widely used for tourism development in Hadiya zone is the prevailing external forces which includes lack of support from higher government officials and weak community awareness to festival event as a tourism product. Therefore, the aforementioned external factors are the determining challenges of Yahooode festival practices to not be widely used for tourism development.

The third Challenge hindering Yahooode festival to not be widely used for tourism development is the existing challenge related with human resource which includes lack of skilled man power in festival tourism and incompetent festival event organizers. Thus, the concerned entity needs to work on the human capital to ensure Yahooode festival as a tourism product.

The fourth challenge determining Yahooode festival event to not be used widely for tourism development is the challenge related with financial resources. As the study indicates the financial challenges are insufficient budget for the organization of the festival event at public space, lack of corporate sponsorship and overreliance on one source of budget. Therefore, financial resource is crucial for employing the cultural festival events for tourism development in a given tourism destination. But, currently Yahooode festival celebration practice was determined by insufficient financial budget constraints and this reduces the overall festival organization for ensuring tourism development in an area.

Finally, the challenges related with the organizational viewpoint of the culture and tourism bureau of the zone is another determining challenge which includes centralization of Yahooode festival organizing activities, lack of strong leadership, inability to cope with changes and an inappropriate organizational structure. Therefore, the aforementioned indicators of organizational culture are the possible challenges which are upsetting the Yahooode festival celebration practices to not be used widely for ensuring tourism development through using the festival within the destination.

Chapter Five

5. Conclusion and Recommendations

5.1. Conclusion

The study was carried out on exploring the practices of celebrating Yahooode festival for tourism development in Hadiya zone. It is an exploratory type of research in which addressed practices of celebrating Yahooode festival, its management activities and the challenges hindering it not to be widely used for tourism development in an area. The results were described in word description, frequency and percentage which show the festival practices, the existing status of the management activities and challenges hindering the factor of the study concern from the perspective of target population.

As finding indicated, Yahooode festival is the unique and big cultural event and manifestation of Hadiya community's socio-cultural and economic endeavors and its values. The festival incorporates a wide range of foremost and significant elements such as elders blessing, Yahooode dancing, girls and boys cultural dancing, damsel cultural wearing show event, tuutta, traditional saatte program, sharima, birima, diransima, traditional gastronomic products and traditional horse riding competition or joust.

Secondly, the research finding indicates that under the indicating challenges of Planning, marketing and promotion based on the rank of respondents average reaction the most challenges hindering Yahooode festival practice and its management for tourism development in Hadiya zone are inadequate promotion, lack of marketing research, inadequate marketing and lack of advance planning. From the indicating challenges under external forces the based on the rank of respondent's average reaction the most challenges are lack of support from higher gov't officials and weak community awareness to festival event. From the indicating challenges related with human resources based on the rank of respondent's average reaction the most challenges is lack of skilled man power in festival tourism and also incompetent event organizers as a possible challenge.

Regarding to the challenges related to financial resources based on the rank of respondent's average reaction the most challenges is insufficient budget and both lack of corporate sponsorship and overreliance on one source of budget is a possible challenges. Finally, regarding to the challenges related to the organizational culture of the primarily concerned organization of the festival based on the rank of respondent's average reaction centralization of activities, lack of strong leadership, inability to cope with changes and inappropriate organizational structure are possible challenges. Therefore, all the aforementioned challenges are the encounters those hinder Yahooode festival practice and its management for tourism development in Hadiya zone.

Thirdly, the research finding indicates that regarding to the level of management practices of Yahooode festival for tourism development in the study area from the indicators of planning based on average reaction of respondents for the overall planning concern and activities for Yahooode festival practices and its management for tourism development in the study area is Poor; from the indicators of management practice of organizing above 50% of the respondents reaction resembled to poor; for the indicators of management practice of marketing issues of the festival above 50% of the respondents feedback corresponds to poor and for the indicators of promotional issues of the Yahooode festival event above 50% of the respondents reaction corresponded to poor.

Additionally, regarding to the indicators of the implementation and evaluation of the overall management activities of the Yahooode festival event, more than 41% of the respondents reacted to poor, which shows there is poor implementation and evaluation of management practices of the Yahooode festival event for tourism development in the study area. Finally, regarding to the overall Yahooode festival practices and its management for tourism development in Hadiya zone 67.2% reacted as poor. Therefore, this indicates that this festival is not properly designed and promoted to ensure tourism development by the concerned bodies.

5.2.Recommendations

As the research finding indicates that the overall management practice of the festival for ensuring tourism development in the study area is poor. So, the following recommendations are suggested for the concerned bodies which help them to encourage tourism development through Yahoode festival practice in the study area. The recommendations are described as follows:

- ❖ The media and government communication offices expected to work on adequate promotion and marketing of Yahoode festival to ensure tourism development.
- ❖ Culture and tourism bureau of the zone need to work on advance planning, promotion and marketing of Yahoode festival event for ensuring tourism development.
- ❖ Higher education institutions needs to work on research, training and development issues of Yahoode festival event for tourism development in Hadiya zone.
- ❖ The Hadiya zone administration should need to encourage investment activities of accommodation facilities and amenities in the area where the festival could be celebrated.
- ❖ Culture and tourism bureau of the zone should need to undertake SWOT analysis of Yahoode festival event, which helps to develop effective management directives for the festival to ensure tourism development in an area.
- ❖ The concerned entities of the festival should need to design tough management practices for Yahoode festival event and implement it for ensuring tourism development.
- ❖ Evaluation of the overall planning, organization, marketing, promotion, implementation and evaluation of the actual festival event practices should need to be undertaken by organizing committee and by professionals for safeguarding tourism development.

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Appendices

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COLLEGE OF DEVELOPMENT STUDIES

CENTER FOR ENVIRONMENT AND DEVELOPMENT

TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

Exploring the Practices of Celebrating Yahooode Festival for Tourism Development in Hadiya Zone

Questionnaire for experts of culture and tourism office of Hadiya Zone

Dear Respondents,

My name is Addisalem Molla Ergudo; I am a graduate student at Addis Ababa University College of Developmental Studies in Tourism development and management program. Currently, I am conducting MA thesis entitled Yahooode Festival Practices and its Management for Tourism Development in Hadiya Zone in partial fulfillment of the requirements for the degree of Masters in Tourism Development and Management at Addis Ababa University.

Therefore, you are kindly requested to take some minutes from your precious time and provide your responses to this survey questionnaire. The information that you provide in this questionnaire will be kept confidential and to be used for only academic purpose. I would like to thank you in advance for your kind cooperation and your time.

If you have any question, please contact me on the address below.

Addisalem Molla Ergudo

Mobile Phone: +251 932 629 112 / +251 913 155 136

E-mail: adugna.molla20@gmail.com

Thank in advance for your cooperation!

Part One: Personal information

1. Sex: Male Female
2. Age: <20 years 30-39 50-59 20-29
40-49 Above 59
3. Education: High School Certificate Bachelor's Degree
Vocational /Diploma Master's Degree PhD
4. How long have you worked in this area?
< 3 years 6-10 years
3-5 year 11-15 years
Above 15 years

Part Two: Questions Related with the Challenges of Yahooode Festival

Dear respondents, the following questions are designed to identify challenges that hinder Yahooode festival in tourism development. Therefore, here in below there are three measurement values that help to identify the determining challenges. So, put * mark at the right item option that express the issue raised.

Not likely a challenge =1

A possible challenge =2

The most challenge =3

| Items | Challenges | Measurement scale | | |
|--|--|------------------------------|----------------------------|-----------------------|
| | | Not likely a challenge | A possible challenge | The most challenge |
| Planning, marketing and promotion | Lack of advance planning | | | |
| | Lack of marketing research | | | |
| | Inadequate marketing | | | |
| | Inadequate promotion | | | |
| | Poor attention to quality of festival programs | | | |
| | Inability of program to target the audience | | | |
| External Forces | The weather condition | | | |
| | Competition from events at the same time | | | |
| | Lack of support from higher government officials | | | |
| | Inflation and high cost of organization | | | |
| | Weak Community awareness to the event | | | |
| Human Resources | Lack of skilled manpower in festival tourism | | | |
| | Incompetent event organizers | | | |
| | High turnover among volunteers | | | |
| Financial Resources | Insufficient budget | | | |
| | Lack of corporate sponsorship | | | |
| | Poor control of costs | | | |
| | Overreliance on one source of budget | | | |
| Organizational Culture | Lack of strong leadership | | | |
| | Centralization of the activities of the festival | | | |
| | Inability to cope with changes | | | |
| | Inappropriate organizational structure | | | |

Part III: Questions Related with Management Activities of Yahooode Festival for tourism development

Instruction

Dear respondents, please put * or × mark in the box that matches the statement under each item activities which helps to evaluate the management practices of Yahooode festival for tourism development in Hadiya Zone..

Therefore, 1 = Very poor, 2 = Poor, 3 = Good, 4 = Very good and 5 = Excellent

| Items | Activities | Measurement scales | | | | |
|------------|---|--------------------|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| Planning | Planning practice of the concerned bodies for Yahooode festival to ensure tourism development in an area | | | | | |
| | Established goals and objectives of the Yahooode festival event for tourism development | | | | | |
| | Establishment of internal and external planning premises of the Yahooode festival event | | | | | |
| | Venue planning and operations management of the festival to ensure tourism development | | | | | |
| | Effectiveness and efficiency of planning practices of Yahooode festival event for tourism development | | | | | |
| | Overall planning practice for Yahooode festival event in encouraging tourism development in an area | | | | | |
| Organizing | Organization of human, physical and financial resources of the Yahooode festival event | | | | | |
| | Identification of Yahooode festival activities and its components for tourism development by concerned bodies | | | | | |

| | | | | | | |
|----------------|--|--|--|--|--|--|
| | Focus of the concerned bodies in organizing Yahooode festival activities for tourism development in an area | | | | | |
| | Formation and relevance of Yahooode festival organizers to promote tourism development through this festival. | | | | | |
| Marketing | Marketing practice of Yahooode festival for tourism development in an area | | | | | |
| | Use of technology for marketing Yahooode festival to encourage tourism development | | | | | |
| | Execution of marketing mix elements to market Yahooode festival for tourism development. | | | | | |
| | Marketing research and development of Yahooode festival for tourism development. | | | | | |
| Promotion | Way of promoting Yahooode festival for tourism development in an area | | | | | |
| | Application of powerful promotional tool in Yahooode festival for tourism development | | | | | |
| | Advertisement of the festival in newspapers to encourage domestic tourists | | | | | |
| | Advertisement of the Yahooode festival on Radio and Television to encourage tourism development | | | | | |
| | Advertisement of the festival on posters and brochures to inform and encourage visitors | | | | | |
| Implementation | Implementation of Yahooode festival event plan for inspiring ensuring tourism development | | | | | |
| | Implementation of professional festival event management concepts in Yahooode festival for ensuring tourism development in an area | | | | | |
| Evaluation | Evaluation of Yahooode festival event management practice for encouraging tourism development | | | | | |

| | | | | | | |
|--|--|--|--|--|--|--|
| | Evaluation of the overall planning, organization, marketing, promotion, implementation and evaluation of the actual festival event practices for tourism development | | | | | |
|--|--|--|--|--|--|--|

Part III: Question related with the overall status of the festival practice and its management for tourism development in an area.

❖ By considering all the above raised questions of management activities and challenges, how could you evaluate the overall Yahooode festival celebration practice and its management for tourism development in Hadiya zone?

Poor Good Excellent

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TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

Exploring the Practices of Celebrating Yahooode Festival for Tourism Development in Hadiya Zone

Interview questions for Organizers of the festival, selected higher officials of tourism and culture office, government communication office officials and officials from administration of Hadiya zone

The following questions are designed to investigate the management practices of Yahooode festival organization.

Personal information

Name_____

Sex_____

Age_____

Educational status_____

Questions related with study

1. Do you see Yahooode festival has the potential for domestic tourism development? How?

2. As a chief organizer of the festival, do you believe that the festival is well developed for domestic tourism development in an area? Yes/No. If No, what is the reason behind this?

3. Do you think that Yahooode festival is well planned and managed? If not, what are the reasons?

4. What are the major challenges those hinder Yahooode festival not to be used properly for domestic tourism development?

5. Do you believe, there is an effective management practice in Yahooode festival for tourism development? If yes, how could you evaluate it? And if no, what is the reason behind it?

6. Do you have planning and management concerns for Yahooode festival to ensure domestic tourism development through it? If yes, what are your main activities?

7. How government agencies get involved in managing Yahooode festival for domestic tourism development?

8. What resources are required for Yahooode?

9. Does Yahooode is the part of the bigger planning exercises?

10. How does the overall management practice of Yahooode looks like?

11. How do different actors work together in Yahooode festival organization for domestic tourism development?

12. How could you evaluate infrastructural convenience of an area where the festival is celebrated?

13. Is there a proper use of technology in promoting Yahooode festival for tourism development?

If not why?

14. Is there a sufficient financial support in Yahooode festival for tourism development?

15. What are the effects of Yahooode festival in the economic, socio-cultural and environmental aspects of an area?

ADDIS ABABA UNIVERSITY

COLLEGE OF DEVELOPMENT STUDIES

CENTER FOR ENVIRONMENT AND DEVELOPMENT

TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

Exploring the Practices of Celebrating Yahooode Festival for Tourism Development in Hadiya Zone

In-depth interview questions for Elders

The following questions are prepared to explore elements of Yahooode festival practice for tourism development”

Personal information

Name_____

Sex_____

Age_____

Educational status_____

Questions Related with Study

1. When does Yahooode festival begin and how could you describe the historical background of Yahooode festival? How it originates?

2. What mean by Yahooode?

3. What are the basic elements of Yahooode festival practice? Do they have importance for tourism development? If so how?

4. Who celebrate Yahooode festival?

5. What rituals are to be performed during the Yahooode festival practice?

6. What are the benefits of celebrating Yahooode festival?

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7. What are the unique features of Yahooode festival? How this makes it unique?

 8. What is the role of Yahooode festival on the peace process and conflict resolution of the community?

 9. Does Yahooode festival is important image building of the area for domestic tourism development and If so how?

 10. What motivates peoples attending Yahooode festival events?

 11. What are the challenges of not using Yahooode festival widely for tourism development?

 12. Does Yahooode festival associate with events, ideas, living traditions, beliefs, artistic and literary works of outstanding universal importance? How?

 13. Does Yahooode festival exhibit an important exchange of human values over a span of time? How?

 14. Does Yahooode festival bear exceptional testimony to the existing or disappeared cultural tradition in an area? How?

 15. What are the roles of elders in Yahooode festival?

 16. What needs to develop Yahooode festival for tourism development?
