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

Assess Tourism Resources and Its Development Challenges in
Sekela Wereda, West Gojjam, Amhara National Regional State,
Ethiopia

Submitted by: Mekuanent Ayalew Kassa

A Thesis Submitted to the College of Development Studies of
Addis Ababa University in Partial Fulfillment of the Requirements
for the Degree of Master of Arts in Tourism Development and
Management

Addis Ababa University

Addis Ababa, Ethiopia

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This is to certify that the thesis prepared by Mekuanent Ayalew Kassa, entitled: "Assess Tourism Resources and Its Development Opportunities and Challenges in Sekela Wereda". In partial fulfillment of the requirements for the Degree of Master of Art in Tourism Development and Management complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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DECLARATION

I do hereby declare that this thesis which is entitled "Assess Tourism Resources and Its Development Opportunities and Challenges in Sekela Wereda, West Gojjam" is my own work and submitted to the College of Development Studies, Department of Tourism development and management in Partial Fulfillment of the Requirements for the Master of Arts Degree in Tourism Management and Development. I sincerely assure that it has not been submitted partially or fully by any other person for an award of a degree in other university/institution. All sources of materials used as references for the purpose of this thesis have duly been acknowledged.

Name: Meekuanint Ayalew

Signature: _____

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ABSTRACT

This study is planned to assess tourism resources and its development opportunities and challenges in Sekela Wereda. To achieve objectives of the study, the researcher employed quantitative and qualitative research methods. Both primary and secondary data were used to assess the resources as well as development opportunities and challenges. To collect the primary data, observation and interview were employed for tourism experts and religious leaders in West Gojjam Culture and Tourism Office and Sekela Wereda Culture and Tourism Office as well as religious institutes. In addition, personal observation was also conducted. The analysis of the study exposed that Sekela Wereda has natural and cultural tourism resources. From the natural tourism resources are sources of Blue Nile, Caves and landscapes. There are also various cultural tourism resources such as holy water, building, and artifacts. The availability of tourism resources and the government attention are opportunities of the Wereda to develop tourism. Even though the Wereda has these tourism resources, they have not well developed and utilized due to various factors such as lack of infrastructure, lack of accommodations, lack of awareness about the tourism resources, are among the factors that hinder tourism resources development in Sekela Wereda. Therefore, it is recommended that to develop infrastructures such as roads and other tourist facilities to visit and stay tourist long time in the area. It is needed collaboration among different stakeholders such as government and private companies as well as religious institutions to develop and exploit tourism resources of the study area.

ACRONYM

GDP: Gross Domestic Production

NBT: Nature Based Tourism

NGO: Non- Governmental Organizations

UNESCO: United Nations Education, Science and Culture Organization

USD: United States dollar

UNWTO: United Nations World Tourism Organization

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The word 'resource' comes from the Old French term 'res-sorcere' meaning 'source' (Rade Knezevic 2008). Resource in tourism may be defined as all those means that can be beneficially utilize for the purpose of tourism in a given area. In addition to primary tourism resources, a resource base is also made up of other direct tourism resources (tourism and catering facilities, related facilities and services, staff, agencies, organization) and indirect tourism resources (preserved environment, geo-transportation position, municipal infrastructure, political stability) (Knezevic,2008) .

Over the decades, tourism has grown and become one of the fastest growing economic sectors in the world. Furthermore, the tourism industry in many countries plays a significant role in the growth of the economy (UNWTO, 2015). Tourism can also improve the livelihood of its residents or local communities because tourism has a close connection with them particularly as hosts and guides (Beeton, 2006).

Currently, tourism is the fastest growing industry in the world. Due to technological developments, especially in air travel, increases in personal wealth, and availability of greater amounts of free time such as holidays with pay, the total worldwide international tourist arrivals becomes to over 25 million in 1950. By the start of the new millennium, the figure had risen to more than 687 million tourists and after that international tourism has continued its growth (Sharpley, 2009). According to (UNWTO tourism highlights of 2010), international tourism had grown to 922 million in arrivals and 944 billion USD in receipts in 2008 and this number is expected to reach 1.6 billion in arrivals generating 2 trillion dollars by 2020.

Africa is one of the continents which are rich in cultural, historical and natural tourism potential resources. As a part, east Africa is a leading tourist destination in Sub-Saharan Africa. The potential of the tourism industry in the continent can contribute significantly

to the economic development and growth (United Nations Economic Commission for Africa, 2011).

Recently, Ethiopia also considers tourism as one of the potential economic sectors. It was around 1960, that the potential of tourism drew the attention of the imperial government authorities. The first tourism office was established in 1962. However, a setback in international tourism demand had been seen during the military regime. From 1974 for two decades the industry was suffering from various adverse effects such as prolonged civil war, recurrent drought and restrictions on entry and free movement of tourists (World Bank, 2006).

Ethiopia has different type of tourism resources like natural (landscape, water bodies, endemic mammals and birds) and cultural (religious festivals and ceremonies, events, old and attractive buildings, caves, war battles, towns, cultural dancing,) even though the resources are not developed, but now there is a government attention to the sector to develop and introduce the potential tourism resources to the local and international market/visitor(Ethiopian Tourism Policy, 2009).

Amhara region is one of the nine Ethiopian regions. It has also many cultural and natural tourism resources. This region is known by its historical and cultural tourism resources like Lalibela Rock Hewn Churches, Gondar Castle, Lake Tana monasteries and other different cultural festivals and events. The region is known by its natural tourism resources like UNESCO registered national parks (Semien Mountain National Park), water bodies(Lake Tana, Lake Zengena, Lake Gudera,), land escapes(mountains and low land areas) and forest areas. Almost every part of Amhara has ancient monuments or recent buildings of varied architectural designs. It is famous for a variety of its performing arts and life styles of people. This heritage provides for the regions cultural resources of tourism (Amhara Region Culture and Tourism Bureau, 2011). As a part of the region, SekelaWereda has cultural and natural tourism resources. Sekela Wereda is one of the woredas in West Gojjam, Amhara Region of Ethiopia. As part of the West Gojjam Zone, SekelaWeredais bordered on the southwest by Bure, on the west by the AgewAwi Zone,

on the north by Mecha, on the northeast by YilmanaDensa, on the east by Kuarit, and on the southeast by JabiTehnan. The administrative center of SekelaWereda is Gish Abay.

Under this study the whole tourism resources in the SekelaWereda assessed and described in detail. And also the opportunities and challenges to develop the SekelaWereda's tourism resources indicated in this study.

1.2 Statement of the Problem

An assessment of tourism resource is part of the tourism planning and tourism development. In recent tourism literature, researchers have introduced concepts of tourism in Ethiopia as well as in the Amhara Region. From the scholars that have conducted researches and literatures related to the study areas are (Terje Oestigaard &Gedef, 2013). They tried to describe about the source of the Blue Nile and the holiness of the river but didn't see the tourism potential resources of the Blue Nile source or GilgelAbay/Little Abay. Many scholars tried to maintain that only about the source of the Blue Nile and its importance of holiness rather than introducing its tourism potentials as a major destination. James Bruce (1790), also tried to give an attention to the Blue Nile source's water holiness. Even though he tried to introduce the blessed water for health tourism and he state the exact place of the Blue Nile source, he didn't show in a very descriptive manner tourism potentials of the Blue Nile source. He is the one who explores the source of the Blue Nile. As mentioned the above, most of the researchers tried to search about the only one tourism potential tourism resources of the Sekela Wereda the so called Blue Nile source.

Sekela has the opportunity to be a tourist destination by the strategic location of the Blue Nile source. But it is not benefited from the sector due to different problems. Mainly, the whole potential tourism resources were not clearly assessed in appropriate way. And also, the tourism resources in Sekela Wereda were not developed. In addition, planners and decision makers could not be able to plan and develop tourism appropriately in the Wereda. Based on this gap, generally this study conduct to answer: what is the tourism resources and its development challenges of Sekela Wereda tourism resources.

1.3 Research Questions

- What are the Sekela Wereda tourism resources (natural and cultural)?
- What are the opportunities to develop the available tourism resources in the Wereda?
- What are the challenges that hinder the development of Sekela Wereda potential tourism resources?

1.4. Objective of the Study

The general objectives of this study are to assess the tourism resources and its development challenges of Sekela Wereda, West Gojjam Zone in Amhara Region.

1.4.1 The Specific Objectives

Based on the above general objective the study has the following specific objectives:

- To explore the natural and cultural tourism resource of Sekela Wereda
- To assess opportunities of Sekela Wereda tourism resources development
- To study challenges of tourism resource development in Sekela Wereda

1.5 Significance of the Study

This study conducted to the benefit of various tourism stakeholders in the Sekela Wereda, Amhara Region as well as the country. This study could help to the local communities to know their tourism potential resources and can involve for the development of the tourism resources of Sekela Wereda. It can also serve as basis to create job opportunities to the local communities like by providing the shopping services to tourists, hotel and accommodation services, guiding services and other cultural hospitality services (music and dance).

This study could serve for the local, zonal and regional tourism offices as the basis for the development of infrastructures, facilities and services to improve conditions of the potential tourism resources in order to attract more local and international tourists.

Any tourists (domestic or international) visiting Sekela Wereda available tourism resources can use the results of this study to create a positive relationship with the local communities/residents that can sustainably develop tourism as well as friendly and mutually beneficial relations with the local communities/residents. In addition to this, the tourists may have the chance to know and visit the source of the Blue Nile(the longest river in the world).

This study could also help to expand tourism students' knowledge of what the potential tourism resources of Sekela Wereda/district. The findings of the study can provide data that can be used by students in understanding the various potential of a particular tourism resource.

Farther more, this study could also serve as valuable reference to the researchers conducting related issues or further studies in the area as well as in the sectors. As a general point of view, the tourism development of the country, region, zone and wereda level is feasible way to enhance the economic benefits for local communities.

1.6. Scope and Limitation of the Study

When the researcher conduct this study, was faced challenges related to logistic and financial factors. This study has its own scopes and limitations.

1.6.1Scope

The study scope is limited to an assessment of the tourism resources and describing the opportunities and challenges that have impact on the development of tourism resources in Sekela Wereda. It helps for the tourism development in the Wereda.

Geographically, the study area is bounded by Bure Wereda on the southwest part, by Agew Awi Zone on the west part, by Mecha on the north part, by Yilmana Densa on the northeast part, by Kuarit on the east part, and by Jabi Tehnan on the southeast part. Within this boundary, the Sekela Wereda tourism resources and its development opportunities and challenges could be assessed. Sekela Wereda is one of from West

Gojjam zone Weredas, in Amhara region. However, the study findings are likely to have applicability in other parts of the region or country as well as the rest of the world.

1.6.2 Limitation

The researcher faced different challenges during this study was conducted. These were lack of relevant literature and information produced on the tourism resources and its development challenges of the study area, unavailability of organized documentation for secondary data and shortage of finance. In addition to this, other cultural and natural tourism resources will be available in the Wereda which are not assessed by this research.

1.7. Organization of the study

This study have five chapters. The first chapter of the study cover the proposal part, which contains introduction, background of the study, statement of the problem, objective of the study, significant of the study, scope and limitation of the study, research methodology and the action plans of the study. The researcher reviewed different literatures in Chapter two, the detail research methodology part of the study stated in chapter three, the data analysis part of this thesis was covered under chapter four and the final part of the study; conclusion and recommendation part of this thesis was covered in chapter five.

CHAPTER TWO

LITERATURE REVIEW

In this chapter, the researcher provided an overview of various aspects and issues related to the existing research work. In order to have an in-depth understanding of the research topic, several studies on tourism industry relating to tourism concepts, tourism resource type, opportunities and challenges to develop tourism resources have been given attention.

2.1 Concept of Tourism

Under this content the researcher addressed the concepts of tourism from different literatures/scholars point of view. Tourism is the generic term to cover both demand and supply that has been adopted in various forms and used throughout the World.

Mathieson and Wall, (1982) stated that, tourism is 'The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.'

Tourism is a social, cultural and economic phenomenon which requires the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.

'Tourism Potential' is a widely used and accepted term in tourism domain, however, it sometimes create misunderstanding as potential expresses some territorial capabilities, which holds a little narrower domain. As prescribed by S. Formica (2000), the term 'potential' may be replaced by "Attractiveness" which clearly indicates the relations between demand and supply of tourism. However, several other researches follow the term 'Potential' though this may be assumed to be synonymous to "Attractiveness".

Tourism resources are everything that is able to satisfy tourist interest, to make tourist impression. Component of tourism resources are tourist objects or objects of tourist interest. Natural and cultural sites or objects able to attract tourists are considered as a tourism potential resource.

2.2 Types of Tourism Resources

Tourism types can be classified in to different ways. Sometimes tourism can be classified based on the purpose like: Relaxing tourism, Relaxing and Health care tourism, Visiting tourism, Transit tourism, Reduced distance tourism and Professional tourism. And also can classify in terms of choosing the tourist destination, we distinguish tourism by: volunteer tourism(the destination is chosen by free will of the beneficiary of tourist services) and forced tourism(the destination is chosen from various requirements by others like medical recommendation). Under this subtitle, the researcher reviewer different models for classifying tourism resources types.

Lew(1987) discusses three major typology approaches for the classification of tourism resources or attractions: ideographic, the organizational approach, and the cognitive perspective.

1. Ideographic describes the concrete uniqueness of a site, rather than focusing on universal features. Typologies are identified individually by name, with which each group comprised of similar attraction types. Three tourist attraction categories are identified by this approach: nature, nature-human interface, and human, 2. The organizational approach does not examine attractions themselves but focuses on three categories: spatial features, capacity features, and temporal nature and 3. Cognitive perspective is based on tourist perceptions and experiences related to those attractions.

Lew's (1987) classification of tourism resources does not only include landscapes, historic sites and amusement parks; it also encompasses services and facilities which fulfill the needs of visitors, but which are not necessarily the tourism resources or attraction tourists that come to visit.

Jansen-Verbeke (1986), classifies facilities as secondary elements of tourist attractions; although they contribute significantly to the attractiveness of a place, they only support the primary elements. Her classification falls into two groups; leisure settings, such as physical setting and social/ cultural characteristics (for example, natural and cultural elements); and activity settings, (for example, events, cultural and entertainment facilities).

Other classification systems organize tourism resources in relation to global and national levels. On the global level, the tourism resource classification of Boniface (2016) evaluates the potential of a site for development as a tourist attraction into two distinct features; physical features, such as sea, landforms, mountains, hills, inland water, coasts, and forests, and cultural features, such as culture, lifestyle, art, handicrafts, and heritage.

Swarbrooke (2012), also classifies resources for tourism on a national scale, where boundaries may not always be clear cut, but can overlap. In this instance, tourism resources are classified into four categories like natural features (for example, caves and scenic features), man-made structures, buildings and/or sites which are not originally designed to attract visitors for touristic purposes (for example, cathedrals and castles), man-made structures, buildings and/or sites which were built in order to attract visitors for touristic purposes (for example, museums and theme parks) and special events (for example, sporting or religious events and festivals). There are also general classifications of potential tourism resources which can be develop as tourist attractions.

Gunn (2002), also classifies tourism resources into five subcategories for natural resources, (climate, wildlife, vegetation, topography and water) and thirteen subcategories for cultural resources (prehistoric and historic archaeological sites, places for ethnicity, education and lore, professional, trade and industrial centers, sites for entertainment, and places for religion and sport).

Fayal and Wanhill (2005) classify according to resource type; distinguishing between natural resources (for example, wildlife, viewpoints, outstanding natural phenomena, and national parks) and man-made features (for example, cultural, traditional and events).

From the most recent classifications and appropriate to this study is (Navarro, 2015), classification. Navarro distinguish tourism resources into three subgroups based on the UNESCO criteria for inscription on the World Heritage List; the origin of a resource (natural, cultural, or human), materiality (tangible or intangible), and moveable or unmovable. This study classifies the potential tourism resource in SekelaWereda into two categories: Nature-based and cultural tourism resources. This means, mostly related with the model of Fayal and Wanhill (2005) and with the model of (Navarro, 2015). Man-made attractions included under cultural tourism resources.

2.2.1 Nature Based Tourism Resources

Under this sub-content the researcher reviewed literatures related to nature based tourism which have been studied by scholars. As different scholars stated, nature is a major attraction element for the tourism industry, and nature-based tourism (NBT) is perceived as one of the more rapidly expanding sector within tourism in the world. Natural resources are important elements of the tourism sector and also key drivers of attractiveness for a destination.

As Juniper (2007), argued that a high percentage of tourism activity comes from people who have a desire to spend time with nature by enjoying several different activities such as bird watching, wilderness trekking, diving, visiting nature reserves etc. The activities aforementioned consist of land-based activities and marine based activities.

As Weaver, (1998) stated, nature based tourism activities are different from other types of tourism because of the status of the natural environment, or for the reason that the tourism attraction/setting is completely based on the natural element of the place.

Regardless of the nature-based tourist activity practiced or the type of tourist, some infrastructure is required to complement or enhance the natural attraction for nature-based tourism such as transport, accommodation and specific visitor facilities. Accommodation for nature-based tourists varies between 'hard' and 'soft' dimensions (Laarman& Durst, 1987). At the 'soft' end of the spectrum, nature-based tourists prefer

comfort and may include hotels and motels. Those at the 'hard' end of the spectrum choose to 'rough it' by camping in the wilderness.

Nature-based tourism is characterized by close interactions between the visitor experiences and the natural resources, and the production system involves, directly or indirectly, also other natural resource users, land-owners, nature conservation organizations etc.

Natural tourism resources consist of all natural elements and factors that possess a high degree of attractiveness and that reflect their geographical environment and can be valorized for tourism purposes (knezevic, 2008).

2.2.2 Culture Based Tourism Resources

2.2.2.1 Concept of Culture

Under this sub-title, the researcher assessed different literatures about another type of tourism resource the so called, cultural tourism resources. According to Tylor, (1871) culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.

Hofstede(1997) also states that Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving.

The researcher also agree with the definition of the Roshan Cultural Heritage Institute according to which "Culture refers to the following Ways of Life, including but not limited to:

- Language: the oldest human institution and the most sophisticated medium of expression.
- Arts & Sciences: the most advanced and refined forms of human expression.

- Thought: the ways in which people perceive, interpret, and understand the world around them.
- Spirituality: the value system transmitted through generations for the inner well-being of human beings, expressed through language and actions.
- Social activity: the shared pursuits within a cultural community, demonstrated in a variety of festivities and life-celebrating events.
- Interaction: the social aspects of human contact, including the give-and-take of socialization, negotiation, protocol, and conventions".

Based on the above mentioned definitions and concepts, the researcher could state that culture is part of the lifestyle which a large number of people are shared.

2.2.2.2 Cultural Tourism Definition

Growth in communication and transportation technology have promoted cultural awareness. They have also contributed to many trends related to cultural tourism. The main usage of the term cultural tourism involves the consumption of a wide range of cultural manifestations like heritage, art, folklore and etc. by tourists. Cultural tourism can be generally seen as a socio-cultural relationship between people which is promoted, moderated and mediated by a range of various actors including, planners, politicians, researchers, marketing professionals, travel agencies and so on. As a social practice, cultural tourism reconstructs or constructs identities (e.g. nationalism, social identities, and trans nationalism) and will eventually contribute to globalization and framing a globalized world.

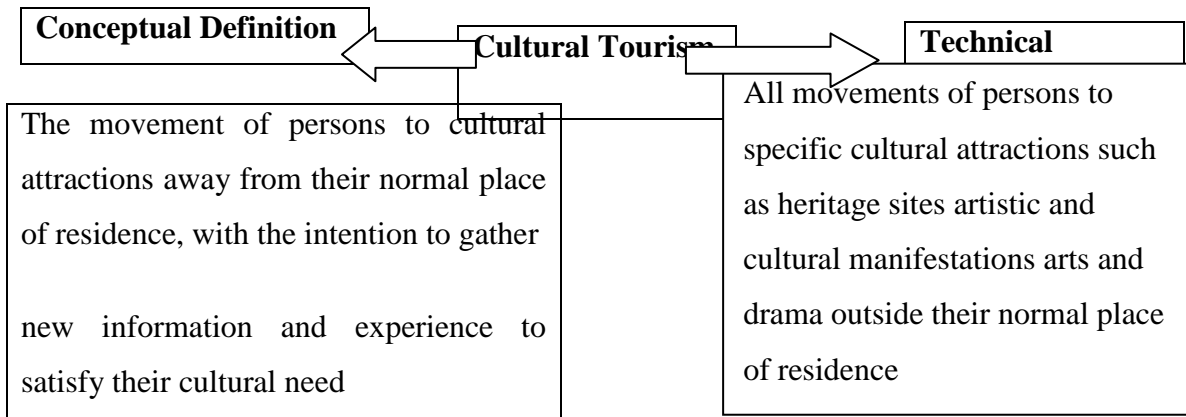


Figure 2.1: Definitions of cultural tourism

Sources: <http://www.atlas-euro.org>

Generally, culture is increasingly an important element of the tourism sector, which also creates distinctiveness in a crowded global market place. At the same time, tourism provides an important means of enhancing culture and creating income which can support and strengthen cultural heritage, cultural production and creativity. Creating a strong relationship between tourism and culture can therefore help destinations to become more attractive and competitive as locations to live, visit, work and invest.

Importance of culture for tourism

Table2.1: Total volume of international cultural tourism

Year	Total international Arrivals	Percentage cultural trips	Total number of cultural trips
1995	538 million	37%	199 million
2007	898 million	40%	359 million

Source: Estimates from UNWTO figures

Taken from: The Role and Importance of Cultural Tourism in Modern Tourism Industry

For instance, site and monument approach of cultural tourism, typically, consider the following attractions and sites as "intangible" and "tangible" expressions of culture which attracts cultural tourists Fiona Hamilton, (2017).

- Archaeological sites and museums
- Architecture (ruins, famous buildings, whole towns)
- Art, sculpture, crafts, galleries, festivals, events
- Music and dance (classical, folk, contemporary)
- Drama (theatre, films, dramatists)
- Language and literature study, tours, events
- Religious festivals, pilgrimages
- Complete (folk or primitive) cultures and sub-cultures

Tangible heritage includes buildings and historic places, monuments, artifacts, etc., which are considered worthy of preservation for the future. These include objects significant to the archaeology, architecture, science or technology of a specific culture Fiona Hamilton, (2017).

Objects are important to the study of human history because they provide a concrete basis for ideas, and can validate them. Their preservation demonstrates recognition of the necessity of the past and of the things that tell its story. Tangible cultural heritage has a physical presence.

Intangible heritage includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts, food and medicine heritage and digital heritage. Intangible cultural heritage is commonly defined as not having a physical presence Fiona Hamilton, (2017).

In general, a common way of tourism potential resource assessment is through the demand approach by conducting visitor surveys. For example, a study by Ferrario, (1979) used expert knowledge combined with tourist opinions to evaluate tourist attractions in

South Africa. Similarly, Dowling (1993) used tourist opinions, expert knowledge and resident opinions to evaluate attractions for eco-tourists in the Gascoyne Region in Western Australia. In this case, the study also focuses by observing the areas attractiveness, by conducting questionnaire and interview to know tourists, well known local residences, religious leaders service providers and tourism experts opinions towards the tourism potentials resources of the Sekela Wereda.

2.3 Overview of Tourism Resources

2.3.1 Overview of Tourism Resources in the World

Based on the United Nation World Tourism Organization World Tourism Barometer for September 2012, out of the world countries, 142 reported data on international tourist arrivals for months. Of these, 119 countries (84%) have reported an increase in tourist arrivals with 48 (34%). 23 (16%) reported decreases.

Certain countries of the Middle East have exceptional tourism development. From the Middle East countries, Dubai has demonstrated an ability to establish itself as a popular destination with a high tourism growth rate. It is an interesting example of a more successful Middle East tourism centre that is creating new opportunities and realizing its potential (Henderson, 2006). Dubai started to invest in tourism which is soon to be a pillar of the economy (Crookston, 1998).

Decisions about tourism were made against a background of falling oil production and a keen sense of the urgency of economic diversity. So it can be side of other developed countries in tourism industry like USA, France and United Kingdom. They all diversified their economies from production to giving the much needed attention to the tourism sector.

2.3.2 Overview of Tourism Resources in African

Even though the tourism resources are not utilized, Sub-Saharan Africa countries have huge tourism potentials. Seaside tourism, environmental and ecotourism, cultural tourism, sports tourism, and other type of tourism activities are considered in Sub-Saharan Africa countries (WTO, 2011).

Foreign Direct Investment is one of from the vital aspects to tourism development in Africa. Even though it has not given as much coverage in the media as China's investments, the Arab Gulf nations, with their huge sovereign wealth funds are big players in investments in the tourism and hospitality sectors of Africa. Like in Djibouti, DP World continues and Kaminski Hotel, funded with Arab Gulf investments. Because of this, the tourists arrivals trebling since 2007 to close to 40,000 per year (The State of Tourism in Africa, 2010).

Now a day, Mozambique and Senegal attract Arab Gulf investment, as well as Rwanda and Ethiopia, with Dubai World Africa planning about \$1.5 billion of investments in the continent, including \$100 million in Ethiopia and \$230 million in Rwanda. Emirates Airlines serves almost twenty African destinations including Egypt, Ethiopia, Ghana, Kenya, Morocco, South Africa, Tanzania and Uganda which is expected to improve tourist arrival numbers for the continent (The State of Tourism in Africa, 2010).

African countries can improve their economic growth by strategically exploiting the tourism potentials.

2.3.3. Overview of Tourism Resources in Ethiopia

Ethiopia is one of the oldest nations in the world. It is a land of unique nature and culture over back thousands of years. It established the tourism industry in the 1960s. During the imperial period, investment was made in tourism sector. Like the establishment of Ethiopian Airlines for international and domestic air access, establishment of hotel

industry around tourist attraction areas and establishment of national tour operators (World Bank, 2006).

It has huge natural and cultural tourism potentials that include some of the highest and lowest places in Africa, very old and well preserved historical traditions with fascinating obelisks, churches and monasteries (Yabibal, 2010).

As literatures indicated that, Ethiopia is ranked 14th from African countries in terms of tourism development. South Africa, Kenya, Tanzania, Botswana and Namibia rank first, second, third, fourth and fifth respectively. Zambia, Zimbabwe, Mozambique, Uganda and Ghana rank sixth, seventh, eighth, ninth and tenth respectively. Senegal, Rwanda, Gambia, Ethiopia and Mali rank eleventh, twelfth, thirteenth, fourteenth and fifteenth respectively (Mann, 2007).

More than 1.6 million people of Ethiopia are employed in tourism sector. Ethiopia is one of which have some highest and most spectacular places from the African countries (United Nations Economic Commission for Africa, 2011).

The Ethiopia tourism products are cultural and natural sites. In the long run, the country vision is to be one of the top five tourist destinations in Africa by the year of 2020 (World Bank, 2006). Even though the country is gifted in terms of tourism sources, it is not benefited from the sector. The potential tourism resources are not well developed. The main problems that hinder the developments of tourism potential in the country; the development of tourism infrastructures like roads, hotels and accommodations did not meet what the sector needs and the other one, several potentials of tourism resources of the country are not yet studied. This study attempts to assess the tourism resources and its development opportunities and challenges in Sekela Wereda so it contributes its own role in minimizing the gap associated with the obstacles which are mentioned in this topic.

2.3.4. Overview of Sekela Wereda Tourism Resources

In Sekela Wereda there are cultural and natural tourism resources even though they are not well studied. As a source of Blue Nile, Sekela Wereda has huge opportunity to be

number one tourist destination in the country. The literature indicates that, the Wereda has great opportunities in health tourism since the holly water of Church Father of Zerabruk is at the source of Blue Nile.

According to Terje Oestigaard & Gedef, (2013), many people specially domestic and religious tourists travel to SekelaWereda to get relief from their sickness by the Zerabruk holly water from the source of Blue Nile. The Wereda has also other cultural and natural tourism resources which are not studied well by the scholars. To find out the Wereda's other potential tourism resources and its development opportunities and challenges, this research was conducted.

2.4. Opportunities and Challenges of Tourism Resource Development

2.4.1 Opportunities that Helps to Development Tourism Resource

People are interested to explore new places. As tourists become more and more educated, more aware of facilities available and more experienced, so their expectation has also increased. Tourism in Wereda level has great future, since it is not only providing natural elements of beauty but also the indigenous local traditions, customs and foods. Direct experience with local people can be a unique selling proposition to attract tourists.

2.4.2 Challenges of Tourism Resource Development

The big challenges to develop tourism resource are need to preserve the environment and natural resources, the need for education, proper understanding for both tourists and local people, and the need to generate a democratic movement which helps people at all levels to participate in tourism development.

According to Nisha Rathore, (2012) some of the major challenges to develop tourism are:

Lack of awareness about tourism benefits: Most of the people who live around Wereda's have not enough knowledge about tourism benefits.

Language Problem: language can be one of the hindrances in tourism resource development. Even although Amharic language is an official language in Ethiopia, but many tourists are from abroad.

Lack of financial support: To develop tourism resources, sufficient fund is required. Central government and regional government should encourage tourism resource development by providing financial support. Because it will create employment in Wereda areas and it will also help in flow of fund from central and regional governments to Wereda level. It can help in preventing the migration of people from Wereda area to central and regional governments.

Lack of Proper Infrastructure: Infrastructure is very important in tourism development. To develop tourism in any Wereda level, not only roads but it is important also safe drinking water, electricity, telephone, safety and security, etc.

2.5.Theoretical and Conceptual Framework of the Study

The Theoretical framework of this study focused on Fayal and Wanhill (2005), and Navarro (2015) tourism resource classification models. They distinguished tourism resources in different ways but have similarities. For example Fayal and Wanhill (2005), distinguished natural resources (for example, wildlife, viewpoints, outstanding natural phenomena, and national parks) and man-made features (for example, cultural, traditional and events) and also Navarro (2015) distinguished tourism resources into three subgroups like the origin of a resource (natural, cultural, or human), materiality (tangible or intangible), and moveable or unmovable.

Based on the above models, in this study the researcher will classify the tourism resources in to two categories like nature based tourism resources and cultural tourism resources. The question is why the researcher use this two models, because with Fayal and Wanhill classification, man- made attractions means mostly related to cultural tourism resources and with Navarro human, materiality and movable or unmovable things included under cultural tourism resources. So under this study the potential tourism resource have been assessed based on two(Natural and cultural) tourism resources

classification theories. Besides, the conceptual framework of this study havebeen developed as the following.

Conceptual Framework of the Study

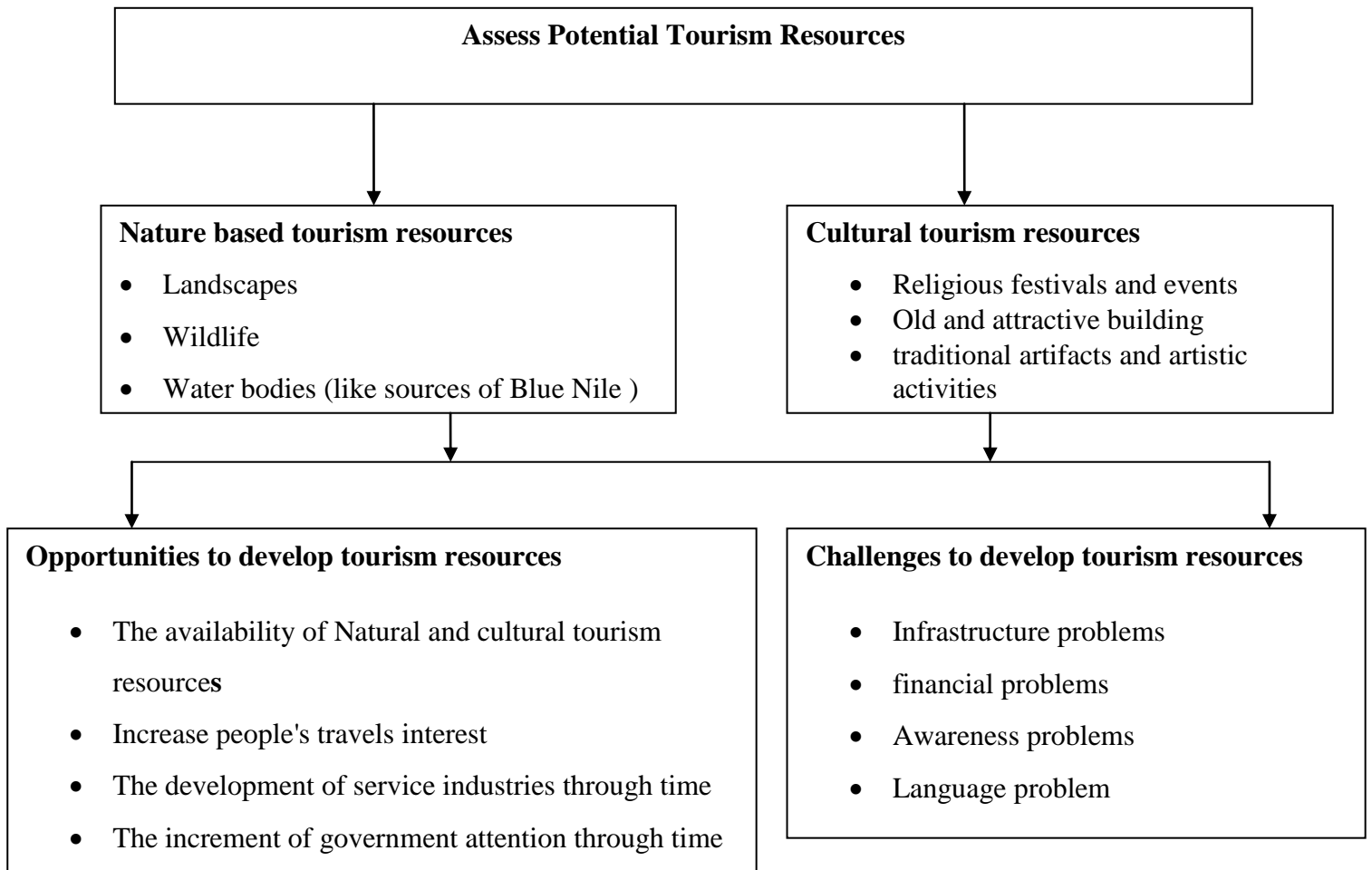


Figure 2.2: Conceptual Framework of the Study

CHAPTER THREE

3. RESEARCH METHODOLOGY AND DESCRIPTION of STUDY AREA

3.1 Description of the Study Area

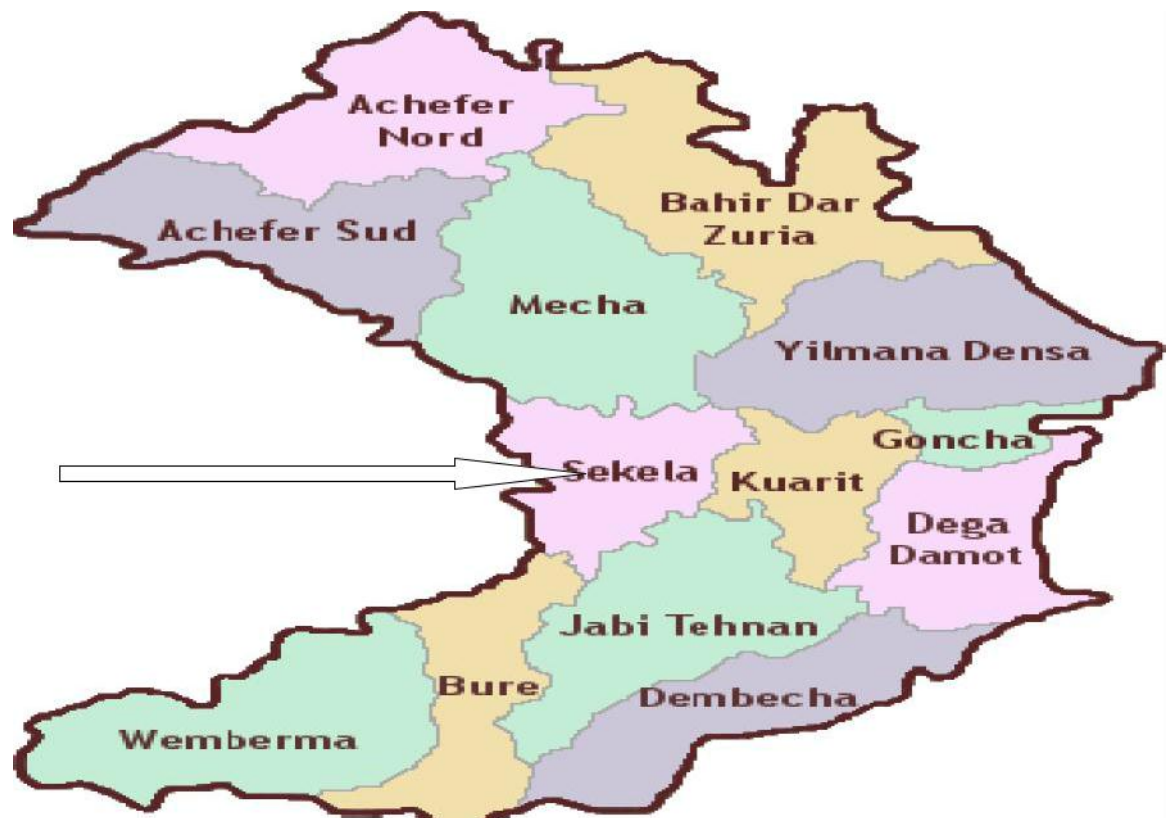
3.1.1 Geographical location

Sekela Wereda is one of the woredas in the Amhara Region of Ethiopia. Part of the Mirab (West) Gojjam Zone, Sekela is bordered on the southwest by Bure, on the west by the Agew Awi Zone, on the north by Mecha, on the northeast by Yilmana Densa, on the east by Kuarit, and on the southeast by Jabi Tehnan. The administrative center of Sekela is Gish Abay. Topographically, Sekela Woreda is located at an elevation of 3062 meter above sea level and 10°55'N latitude and 37°31'60" E longitude.

This study was conducted in Sekela Woreda which is one of the Woredas in west Gojjam zone of Amhara National Regional State. It is located at 459 km away North West from Addis Ababa, the capital city of Ethiopia, 160 km away south east from Bahir Dar, the capital of Amhara National Regional State, and 74 km away north east from FinoteSelam, the capital town of West Gojjam Zone (CSA, 2008).

Topographically, Sekela Woreda is located at an elevation of 3062 meter above sea level. It is bordered on the southwest by Bure Woreda, on the west by Awi Zone, on the north by Mecha Woreda, on the northeast by Yilmana Densa Woreda, on the east by Quarit Woreda and on the southeast by Jabi Tehnan Woreda. The administrative center of Sekela Woreda is Gish Abay town (See Location Map below).

Figure 3.1: Location map of the Study Woreda



Source: Sekela Woredas Maps in West Gojjam (2006)

3.1.2 Climatic Conditions

According to the Sekela Woreda Communication Office (2013), the Woredais characterized by 70% highland (Dega), 18% midland (Woynadega) and 12 % lowland (Qola) agro-ecological zones. Besides, the geographical location of the Woredais also

identified as 65% mountainous, 10% plateau and 25% of the area is valley. The average temperature of the Woredais 18 °C.

According to on the Amhara Livelihood Zone Report (2007), the average annual rainfall of the area ranges from 1600mm to 1800mm. Agricultural activities are highly dependent on Kiremt(summer) rain which falls from June to September. But some households use irrigation, 46 particularly for potato production. Besides, the Woreda has different soil types such as 60% red, 20% brown, 15% black and 5% gray soil which are suitable for producing various crop species.

3.1.3 Demographic Characteristics

According to the 2008 national census conducted by the Central Statistical Agency of Ethiopia (CSA), Sekela Woreda consists of 1 urban and 26 rural Kebeles. This woreda has a total population of 138,691, an increase of 61.36% over the 1994 census, of whom 69,018 are men and 69,673 women; 6,779 or 4.89% are urban inhabitants. With an area of 768.83 square kilometers, Sekela has a population density of 180.39, which is greater than the Zone average of 158.25 persons per square kilometer. A total of 29,908 households were counted in this woreda, resulting in an average of 4.64 persons to a household, and 29,093 housing units.

Table 3.1 Sekela Wereda Population by Sex and Residence Area

Residence Area	Population by Sex					
	Male		Female		Both sexes	
	Number	Percentage	Number	Percentage	Number	Percentage
Urban Population	3,394	2.45%	3,385	2.44%	6,779	4.89%
Rural Population	65,624	47.31%	66,288	47.79%	131,912	95.11%
Total Population	69,018	49.76%	69,673	50.24%	138,691	100%

Source: CSA 2008

From the total populations of Sekela Woreda, only 4.89% are urban residents and the majorities (95.11%) of the Woreda populations are rural residents. Besides, from 49.76%

male population of the Woreda, 47.31% of them are living in rural areas and the remaining 2.45% are urban residents. In addition to that, from the 50.24% female populations of the Woreda, 47.79% of them are living in the rural areas and the other 2.44% are urban residents.

As a comparison, the 1994 national census reported a total population for this woreda of 85,950 in 17,216 households, of whom 43,616 were men and 42,334 were women; 1,959 or 2.28% of its population were urban dwellers. The largest ethnic group reported in Sekela was the Amhara (99.93%). Amharic was spoken as a first language by 99.95%. The majority of the inhabitants practiced Ethiopian Orthodox Christianity, with 99.97% reporting that as their religion.

3.2 Research Methodology

Methodology that used for the sampling design, data collection and data analysis are described in this section. Based on the nature of this study, qualitative research methodology was applied.

3.2.1. Sampling Design

This study was based on descriptive research design. Because of the nature of study, non-probability sampling techniques especially purposive sampling method have been employed. The nature of the study and data to be collected leads the researcher to use purposive sampling method. In this method informants are chosen purposefully who are believed to have there quire information like culture and tourism officers and Church leaders.

The research was conducted by interviewing 26 key informants from West Gojjam Zone and Sekela Wereda culture and tourism office experts, and 7 key informants from West Gojjam Zone and Sekela Wereda Church leaders. From both experts and Church leaders by interview 33 key informants were involved.

The sample of the study included church leaders and tourism experts at zonal and Wereda level. The church leaders were contacted in the study area while tourism experts were contacted at their office or working area.

3.2.2. Data Collection Methods

The data collection is the main part of the study. Data collection allows us to collect information that we want to collect about our study objects. Depending on research type, methods of data collection included: documents review, observation, questioning, interview, or a combination of different methods.

In this study, the data have been collected basically from primary sources through observation and interview. Similarly, secondary data also collected from different published and unpublished documents.

Observation As Walliman, (2006) stated that observation is a data gathering method refers to an extremely wide range of processes carried out in the regional field, both in a selective, specific, systemic component, and especially at the level of interaction relationships between them. Like attractiveness of the landscapes, building, lakes, forests, Rivers and other physical attractions..

Observation was made on cultural and natural tourism resources and its development challenges in order to enumerate and take inventory of the study area to be developed.

Interview is the method by which the researcher collects information directly from the respondent. Abawi(2013) stated that interview is a very flexible method of data gathering tool. It uses to gather large amount of data within a time. It can be used in any type of data gathering questioners. Interview is a technique for obtaining, through questions and answers, verbal information from individuals and human groups in order to verify hypotheses or to scientifically describe the social sciences phenomena . It involves the formulation of an instruction, building and planning a thematic guide to listening and intervention strategies. The interview consist of collecting data by asking questions. Data

have been collected by listening to individuals, recording, filming their responses, or a combination of methods.

Data like attractiveness of cultural and natural attractions as well as development opportunities and challenges was collected by interview from government tourism offices experts and Church leaders. They were chosen based on the knowledge they have within the tourism resources and challenges in the area.

For the purpose of this research, open-ended, semi-structured face-to-face interviews were conducted from church leaders and government offices experts. They were chosen based on the knowledge they have within the tourism potentials and challenges in the area.

Primary data collected basically from West Gojjam zone and Sekela Wereda culture and tourism authorities and zonal and Wereda level religious institutes. For the collection of data, field survey was performed in the real location of tourism resources sites in the wereda.

3.3 Data analysis

Data analysis is a part of research methodology that makes the data meaning full. The collected qualitative data of this study analyzed through descriptive or narration analyze methods.

3.4. Validity and Reliability of data

To make valid that the data gathered from different interviewees, the researcher documented it both in written and in audio recordings.

In order to enhance the reliability of the primary data, the researcher was employed secondary sources as verification.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

As discussed in the objective part, the main objective of the study is to assess the tourism resources and its challenges and opportunities to develop tourism resources in Sekela Wereda. In this chapter, an attempt has been made to offer detailed discussions of the data collected through interview, field observation and document analysis. The first part of this study focuses on basic characteristics of the informants.

4.1 Basic Characteristics of informants

Regarding these thesis, the total number of the key informants in this study are 33 from well-known and religious leaders and tourism experts.

Table 4.1. Basic information of the informants

No_	Socio-economic features	Basic information	Number of participants	%	Remark
1	Gender of the informants	Female	5	15.16	
		Male	28	84.85	
		Total	33	100	
2	Age structure	Below 18 years	0	0	
		18-35 years	30	90.90	
		36-60 Years	3	9.10	
		Above 60 years	0	0	
		Total	33	100	
3	Education	Illiterate	0	0	
		Read and write	4	12.12	
		1-8 grades	0	0	
		9-12 grades	0	0	
		First degree and above	29	87.88	

		Total	33	100	
4	Year of experience	Below 5 years	10	35.71	
		5-10 years	14	50	
		Above 10 years	4	14.29	
		Total	28	100	
5	Monthly Income	Below 2000 birr	0	0	
		2000-5000 birr	15	65.22	
		5001- 7000 birr	8	34.78	
		Above 7001 birr	0	0	
		Total	23	100	

Source: Field survey (February, 2019)

As shown in the above table, out of the total informants, 84.85 % (28) were males and 15.16% (5) were females. There was difference in the number of male and female informants. This means most of the informants are males. The majority (90.90%) of the informants age ranged from 18 to 35 years old and 9.10% of the informants age ranged from 36 to 60 years old. No informants aged below 18 years old and above 60 years old. This means the informants were young and more expressive participants. All the questionnaire and interview informants are literate (100%). Out of the total informants 87.88 % have first degree and 12.12 % informants can read and write (This are religious leaders). This means they know very well the potential tourism resources and its development challenges.

Regarding the informants work experience, 50% ranged from 5 to 10 years, 35.71% of the informants have below 5 years and 14.29% of the informants have above 10 years work experience. This means the majority of the informants have enough work experience to respond questions related to tourism resources and its development challenges. Most of the informants 65.22% have got monthly income from 2000 to 5000 birr and the rest of the informants have got monthly income from 5001 to 7000 birr. The income of the informants show their working experience.

4.2. Nature Based Tourism Resources

Nature based tourism is one of from the tourism types in categories of tourism. The fastest growing element of tourism is 'nature-based' tourism, that involving excursions to national parks and wilderness areas, to developing countries where a large portion of the world's biodiversity is concentrated (Christ 2003). It may also include an adventure tourism that may carry physical risks. And also the nature based tourism includes rivers, lakes and other water body attractions. Sekela Wereda have also nature based tourism resources as shown on the below data presentations and analysis.

Almost all of the informants confirmed that as many of tourist attractions in Sekela Wereda are natural resources with almost no little attention offered in developing the resources. According to the researcher's observation, the key informants and secondary source, there are different tourism natural resources in Sekela Wereda. These are the rivers landscape, different caves, Lakes, water fall, and seasonal waterfalls. As the informants listed, from the natural tourism resources in Sekela Wereda one is the source of the World's longest River the so called Blue Nile River. Locally it is called Abay Minch (GiligelAbay) (meaning source of Abay).

Landscape refers to the land surface of the earth, and it is composed of a variety of landforms which can be broadly grouped into four categories: mountains (areas of elevated, rugged terrain),sloping hill lands and caves, elevated plateaus, and lowlands. Landscape tourism in particular involves a number of tourism activities. These are visiting caves and volcanic activities skiing on mountains, enjoying the beautiful scenery, climbing mountains. Visiting landscape features to take photos and admire their beauty, hiking and paragliding are typical mountain activities of tourism.

As the key informants confirmed, Sekela Wereda have beautiful landscapes. Like the beautiful Gish Mountain (the mountain is believed that the source of the Blue Nile) and Selsela natural forest. It is located near to the central town of Sekela Wereda. It has good view towards the Gish Abay town and the whole Sekela Wereda areas. As the informants informed there are also different caves like Jabola, Alazar and Arifta caves. This are grouped from nature based tourism resources of Sekela Wereda.

**Figure 4.1 The beautiful landscapes of mount Gish(It is the source of the Blue Nile;
Near to Gish Abay Town)**



Source: Photo by the researcher, February, 2019

Regarding the unique wildlife, all of the informants assure that there is no unique wildlife in Sekela Wereda in country as well as in world level. So it is possible to conclude that there is no unique wildlife or endemic animal or bird type in Sekela Wereda.

According to the informants confirmed that Sekela Wereda have water body tourism resources. As mentioned them, the water body tourism resources includes the sources of the longest river in the World the so called Blue Nile source, Lake Gudera, and different water bodies which serves as holly water or health tourism.

Source of Blue Nile

Gish Abay is the source of the great river in the World. The Blue Nile sources is located south west of Sekela Wereda 2 kilo meters far from the central town the so called Gish Abay. Around the source of the Blue Nile, there are attractive landscapes and forests. The source of the river starts from the bottom of Gish Mountain. This great river flows to the east from the source and includes Damote River as a tributary then the river increases

it water content. The River encircle the Gish Abay Town ones and flows from East to west then by collecting other tributaries it reaches to Lake Tana.

This great river source found in West Gojjam, Sekela Wereda, main town, the so called Gish Abay 459 k.m far from Addis Ababa via Finoteselam- Burie and 160k.m from Bahir Dar via Dangila- Tilili. From West Gojjam main town, Finoteselam far around 74k.m and far from Tilili (main road from Addis to Bahir Dar) 32 k.ms (CSA, 2008).

This great tourist destination place the source of the Blue Nile visited by many scholars and well known visitors. From them, Jems Biruse, Chezman, Alexander Tolmi, Qesar and Pedropize can mentioned. They visit the source of Blue Nile and at the same time they confirm the source of the Blue Nile River.

Figure 4.2: The source of the longest river the so called Blue Nile (Holy Water of Church father Zerabrku)



Source: Photo by the researcher, February, 2019

Figure 4.3: The other feature of Blue Nile source



Source: Photo by the researcher, February, 2019

Figure 4.4: The physical features of the area near to the Blue Nile Source



Source: Photo by the researcher, February, 2019

Figure 4.5: When they were filching the Blessed water of Church father Zerabruk holy water



Source: Photo by the researcher, February, 2019

Figure 4.6: Plastics waiting sequentially based on their arrival time to take holly water of Blue Nile Source



Source: Photo by the researcher, February, 2019

One of the key informants who is a Church leader in West Gojjam Zone discussed about Abay river that:

Abay River is one of from the four world headwaters. This four rivers named of the first is the Pishon, Gihon, Tigris and Euphrates'. The first name of Abay before the Nile was called Gihon. Gihon is one of the four rivers from heaven and the Garden of Eden also apparent on earth, has its source at Gish Abay. (MelakeTibeb, Finoteselam (February 11/2019)

This indicates that the source of the Blue Nile(Gihon privies name) is a mystery river and can attract visitors from different world corners.

According to one of the key informants who is a Church leader of Church Zerabrukin Gish Abay town, discussed also about Abay river that:

Gihon feeds the heaven, Gihon has rotated the world and has fed the water for the heaven. The river is always moving and circulating. It feeds the heaven in the East and it comes out in Ethiopia. Sekela Wereda is a place of heaven. Gihon also be seen as a source of Christianity and pathway to Heaven in Ethiopia. Gish Abay, when Jesus was born Gihon River changed from clear water into milk. The day after Jesus birth the river returned to their earthly characteristics containing normal clear water. Meregeta Haymanot, Gish Abay (February 11/2019)

This indicates that the other mystery of source of the Blue Nile (Gihon privies name) is not only the sources of the water but it is also a sources of Christianity and a pathway to Heaven as the interviewees mentioned.

Church father Zerabruk was born at the end of the eighth century. Church father Zerabruk was a man of religious person from his early days. At about the age of 7, the Church father prayed to God asking him to make him blind so he could not see all the evil deeds of the secular world. Then, he became blind for twelve years. The Church father went to different places for the case of religious education. He also prayed for about thirty years at the source of Blue Nile. According to the legend of the Church, the Church father received from God the power to cure people for their physical diseases and spiritual sins by using holy water. Before he used the water for healing he had to bless the stream (Gish Abay) in the name of the Father, the Son and the Holy Spirit (Terje Oestigaard & Gedef..2011).

According to one of the key informants who is tourism expert in Sekela Wereda culture and tourism office, discussed about the holiness of the Abay River that:

At Gish Abay Church father Zerabruk was arrested by the king's soldiers. Before he was arrested, the Church father stood at the source of Gihon River, one of the main waters or rivers believed to be the source of heaven, prayed and finally gave his seven sacred books to the source of the river. He was imprisoned for five years during which some destructive forces or events were happened, and as a result, the king released the Church father. After five years in prison and two years of teaching and preaching at different places, the Church father finally came back to the source of Bluue Nile/Abay where he had kept his books. Ato Amare Sekela Wereda, (February 12/2019)

Ato Amare also added his discussion about the blessed water and how to create the name of 'Abay' that:

The Church father prayed thoroughly and devoted to God and asked the river to bring the books he had given in custody while he was taken to prison. Gish means 'bring forth', and when Zerabruk stood at the source of the Nile where he had deposited the seven sacred book seven

years earlier, he said gish– bring forth. Then the river brought the books to the surface, which were undamaged after being hidden in the water. Surprised and pleased of this miracle, the Church father asked his old disciple Aba Zerufael to look at the miracle. He said 'Aba Eyi' in Amharic, which means 'Father, look', directing the disciple's attention to the fact that the river brought the books to the surface without being damaged. 'Aba Eyi' became Abay, which is the Ethiopian name for the Blue Nile. Hence, the name of the holy river and in particular the source of the Blue Nile – Gish Abay – refers to this religious event. After this miracle the river changed its name from Gihon to Abay. Ato Amare Sekela Wereda, (February 12/2019)

This is another miracle of the source of Blue Nile and its blessed water. Church father Zerabruks' seven books have since his death been kept in the monastery at Gish Abay. These are neither accessible to the public nor to the monks, and today only one living priest has seen them, and the books are allegedly still in a perfect condition.

The source of Blue Nile is a major pilgrimage site where not only local people attend the services collecting and becoming blessed by the holy water, but pilgrims from all over the country also come to the source and the greatest festival when most pilgrims attend takes place on 13 January (the Ethiopian calendar), which is the celebration and holy day of Zerabruk.

The main ceremony takes place in the St. Mikael Church which houses both the Ark of Michael and Zerabruk. The church service starts early in the morning. St. Mikael Church is located at the upper hill area from where, after the devotees have partaken in the church services and prayed, the pilgrims go down the slope to the source of the Blue Nile. Within a small compound there are two churches. The source itself is located in a small church named after Zerabruk (Terje Oestigaard & Gedef. 2011).

The source of the river is holy in itself, but when it is blessed again by priests, additional holiness is attributed to the water. The holy water which is used for blessings is healing

and life-giving for any kind of sickness and malignance as well as it cleanses the devotees for sins. After drinking the holy water, the effects may be immediate, but it may also take days, months and even years before the prayers are fulfilled. Moreover, as indicated, the effects of this holy water is not only limited to the actual pilgrims praying at Gish Abay, but may work miracles for the descendants up to seventy generations Terje Oestigaard & Gedef, (2011).

Generally, the source of the Blue Nile is not only religious destination but also it can generate tourist from different countries from different religious groups. Since it is the source of the longest river in the world, as everybody wants to know their origin, tourists can know the origin of the longest river from the worlds river.

Lake Gudera

Lakes have big tourist attractive power specially for recreation purpose. As the informants confirmed as well as secondary sources, Sekela Wereda has one big lake called Lake Gudera. The Lake is another type of nature based tourism resources listed and described by key informants. It is found 14 k. m far from the central town of Sekela Wereda the so called Gish Abay town. It located on the southeast part of the central town. The Lake covers 3000 meter from east to west and 5000 meter from north to south (Sekela Wereda culture and tourism 2011 E.C). As the informants said the amount of water in the Lake increase in the rain season and decrease in dry season. When the amount of lake's water decreases, farmer use the lake side to cultivate crops and vegetables. Different rivers like Zegez, Awadl and Wachiflow towards the lake which makes the landscape around the lake attractive. In addition it has different bird types like Fish eater birds, other bird types and in local name 'Shimelay' birds. The lake has fish harvesting potential since there are many fish eater birds around the lake side.

Figure 4.7: Lake Gudera



Source: Photo from Sekela Wereda Culture and Tourism Office

Selsela Natural Forest

This is another type of nature based tourism resource in Sekela Wereda as the key informants listed and described. It is found 13 k. ms far from on the eastern part of central town of Sekela Wereda the so called Gish Abay. The forest was established because of the establishment of Abo Cherch. It was established during Zera Yaekob dynasty (Sekela Wereda culture and tourism 2011 E.C).

In this natural forest, different plant species are found like domestic species big trees, and others. And also there are different animal species in the forest are found. There are also different species birds in the Selsela natural forest. Currently, this forest decline from 90 hectare to 65 hectare because of different reasons. From the reasons, like for Bench preparation, for fossil, for fire, for house making, for animal harvesting and degradation of land.

Figure 4.8: Selsela Natural Forest



Source: Photo from Sekela Wereda Culture and Tourism Office

Silu Stone

According to key informants, this stone found in the north part of Sekela Wereda central town called Gish Abay in Gitim Kebele administration far from 31 k. ms from the central town. It is located at the top of Gitim mountain at the mountain there is red color stone. It can crushed easily and serve as color. The name Silu stone is derived from the forest which found in the mountain have different colors and Seems like picture. The colors of the quategn/forest include; red, gray, green and others(Sekela Wereda culture and tourism 2011 E.C). The area have different type of animals like monkey, and others. It is grouped under natural tourism resource as shown in literature review.

Stone Hole

Stone hole is located 17 k. m far from the central town of Sekela Wereda the so called Gish Abay in Beru Medhanialelem Kebele administration. This stone is created naturally and it has different doors. As the respondent informed, there are roads in to different directions and lakes inside the stone(Sekela Wereda culture and tourism 2011 E.C).

Figure 4.9: Stone Hole



Source: Photo from SekelaWereda Culture and Tourism Office

Standing Stone

According to the informants, this standing stone is found 12 k. m far from the central town of the Sekela Wereda the so called Gish Abay. It is located on the North East direction at a place called Afermasha. According to the oral tradition the standing stone was erected by Giragn Ahmed. The standing stone has 4(four) sides. It can't move by 3 persons. There was other 2 similar standing stones in the privies, but currently only one standing stone is there(SekelaWereda culture and tourism 2011 E.C).caves are also there around the standing stone. It is a place called locally 'nefismtaya' meaning life throwing place. This name was given to the place because of Giragn Ahmed killed and throw the persons who didn't follow his religion.

Figure 4.10: Standing Stone thrown by Giragn Mehamed



Source: Photo from Sekela Wereda Culture and Tourism Office February, 2019

Befitaw Natural Bridge

Befitaw natural bridge is found in Sekela Wereda Surba Kebele administration. As the key informants informed, it is located on the northern part of Gish Abay Town far from 31 k. m. This bridge has 4.65 m meters height and 65 meters length. The bridge is made up of from one stone(Sekela Wereda culture and tourism 2011 E.C). On the bridge stone there are two horse foot prints, the local people believed that this horse foot print may be for st. Georgis horse foot print. Another amazing nature of the bridge is that the water

inter into the bridge by three holes and outflow by two bridge holes only. The naturally constructed bridge shows the nature's art(Sekela Wereda culture and tourism 2011 E.C).

Figure 4.11:Befitaw Natural Bridge



Source: Photo from Sekela Wereda Culture and Tourism Office

Cave Alazar

As the key informants informed that, the naturally created cave is located near to the central town of Sekela Wereda the so called Gish Abay. It takes approximately 30 minutes by walking. It has not road facility. As the information from Sekela Wereda culture and tourism office inside the cave there are different broken house made materials. This cave services for local people to protect from Yohans IV Gojjam war. It has beauty full views' around the cave(Sekela Wereda culture and tourism 2011 E.C).

Figure 4.12:Alazar Cave



Source: Photo from Sekela Wereda Culture and Tourism Office

Cave Jabola

As the key informants informed, this cave is located on the North West side of Gish Abay town(it is the central town of Sekela Wereda) far from 12 k. m in Jabola Mariam Kebele administration. The cave is found at the top of the mini mount. It serves as protecting local communities from different warier and from Italy war during fascism period as the respondent informed. It serves as a religious place during Italian invasion period. Inside the cave there are religious closes and broken materials used on day-to-day bases. According to key informants, the cave has a great potential for tourist attraction. It is created naturally, so it is grouped under natural tourism resources of Sekela Wereda (Sekela Wereda culture and tourism 2011 E.C).

Figure 4.13: Jabola cave



Source: Photo from Sekela Wereda Culture and Tourism Office

Cave Arfita/Abay/

As the key informants informed, this cave is located on the southern direction of Sekela Wereda central town the so called Gish Abay town far from around 1 k. m. This cave serves the local people as a protection place during Ethiopian-Italian war. Inside the cave, there are broken household use materials as key informants informed. The cave has like building floors. It is created naturally, it is grouped under natural tourism resources of Sekela Wereda (Sekela Wereda culture and tourism 2011 E.C).

Figure 4.14: Arfita/Abay/ Cave



Source: Photo from Sekela Wereda Culture and Tourism Office

4.3 Cultural tourism resource

According to Fiona Hamilton(2017), cultural tourism, typically, consider the following attractions and sites as 'intangible' and 'tangible' expressions of culture which attracts cultural tourists .

- Archaeological sites and museums
- Architecture (ruins, famous buildings, whole towns)
- Art, sculpture, crafts, galleries, festivals, events
- Music and dance (classical, folk, contemporary)
- Drama (theatre, films, dramatists)
- Language and literature study, tours, events
- Religious festivals, pilgrimages
- Complete (folk or primitive) cultures and sub-cultures

Regarding cultural tourism resources of Sekela Wereda, as the key informants confirmed most of them are religious but there are also others historic and festival cultural tourism resources.

All of the key informants confirmed that Sekela Wereda have religious tourism resources. Some of the religious tourism resources which are listed by the key informants, are Holly water of Church father Zerabruk (source of Blue Nile), Selasie Monastery holly water and other old and historical Churches.

Regarding old and attractive buildings, all key informants confirmed that the availability of old and historical building tourism resource in Sekela Wereda called Abagis/ FasilGinb.

The key informants also confirmed that the availability of traditional artifacts and artistic activity tourism resources in Sekela Wereda. From the traditional artifacts, like pottery, iron works and wave making and from artistic activities, like Church father zerabruk yearly celebration, Timket religious festival, Meskel festival, horse gugs/driving and others are mentioned by the key informants. Regarding museum availability, all of the key informants confirmed that there is no museum tourism resource in Sekela Wereda.

FASIL/ABAGIS/Ginb/ building

According to the key informants, it was built around 17th century for the purpose of administering Gojjam and its surroundings. This building was built during Gonderian dynasty, particularly in the reign of Fasiledes. It is un finished building. As the respondent said, this building started by local people lead by Jabi Ambera. Jabi Ambera was tiered and he opposed King Fasil. Then he said, if this building construction stopped as it is, and he killed himself by fire. Finally king Fasil heard his opposition and his promised, Then king Fasil said to him "I can stop this building construction work as it is so you have to keep your promise". He agreed and return to back to Absken Kebele, then by collecting fire wood and firing it he inter to the fire with his horse and killed himself to keep his promise (Sekela Wereda culture and tourism 2011 E.C). It is found in Abeseken Kebele administration Around Achano Abages mountain around 20 km far from Gish Abay town. The campus covers around 800 m and was started by 3 m height fence as the broken building indicates. It is found around 3040 m above sea level (Sekela Wereda culture and tourism 2011 E.C). This building styles and arts similar with Gonderian buildings. The building have 181.24 m² width and 10 m height. Near to the main building, there are un finished ground and underground buildings. Since it is found at the mountain top, it has beautiful land escapes and views. It is grouped under cultural tourism resources. Because it was built by human being.

Figure 4.15:FASIL/ABA GIS/Ginb/ building



Source: Photo from Sekela Wereda Culture and Tourism Office

Selasie Monastery Holly Water

As the key informants confirmed that, Selasie monastery holly water is located on the south east direction of Sekela Wereda central town called Gish Abay far from 17 k. m in Gafita Guncan Kebele administration. The holly water created naturally within one big stone from three holes with in 1.3 meter distance among each water source. The water which created from one big stone three holes mix after 10 meter distance flow alone. This 10 meter distance water flow creates attractive sound and view since it is force full. The water falls located near to Lake Gudera. It takes 1:30 hours walk from Lake Gudera. There is a cave around the water falls/ holly water(SekelaWereda culture and tourism 2011 E.C).It is grouped under natural tourism resource of Sekela Wereda since it is created naturally.

Figure 4.16: Selasie Monastery Holly water



Source: Photo from Sekela Wereda Culture and Tourism Office

4.4 Opportunities and Challenges of Tourism Resources Development in Sekela Wereda

4.4.1 Tourism resource development opportunities

There are different opportunities to develop available tourism resources in Sekela Wereda. One major opportunity is that the comparative advantage of the location of the source of the longest river in the world the so called Blue Nile River.

According to the key informants assure that the availability of natural and cultural tourism resources are an opportunities to develop tourism resources in Sekela Wereda.

The resources like the holly water that source of the Blue Nile, different caves, Fasile Ginb, lakes and land escapes are mentioned by the key informants. As the Wereda tourism experts informed that the availability of Gish Abay holy water can used to a force of attraction people who have health problems. As the researcher also observed, the Wereda have different type of tourism resources. More of the opportunities are the availability of holy waters (Church father Zerabruk holly water at the source of Blue Nile and Selasie Holly water) and the location of the Worlds' longest river source the so called Gish Abay/Blue Nile.

Generally, the availability of these natural and cultural tourism resources can attract different type of tourist like pilgrimage (for religious purpose travelers) and nature admire tourist. This is an opportunity to develop tourism in Sekela Wereda. Regarding the increment of people's traveling interest to visit attractions of Sekela Wereda, 69.23% of the informants assure that the increment of people's traveling interest is an opportunities to develop Sekela Wereda natural and cultural tourism resources. And 30.77% informants respond 'no' that the increment of people's traveling interest is not an opportunity to develop tourism resources in Sekela Wereda.

As the informants informed in the description part, the incremental of traveling people for the sake of their health conditions is an opportunity for Sekela Wereda tourism resource development. As the key informants listed that, most of the tourism resources selected by travelers are the source of Blue Nile/Gish Abay holy water/Church father Zerabrku Church holy water, Selasie holy water, Aba gis/ FasilGinb, Lake Gudera and Giragn Mehahmed standing stone are listed. This means the increment of people traveling interest is used to develop tourism resources to satisfied the tourists interest and to increase the tourists length of stay at the Wereda (Sekela Wereda). When tourists stay more, they spent more money in that visited area.

In addition, the key informants also informed about the increment of tourist service industries as an opportunity for tourism development of Sekela Wereda. These informants describe to the researchers about the service providers in Sekela Wereda that no more standardized hotels even at the center of the Wereda town the so called Gish Abay.

As one of from Sekela Wereda culture and tourism office expert informed, currently different investors want to build hotels in Gish Abay town. Of these the known rich man in Ethiopia AtoBelaynehKinde start big hotel building at Gish Abay town, so this is an opportunity to develop tourism resources as big destinations. The researcher also observed started hotel buildings in Gish Abay town. The Wereda should also introduce the resources to the investors to participate in infrastructure development. Regarding the increment of government interest to develop tourism in SekelaWereda as an opportunity, most of the informants assure that it is an opportunity to develop tourism resources in Sekela Wereda. As an indicator they describe the opening of SekelaWereda culture and tourism office in Wereda level. It indicates that the increment of government interest to develop tourism resources is an opportunity for Sekela Wereda tourism development.

4.4.2 Tourism resource development challenges

According to GezachewAndarege(2013) ,on his finding of the study mentioned that lack of infrastructure, problems of securities, lack of museum, lack of service and facilities, lack of preservation and protections of heritage, financial constraints are the major challenges of tourism development.

Regarding this study, the researcher find out the challenges like infrastructure, financial problem, awareness problem and language problems.

Infrastructural Challenges

Successful tourism resource development is dependent on all parts of the supply chain, e.g. attractions, accommodation, transport, provided by public and private sector

investment (Driml,2010).As the key informants assure that, there is infrastructure problems to develop that rich tourism resources in the Wereda.

According to some key informants, there are number of domestic and international tourists who want to visit the source of the Blue Nile(mostly international tourist) and Pilgrimages (religious people to holy places) (mostly domestic tourists) who are travel to Sekela Woreda. But there is no sufficient infrastructure and accommodations in the Wereda.

There is transportation problem in Sekela Wereda specially from the central town of the Wereda to tourism resource available places is very serious. In addition, as the researcher observed there is no asphalted road from Tilili town to Gish Abay (This means from main road Addis Ababa to Bahir Dar).Even there is no well prepared walking road from Gish Abay town to the Blue Nile source/ the holy water. In general what the researcher mentioned in the above tourism resources are not accessible for tourists using transport facilities. As the key informants assure and the researcher observed, there is no bank services in and around tourism resource areas; only one governmental bank available in central town of Sekela Wereda.As the SekelaWereda religious leader informed, there is no sufficient electrical power and internet facility. Another problem in the Wereda is absence of standardize tourist service providers like Hotels, resorts, cafeterias, restaurants and other service providers as the researched observed and the Wereda tourism officers response.

The Wereda is rich in cultural and natural tourism resources. However, these comparative advantages on their own are insufficient to attract tourists. Tourists are no longer interested in visiting destinations just to see sights. They want experiences in the destination, interaction with the locals, closer communication with local culture and traditions and use of quality services. Quality improvements are needed throughout the industry with the utilization of all possible effective methods. Government regulation shall mostly focus on ensuring the health and safety, hygiene and sanitation norms, environmental and cultural protection, cultural heritage preservation, consumer protection

and so on. Private sector has a crucial role in quality improvement through voluntary qualification, certification, codes of conduct and other schemes.

Figure 4.17: Service provider and road problems in Gish Abay Town



Source: Photo by the researcher, February, 2019

Financial Challenges

As the key informants assure that, there is financial limitations to develop that rich tourism resources in Sekela Wereda. To develop and introduce tourism resources to the local and domestic tourists, financial resource is important. As the key informant stated that in the Wereda there is high financial problem to develop tourist facility even though

the Wereda rich in both cultural and natural tourism resources. As the Wereda culture and tourism expert informed, allocation of insignificant budget is one of the crucial challenges in the process of developing tourism resources in Sekela Wereda. From this information, it is possible to say that the experience of organization in allocating budget for tourism industry is very low and it worsens the inability to develop tourism resource in Sekela Wereda.

Awareness Problems

Regarding awareness problems, the key informants assure that there are awareness problems to develop the rich cultural and natural tourism resources in Sekela Wereda. As the key informants informed, in rural people tourism are not known. One of the major causes for the lack of awareness would be lack of training to the rural communities about tourism benefits. The limited awareness of the rural communities resulted knowledge gap to develop the tourism resources in Sekela Wereda.

Then, the low level of awareness from the local community can be another challenge to develop tourism potential resources in Sekela Wereda. It needs creating awareness related to tourism varies benefits to the local community and involving them in planning and developing process. In addition to awareness problems, most of the informants assure that there is also language problem that face tourism development in Sekela Wereda.

From these and from the researchers observation, there is no well trained guider who have English and other foreign languages skill rather than Amharic and Geez language specially around the source of the Blue Nile. So it needs intensive local guider training regarding to language skills, guiding ethics and tourism benefits.

There are also other challenges specially the source of Blue Nile to hinder its development as a tourist destination like sanitation problems around the sources of the Blue Nile, the local communities settlement problems (on the upper side of the Blue Nile river source), a lot of water absorber plantation problems (on the upper side of the Blue Nile source) and over all administration problems of the Blue Nile source.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter deals with result, conclusions and recommendations. The first part of this section presents a brief summary of the research approach and the major findings of the research work. The second part presents the major conclusions drawn from the findings. In the last part possible recommendations that are considered to be relevant and significant are given based on the major findings.

5.1 Summary of the Study

There are a number of nature based and culture based tourism potential resources in Sekela Wereda. As it was discovered through questionnaire, interview, observation and secondary sources, the destination in Sekela Wereda contains many tourism resources that are tourism products and could be developed into viable tourism products. These products would range from cultural activities to natural attractions or resources.

Twelve major tourism resources were found both natural and cultural types; from the natural type of tourism resources such as the source of Blue Nile(it is a blessed water), beautiful land escapes(like Gish Mountain with very good view), Lake Gudera, Selsela Natural Forest, Silu Stone, Befitaw Natural Bridge, Alazar Cave, Jabola cave, Arfita/Abay/ Cave, and Stone Hole. From the 12 major tourism resources of Sekela Wereda, 9 of them are Natural tourism resources while the rest are cultural. From the cultural type of tourism resources such as Fasil/Abagis/Ginb/ building, Selasie Monastery Holly water (religious site), standing stone and other potential tourism resources are found in addition to this 3 major tourism resources in Sekela Wereda like horse riding, eskista, chifera, cultural and traditional festivals including spiritual songs and different handicrafts used for church and local communities are tourism potential resources. Spiritually there are many manuscripts, and the holy water used to cure different diseases like Zerabruk Church and Selasie Monastery holy water.

In Addition to the tourism resources, the researcher tried to find out the development opportunities and challenges of Sekela Wereda tourism resources.

From the opportunities like the richness of both Natural and cultural tourism resources, the increasing of people's interest to travel and the last the governments attention to develop the tourism industry. These are the major opportunities to develop tourism resources in Sekela Wereda finding out by the researcher.

From the challenges such as infrastructure challenges (poor road, accommodation, electric, communication, and Bank facilities), financial challenges to improve the qualities of tourist service provider facilities. The other challenges discovered are awareness and language problems. Awareness problems mostly observed in rural community. Language problem mostly facing during international tourist arrival time. There are also other problems like sanitation problems around the sources of the Blue Nile, settlement problems of local communities (on the upper side of the Blue Nile river source), that hinder its development as a tourist destination. And also there are other problems like a lot of water absorber plantation problems (on the upper side of the Blue Nile source) and over all administration problems of the Blue Nile source.

5.2 Conclusions

The assessment of tourism potential resources and its development challenges are necessity for Sekela Wereda tourism development. It is not just to find out any quantitative value, rather, to assess the gap of the demand and to enhance the performance of tourism. Tourism sector has been emerged as part of the new development strategies for developing countries. It is primarily focused on participation of marginalized communities and local development. Within this scheme tourism resource development in Sekela Wereda is unquestionably essential.

This study showed that Sekela Wereda has huge tourism resources and it is one of the potential sites to develop tourism projects successfully. The tourism resources are consisting of both natural and cultural tourism resources. As mentioned in the above, from the 12 major tourism resources of Sekela Wereda, 9 of them are Natural tourism resources while the rest are cultural. Although, infrastructure facilities and services have crucial roles for the exploitation of tourism resources of Sekela Wereda, the findings of this study discovered that tourism infrastructural facilities and services are very poor in

quality and number which are incapable to exploit its tourism resources. Even though Sekela Weredais enriched with potential tourism resources, the Wereda is not capitalized on by exploiting the tourism potentials due to different problems. Poor infrastructural facilities and services developments, budget limitation, inaccessibility, less awareness about the benefits of tourism and poor potential tourism resources administration are the major problems which highly hinder the tourism resources development in Sekela Wereda.

5.3 Recommendations

Based on the major findings of the study and conclusions drawn with respect to potential tourism resources, opportunities and challenges to develop in Sekela Wereda, the following recommendations are suggested;

1. It is necessary to improve and establish different accommodation establishments (standardized hotels, restaurants, cafes, guest house, campsites, eco-lodges and etc.) in tourism resource sites of Sekela Wereda so as to exploits its tourism resources by answering the growing demands of pilgrimage and other visitors. Here, the concerned bodies should give priority to construct standardized hotels or lodges in Gish Abay town and at least tourist recommended hotels should be established near to the tourism resources are found in the Wereda.
2. The road and transportation systems should be improved so as to connect the tourism potential sites of Sekela Wereda and to make the travel easy for domestic and international visitors especially in each 12 major tourism resources almost have no road facilities, therefore, the public transport authorities (in each level) should be allocate budget for the construction of roads in Sekela Woreda.
3. Public and institutional facilities and services (like improving and access of electricity, drinking water, sewage, telephone line, banking, and etc.) should be provided especially in the central town of Sekela Wereda the so called Gish Abay.

4. To make Sekela Wereda as one of brand tourist destination in the country or in Amhara Region or even in West Gojam Zone with the comparative advantage of the source of Blue Nile river and other natural and cultural tourism resources, the area should be well promoted in a desired way through different promotional tools like leaflets, folders, brochure, magazines, catalogs, maps, websites/ internet and different radio channels and TVs at regional and national level.

5. It needs broader awareness creation program for the wider communities towards the potential tourism resources of Sekela Wereda to build positive images in their mind so as to increase their pride and sense of ownership to conserve the resources in a desired level.

6. Need discussions and agreements with the local communities who settled on the upper side of the source of Blue Nile and resettle them with appropriate place to protect sanitations of Zerabruk holy water.

7. Better to do water source type species plantation on the upper side of Blue Nile source to prevent the amount of water.

8 Provide training to the local guider about English and other foreign languages as well as about natural and cultural tourism resources of Sekela Wereda.

9. Regional and National governments as well as nongovernmental organizations(NGOs) assign budget to develop over all tourist facilities and develop tourism resources as tourist destination in Sekela Wereda

Generally, in order to develop the tourism resources in Sekela Wereda, should be supported with basic tourism infrastructural facilities and services (accommodation establishments and road) and other public and institutional facilities and services should be improved in the tourism resource areas.

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Appendix I

Questionnaire



ADDIS ABABA UNIVERSITY

SCHOOL OF GRADUATE STUDIES

COLLEGE OF DEVELOPMENT STUDIES

TOURISM DEVELOPMENT AND MANAGEMENT

Dear respondent,

My name is MekuanentAyalew, I am studying my second degree at Addis Ababa University College of Development Studies. Currently, I am conducting my thesis entitled "Assess Tourism Resources and its Development Challenges in SekelaWereda, West Gojjam" in partial fulfillment of the requirement for the degree of Master of Art in Tourism Development and Management.

The study tries to assess the tourism resources and its development challenges in SekelaWereda. And it is better to show for Wereda, Zonal and Regional policy makers.

As a tourism experts and local residences, your views are important in my Study. This is for academic purpose and your response will be kept strictly confidential.

Thank you for your time, cooperation and contribution to my study.

Interview for tourism experts and religious leaders

Dear informants, this interview has been prepared to collect data for conducting a research on Assess Tourism Resources in Sekela Wereda, West Gojjam for partial fulfillment of Master of Art in ‘Tourism Development and Management’ at Addis Ababa University. Therefore, since you are selected as a respondent, kindly requested to answer genuinely based on your knowledge and work experience.

Part I: Back ground of the respondents.

1. Sex : a) male b) female
2. Age: a) below 18 b) 18- 35 c) 36 -60 d) above 60
3. Educational level (circle a letter)
 - a) illiterate
 - b) read and write
 - c) 1-8 grades
 - d) 9-12 grades
 - e) First degree and above
4. Work experience
 - a/ Below 5 years
 - b/ 5-10 Years
 - c/ Above 10 years
5. Your salary amount
 - a/ Below 2000 birr

b/ 2000-5000 birr

c/ 5001- 7000 birr

d/ Above 7001 birr

PART II: Interview questions

1. Do you understand what tourism mean?

Nature based tourism resources

2. Are there landscape tourism resources in Sekela Wereda? (like attractive mountains, forests, natural caves, etc). Please tell and explain clearly each what you know the tourism resources.
3. Are there unique wildlife tourism resources in Sekela Wereda? (like unique bird types, mammals and others. Please tell and explain clearly each what you know the tourism resources.
4. Are there Water body tourism resources in Sekela Wereda? (like Lakes, rivers, water springs, etc). Please describe clearly each what you know the tourism resources.
5. Do you have idea about the source of Blue Nile locally called Gilgel Abay? Please describe about the Blue Nile source the so called Gilgel Abay locally.

Cultural Tourism Resources

- 6 Do you know religious tourism resources in Sekela Wereda? (like churches, mosques and any other). Please tell and describe religious tourism resources what you know in Sekela Wereda.
7. Are there old and attractive building tourism resources in Sekela Wereda? (historical, religious). Please tell and describe old and attractive building tourism resources what you know in Sekela Wereda.

8. Are there traditional artifacts and artistic activity tourism resources in Sekela Wereda?(festivals, events, etc). Please tell and describe traditional artifacts and artistic activity tourism resources what you know in Sekela Wereda.
9. Are there museums in Sekela Wereda? Please tell and describe museum names what you know in Sekela Wereda.

Tourism Resource Development Opportunities

10. Do you think that the availability of tourism resources in Sekela Wereda as an opportunity to develop tourism? Please tell and describe the available tourism resources that considered as an opportunity of Sekela Wereda tourism development.
11. Do you think that the increment of people's traveling interest to visit attractions of Sekela Wereda has opportunities to develop tourism? Please tell and describe the major tourism resources that people want to visit more in Sekela Wereda.
12. Do you think that the increment of tourist service industry in Sekela Wereda and its surroundings has opportunities to develop tourism? Please tell and describe the tourist service providers which are/is found in Sekela Wereda and its surroundings.
13. Do you think that the increment of government interest to develop tourism in Sekela Wereda has opportunities to develop tourism? Please tell and describe the indicators that the government's attention to develop tourism resources in Sekela Wereda.

Tourism Resource Development Challenges

14. Are there infrastructure problems to develop tourism in Sekela Wereda? Please tell and describe what type of infrastructure problems facing Sekela Wereda tourism resource development challenges clearly.
15. Do you think that there are financial problems to develop tourism resource in SekelaWereda?

16. Do you think that the tourism sector face awareness problem to develop tourism in Sekela Wereda? Please tell and describe the awareness problems like in terms of economic benefits, impacts, resource availabilities of Sekela Wereda tourism resources clearly.
17. Do you think that the tourism sector face language problem to develop tourism in Sekela Wereda?

Thank you!

God bless you!

Appendix II

Observation checklist

No.	Observable things	Observation obtained marks	
		Yes	No
A	Natural tourism resources		
1	Is there any unique landscapes?		
2	Is there any unique bird types?		
3	Is there any unique mammals?		
4	Is there any lakes?		
5	Is there any unique rivers?		
6	Is there any forest?		
7	Is there any unique plant species?		
8	Is there any naturally created caves?		
B	Cultural tourism resources		
9	Are there unique lifestyles?		
10	Are there old and attractive historical/religious buildings/places?		
11	Are there unique festivals/events?		
12	Are there museums?		
13	Are there unique cultural artifacts?		
C	Tourism development opportunities		
14	Are there well known tourism resources?		
15	Are there standardize service provider facilities?		
D	Tourism development challenges		
16	Are there transportation problems?		
17	Are there road facilities problems?		
18	Are their internet access problems?		
19	Are their electricity access problems near to tourism resources?		

20	Are there bank facility problems near to tourism resources?		
21	Are there service provider problems near to tourism resources?		