



ADDIS ABABA UNIVERSITY

COLLEGE OF DEVELOPMENT STUDIES

TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

**PRACTICES AND PREDICAMENTS OF TOURISM CLUB FOR DOMESTIC
TOURISM DEVELOPMENT: THE CASE OF "KNOW-YOUR-COUNTRY" CLUB IN
KOLFE KERANIO SUB CITY, ADDIS ABABA, ETHIOPIA**

BY

MERON FITA

JULY, 2018

ADDIS ABABA, ETHIOPIA

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COUNTRY*" CLUB IN KOLFE KERANIO SUB CITY, ADDIS ABABA,
ETHIOPIA**

BY

MERON FITA

ADVISOR

TESFAYE ZELEKE (PhD)

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This is to certify that the thesis prepared by Meron Fita; entitled “*Practices and Predicaments of Tourism Club for Domestic Tourism Development: The Case of "Know-Your-Country" Club in Kolfe Keranio Sub City, Addis Ababa, Ethiopia*” is a product of my work and that all sources of materials used for my thesis have been appropriately acknowledged. It was submitted to partial fulfillment of the requirements for the Degree of Master of Arts in Tourism Development and Management compiles in accordance of the regulations of the University and meets the accepted standards with respect to originality and quality.

Approval of Board of Examiners

Advisor-----Signature-----Date-----

Internal Examiner-----Signature-----Date-----

External Examiner-----Signature-----Date-----

DEDICATION

To

My Late Grandmother

W/ro TSEGAYE TEMESGEN

Thank You for Everything!!!

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List of Acronyms and Abbreviations

AACTB	Addis Ababa City Government Culture and Tourism Bureau
AU	African Union
DT	Domestic Tourism
GDP	Growth Domestic Product
KKSC	Kolfe Keranio Sub City
KKSCTB	Kolfe Keranio Sub City Culture and Tourism Bureau
MoCT	Ministry of Culture and Tourism
NGO	Non-Government Organization
NTO	National Tourism Organization
SET	Stunning Ethiopian Tours
TSA	Tourism Satellite Accounting
UN-ECA	United Nations Economic Commission for Africa
UNSECO	United Nation Scientific Educational and Cultural Organization
UNWTO	United Nation World Tourism Organization
VFR	Visiting Friend and Relatives
WTO	World Tourism Organization

ABSTRACT

The study was conducted to explore Practices and Predicaments of Tourism Club for Domestic Tourism Development: Evidences from Kolfe Keranio Sub City, Addis Ababa, Ethiopia. “Know-Your-Country” club as part of tourism club is established in various government and private bureau to encourage and promote domestic tourism activities and create awareness for the community. The absence of empirical work on this title including the role and challenges the club encountering has not been investigated. The overall objective of this study was to assess Practices and Predicaments of “Know-Your-Country” Club for Domestic Tourism Development in Kolfe Keranio Sub City. Methodologically, the philosophical view of this study was pragmatism that opens doors for application of multiple methods including quantitative and qualitative approach. Both probability and non-probability sampling techniques, including purposive, convenient and simple random sampling were employed to generate data. In this study, both open and close-ended questionnaires were designed and distributed for 294 respondents to capture the background of the respondents, and also conducted interview with manager of club and experts from concerned body. The result revealed that the main objective of “Know-Your-Country” club in Kolfe Keranio Sub City is traveling to new destinations and creating awareness for local community about domestic tourism. “Know-Your-Country” club is playing significant role for the development of domestic tourism activities and increase the culture of travel in the society. The host communities such as: tour guides, ticket sellers, reception, and manager of areas in selected tourism destinations were also assessed in this study. The result indicates that few of “Know-Your-Country” club members are participating in host community activities including; social service and environmental conservation. However, the clubs are faced financial, human resource, integration and training problem. To reduce this challenges and problems the concerned body like Ministry of Culture and Tourism, Ethiopian Tourism Organization, host community and other stakeholders should work in collaboration.

Keywords: *“Know-Your-Country” Club, Practices, Domestic Tourism*

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

Today, there are various factors contributing to the rapid development of tourism industry. Among others, global economic surge and growth of personal income among nations of the world are the major factors that caused tourism to grow dramatically (Sindiga, 1996). In line with this, Ethiopia is aware of this trend and struggled to develop and promote tourism resources with a view to support socio-economic, cultural and environmental benefits that can be derived from tourism development (Stunning Ethiopia Tours (SET), 2015).

The travel industry is business of moving people from place to place while the tourism industry provides those people with services that promote travel and vacations as well as travel agencies, tour operators, cruise companies, convention planners, visitors bureaus and tourism club are part of the tourism industry (Joan, 2006). Tourism club is an organization that aimed to improving the knowledge of members in tourism industry and exposing them to tourist destinations and various tourism related activities are organized at school, university, office and bureau level (Ahmad & Alhilal, 2009).

Ethiopia is endowed with multifaceted natural, cultural and historical tourism resources: Its tourism industry has not been developed to make meaningful socio-economic benefits. So many problems hinder tourism development in the country which can be spelt out; poor infrastructure, accommodation, poor quality of service delivery and shortage of skilled manpower in the industry. One of the major problems connected with this form of tourism in Ethiopia is the absence of statistical system to gather and compile data on domestic tourism (Addis Ababa City Government Tourism and Culture Bureau (AACTB), 2017).

However, domestic tourism is growing due to the increasing number of people who travel from their usual places of residence to other places within their own country for a variety of reasons including vacation, visit friends and relatives (VFR), business, conference, religious and others. Domestic Tourism helps to create a more sustainable foundation for tourism development as it helps to diversify tourism segments and to counter balance seasonality, volatilities, and decreasing the dependency on international tourism flows. Domestic tourism, especially religious domestic tourism and business oriented tourism are more concentrated in Ethiopia (World Bank & Ministry

of Culture and Tourism, 2012). Even though the Ethiopian government frequently expressed its concern, the growth of domestic tourism is not in balance with international tourism. Whereas, the domestic tourist influx in the east African countries is mounting, the number of Ethiopian domestic visitors is stagnant over the years. The government had been trying to look up this gap and planned to promote domestic tourism as part of tourism day (AACTB, 2013).

The developing countries are yet to reap and growth the benefits associated with investing in the industry (Sharpley & Telfer, 2002). It is pointed out that domestic tourism can deflate the negative economics of international tourism that allow profits to be channelled back to the countries where the tourists come from most tourism related businesses. For instance, five star hotels and tour operator companies are building for the standards of foreign tourists due to this the domestic tourist is not get services from these. The fact that considerable amount of generated tourism revenue from tourism in underdeveloped countries are being returned directly to the GDP (Growth Domestic Product) growth of the country (Murphy, 1985).

Addis Ababa is a home of tremendous tourist attractions that have various cultural, historical, architectural, aesthetic, economic, spiritual, political and symbolic values. These tangible and intangible heritages prove the city's potential to attract international and domestic tourists from different origins. These resources includes; buildings, monuments, educational institutions, squares in the city; and the museums including National Museum of Ethiopia, The Institute of Ethiopian Studies (IES) Museum, Entoto Saint Mary Church Museum, Addis Ababa Museum and Churches like; Holy Trinity Cathedral, Entoto St. Mariam Church, Entoto St. Raguel Church (AACTB, 2016). From the ten subcities that found in Addis Ababa City adiminstration Kolfe Keranio Subcity is one of the sub cities that has several natural and manmade tourism potentials.

Due to the only few activities being undertaken, currently, the development of domestic tourism in the country is at its infant stage and its sustainable growth is under question. Issues related to the number of tourists, their motivations to travel, duration of stay have not been researched (AACTB, 2016). There have been initiations to enhance domestic tourism in Addis Ababa which include establishing tourism clubs in schools, offices, bureau and private companies to promote travel within the country and strengthen the domestic tourism activities and establish awareness about our countries tourism resources and potential for society. These tourism club are established based on guideline which is formulated by Addis Ababa City Government Culture and Tourism Bureau, that their main aim are to increase domestic tourism activities and give awareness for the people about

domestic tourism (AACTB, 2013). Among these, domestic tour clubs, Heritage clubs and *Hagarin Ewak* literally to mean "*Know-Your-Country*" Club are the dominant association of clubs found in Addis Ababa City in general and in Kolfe Keranio Sub City in particular (Ministry of Culture and Tourism (MoCT), 2009). The researcher strived to assess the existing practices and predicaments that hinder the development of "*Know-Your-Country*" Club for domestic tourism development by considering evidences from Kolfe Keranio Sub City, Addis Ababa.

1.2 Statement of the Problem

When we consider Ethiopia's variety of tourist attractions, its tourism industry is underdeveloped. Due to various factors, the country has not been able to ensure socio-economic and environmental benefits that could be generated from domestic tourism. When compare with international tourism, the growth of domestic tourism remains stagnant (Stunning Ethiopian Tours, 2015).

Ethiopia is not benefiting to the extent possible from domestic tourism given the rich natural and cultural heritage resources it possesses. Still now the magnitude, depth and width of domestic tourism is not clearly known and the number of tourists, their motivations to travel, duration of stay and other points have not been researched (AACTB, 2016). Moreover, little attention has been given to the study of clubs such as "*Know-Your-Country*" Club.

There is no separate policy and strategy developed for domestic tourism, as a result, domestic tourism, accommodation occupancy statistics and detailed data on domestic tourism are not considered in the tourism statistics bulletin report (MoCT, 2013).

Domestic tourism has been a largely under-researched aspect of tourism economies in the developing world (Ghimire, 1997). According to Rogerson and Zoleka (2005), lack of research is partly a result of the emphasis accorded by national governments and policy makers to the foreign exchange earnings derived from international tourism flows. This research gap is linked also to the fact that domestic tourism is more difficult to be tracked compared with international tourism. This is because it occurs within the country of residence and thus does not involve the crossing of international borders at entry points into a country where visitors are counted (Keyser, 2002). As a result, there have been poor domestic tourism practices. Among these, domestic tourism clubs, Heritage club and "*Know-Your-Country*" clubs are the dominant association of clubs in Addis Ababa (MoCT, 2009). "*Know-Your-Country*" club is one part of domestic tourism practices that operates in Addis Ababa city. The clubs participate in domestic tourism development and for

growth of domestic tourist within a country. However, there is no well-organized data about the distribution, role and contribution of the clubs for domestic tourism growth (AACTB, 2013). To recognize the economic, social and political benefits of domestic tourism, the formation and growth of tourism associations like *Hagarin Ewak / "Know-Your-Country"* Club need be encouraged at places of residence, work, education and worship, with the view to strengthening domestic tourism and give awareness to local community about their activities at tourism destination in Ethiopia and Addis Ababa as well (MoCT, 2009).

There were few research works carried out on domestic tourism in Ethiopia by Stunning Ethiopia Tours (2015) about domestic tourism promotion in Ethiopia and Yechale (2015) about Domestic Tourism as a Vehicle for Tolerance and Peace Building: Lessons from World Heritage Sites in the Amhara Regional State. And, also there were tourism research that were carried out in Addis Ababa including; Zelalem (2015) about Potentials and Challenges of Entoto Saint Mary Church to Heritage Tourism Development, Mesay (2017) on Challenges and Opportunities of City Parks Operation in Addis Ababa: The Case of Bihre-Tsegie Recreational Park, Haileyesus (2016) About An Assessment of Domestic Visitors' Satisfaction at the National Museum Of Ethiopia, and Tolera, (2016) Nexus Between Urban Tourism Resources and Tourist Preferences: the Case of Addis Ababa City Tourism. These research work and other tourism thesis and dissertation are carried out in Addis Ababa but, little focus was doing on practices and predicaments of *"Know-Your-Country"* Club for domestic tourism development.

In addition to which there is no depth of sufficient written document about the practice and predicaments exist regarding to *"Know-Your-Country"* Club and domestic tourism association in Ethiopia and Addis Ababa city. Due to this reason, there is lack of literature and knowledge. Generally, there was little knowledge about practice of domestic tourism and difficulties facing *"Know-Your-Country"* Club for development of domestic tourism in Kolfe Keranio Sub City in particular and the country in general. As a result of this, the researcher developed the interest to conduct research and attempted to fill the gap in this area.

1.3 Objectives of the Study

1.3.1 General Objective

The general objective of the study was to assess the overall practices and predicaments of "*Know-Your-Country*" Club for domestic tourism development in Kolfe Keranio Sub City, Addis Ababa.

1.3.2 Specific Objectives

The specific objectives of the study were:

- ❖ To assess the existing practices of "*Know-Your-Country*" Club in Kolfe Keranio Sub City.
- ❖ To explain the contribution of "*Know-Your-Country*" Club for domestic tourism development in Kolfe Keranio Sub City.
- ❖ To explore the predicaments of "*Know-Your-Country*" Club in Kolfe Keranio Sub City.
- ❖ To describe the view of host community in "*Know-Your-Country*" Club in selected tourism site in Addis Ababa.

1.4 Significance of the Study

This study has got great importance in introducing and promoting the "*Know-Your-Country*" Club to the wider community, researchers, governmental and non-governmental organizations.

- For academicians, it is helpful as the stepping stone to conduct further research on the area and to use as reference.
- Since this study will hoped to give new paradigm on tourism clubs practices, it will serve as a base line for information and knowledge transfer.
- This study will help as input for other researchers who have interest to conduct research on tourism clubs.
- It also helps as feedback, direction indicator and input for various decision and policy making on domestic tourism.
- It will also help as a benchmark to make mark policy and available structure on domestic tourism for stakeholders and concerned body.
- This study will also serve to check the practical activities for institution works on domestic tourism such as heritage clubs and other tourism clubs.
- It will help to develop new destination for domestic tourist activities.
- It serves as to aware and motivate practitioner to participate in tourism club research and study.

1.5 Scope of the Study

The research is confined to the explanation of selected domestic tourism, the formation and growth of tourism associations specifically *"Know-Your-Country"* Club in Kolfe Keranio Sub City of Addis Ababa.

- The study covered *"Know-Your-Country"* Club in Kolfe Keranio Sub City, since it is very difficult to investigate all issues related to tourism club in this research.
- This study assessed the practices and predicaments of *"Know-Your-Country"* Club for domestic tourism development in Kolfe Keranio Sub City.
- The target groups of this study was only fifteen *"Know-Your-Country"* Club, since it is difficult to covered all *"Know-Your-Country"* Club in Kolfe Keranio Sub City.

1.6 Limitation and Challenges of the Study

In the process of conducting this study, the researcher faced the following limitations;

- ☛ There is lack of literatures since there was no previous research on *"Know-Your-Country"* Club.
- ☛ There is also limitation of theoretical framework on domestic tourism activities and practices.
- ☛ It was difficult to review the policy as a result of policy and strategy limitation on domestic tourism in Ethiopia.
- ☛ Lack of sufficient, reliable and update data and organized information on the issue under study.
- ☛ The limitation of time and budget was also constraints that faced the researcher during the study.
- ☛ The study was also delimited only on Kolfe Keranio sub city, due to limitation of time and budget.
- ☛ There was lack of empirical literature review on tourism club in Ethiopia

1.7 Organization of the Thesis

The thesis is organized into five chapters. The first chapter deals with background of the study, statement of the problem, objectives of the study, significance of the study, scope and limitation of the study. The second chapter addresses review of related literature and conceptual framework. The third chapter addresses about description of the study area and methodology of the study. The fourth chapter deals with analysis, interpretation and presentation of data. Finally, the fifth chapter presents the conclusion and recommendations of the study. References and Annexes also attached at the end part of this study.

CHAPTER TWO

2. REVIEW OF LITERATURES

2.1 Operational Definitions and Concepts

Practices: The overall activities and objectives that take part in tour clubs process to contribute in development of domestic tourism.

Predicaments: The main difficulties or challenges of tour clubs for domestic tourism development.

Domestic Tourism: is the activity of travelling from one residence to another residence within a country to know the culture of the other society and tourism resource of the area.

Hagarin Ewak or "Know-Your-Country" Club: is type of tour clubs established in different level such as: in office, school and private company that is based on interest of peoples in one place to develop culture of travel to tourism destinations and for recreation purpose.

Host Community: is part of community such as: tour guide, ticket seller, reception and manager of the destination that provide service for tourist/visitor in selected tourism area.

2.2 Tour Club in the World: Some Practices

From international country such as: India, Malaysia, Japan and Kerala are active in tourism club activities to established in school as one part of co-circular part of the curriculum, due to this the researcher focus on this country. India is one of the major South-Asian tourist destinations with the diversity of natural attractions and rich tapestry of cultural heritage delineating the varied tourism products it can offer to the entire world at large (Government of India, Ministry of Tourism and Culture, Department of Tourism, 2002). India has vast geographical spread and great historical and cultural heritage, which are excellent condition for growth in tourism sector.

Government of Kerala (2007) states that India travel and tourism is expected to grow at 7.95 percent over the coming decade, showing the third fastest growth in the world in terms of travel and tourism. Kerala is one part of city in India to announce tourism as industry and natural beauty is further enhanced by a rich tradition of music and arts dating back over a thousand years and the brand name of Kerala, 'God's Own Country' has become popular around the world and focuses on the conservation of ecology and preserving the pristine environment to reduce the negative impact of tourism and intend to promote development of tourism based on the carrying capacities of the destinations

According to Ministry of Tourism and Culture of India (2002) the tourism council office are mainly concentrating on tourism activities such as improvement of hygiene at tourist destinations by working along with local bodies, coordination of tourism clubs for creation of tourism awareness and preparation of host community, promotion of homestay scheme, local basic infrastructure, promotion of tourist clubs, holiday awareness campaigns and developing basic infrastructure and domestic tourism is depend on tourists from within the state, despite the huge spending on tourism promotion by the government and the majority of domestic tourists are from within the city and most came for personal or professional reasons

The pays of requested to have been obtained from domestic tourists are mostly those obtained from the spending on goods and services by travellers within Kerala for official or educational purposes and the main tourism clubs are boat club and indoor recreation club that participate in development of domestic tourism in India as well as in Kerala city (Lekshim & Dhanuraj, 2018).

The Ministry of Malaysian Education is encouraged the establishment of Tourism Clubs as part of co-curricular activities in secondary schools throughout the country. Co-curricular activity as part of non-formal education is often viewed as a primary context of development for school students (Kolb, 1984). Students who participate in non-formal education such as co-curricular activities benefit in a number of ways, which include higher educational attainment and achievement, decreased problem behavior and positive psycho-social adjustment (Stearns & Glennie, 2000).

Co-curricular activities allow students to involve in practical tasks, which are not taught in class and their activities are seen to both supplement existing academic curricula and allow students the opportunity to build nonacademic, civic and political skills (Ahmad & Alhilal, 2009).

Tourism club is s aimed at improving their knowledge in the tourism industry and showing them the tourist destinations and, also many tourism related activities are organized at school and university level (Gmelch, 1997). Students are travel to adaptable the environment, help to independent in their thinking, more aware of their home country and culture, and better able to communicate with others (Klooster, Wijk, & Rekom , 2008).

Japan club is an organization for Japanese expatriates and residents in Malaysia, established to support and provide facility for expatriate workers and their families along with the expansion of Japanese corporations overseas. it is now functioning as a center for Japanese long-stay tourists and retired migrants (Mayumi, 2008).

Tour operators are an economically sensitive sector that responds quickly to maximize business earning potentials, and to promote growth in tourism and avoid negative impressions that decrease tourism and, also domestic tour operators companies should be emphasized, because they are facilitator between the local and domestic tourist and, also from these domestic tour operators the alpine club and globe chasers tourist club of Pakistan were non-profit organization that promotes conservation of the environment and natural resources and encourage participation in outdoor sporting activities and arrange treks for student in groups (John, & Kimberley, 1996). Alpine club is training institute which provides training in mountaineering, rock climbing and ice climbing and developed several proposals for waste management and other environmental issues and is working with Ministry of Tourism and conservation organizations in this regard (Bakhtiar, 2003).

2.2.1 Experiences of Tour clubs in Africa

From Africa country such as: Tanzania, Uganda and Kenya are the most active in wildlife conservation club in school and communities level. In Tanzania, knowledge, and practical and intellectual skills for management of natural resources for sustainable development trickles down to primary and secondary school students through their co-curricular activities and special programs by organizations promoting environmental education for youth like Malihai clubs that established in secondary schools and working on the conservation of wildlife (Mariki, Hassan, Maganga, Modest and Salehe.2011).

Wildlife clubs of Kenya is a nationwide youth non- governmental organization that was formed in order to educate the youth on wildlife and environmental conservation issues through programs with member institutions in parks and reserved areas (Sindiga, 1999). Africa Point Holiday Club is a tour club established in Kenya to bring together individual Kenyans who want to travel so that they can collectively bargain for affordable holidays in Kenya (Sindiga, 1996).

Cross-Cultural Foundation of Uganda (2013) reported that in Uganda school heritage club is established to bring together students with a common interest in promoting and preserving their cultural heritage and sharing experiences about their cultural backgrounds, learning about cultural heritage, carrying out activities to preserve cultural heritage, promoting and expressing their cultural identity and appreciating the culture of others, students will learn to identify and value both tangible and intangible heritage within and outside their school.

2.2.2 Characteristics of Domestic Tourism

Domestic tourism is a first form of tourism that was practiced today and it is own character and importance for economic growth of one country. Domestic tourism is different from international tourism by its nature and behavior. According to Frederic (2011, P 1-2): domestic tourism has three fundamental characters;

- ❖ On the first, in contrast to international tourist, domestic tourist is know the destination, culture, language, beliefs and their life style residents due to this it is easy to understand each other.
- ❖ Second, domestic destinations are nearer: because of this their length of stay is short and domestic tourists are visited their relative and family so they are not used accommodation they used land transportation.
- ❖ Third, the cost of trips is lower: as the destination is nearer and land transport is used more, it's cheap and domestic travellers seek the best price-quality ratio, in accommodation, food services, tourism activities and shopping, and they are non-hotel accommodations because, among other things, they are going to return several times to the destination and, they stay for longer periods.

2.2.3 Socio-Economic Impact of Domestic Tourism

The impact of domestic tourism in economic development is not measured in developing country but in developed country well known and measured. For example European peoples spend 77 percent of their holiday trips in their own country, due to this they are well established domestic tourism within their country and they also increase the revenue to their economy (Christophe & Chryssanthi, 2010). Becken and Hay (2007) provide insightful figures of the ratio of domestic tourism to total tourism activity in top ten countries from developed country. Including; USA, China, India, UK, Brazil, Germany, Indonesia, Canada, France and Japan as the top ten countries in the world in total tourism activity, the percentage of domestic tourism out of the total tourism activity in these countries are all above 75 present.

According to UNWTO (2015) states that tourism estimates, directly represents 5 percent of global GDP. The study has revealed that domestic tourism contributions, in comparison with International Visitor contributions, are as high as 60 percent of the total tourism income in the world. For example, direct and indirect employment generated by tourism in China is 7.7 percent of the entire

workforce, representing 60 million persons, from this domestic tourism accounting for 40 million of them (UNWTO Commission For East Asia & The Pacific & UNWTO Commission For South Asia, 2012).

The growth of domestic tourism in China is slow until recently and unplanned development. In view of the country's rising living standards, it seems certain that domestic tourism is continue to grow at a fast rate and its role in the inter-regional redistribution of income and employment become increasingly apparent. Promoting domestic tourism to non-industrial areas is becomes another main tool in China's to develop domestic tourism (Gang, 1999). Though domestic tourism has taken a strong foundation and give more attention in the developed world, the developing countries are yet to reap the benefits associated with investing in the industry especially in the horn of Africa still now there is no more awareness about domestic tourism (Sharpley & Telfer, 2008). Joan (2006) basically attempted to explain domestic tourism as;

- Sustain demand for tourism when there are seasonal variations in international tourism;
- Conserve and manage foreign exchange by encouraging locals to see their own country rather than travelling abroad.
- Expand investment from richer to poorer areas and fair resource distribution for local community
- Protect and preserve the occupancy of accommodation and other services as international tourists decline.

Regardless of economic impact at domestic tourism, it has its own social impact on local community around tourist destination in order to encourage the social life of society. According to Federic (2011) divide into five main impact of domestic tourism (DT) such as:

- Domestic Tourism (DT) is much less sensitive to crises than international tourism, whether economic, natural, health or political. It is therefore an excellent crisis shock-absorber and no conversion of money as a result controls economic crises.
- Due to its income redistribution effect from tourists to local populations and its various multiplier effects all throughout the value chain, it is an excellent tool for territorial development and rural area.

- It is main instrument for easing and comfort social tensions by allowing social categories of generate modest income for society and to diversify tourist number and place or country of visitor and the people receiving them.
- It can serve to launch and promote a destination for domestic market
- Macroeconomic benefit of DT , is to amortize national spending on international tourism: investments on destination: full fill transport, accommodation, development and protection of public and including human skill development like training and quality

2.3 Practices and Experiences of Domestic Tourism in Africa

Africa is the world's fastest growing tourism regions, growing a small base of international tourists about 56 million in 2014 and in sub-Saharan Africa the grew is estimated by 3 percent in 2014 and also continent's benefited from strong economic growth in their tourism sector, and share of worldwide tourism receipts is relatively modest in this time (United Nation Of World Tourism Organization (UNWTO), 2015). Basically, tourism is one of the top five export categories for 83 percent of developing countries and the main sources of foreign currency for at least 38 percent of them and providing employment, income and public revenue for Africa peoples (World Travel & Tourism Organization (WTO), 1999).

In Kenya, it has been acknowledged that domestic tourism is indirectly impacts and potentially benefits for local communities of Kenya (Marshall, 2004,). For example, during the low tourism season, many workers have to be laid off, a strong domestic tourism sector can diminish this threat to control and manage this situation for Kenya economy and workers could keep their jobs year round (Sindiga, 1999; Marshall, 2004,). Domestic tourism is one of the oldest forms of tourism on the earth when compare with international tourism that only be effective with the advent of transportation technologies for long distance travel. Sharbrooke and Horner (2007) recognize that the desire to travel and visit in the earlier times was particularly driven by the religious obligations example the pilgrimage journeys in Judaism to Jerusalem and Islam to Mecca.

2.3.1 Religious Purpose of Domestic Tourism in Africa

Religious or faith based Tourism is one of the oldest forms of tourism globally. During the time of Jesus Christ, it was traditional for worshippers to ascend to' Jerusalem for the biblical harvest festivals, marking some of the early documented forms of religious-based tourism and Shrines are

encompass sites where a relic or image is ‘venerated’, whereas pilgrimage sites are places where it is recognized that a miracle has occurred, still occurs and may do so again (UNWTO, 2015).

According to (United Nation Educational scientific & Cultural Organization (UNESCO), 2013), 60 percent of the world’s population practices a religion and these believers form the global demographic base of religious tourism from different country. Estimated that 300 to 330 million pilgrims visit the world’s key religious sites every year and this amounts to about 30 percent of the total global tourists in the world. Religious-based tourism is not well researched and documented and resultantly, there is limited reliable statistics regarding its no detail about data on religious tourism practice and value within the tourism sector (UNWTO, 2015). For example in order to shore up religious tourism in Zimbabwe, the government has come up with a number of policy interventions and discuss with policy maker as follow:

- Designation of Religious Sites as Tourism Attractions for tourist
- Licensing accommodation units for religious tourists and visitors
- establish tourism convention bureau and Supporting religious conventions

2.3.2 Domestic Tourism Holiday and Visiting Relatives

The issue of relationships and interaction between family members is considered essential to any notion of family and underlies most literature on family tourism. According to Shaw, Havitz, & Delemere, (2008) parents with children differ from other tourists because of their strong focus on social values like family togetherness and generate the future generation. Holidays practice also considered a symbolic time out of the normal that warranted remembering and was used for generating social identities in its family members. The social identity encompassed belonging to the immediate and extended family, to a nation, and, ultimately, to a society. According to a comparative study in twenty two countries, people take domestic holidays more than once per year. These are rich countries, endowed with plenty of opportunities for domestic tourism and large number of domestic tourist (Eke et al., 2008).

2.3.3 Educational Purpose of Domestic Tourism

Educational purpose tourism is one part of domestic tourism practices that institutions or individuals arrange tours to share experience from other peoples for educational research and meeting. On the other hand student is travel per semester to various tourist sites to practice the theory that take course in the class. These include the Wildlife tours by the wildlife clubs, the

agricultural shows, the Scouts and the girl guides clubs, university research students, wildlife and tourism clubs (Victoria Safaris, 2015). Youth travel has been identified as one of the largest segments of global tourism and is also seen as having considerable potential for future growth and most of travellers are students and tend to be highly educated (Richards, 2007).

Youth travellers differ in their travel motivation from other market segments and the main motivation in youth travel tends to be exploring other cultures, increasing ones knowledge and experiencing everyday life, adventure, interacting with local people, outstanding scenery, sports and relaxation (Pearce, 2005). Youth group travellers are mostly dependent on adult decisions while their trips are more educational orientated. On the other hand, independent youth travellers are more autonomous, they organize their trips by themselves while they seek new experiences (Palmer (2004).

2.3.4 Domestic Tourism Practices in Ethiopia

Ethiopia has huge tourism potential combination of historical, cultural, and natural attractions marks the country as a unique tourist destination in the region (MoCT, 2009). It is a paradise for nature lovers; it is a country of ancient history and is known for ethnic and cultural diversity. Domestic tourism existed in Ethiopia since a long period of time. People were travelling from one place to another for a variety of reasons including business, religion, trade and many more. There is no any statistical data about the number of domestic travelers annually, their average length of stay, average domestic tourist expenditure and the like in Ethiopia (AACTB, 2010).

People make trips in a wide range of forms from self-arranged programs to mass travel arrangements made by travel clubs or “*Know-Your-Country*” club to professionally crafted tour packages purchased from tour operation that found in the country (Stunning Ethiopia Tours, 2015). Many schools have travel clubs which are responsible for organizing trips during closing seasons for educational and recreation purpose. Some considerable number of private and public organizations have established “know your country” clubs to help their employees get the opportunity to visit the main attractions of their country and bring about closeness among themselves. There are also companies that prepare tour programs to their employees, either as a reward for better performance or as part of refreshment at the end of the year (MoCT, 2010).

In Ethiopia many domestic tourism are for religious purpose that peoples visit the place depend on their religious from this Christian and Islam is the major one. For instance, a spectacularly huge

number of Christian pilgrims travel to Lalibela to participate in the annual feast of *Genna* (Ethiopian Christmas), to *Qulibi Gebriel* (Harar), *Gishen Mariam* (wollo), and Gonder (for Timqet 16 (Ethiopian epiphany) This all process is to celebration of *Nigis* develop domestic tourism in Ethiopia. Most of the religious tourism sites in Ethiopia belong to Ethiopian Orthodox Tewahido Church (Ermias, 2014).

Urban tourism is the practice of having a vacation and visiting a city, as opposed to visiting places as historical sites and natural features including; visiting football stadiums, city block or feature, friends and family and amazing architectural creations of cities building (King & Jago, 2003). Urban tourism is given very less attention than other forms of tourism in developing countries. Ethiopia has huge potential resources of historical and commercial cities including Gonder, Harere, Hawassa, Baher-Dar and Addis Ababa. These cities have a potential to attract domestic and international visitors, but no one give attention for cities tourism in Ethiopia (Ermias, 2014). Many domestic tourists are visiting cities outside there resident within their country, due to business, education, pilgrimage, and conference and meeting, recreation and visit their family.

2.4 Contribution of Domestic Tourism

Domestic tourism provides critical support to tourism operators in several areas of industry performance and contributes to economic, environment, social and political sustainability of the country. Domestic tourism makes a substantial contribution to the industry's overall financial resilience, sustainability and functionality in fact many tourism businesses would not survive without domestic tourism activities. For example in New Zealand domestic tourism has been increasing steadily in a considerable period of time. Today it is worth almost 14 billion dollars annually to the tourism industry and makes up 59 percent of total tourism earnings. Domestic visitors spend 39 dollar million per day, benefiting cities, towns and communities throughout New Zealand (Tourism Industry Association New Zealand, 2014).According to Morupisi & Mokgalo, (2017) domestic tourism provides critical support to tourism operators in several areas of industry performance:

- ❖ Seasonality: domestic tourism industry can generate visitor spending in slower shoulder and off season months.
- ❖ Regional Dispersal: domestic visitors can be vital in providing an even greater level of spending in emerging regions, i.e. smaller, remote or less developed areas of tourism.
- ❖ Increased spending domestically: convincing domestic tourism offering can motivate domestic holiday visitor and encourage open dollars into domestic holidays.
- ❖ Producing social and cultural benefits for the domestic population: through the opportunities for the exchange of ideas and practices that domestic travelers can bring, residents was also potentially develop stronger interest in promoting ethnic, racial and religious tolerance ,and deeper appreciation of the country's natural and cultural diversity.
- ❖ Spreading development opportunities from developed region into the developing regions: through the use of local resources, both natural and human, those are compatible to the domestic market as opposed to the international markets.

2.5 Challenges of Domestic Tourism in Africa

They can travel locally, provincially or nationally, with the intention to visit tourism destinations or friends and family. Domestic tourism as an international tourism has an essential importance for the economy of many countries and keeps national currency inside of the country so that it prevents inflation and increase cost of goods (Buhalis, 2001).

Local tourists prefer going abroad because domestic destinations cannot meet their expectations. According to Liako (2015) reported that capital/funds play a major role in any activity that has to be done by domestic tourism and inexperienced management in private and public tourism could be a great challenge that could harm the tour operation. Domestic tourism as any other industry in the market faces many problems and challenges that hinder the development the activities in Africa, this including transportation, safety and security, lack of awareness, lack of promotion, language barrier and lack of organized trip are the main factors that delay the development of domestic tourism activities (Rogerson & Lisa, 2006).

In Ethiopia the core problems are weak domestic tourism activity and policy related issue that should drastically be addressed. People make trips in a wide range of forms from self-arranged programs to mass travel arrangements made by travel clubs or "*Know-Your-Country*" Club.

Many schools have travel clubs which are responsible for organizing trips during closing seasons and also number of private and public organizations have established "*Know-Your-Country*" Club to help their employees get the opportunity to visit the main attractions of their country and bring about closeness among themselves and as part of refreshment(AACTB,2017). Domestic tourism as any other industry faces many problems and challenges. According to SET (2015) Domestic tourism practices in Ethiopia are faced challenges and problems including:

- i. Weak travelling culture among people: Communities have lack of culture of travel to tourism resources of the country and visit the tourism destination.
- ii. Absence of clear strategy to enhance domestic tourism: there is no clear strategy about domestic tourism.
- iii. Less emphasis for domestic tourism development by the government and the private sector too: the importance of domestic tourism is not recognized by government and other stakeholders.
- iv. Lack of tour packages that cater to the interest of domestic tourists: travel agency and tour operator are in Ethiopia are concerned on international tourist and have less willingness on domestic tourist.
- v. Absence of marketing and promotional efforts: there is no enough advertisement about domestic tourism practices for the society.
- vi. Low disposable income of the majority of the population: poverty of the community is the other factors that faced domestic tourist activities.
- vii. Inadequate or no travel incentives to initiate people's motivation to take trips: there is motivation in the society and the government also not works on the community awareness to increase domestic tourism practices.

2.6 Participation of Host Community at Tourist Destination

Tourism usually involves some elements of contact among the tourist and the destination environment and the consequences of these interactions are often referred to as the impacts of tourism. Tourism may have many different effects on the social and cultural aspects of life in a particular region or area, depending on the cultural and religious strengths of that region (Lea, 1993). Tourism is gradually seen as a key community tool, with the recognition of its economic contribution in bolstering stagnating economies and its ability to unify local community residents.

The interaction between tourists and the host community can be one of the factors that may affect a community as tourists may not be sensitive to local customs, traditions and standards (Allen, 2014). The host community receiving tourism is likely to vary depending on the way in which the community interacts with the tourist. Community entrepreneurial initiatives coordinated and focused on the creation of a tourism product club and a joint appearance on the market can develop a successful and specific tourism product with multiplicative benefits for all stakeholders, destination and tourists (Christian, Elena & Ivana, 2016).

Community participation is an essential determinant to ensure that local communities will benefit from tourism and that their lifestyles and values are being respected. At community levels, tourism offers opportunities for direct, indirect, and induced employment and income, spurring regional and local economic development (Murphy, 1985). For example in southern Thailand there is community based ecotourism club that work on fishing participate host community to develop their income and increase the benefit of the community and the members have received additional income representing up to ten percent of their annual income (Clifton & Benson, 2006).

Tourism product clubs are a relatively recent form of collaboration of stakeholders in a destination. The diversification, intensification and linkage of tourism products can be crucial for the competitiveness and sustainable development of destinations (Cooper & Hall 2008). Tourism product clubs as a form of tourism stakeholder association contributes to lowering the costs for the involved stakeholders, innovate and differentiate tourism products and services, improve their supply and increase competitiveness (Jakominic, Mestrovic & Stipanovic, 2017).

Event tourism could impact socio-culturally on a host community by way of strengthening the regional values or traditions, and it also has the potentiality of introducing social and cultural costs to the host community. The activities and events in connection with the food festival were based on the local culture supply, by making room for organizations, clubs and individual creators within, for example, art, music, theatre, handicraft, literature and design (Adams, 1998). Its Board of Management spent much time not only promoting the general economic benefits of the festival, but actively sought the participation of local service clubs and charities in the event itself. This not only created additional opportunities for those involved, but also embedded the festival into the surrounding communities (Ateljevic, & Doorne, 2004).

Responsible tourism covers the forms of alternative or advances tourism, integrated, mainly: ecotourism, solidarity tourism, community tourism and tourism “in favor of the poor” and is also

an approach to the management of tourism, aimed at maximizing economic, social and environmental benefits and minimizing costs to local communities and destinations (Bakhtiar, 2003). Tourism development process is not only about increasing tourist's turnover and developer's performance on it and it is direct and indirect impact on society, community and environment as whole (Danylo, 2011).

2.7 Domestic Tourism and Sustainable Tourism Development

Sustainable tourism is a type of tourism that takes full account of its current and future generation economic, social, political, and environmental impacts, addressing the needs of visitors/ tourists, the industry, and the environment and host communities (WTO, 2017).

Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems.

The concept of sustainable tourism is originally concerns over the negative consequences of uncontrolled tourism development and management or, more precisely, the perceived need to develop tourism more sustainably, though whether the focus should be on making the development of tourism itself more sustainable or on achieving sustainable development through tourism remains a contested issue (Hunter 1995). This embraces what have come to be seen as the three pillars of sustainable development, namely economic, environmental and social sustainability, and these principles also part of sustainable tourism. Domestic travelling activities in developing countries are one mainstream tourism development plans would that help to achieving sustainable tourism development such as: macro and micro domestic, native tourism, small scale tourism, national tourism, localized tourism and ethnic tourism (Rogerson & Lisa, 2005).

I. Macro and Micro Domestic Tourism: The characterization of domestic tourism into macro and micro domestic is helping in understanding the different small groups of people who contribute to tourism in a small level (Canavan, 2012). Micro domestic tourism is “when residents of an area tend to travel short distances of between 15-30 kilometers and macro-domestic tourism is travel that covers distances of more than 40 kilometers therefore, the key factor is the distance that one travels whether short or long (Becken, 2009).

II. Native Tourism: In developing countries the natives are not very active participants in tourism compared to non-indigenous people so, such people should be actively participate in tourism increasing their appreciation of local resources, hence continue protecting them, in the process contributing towards sustainable tourism development (Ghimire, 2013).

III. Small Scale Tourism: Small scale tourism is that kind of tourism that does not involve massive numbers of people visiting an attraction. Domestic tourists are usually the ones that visit attractions that are not yet mass tourism destinations and they do not worry about the excesses that attract inbound international tourists (Ateljevic and Doorne, 2004). Investment on infrastructure would attract more people to be more responsible for the tourism in their area, hence helping in attaining sustainable tourism development within destinations.

IV. National Tourism: is a tourism activity by resident visitors within and outside the country of reference either as part of domestic or outbound tourism trips (UNWTO). Domestic tourist, visiting friends and relatives, their value in the tourism industry is not known (Dodo, 2015).

V. Localized Tourism: In localized tourism the majority of the participants are natives and the tourism activities that take place regularly in the local area have the capacity to generate more revenue and sustain tourism development in a destination than mega event (Kurtzman, 2005).

VI. Ethnic Tourism: ethnic tourism is local community visit local community to share their ethnic values and this ethnic tourism has advantages for domestic tourism as nation building and propagation of peace among citizens of a country (Adams, 1998).

2.8 Tourism Policy in Ethiopia

In Ethiopia tourism policy divides into three regimes from imperial up to now. Before these regimes there is no information about tourism policy in Ethiopia. During imperial regime the interest of development of tourism has begun in 1961 with the establishment of the Ethiopian tourist organization. But until 1966 it is not officially chartered to respond to central administration plan and implement programs to promote tourism and to encourage the establishment and maintenance of the necessary tourist facilities. Head quarter is in Addis Ababa and branch in Asmara (Angelin & Mougin, 1968). Based on the policy tasks the organization has done a lot of infrastructure of roads, hotels and establish training center (Gebreaninya, 2011). Despite of this there is no clear strategy about domestic tourism policy in Ethiopia at that time.

After 1974 for some years, there were tourist inflow restrictions, because of safety and security as the result of which the numbers of tourists coming to the country were declined. In order to change the situation measures had been under taken to coordinate tourism industry under one organization. Ethiopian tourism organization (ETO) was upgraded to the status of Ethiopian tourism commission (ETC) in 1980. After the fall of the Derg regime the current regime of the country followed free market by changing ETC to Ministry of Culture and Youth know changed to Ministry of Culture and Tourism with broad objectives and principles with the vision of to see Ethiopia's tourism development led responsibly and sustainably and contributing its share to the development of the country by aligning itself with poverty elimination. Using the opportunity of free market policy a number of private hotels, tour operators, travel agents were established. According to MoCT (2009) the main objectives of tourism development policy in FDRE government are:

- i. To ensure concretely the country's full benefits by sustaining competitiveness in the international tourism market. By turning Ethiopia into a particularly preferred destination in Africa, and maximizing direct and indirect economic benefits.
- ii. To build a tourism industry that makes important contributions in earning and conserving foreign exchange, and integrates into the economic growth of the country.
- iii. To create extensive employment opportunities for communities at tourist destination and to ensure community benefits through a wider distribution of income, and to enhance community participation in decision making on development.
- iv. To realize tourism industry that builds a positive image of the country carries on the sector's development in a responsible and sustainable manner, with the capacity of growing without disrupting peoples culture, life style and natural environment.
- v. To build an industry that can lengthen the tourist's stay by solving observed limitations in service in the sector and provide for the progressive growth of capacity in tourist facilities deployed in the field.

Generally, the development of tourism pass through three consecutive government regimes they have their differences and common denominators based on their policy and strategy from Ethiopian tourist organization, Ethiopia tourism commission and Ministry of Culture and Tourism respectively with the three regimes. Hotels, travel agency and tour operators were privately owned during the Imperial and FDRE regime whereas during Derg regime they were nationalized and

organized under the government of national tour operate and travel agency operating under Ethiopia Tourism communion, the biggest hotels together with the Ethiopian tourist and trade corporation and catering institute were administered by the Ethiopian Hotel and tourism commission through Hotels corporation.

Structure of the office is differed each other based on regimes during the Imperial and Derg regime the plan was central administration plan but in the case of FDRE it has decentralized administration plan. In the imperial regime and FDRE government the role of the government has been prominent role by providing tourist facilities in areas where private initiatives and investment was lacking but in the Derg regime the role of the government was insignificant because he was discourage privet investors and initiatives and control under socialism development policy . Regardless its scope, way of implementation and achievement all regimes have their own policies, strategies and principles on tourism but all regimes have no policy and structure on domestic tourism (Haimanot,2017).

2.9 Conceptual Framework

For the sake of conducting this study the following conceptual framework was developed to guide and use as a frame for the study. This study, as already noted focuses on Practices and Predicaments of Tourism Club for Domestic Tourism Development in the case of Kolfe Keranio sub-city, Addis Ababa.

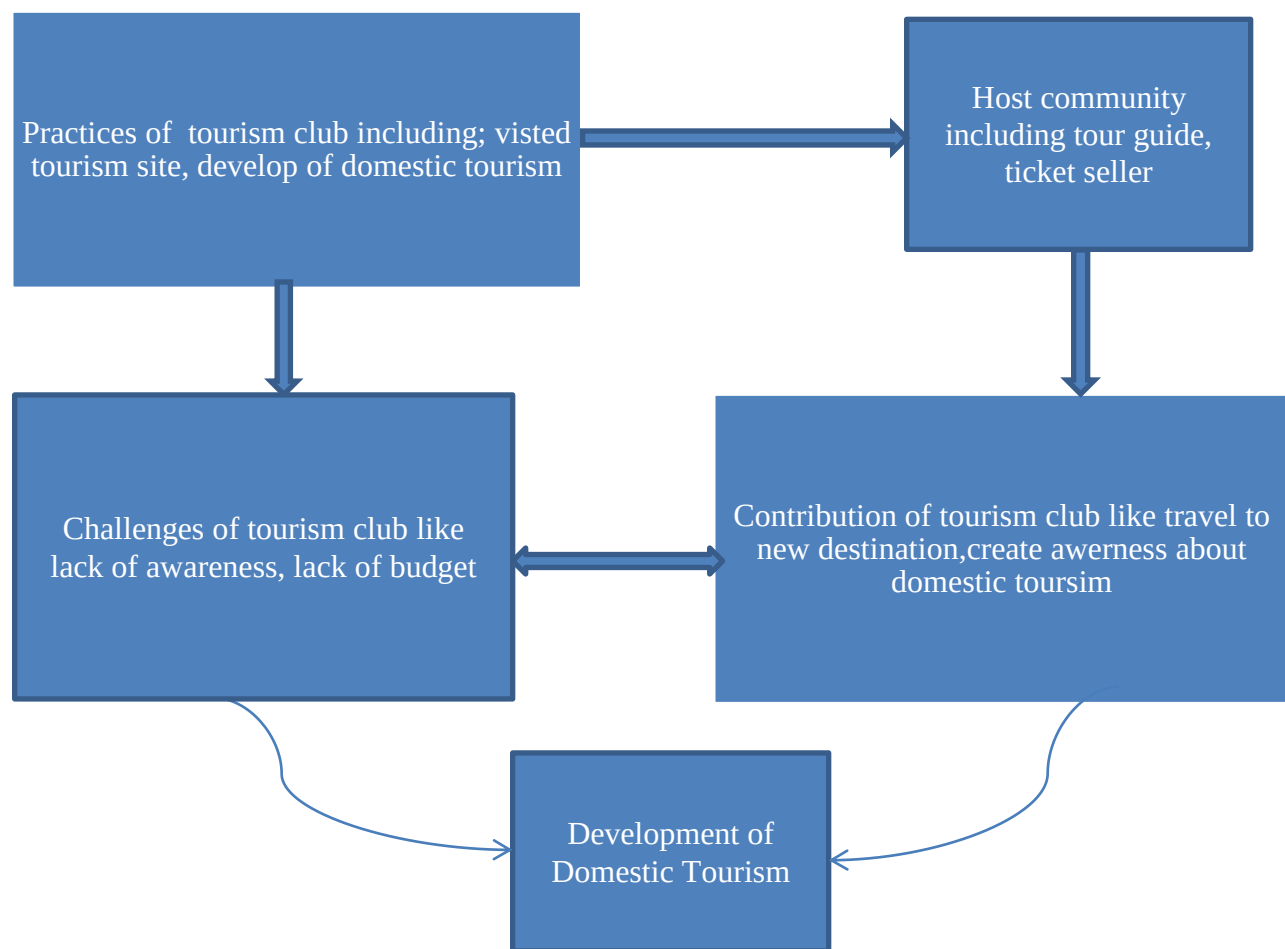


Figure 1: Conceptual Framework (Source: Author, 2018).

The schematic diagram indicated above shows that the conceptual framework is the overall activities, challenges, contribution and benefit of tourism club at study area. Tourism club activity developments are depending on the willingness and feeling of individual's participant and the leader of clubs. Practices of tourism club have it is own benefit on domestic tourism activities directly. This means the practices and activities of tourism club are maximize the participation of domestic tourism. The growths of tourism club activities are related with host community in tourism site that provide service for tourist at the destination. Financial capacity problem, lack of human resource and lack of policy are the main challenges of tourism club activities and delay the development of clubs.

Challenges of tourism club have its own impact on contribution of tourism club and vice versa. This indicates that both are directly proportion to each other and the challenges are affecting depend on each other. On the other hand tourism club practices are contribute for domestic tourism development of the country and create awareness about travel within the country for peoples. Tourism club are directly related with domestic tourism, because most of club are travel within their country and developed culture of travel for society. The other problems are lack of awareness and budget for tourism club activities and practices in the society. These problems are also decrease the contribution of tourism club for domestic tourism development and minimize the participant of members in tourism club.

The contributions of tourism club for domestic tourism are related with their practices, activities and difficulties that face the club. On the other hand the challenges of tourism club are limited the number of members and the area they visited, also minimize the contribution of tourism club activity for development of domestic tourism activities. The problems of tourism club are delaying the growth of domestic tourism activities. On the other hand when problems are minimized and managed the activities of tourism club are increased and enhanced. Generally, practices of tourism club, challenges and service providers are impact on contribution of tourism club in domestic tourism practices and culture of travel in the society. These all are integrated each other to develop practices of tourism club and their contribution for domestic tourism culture for the community. However, to increase tourism club activities and minimize their problems the concerned body and stakeholders should work together in the future. If these all are managed and controlled in good way and their contribution for domestic tourism are increases, and sustainable domestic tourism are developed.

CHAPTER THREE

3. RESEARCH PROCESS AND METHODOLOGY

This chapter contains two major sections. The first section presents description of the study area and second part describes the methodology which includes the sampling techniques, data sources, data collection instruments and method of data analysis.

3.1 Description of Study Area

Addis Ababa, the capital city of Ethiopia, is at the heart of one of Africa's most fascinating country. It is the seat for federal government lies on the central plateau, of 900 north of the equator. The city is located at the heart of the country, at an altitude ranging from 2120 meter at Akaki-Kaliti sub -city to 3200 meter at Entoto hill in the Gullele - sub -city. Despite its relative proximity to the equator the lofty altitude helps Addis Ababa enjoy a mild and hospitable tropical highland climate with an average temperature of 16 centigrade. These mountains together usually modify the climatic conditions of Addis Ababa there by making sightseeing easier for tourists (Yeshewazerf, 2011).

The month from June to mid-September is the main rainy season during which days and night are cool by local standards. Average annual rainfall is 1160mm, of which about 80 percent of falls between June and September, the months of July and August is being the wettest. The hottest and driest months are usually April and May, when the days are pleasantly warm to hot and the nights are cool. The short rains fall during March to mid-April characterized by relatively cool nights and warm days. Moreover Addis Ababa is found within a temperature zone known as "Weina Dega". Addis Ababa city is the hub of political, economic and cultural activities of the country and it is the seat for the headquarters of the African Union (AU) and the United Nations Economic Commission for Africa (UN-ECA). In addition to this, the city is also seat of embassies and heads of diplomatic missions, different international, regional and sub-regional organizations and several international non-governmental organizations (Hiruy, 2003).

The study area was conducted in Addis Ababa Kolfe Keranio sub-city that located in the western part of the city, between 8°57'00"N and 9°05'24"N and between 38°39'36"E and 38°43'12"E. It is 9.6 km from the center of the city and has an estimated total area of 6400 hectares (KKSCT, 2018).

In Ethiopia, the development of tourism increases from time to time, Due to this there are a lot of tours and travel clubs are established in Ethiopia. From these *Hageren Ewak* or literally "*Know-*

Your-Country" Club is one part of tour club that work with domestic tourist activities and give awareness for local peoples about tourism. These clubs are found in Addis Ababa in ten sub cities and also they are now established at schools, ministry office, private, and individual's level. These clubs are established to promote culture of travel within the country and they established were based on their own proclamation and they have their own guide lines (AACTB, 2013).

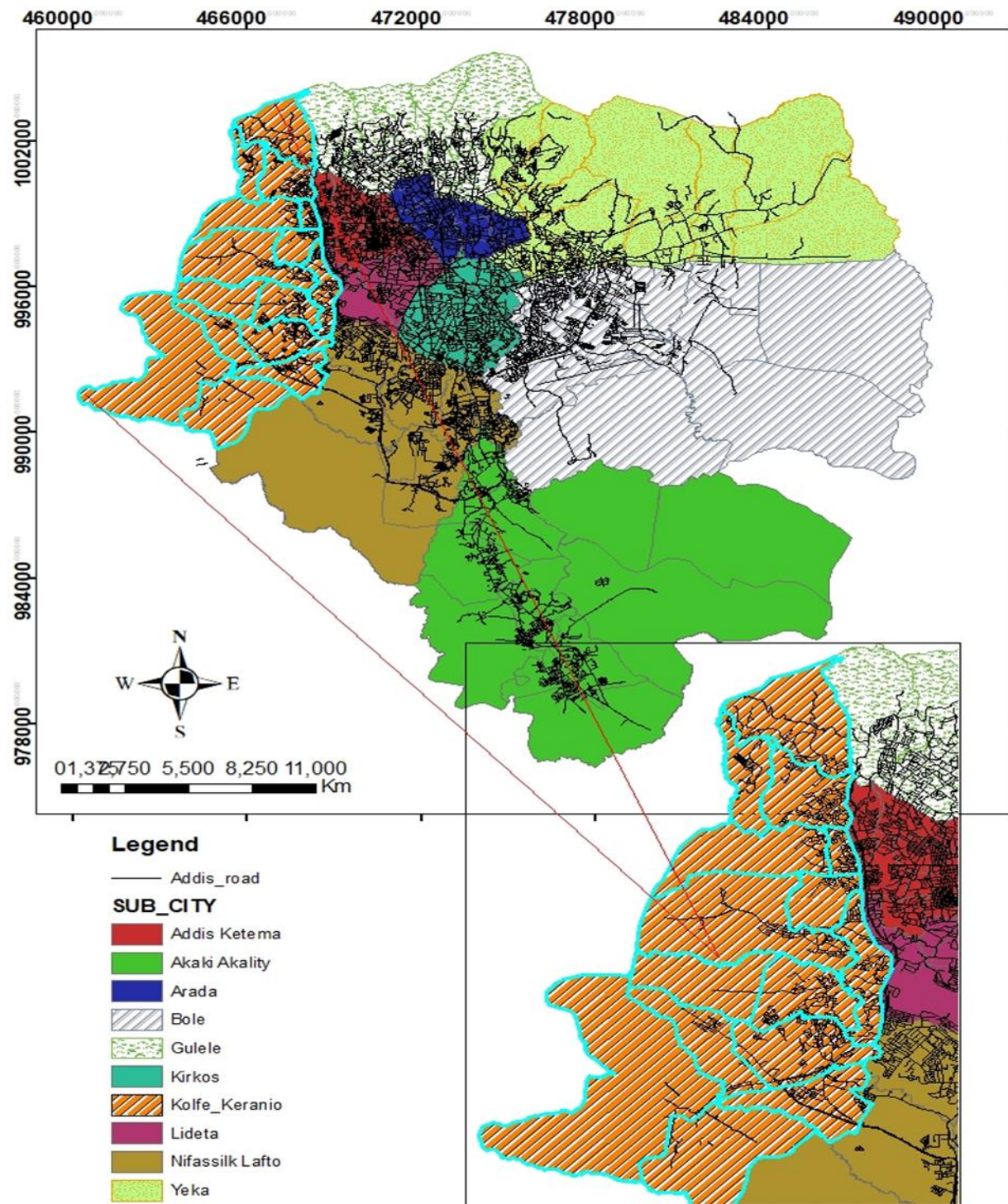


Figure 2: Map of the Study Area (Source: Dareje. A, 2018)

3.2 Research Philosophy

Philosophical politer research remains largely important. They still influence the practice of research and need to be discussed. Philosophical knowledge is involving critical perspectives, advocacy or participatory perspectives, and pragmatic (Lincoln & Guba, 2000). Pragmatism derives from the work of Peirce, James, Mead, and Dewey (Cherryholmes, 1992). Its concern with application what works and solutions to problems and instead of methods, the problem is most important, and researchers use all approaches to understand the problem. As a philosophical underpinning for mixed methods studies, convey the importance for focusing attention on the research problem in social science research and then using pluralistic approaches to derive knowledge about the problem.

Thus, for the mixed methods pragmatism opens the door to multiple methods, different worldviews, and different assumptions, as well as to different forms of data collection and analysis in the mixed methods study. The researcher used mixed method which includes both quantitative and qualitative method. Pragmatic knowledge claims, is better for collection of both quantitative and qualitative data sequentially the researcher bases the inquiry on the assumption that collecting diverse types of data best provides an understanding of a research problem. That focus on problem centered, pluralistic and real world practice oriented (Creswel1, 2003).

3.3 Research Design

The Research design was exploratory type of research that means there are high level of uncertainty and ignorance about the subject, and when the problem is not well understood. Explorative studies are also undertaken when a new area is being investigated or when little is about an area of interest (Creswell, 2014). This study focused on the practices and predicaments of tourism club for domestic tourism development in Kolife Keranio Sub City of Addis Ababa.

The process of data collection, analyzing, presenting, interpreting, discussion and reaching in to conclusion of the result in this research study employed mixed (both quantitative and qualitative) research design. In the case of quantitative research design, the researcher determined sample, formulated questions, collected data through field survey and obtained data was analyzed through descriptive statistics. On the other hand, in the case of qualitative design, the researcher formulated data collecting instruments, prepared questions, and collected data through those instruments, and analyzed those collected data through content and thematic procedure.

As sources of data, the data has been collected from managers of clubs, members, host community and concerned institution through interview and questioning systematically to identify samples. The researcher has selected two hundred ninety four (294) respondents based on purposive, convenient and simple random sampling techniques. Lastly, triangulation method was used to present and interpret the data.

3.4 Sampling Technique and Sample Size

The study was conducted on “*Know-Your-Country*” club found in Kolfe Keranio Sub City. The rationale behind to select these clubs i.e. the title under study was that there was no sufficient research about it, beside to their number and activities are more than other sub-city tourism clubs in Addis Ababa city. To conduct this research the researcher used a combination of purposive, convenient and simple random sampling.

3.4.1 Judgmental or Purposive Sampling: is selecting a sample on the basis of your own knowledge of the population, its elements, and the nature of your research aims and based on the judgment of the researcher as to who were provide the best information to succeed for the objectives of the study (Bobbie, 2007).

From one hundred thirteen (113) “*Know-Your-Country*” club in Kolfe Keranio Sub City, the researcher has selected purposively fifteen (15) clubs. The selection was made based on the following three reasons: (1) based on the year of establishments and activities. (2) Based on their number of members, the researcher selected the clubs that have many members; this helps to identify how this clubs are managed and control the difficulties of clubs, and for experience sharing. (3) based on their financial strength; this means the financial strength is important to survive from the lack of budget, thus, researcher has selected the clubs that have strong financial saving deposit. And also purposively from Kolfe Keranio Sub City “*Know-Your-Country*” club manager, Addis Ababa City Government Culture and Tourism bureau and Ethiopian Tourism Organization were selected as key informants, based on their responsibility and nearer to the discussion point.

3.4.2 Convenience / Accidental Sampling: is a type of non -probability or nonrandom sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study.

Convenience samples are sometimes regarded as ‘accidental samples’ because elements may be selected in the sample simply as they just happen to be situated, spatially or administratively, near to where the researcher is conducting the data collection. It is also referred to the researching subjects of the population that are easily accessible to the researcher (Ilker, Sulaiman & Rukayya, 2015).

“*Know-Your-Country*” club member travel to visit Addis Ababa and its environs for recreational and religious purpose and their main tourist areas are; Addis Ababa Museum, Entoto Saint Mary’s Museum, Entoto Saint Mary’s church, National Museum of Ethiopia and Menelik II Palace. From host community (tour guide, tourism service provider and director of tourism area) that based on convenient sampling the researcher has selected twenty (20) peoples as respondents.

3.4.3 Simple Random Sampling: is used to increase the probability of the sample selected. All subsets of the frame are given an equal probability. Each element of the frame thus has an equal probability of selection. It provides for greatest number of possible samples. This is done by assigning a number to each unit in the sampling frame (Bobbie, 2007).

In the fifteen (15) club, there are total numbers of seven hundred eighty (780) members, from this total population by using simple random sampling technique two hundred sixty four (264) individuals were selected as respondents based on the formula adopted from (Israel, 1992). Generally, from members of club, concerned body and host community about two hundred ninety four (294) individuals were selected as total target population.

$$n = \frac{N}{1+N(e)^2}$$

Where, n = sample size required

N= number of people in the population

e = Margin of error (e= 0.05)

Table 1: Selected “*Know-Your-Country*” Club from Kolfe Keranio Sub City as Source of Data

No	Selected “ <i>Know-Your-Country</i> ” Club	Number of Members
1	Government Bureau	
	Kolfe Keranio Sub City Youth and Sport Bureau	40
	Kolfe Keranio Sub City Public Service Bureau	23
	Kolfe Keranio <i>Woreda</i> 02 Government Worker Club	110
	Kolfe Keranio <i>Woreda</i> 03 Government Worker Club	100
	Kolfe Keranio <i>Woreda</i> 14 Government Worker Club	45
2	Government School	
	Berehu Tesfa	78
	Tenbeta Eremiase	84
	Fit Awirari Haile Giyorigis	64
3	Private Bureau	
	Repi-Wilmar Soap and Detergent s.co	30
4	Private School	
	Betesab Academy	22
	Bashiwim	30
	Saint Fransisico	37
	Asko Kal Hiwote	35
	Hawaliya School	39
	Tesfa Dirigit	43
	Total	780

Source: Kolfe Keranio Sub City Culture and Tourism Office, 2018

3.5 Sources of Data

To conduct this research and collect required data, both primary and secondary sources of data were employed. The primary sources of data were collected through questionnaire and semi structured interview from those managers of clubs associations, experts from concerned public offices, local community and tourists. Secondary data was collected from both published and unpublished sources such as books, journals, unpublished reports and internet sources as well as from different documents and manuals from government offices were consulted for the study.

3.6 Research Tools

To gather the required primary information for this study, various instruments were employed. To get reliable primary data questionnaires (open and close ended), interview with key informant and observations was carried out by the researcher.

3.6.1 Questionnaire Survey

Questionnaires were prepared in the form of open ended and close-ended questions. The questionnaire, both open and close-ended types was designed and distributed for members of the associations to know the general background of “*Know-Your-Country*” club established in Kolfe Keranio Sub City. The closed ended questions were also prepared based on yes or no and multiple choices. For open-ended questions, the respondents are asked to support their own judgment; while for close-ended questions respondents are given options to select their own response from provided questions. The questionnaire was designed mainly to generate data on demographic characteristics of respondents, about practices of “*Know-Your-Country*” club, the overall difficulties and activities of clubs, and the contribution of these clubs for domestic tourism development.

3.6.2 Key Informant Interview

Key informants are groups of people with whom the researcher talks and communicates extensively over a lengthy of duration about the topic in detail and these individuals who largely, understand and they have first-hand information about the problem, express their expertise based on their knowledge on the topic of discussion. The selected key informants were from manager of the clubs and concerned body that participate in associations to the activities. For the purpose of this study semi-structured face to face interview was conducted with the total of ten (10) key informants’. They were selected as key informants based on their knowledge and responsibility in relation to “*Know-Your-Country*” club from Kolfe Keranio Sub City and Addis Ababa city culture

and tourism bureau. These ten (10) key respondents have their own characters, who are manager of clubs, experts and coordinator of “*Know-Your-Country*” club. These selected purposively from Kolfe Keranio Sub City culture and tourism bureau, Addis Ababa city Government Culture and Tourism Bureau, managers of club and Ethiopian Tourism Organization.

3.6.3 Observation

Observation is the other main instrument used to collected data and record important information to note and have photo about the existing situation (Patrick, 2003). Observation is the main instrument of data collection applied to assess the overall activities and practices of “*Know-Your-Country*” club members and observe the view of host community on “*Know-Your-Country*” club in the study area and visit selected tourism site with members. It also helps to support and verify the information collected through questionnaire survey, key informant interview and secondary data collection instruments. Generally, the overall process of how and from where the primary data was selected, their sample size and sampling technique and way of data analysis are presented in table below.

Table 2: Summary of Total Sample Size in the Study Area

No	Target Population	Sources of data	Research Tools	Sampling technique	Sample size in quantity	Data analysis method
1	From 15 club the(780) members	Primary	Questioner	Simple random sampling	264 $n = \frac{N}{1+N(e)^2}$	Quantitative, descriptive analysis
2	From Manager of club and concerned body	Primary	Key informant Interview	Purposive	10	Qualitative
3	Host Community	Primary	Questioner	Convenient	20	Quantitative, mean, percentage, frequency
Total Sample Size = 294						

3.7 Data Analysis Method

To achieve the objective of the study data was analyzed through both qualitative and quantitative approaches. Descriptive research method was employed to describe the characteristics and nature of the existing situation in the study area. Data collected through questionnaire was analyzed, presented, interpreted and discussed through using descriptive survey statistics analysis such as: frequency, cross-tabulation and percentage to reach a conclusion. First it was systematically coded in the form of frequency and then tabulated and discussed. Qualitative data obtained using key informants interview and field observations were analyzed in thematic system. Braun and Clarke (2006) discussed that thematic analysis is often the go-to method in most qualitative research and comprises six steps which include familiarizing oneself with the data, generating initial codes, searching for themes, reviewing themes, defining and naming themes and producing report. The researcher has followed the whole steps and applied accordingly. Data collected through field observations were analyzed in the form of text. Generally, data were analyzed by using descriptive survey statistics analysis and which presented in graphs, tables, figures and charts at the end.

3.8 Validity and Reliability of the Research

Validity and reliability are criteria for good measurement of the research (Golafshani, 2003). Reliability is referred to as when a researcher's approach is consistent across different researchers and different projects and validity is when a researcher uses certain procedures to check for the accuracy of the research findings (Creswell, 2014). In order to make the collected data reliable and valid the respondents were representative of the sample populations were selected from manager of the club, member of club, host community from the site and from government institution. Besides, to enhance the reliability of the primary data the researcher used secondary sources as verification.

3.9 Ethical Consideration

In this study, one of the points that got emphasis was ethical issues. Creswell (2003:72) noted that research ethics is one of the very important parts in establishing trustworthiness and credibility of the study. Accordingly, during data collection, researchers are expected to respect the participants and the sites for research. This involves gaining the permission of individuals to protect the privacy of the participants and respect research sites (if any) so that the sites are left undisturbed after a research study. It is also important for researchers to specify the sponsorship of their study.

So, to do with the above indicated principles, permission and interest from different stakeholders and individuals was asked at their possible consent. These groups were experts in sub-city offices, members of club, and managers were selected for interview. As to achieve strong and fair information about the study and to constrain from subjectivity, to the maximum possible, the researcher tried to depend on objective data generating from various data acquisition techniques.

CHAPTER FOUR

4. DATA PRESENTATION, DISCUSSION AND ANALYSIS

This part of the study deals with the presentation, analysis and interpretation of data collected through questionnaires, interviews and field observation to address the basic research questions. The chapter is organized in different parts based on the specific objective of the study and data obtained.

The questionnaire were designed and distributed for 264 members of clubs and 20 host community respondents to capture the background of the club about Practices and Predicaments of Tourism Club for Domestic Tourism Development in Kolfe Keranio Sub City, Addis Ababa. Out of 264 distributed questionnaires for members of club only 240 respondents have properly filled questioners and from 20 distributed questioners for host community only 17 respondents have properly filled questioners and collected, whilst the remaining 27 questionnaires distributed to respondents were rejected based on:

- Incomplete responses: - Respondents who did not provide more than two thirds of total questionnaires were treated as invalid responses and thus were not considered for analysis.
- ❖ Therefore, the following section focuses on the analysis of the basic characteristics of the respondents consisted of gender, age, marital status, educational background and occupational category collected from 257 total respondents.

4.1 Classification of Respondents Institutions

The distribution of characteristics of respondent was selected from different institution to represent the total population. The respondents has selected from five groups of institutions.

I. Government Bureau/ Office Club: club established in government bureau and office in sub-city and in *woreda* level. Members are from worker and leader of the bureau.

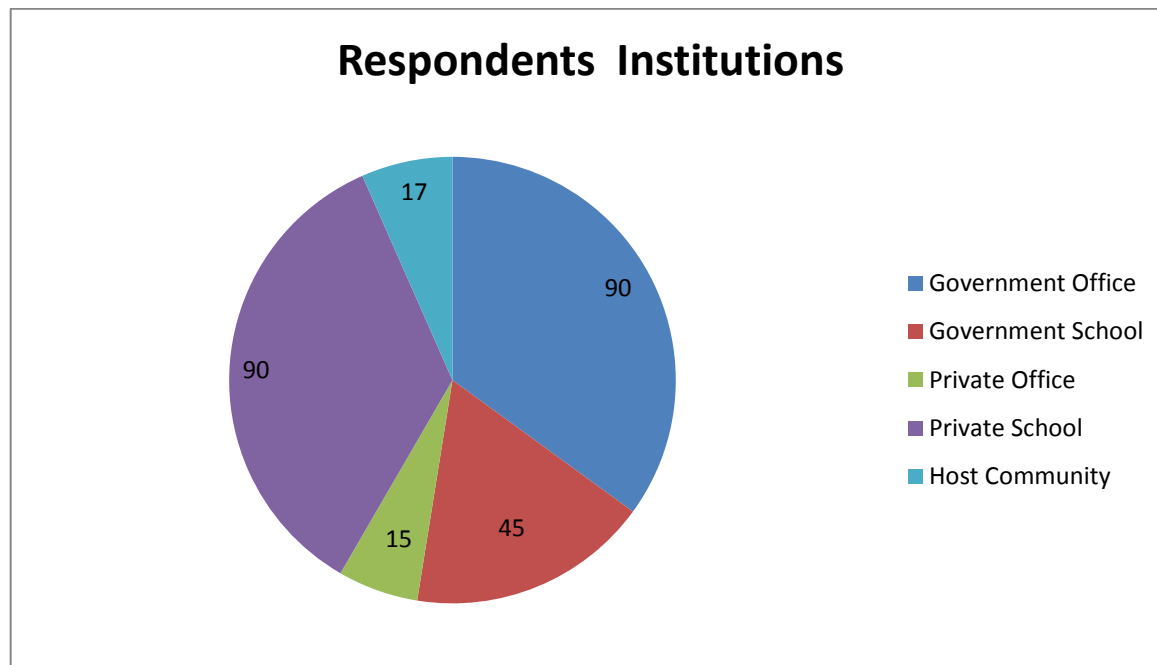
II. Government School Club: club established in government school from grade seven to grade twelve students in sub-city and in *woreda* level and including; teacher and students as member of clubs.

III. Private Bureau/ Office Club: club established in private bureau and company level including; private company and factory in sub-city and *woreda* level, whose members are private company worker and owner of company.

IV. Private School Club: club established in private school and in non-governmental institutions school. Members are including; pupils and teachers in school are the majority of members.

V. Host Community: is including tour guide, service provider, ticket seller, manager of tourist area in selected tourism area.

Figure 3: Distribution of Respondents based on their Institutions



Source: Own Survey, April, 2018

The above illustration (figure-7) shows that data of respondent's characteristics from different institution based on number of respondents. From government bureau/office "*know-your-country*" club members in Kolfe Karaniyo Sub City 90 individuals were selected as respondents and from government school about 45 respondents were selected as respondents. 15 individuals were selected from private bureau/ office as respondents and 90 respondents were selected from private school in Kolfe Karaniyo Sub City. The result shows that the majority of respondents were from private and government school "*know-your-country*" club in the study area. This finding indicates that the members of "*know-your-country*" club in school are greater than bureau/office club members. On the other hand 17 host communities including; ticket seller, tour guide and manager of museum were selected from Entoto Saint Mary Museum, Menelik II palace and National Museum of Ethiopia as respondents.

4.1.1 Demographic Background of “*Know- Your-Country*” Club Members

Table 3: Demographic Background of Club Members

Respondents Characteristics		Frequency	Valid percent
Sex of Respondents	Male	135	56.2
	Female	105	43.8
	Total	240	100.0
Age category of respondents	18-25	117	48.8
	26-30	50	20.8
	31-35	30	12.5
	36-40	25	10.4
	41-45	18	7.5
	Total	240	100.0
Marital Status of Respondents	Married	64	26.7
	Single	174	73.3
	Divorced	0	00.0
	Widowed	0	00.0
	Total	240	100.0
Educational Back Ground of Respondents			
	9-12	113	47.1
	Diploma	26	10.8
	First Degree	78	32.5
	MA/MSc	23	9.6
	Total	240	100.0
Occupational Category of Respondents			
	Government	90	37.5
	Private	16	6.7
	Student	134	55.8
	Total	240	100.0

Source: Own Survey, April, 2018

The above result indicates that 135 (56.2%) of the respondents were male and 105 (43.8%) of the respondents were female. This result shows that the majority of respondents were male in sex. This in turn also implies the involvement of male is greater than women as the member of “*Know- Your-Country*” club in Kolfe Karaniyo Sub City. Female members are less participate in “*Know- Your-Country*” club, because woman have ride more duty than male in social life activities and family management. Due to this the female are less in number and they are not active in “*Know- Your-Country*” club practices.

Table-3 shows that the dominant age category of respondents falls in 18 to 25 years of age which is (48.8%), followed by 26 to 30 age category (20.8%). About 12.5% of respondents were found between 31 to 35 years old and the remaining 7.5% was from 36 to 40 years of age. These findings indicates that the majority of the age categories of the respondents were between 18 to 25 years of age, which falls in the young population and intended to increase active participation “*Know- Your-Country*” club. Therefore, in “*Know- Your-Country*” club the student and the young age category are greater and active participant than the adult population.

From the total respondents about 73.3% were single and only 26.7% were married. This result shows that the majority of respondents were single people that are more participate in clubs activities than married respondents. The majority of respondents were students in school that participate in club members. Married peoples were less participating in members of “*Know- Your-Country*” club, due to additional social and family management.

About 47.1% of respondents were student in secondary and preparatory school. 32.5% of respondents have completed first degree and working in different place and about 10.8 % have completed their diploma and only 9.6 % of the respondents have completed MA/MSc class.

Table-3 also shows that students are more participating in the development of the club and the numbers of their members are also greater than workers' members. This result shows that the educated peoples are participate in “*Know- Your-Country*” club activities and more understanding about the club in Kolfe Karaniyo Sub City.

37.5 % of respondents were government employees and about 6.7 % of respondents were private employees. About 55.8% respondents were students from government and private school. This result indicates that the majority of “*Know-Your-Country*” club members are students from government and private school are active participants than in government and private office/bureau employees. In Kolfe Karaniyo Sub City “*Know-Your-Country*” club students were more active in practices and activities of the club than employees.

Generally, “*Know-Your-Country*” club members were selected as respondents from different institutions. From total respondents male members are greater than female member in “*Know-your-country*” club and the young people are also more active participate in practices and management of the club. On the other hand single peoples are more participate than married peoples as member of “*Know- Your-Country*” club and educated peoples are also participate than illiterate peoples. Students are more active than private or government employees of “*know-your-country*” club members in Kolfe Karaniyo Sub City.

4.1.2 Demographic Characteristics of Host Community

From Entoto Saint Mary Museum and National Museum of Ethiopia the tour guide, ticket seller, reception and manager of the museums were selected as respondents, because “*Know- Your-Country*” club members in Addis Ababa are more visit these area(AACTB,2017).

Table 4: Demographic Characteristics of Host Community

Respondents Characteristics		Frequency	Valid percent
Sex of Respondents	Male	11	64.7
	Female	6	35.3
	Total	17	100.0
Age category of respondents	31-35	4	23.5
	36-40	3	17.6
	41-45	7	41.2
	46-50	3	17.6
	Total	17	100.0
Marital Status of Respondents	Married	13	76.5
	Single	4	22.5
	Divorced	0	00.0
	Widowed	0	00.0
	Total	17	100.0

Educational Back Ground of Respondents		
9-12	2	11.8
Diploma	4	23.5
First Degree	7	41.2
MA/MSc	4	23.5
Total	17	100.0
Occupational Category of Respondents		
Government	10	58.8
Religious	7	41.2
Total	17	100.0
Respondents Experience		
1-5	3	17.6
6-10	6	35.3
11-15	3	17.6
16-20	2	11.8
More than 20	3	17.8
Total	17	100.0

Source: Own Survey, April, 2018

Table-4 shows that 64.7% of respondents were male and 35.5% were female. This indicates that male is more participant in tourism service provider and in product development than female. This finding indicates that the majority of employees in selected tourism area are male than female. In addition to this, based on the researcher's observation, there is no female tour guide in the area, whilst the female were participating only in ticket seller and at reception position.

About 41.2% of respondents were between 41 to 45 years and 23.5% respondents were reported represented in between 31 to 35 years old, whilst 17.6% were falls in between 36 to 10 and 46 to 50. This finding indicates that 41 to 45 age categories were actively engaging as tour guidance, ticket seller and activities carried out in tourist site. This means the respondents are more experienced with their professions at selected tourism area.

The obtained data reveals 76.5% of respondents were married and about 22.5% of respondents were reported single. There are no reports as divorced and widowed from respondents. This result shows that married peoples were more participate in tourist area than single person. About 41.2% of respondents have completed their first degree from different university and college and 23.5% indicates that they have attended diploma and MA/MSc class and 11.8% of respondents have completed secondary and above educational level. This shows that most of the participants are more educated peoples as employees in selected tourist site.

The host communities were also asked about their employment condition. Accordingly, 58.8% of respondents were reported that they are government employees, 41.2% as employees of religious institutions. This result indicates that government employees are dominant in number than religious institutions worker that participate in selected tourism area. Table-4 also shows that 35.3% of respondents were reported they have been working for 6 to 10 year in selected tourism area and 11.8% of respondents were they work for 16 to 20 year. About 17.6 % comprised other respondents. This result indicated that the majority of respondents were stay for 6 to 10 year in work place and have experienced and knowledgeable about activities and practices of “*Know-Your- Country*” club in Addis Ababa.

Generally, tour guide, reception and manager in selected tourism area are related with the activities and practices of tourism club in Addis Ababa. “*Know-Your- Country*” club members were visited these selected area in group, due to this they know each other and have relation in their activity and practices. To increase the activities and practices of “*Know-Your- Country*” club the host community should participate. And also, host community are know the activities of “*Know-Your- Country*” in the selected area, due to this they are related selected as respondent.

4.2 History and Establishment of “*Know-Your- Country*” Club in Addis Ababa

There is no written data that tell us about *Hagarin Ewak* or “*Know-Your-Country*” club establishment in Addis Ababa and around our country. As a result of this there is lack of detail information about history and establishment of these clubs in Addis Ababa city. But according to, my informant from AACTB (2018) reported that was canon in 1952 E.C that to establish those clubs based on the proclamation of 404 number 32/1959. Thus “*Know-Your-Country*” club was established.

The proclamation prepared during the reign of Emperor Haile Selassie was not properly applied in practical and this indicates that the activities of “*Know-Your-Country*” club was not well known

because of lack of written data. During the Derg regime there was command economy and under the system there was no permission for individual marketing system. Therefore, the growth of club was stagnant and not as such active and promoted. But after 1966 E.C what known as National Tourism Organization (NTO) was established and involved in domestic tourism as well as to develop culture of travel for local community. NTO was the only government travel agency at that time.

I remember that there was no private travel agency during Derg regime. And there are no foreign or domestic tourism activities in the country. National Tourism Organization was the only travel office participates in tourism activities. And this office was prepared one day trip for government employees to visit recreation area like sodera and lake langano by using their car and the interested peoples were participated (AACTB, 2018).

But there was no other club or individual travel agency during the period under discussion i.e. Derg regime. Therefore, there were no more active practices of clubs and travel agencies. From these club Dagimawi Menelik “*Know-Your-Country*” club was well known and established in 1974 E.C, and this club was more known during Derg regime. After 1983E.C “*Know-Your-Country*” club was more active than previous time. In this regime there is free market policy in the country and the government were invited the investor to participate in tourism sector more than the last regime. Due to this “*Know-Your-Country*” club were established in different level of the country.

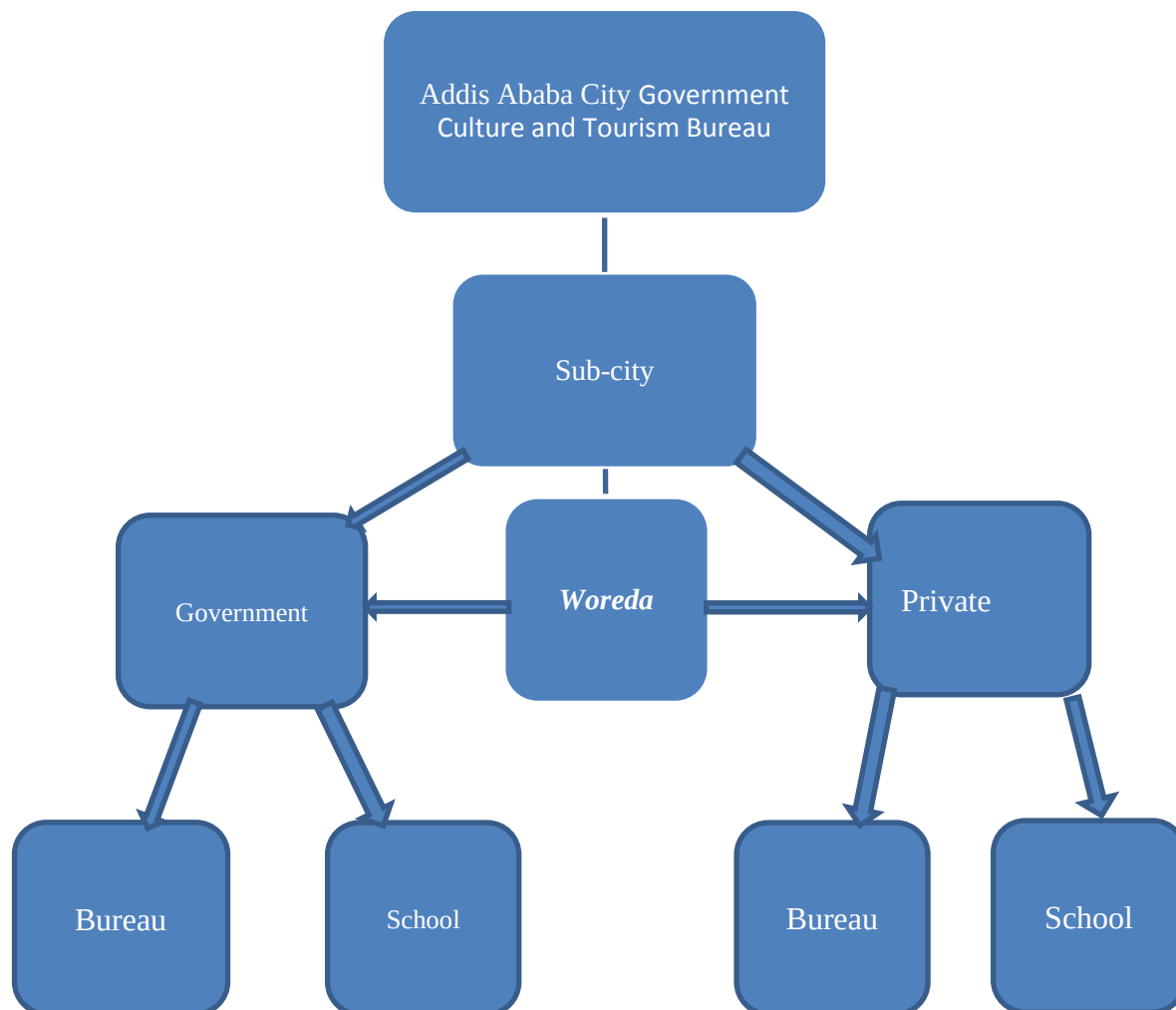
Some of the changes can be seen from the increment of the number of the clubs, members also increased from time to time and the awareness of community was also raised from year to year. Today, “*Know-Your-Country*” club have their own guide line for establishment and the functional clubs have received reward of legal certificate from their sub city. The number and member of clubs are risen from time to time however, even this days it is not enough and there are a lot of difficulties and challenges to delay the growth of “*Know-Your-Country*” club in Addis Ababa city (AACTB, 2018). These clubs are established at different level from higher bureau up to *woreda* level in each sub city. The clubs division is found at level of government office and school as well as private office and school in Addis Ababa city. Now a days, in Addis Ababa city, there are a lot of “*Know- Your -Country*” club, which are found in different sub city. But the actual number of the club and members were not properly identified.

Table 5: Recent Number of “*Know- Your- Country*” Club in in each Sub City

No	Name of Sub City in Addis Ababa	Number of “ <i>Know- Your- Country</i> ” club
1	Arada	23
2	Addis Ketem	22
3	Lideta	25
4	Cherkos	100
5	Yeka	36
6	Bole	33
7	Akaki Kalite	33
8	Nefas Silk	32
9	Kolfe Keranio	113
10	Gulele	64
Total=481		

Source: Addis Ababa City Government Culture and Tourism Bureau, 2018

Figure 4: The Structural Division of “*Know- Your- Country*” Club in Addis Ababa city



Source: Own Survey, April, 2018

The schematic diagram indicated above shows that the structural division of “*Know-Your-Country*” club in Addis Ababa city. The division are started from Addis Ababa city government and distributed into ten sub city including *woreda*. Addis Ababa City Government Culture and Tourism Bureau control and manage the overall “*Know-Your-Country*” club in the city. The ten sub city culture and tourism bureau are also control and follow their own *woreda* “*Know-Your-Country*” club. At *woreda* level there are also culture and tourism bureau that manage and control “*Know-Your-Country*” club that divided into government and private sector.

The government sector constitutes government office and school, and the private sector was obtained from private office and school. Due to this the number of “*Know-Your-Country*” club in

woreda are more than the sub city level and it is difficult to manage and control their overall number and activities.

4.3 Assessments of Practices and Activities of “*Know-Your-Country*” club in Kolfe Keranio Sub City

Tourism club are established in Addis Ababa at different level of sub city to develop and create awareness for community about culture of travel by group, to develop domestic tourism and reach at new destination to know the tourism resources of the country. This established club has their own guidelines and criteria for establishment. “*Know-Your-Country*” Club was established and found in ten sub city of Addis Ababa. Out of this these sub city Kolfe Keranio is one part and geographically covered large area of land. And they are more active in practice than other sub city. In ‘*Know Your Country*’ clubs there are a lot of practices that are carried out and practically exist in the club (KKSCT, 2018).

4.3.1 Activities carried out by “*Know-Your-Country*” Club in Kolfe Keranio Sub City

“*Know-Your-Country*” club engage on a lot of activities and practices that carried out in “*Know-Your-Country*” club such as: travel to new destination and create awareness for community about the club, and develop domestic tourism activities in the country.

Table 6: Activities of “*Know-Your-Country*” Club

Major activities		
Activities	Frequency	Valid percent
Environmental Protection	9	3.8
Social Service	14	5.8
Promotion of Domestic Tourism	153	63.8
Recreation	64	26.7
Total	240	100.0

Source: Own Survey, April, 2018

Based on the above Table-6, 153(63.8%) the majority of respondents agreed that “*Know-Your-Country*” club in promotion of domestic tourism and increase culture of traveling to new destination, whilst 64(26.7%) of respondents were reported that “*Know-Your-Country*” club are travel for recreation and refreshment of members. 14(5.8%) of respondents of the clubs were involving in social service such as charity group and about 9 (3.8%) are for the purpose of environmental protection. Table-6 indicates that the majority of respondents in “*Know-Your-*

Country” club are contributing for promotion of domestic tourism, this means when the members are travel within the country and visit the new destination, they attainment about domestic tourism and teach their family and relatives about domestic tourism. And also involve in social services including plantation of tree and other charity group in the area.

The result of finding is supported by informants, from *woreda* 03 “*Know-Your-Country*” club manager club are to develop awareness for peoples and promote the development of domestic tourism in city, and to make participant know new tourism destination of the country. Additionally, clubs members do also prepare t-shirts and brochure to promote heritages of the country and tourism resources of Ethiopia, and create awareness for local peoples.

“Know-Your-Country” club support the peoples to create awareness about domestic tourism activities and develop the culture of travel within the country. When our club members are back from travel, all of the people talks about the area they visited to the non-members of the club, whilst the other members are not care about the tourism resource area; they are only travel and visit for recreation (KKSCTB, 2018).

Generally, “*Know-Your-Country*” club are contributing for the development of domestic tourism activities in the city and promote culture of traveling for peoples to tourism destination and accommodation. Tourism club are develop domestic tourism activities and increase the practices of tourism in the country as well as in Kolfe Keranio sub city. On the other hand, the development of “*Know-Your-Country*” club is increase the awareness of community towards the activities of tourism within the country and maximizes the involvement of peoples.

Table 7: Objective of “*Know-Your-Country*” club

Objectives		
Purpose of Trip	Frequency	Valid percent
Know Tourism Resources	129	53.8
Increase Domestic Tourism Practices	90	37.5
Create Awareness for Community	21	8.8
Total	240	100.0

Source: Own Survey, April, 2018

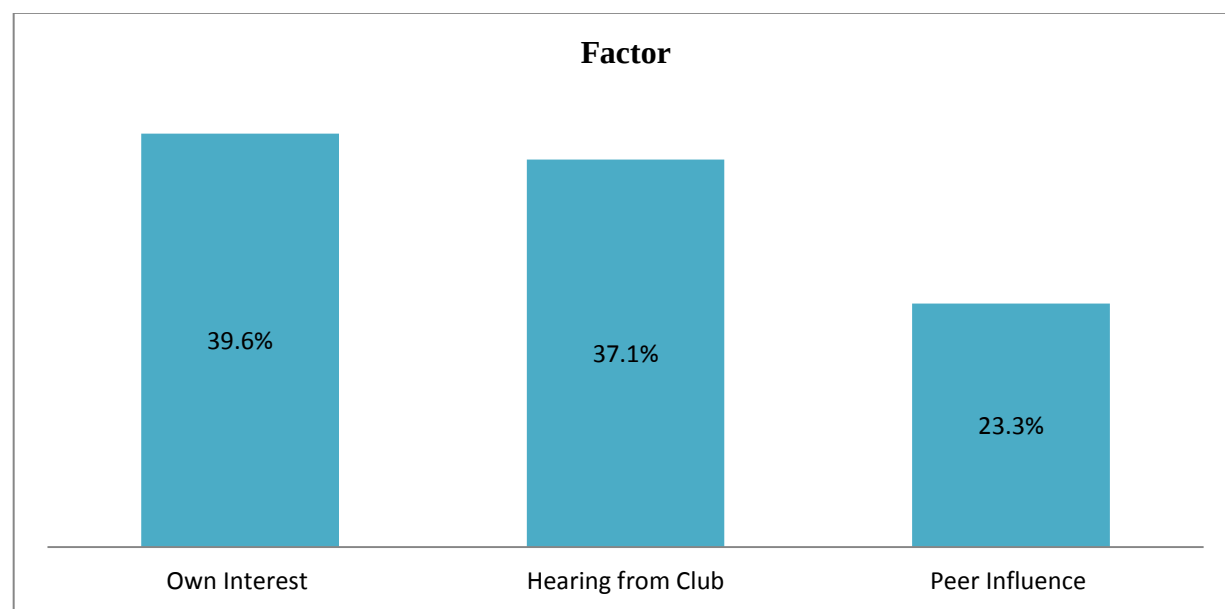
Table-7 shows 129(53.8%) of respondents were agreed that the main objective of “*Know-Your-Country*” club are to get familiarize with tourism resources of the country and about 90(37.5%) of respondents were reported that they are engaging themselves in the club to contribute for the growth of domestic tourism of the country.

As can be seen in Table-7, it was found that 21 (8.8%) of the members responded that “*Know-Your-Country*” club are creating awareness for community about domestic tourism and aware culture of travel to new destination. This finding indicates that the majority of respondents of “*Know-Your-Country*” club are involved in knowing tourism resources of the country and on the other hand the clubs are increases the domestic tourism practices. The result of finding is supported by informants from *woreda* 02 club manager said that “*Know-Your-Country*” club are to create awareness for peoples and knowing tourism resources of the country and also supported domestic tourism development activities. According to informants from AACTB, (2018) stated that the slogans of “*Know-Your-Country*” club is save our money and travel to new destination to know our country.

4.3.2 Practices of “*Know-Your-Country*” Club in Kolfe Keranio Sub City

According to informants (KKSCTB, 2018) to join “*Know-Your-Country*” club there are guidelines, however it depends on the consent of peoples as well as on the willingness of individuals. On other hand club have their own promotion and advertise leader which promote and advertise the activities of club and attract peoples to club.

Figure 5: Push Factor of Members to Join “*Know-Your-Country*” club



Source: Own Survey, April, 2018

As it is noted in the (figure-5), 39.6% indicated that the majority of respondents joined the club by their own interest and about 37.1% of respondents have joined by hearing about club from other persons and friends. Only 23.3% of respondents were revealed that they come to join the club by peer influence from their friends and colleagues. This finding indicates that the majority of the members have joined the club based on their interest, which means members participate by their own interest.

In contrary to the descriptive result, provided above, data obtained from informant from *woreda* 08 club manager showed that most of the peoples are not interested to be member and involve in the club. This is specially due to the fact that manager of the office was relating and connecting issues with political activities and at the same time the members do not honesty on the activities of club. These in turn yielded difficulties establish “*Know-Your-Country*” club in some other offices of the sub city. “*Know-Your-Country*” club have their own promotion committee for advertising and create awareness for peoples to join the club. In relation to this, based on the researcher observation, the members joined the club based on their willingness and interest.

Table 8: Year of Stay of Members in Club

Year of Stay		
Range of year	Frequency	Valid percent
1-3 year	222	92.5
4-5 year	18	7.5
Total	240	100.0

Source: Own Survey, April, 2018

Table-8 indicates that out of total respondents 92.5% were reported that have 1 to 3 years of stay in the club since they have joining the club and about 7.5% of respondents were 4 to 5 years since have joined “*Know-Your-Country*” club. This finding indicates that the majority of respondents were stay for 1 to 3 year in club and they are also new to “*Know-Your-Country*” club and hence, have little contribution in activities of the club. On the other hand, few members have counted long year with club and involve in development of “*Know-Your-Country*” club that stay more than four year. The informants from *woreda* 14 manager said that the number of members was not

constant from time to time, because of the movement of member from one office to other office. This problem was one factor for fluctuation of member's number in the clubs.

“Know-Your-Country” club in the school are established at the beginning of first semester with other club like HIV club, Environmental club and Art group. These clubs are not active up to the end of the semester and the members are also changed from time to time. As a result of this, the members of the club are not permanent in number and not stay long year with club (KKSC School, 2018).

Therefore, the frequency shows members were stay in the club is for short time. The other main factors are the movement of individuals from one office to other office for the purpose of better work payment or education. These problem has direct effects on the growth of “Know-Your-Country” club and the development is stagnant even today.

Table 9: Cross-Tabulation of Respondents and Travel to New Destination per Year

Cycles of Visit Per a Year		Respondents Characteristics				
		Government bureau	Government school	Private bureau	Private school	Total
One time of year	count	56	35	4	57	152
	% within cycle	62.2%	77.8%	26.7%	63.3%	63.3%
Two time of year	count	34	10	11	33	88
	% within cycle	37.8%	22.2%	73.3%	36.7%	36.7%
Total	count	90	45	15	90	240
	%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Own Survey, April, 2018

“Know-Your-Country” club have their own schedule for travel to new destination and visit the area, based on club schedule. Table-9 indicates that the comparison between respondents characteristic and repetition of travel per year. About 37.8% of respondents from Government bureau were reported that as there is travel two times per a year, but 73.3% of respondents from private bureau reveals that there is two times travel per a year.

This result shows that the private bureau employments dominantly travel to new destination and involve in domestic tourism activities, which is two time per year. On the other hand, the

government club travels only one time within a year to new area and this is commonly observed culture in government office. Generally, the private company members have travel two times within a year and more participate in domestic tourism activities than government offices. This shows that the private companies give better attention than government office to visit new area.

In contrary to the descriptive result, provided above, conducted interview with manager of private bureau of “*Know-Your-Country*” club shows that the establishment of “*Know-Your-Country*” club in private office are not supported from leader of the company and has no interest to establish club since they consider as wastage of working time.

Based on the above given table, about 22.2% of respondents from government school reported that they travel two times per year, whilst 36.7% of respondents from private school under taken travel two times within year. From this one can easily understand that the private schools are traveling more than the government school in a year. In contrary to this finding, according to Ahmad & Alhilal (2009) the overall school club activities are closely dependent upon club leadership and teacher coordinators and they were less willing to be active and spend time in club activities as they were taxed with heavy teaching workloads and administrative responsibilities in school.

However, Stearns & Glennie (2010) stated that social clubs present a structure contributing not only to students’ physical and mental development, but also one that supports students to develop their academic success as a part of school and teaching program. And also students gain self-management skills and are prepared to live in society by participating in social life activities.

Table 10: Cross-Tabulation of Respondents and Frequency and Number Visiting Sites

Respondents Characteristics	Frequency and Number Visiting Sites				
	Two	Three	Four	More than four	Total
Government Bureau count % within Respondents code	50 55.6%	19 21.1%	19 21.1%	2 2.2%	90 100.0%
Government School count % within Respondents code	25 55.6%	17 37.8%	3 6.7%	0 .0%	45 100.0%
Private Bureau count % within Respondents code	6 40.0%	1 6.7%	5 33.3%	3 20.0%	15 100.0%
Private School count % within Respondents code	21 23.3%	38 42.2%	31 34.4%	0 .0%	90 100%
Total	102 42.5%	75 31.2%	58 24.2%	5 2.1%	240 100.0%

Source: Own Survey, April, 2018

“*Know-Your-Country*” club have travel once or twice in the year to new destination. Most of the club are travel once in the year and visit many tourism areas in their trip. These trips were depending on budget and financial capacity of the club.

Table-10 shows that comparison between different respondent’s characteristic and abundance of areas visited by the member of club. Thus, about 2.2% of respondents from government bureau were reported that they have visited more than four tourism sites until now days but, 20.0% of private bureau respondents were engaged visiting more than four areas in once trip.

This finding tells us that the private office of “*Know-Your-Country*” club members have visited more than four tourism areas until today than the government office, and they have also good culture to travel and visit several tourism destinations in their journey.

In addition to this finding, informants from KKSCTB (2018) reported that most of “*Know-Your-Country*” club in Kolfe Keranio Sub City are travel around Addis Ababa tourism destinations and they visit many areas once in their trip, due to lack of financial capacity and sponsorship problem.

About 6.7% of respondents from government school they have carried out visit about four tourism sites until this data was collected, whilst 34.4% of respondents from private school reported that there was visit made in four different tourism sites until now. This result shows that the private schools made better visit of areas than government school. “*Know-Your-Country*” club in government school have no strong management and most of the club have no plan for traveling to tourism areas in this year, because of lack financial problem and the concerned body in the school are not give attention (KKSCTB, 2018).

Co-curricular activities in school are allowing students to experience practical tasks, which are not taught in class. From this co-curricular activities tourism club are one part that work by combining studying and traveling away from their home environment, students can realize their need for recreation (Cohen, 1979).

4.3.3 Main Tourism Potential Site Visited by “*Know-Your-Country*” Club in Addis Ababa City

There are numbers of tourism site in Addis Ababa city that most frequently visited by “*Know-Your-Country*” club such as: Entotot Saint Mary Church, Entoto Saint Mary Museum, Menelik II palace and National Museum of Ethiopia are the main attraction areas that visited in “*Know-Your-Country*” Club members in Kolfe Keranio Sub City. The following chart-3 shows that selected tourism site in Addis Ababa city.

Table 11: Tourism Site Frequently Visited By Members of Clubs

Year Of Stay		
Tourism Site	Frequency	Valid Percent
National Museum	66	27.5%
Entoto Siant Mary Church	38	15.8%
Entoto Siant Mary Museum	59	24.6%
Menelik II palace	50	20.8%
All	11	4.6%
None	16	6.7%
Total	240	100.0

Source: Own Survey, April, 2018

Table-11 shows that from total respondents about 27.5 % of respondents stated that they have visited the National Museum of Ethiopia and 15.8% of respondents reveal that they visited Entoto Saint Mary Church. 24.6 % of respondents reported that as they have visited Entoto Saint Mary Museum and about 20.8 % of respondents was visited Menelik II palace.

However, from total respondents only about 4.6% of respondents have visited all these selected tourism sites listed in the frequency table until now. This shows that some of “*Know-Your-Country*” club members are visited all tourism areas in Addis Ababa city with their club. And 6.7% of respondents of the club member stated that they did not visited tourism site with their club. This result indicates that few “*Know-Your-Country*” club members in Kolfe Keranio Sub City were not visited any tourism site with their club. This overall finding indicates that most of “*Know-Your-Country*” club have spent time of their visit on tourism site in Addis Ababa.

This does not mean that all clubs in the sub city are functional and active. In addition to this, the interview conducted with *woreda* 03 club manager shows that, club members do not only made their visit to tourism site in Addis Ababa city rather the members have also made visit to areas such as Hawassa, Bishoftu Lakes, Sodere and Zeway Lake. Nevertheless, some clubs are not visiting any tourism destination and not properly working based on their objective, due to lack of coordination and financial problem occur in the club.

Due to this the activity and objective of “*Know-Your-Country*” club are not achieved and there is lack of culture of traveling to visit our tourism resources, which in turn contributes to little knowledge about our living heritage. Generally, “*Know-Your-Country*” club have also visited Addis Ababa city selected tourism site than other area, due to lack of budget and transportation. This problem affected the development of culture of travel in clubs and to promote domestic tourism in Ethiopia.

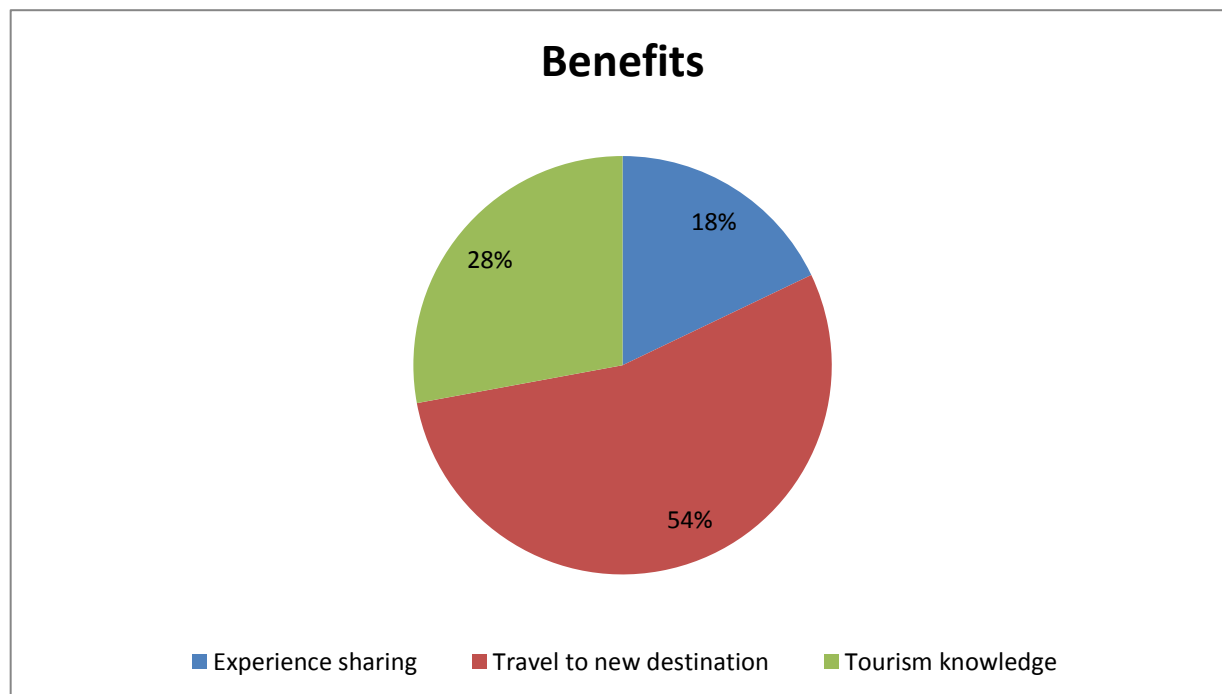
4.4 Contribution and Benefit of “*Know-Your-Country*” Club for Domestic Tourism Development

“*Know-Your-Country*” club are participate to increase the culture of travel within the country and create awareness for the society about tourism area at their leisure time. The practice and activities of the club are contributed for the development of domestic tourism growth in the country. “*Know-Your-Country*” club practices have their own role to maximize the activity of domestic tourism in the community.

4.4.1 Benefit of Members from “*Know-Your-Country*” Club in Kolfe Keranio Sub City

Members of “*Know-Your-Country*” club do have benefit from their club by traveling to new destination so as to know tourism resources of the country. Those benefits can be seen and measured from satisfaction and refreshment achieved after traveling to new area.

Figure 6: Benefits of Members from their Club



Source: Own Survey, April, 2018

Figure-6 illustrates that from total population, 54% of respondents were reported that they travel to new destination and visit new area with their club, and about 18% of respondents were members to the club and earning benefit as experience sharing with other partners. 28% respondents were stated that they benefited tourism from being member to the club by getting tourism knowledge in some part of the country.

This result sum up and indicates that the members are getting benefit from clubs in different ways which goes from travel to new destination with their friends to share experience between members as well as to develop their social life interaction. This finding was also supplemented by, informant from *woreda* 02 manager of club, which states that members of “*Know-Your-Country*” club are visiting areas to get more experience about the area.

Furthermore, the club also increases the social integration between members as well as increase travel in group to visit the tourism area. The development of “*Know-Your-Country*” club is increasing the income of local community and tourism service product at the area. Local community is participating in tourism service and product development including food, bed room

and selling hand craft in the tourism destination. The members of club need all this service and they were invest their money in this area and increase the income of the society in the tourism site. In addition to this, members have slightly developed culture of visiting tourism site and increased awareness of community about domestic tourism. Generally “*Know-Your-Country*” club have traveled to areas to visit and the purpose of entertainment. Thus, the members of clubs have benefitted a lot from travel to new destination.

4.4.2 Contribution of “*Know-Your-Country*” Club for Domestic Tourism Development

“*Know-Your-Country*” club are contributing their part for domestic tourism development and to increase culture of travel to visit tourism destination. There is difficulty to visit the tourism destination area, which comes from economic problem. So club promote traveling in group, which helps to minimizes cost of peoples and participate all level of peoples as member.

Table 12: Contribution of “*Know-Your-Country*” Club for Domestic Tourism Development

Contribution of Club		
Specific Aims	Frequency	Valid percent
Create Awareness about Domestic Tourism	130	54.2
Promotion of Domestic Tourism	96	40.0
Develop Tourism Industry	14	5.8
Total	240	100.0

Source: Own Survey, April, 2018

Table-12 shows that from total respondents, 130 (54.2%) of respondents justified as the contribution of club is to create awareness about domestic tourism, whilst 96(40.0%) of data obtained from club's respondents were club are contribute for promotion of domestic tourism. 14(5.8%) of respondents were to reported that the role of club is to contribute to increase tourism industry of the country.

Therefore, this finding notes that the major contributions of “*Know-Your-Country*” club are to create awareness for community about domestic tourism activities. The other major contribution of those clubs is also to promote and advertise the domestic tourism for peoples. On the other hand

“*Know-Your-Country*” club are generally contribute for development of tourism industry in the country and in tourism site.

The major contributions of “Know-Your-Country” clubs are creating awareness for peoples about domestic tourism, and to know tourism and heritage resource of our country. In addition to this, those clubs are also contributing to the promotion of domestic tourism to the wide community and to the growth of the members club by visiting new destination. In Ethiopia, there is no culture of domestic tourism activates and lack of data and documentation. It also lacked attention from the government for club to growth their practices and activates (informant from AACTB, 2018).

Generally, “*Know-Your-Country*” club have their own contribution for the development of domestic tourism activities and create awareness for peoples about culture of travel within the country. In addition to this the members of the club also promote and advertise domestic tourism activities and increase the tourism industry of the country in the way of domestic tourism practices. In Ethiopia there is no attention about domestic tourism activities and lack of policy and strategy. Members of the club were travel in group to visited the tourism resource and participate in the development of domestic tourism practices. In the same way, according to the researcher observation, there is knowledge difference between members and other peoples about tourism areas of the country and culture of travel.

4.5 Difficulties of “*Know-Your-Country*” Club in Kolfe Keranio Sub City

“*Know-Your-Country*” club are faced a lot of challenges that reduce the growth of the club and delay the development of domestic tourism activities in the country. Lack of financial capacity and sponsorship for transportation are the main determinants that minimize the practices of “*Know-Your-Country*” club members, and it is difficult to manage and control this entire problem at the *woreda* or sub city level.

4.5.1 Lack of Strategy and Budget

Domestic tourism has its own role for the development of economy and social interaction among individuals and to promote experience sharing in life style of the society. There is no policy and strategy about domestic tourism in general and about “*Know-Your-Country*” club in specific in Ethiopia. However, in the case of “*Know-Your-Country*” club, there was guideline for club to manage and control their activities. This manifests that, in Ethiopia, the government focused on international tourism marketing activities and overlooked the domestic tourism practices. Furthermore, these problems affected the growth of domestic tourism activities directly and delay the foster of club.

We don't have specific policy or strategy only focuses on domestic tourism, we have five marketing strategies and the core market is focus on international marketing system i.e. international tourism and it is difficult to identify domestic tourist in developing country. We have no relation with "Know-Your-Country" club in Addis Ababa city, but if they come, our bureau is ready to supported by writing letter for sponsor to use free accommodation in tourism site and for transportation facility (Informant from ETO, 2018).

In addition to this, informants from KKSCBTB explained that there is no budget for “*Know-Your-Country*” club to undertake and manage the activities. Similarly, lack of sponsorship was another main difficulty of the club in Kolfe Keranio Sub City and in other Addis Ababa city club. These challenges are affecting the growth of club practices and contributing to the decline of the number of members in the club. The overall, lack of budget and strategy affected the growth of clubs and practices of domestic tourism in the country.

4.5.2 Financial Capacity Problems of “*Know-Your-Country*” club in Kolfe Keranio Sub City

Financial capacity is essential for club to carry out their practice and activities based on their objective. “*Know-Your-Country*” club members have their own monthly dues to strength the financial capacity of the club. The members of the club are participating in monthly payment, whilst there is lack of finance and sponsorship to increase the practice of “*Know-Your-Country*” club.

Table 13: Financial Problem in “*Know-Your-Country*” club

Financial problem		
Items	Frequency	Valid percent
Yes	131	54.6
No	109	45.4
Total	240	100.0

Source: Own Survey, April, 2018

Table-13 shows that from total respondents, 54.6% of respondents were reported that there is financial problem in their club and about 45.4% of respondents were stated there is no financial problem in their club.

This finding indicates that the majority of “*Know-Your-Country*” club have financial problem. In relation to descriptive result, informants from woreda 08 “*Know-Your-Country*” club manager said that it is difficult to collect monthly dues from each members due to lack of willingness and interest. In addition to this, the amount of money contributed is less than fifty birr and members are not participating on regular base to contribute, which challenged the group to control and manage the overall activities of the club.

In line with the above presented finding which has been observed by the researcher, currently, all of the members are participating in monthly dues to strengthen the club by financial capacity. However, there is lack of support from their respective office and absence sponsorship is the main problem of club. This financial problem have drawback especially in school club, because the students have no income to participate in financial growth of the club. To minimize the problem of club, there should be awareness creation for peoples about practices and activities of club as well as promotion should made by manager and concerned body.

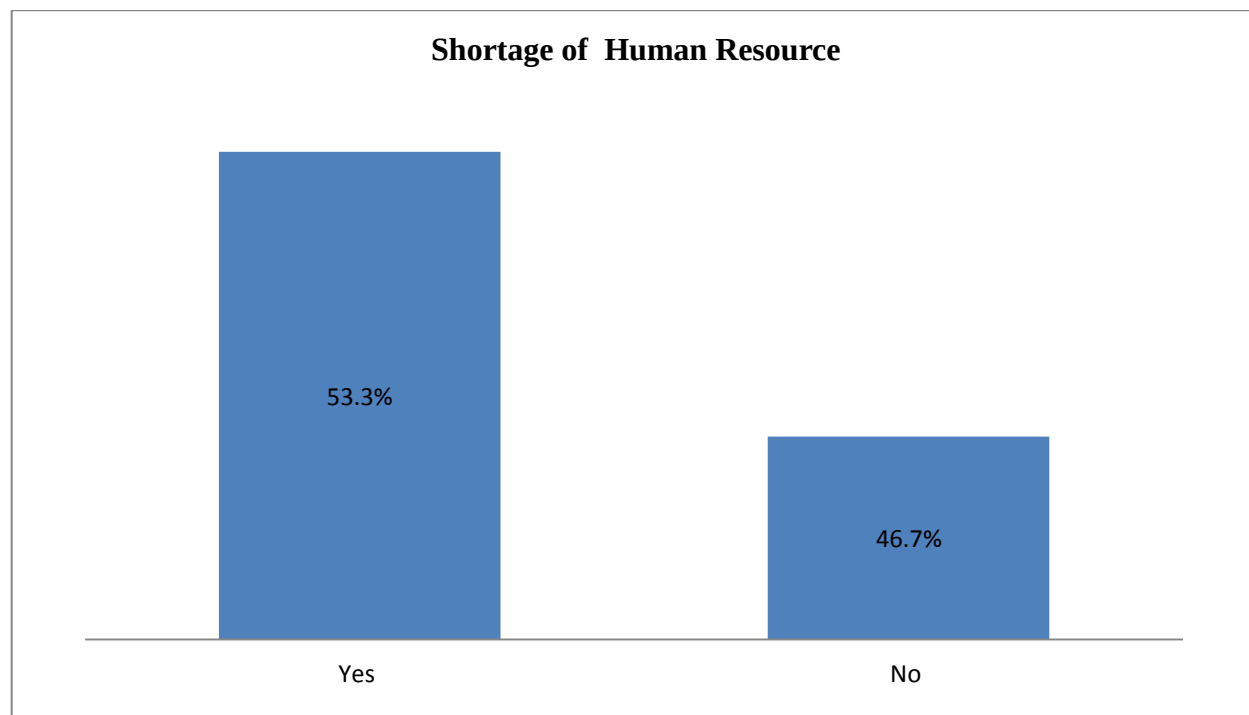
In supplement to this finding, Ahmad & Alhilal (2009) reported that the main constraint of tourism club in school operations is financial resources and the overall activities are depend on budget allocation, and funds are sourced primarily from the co-curriculum funds, school cooperatives and parent teacher associations. In addition to this, Liako (2015) reported that capital play a major role in any activity that has to be done by domestic tourism and inexperienced management in private and public tourism could be a great challenge that could harm the tour operation.

Generally, there are lack of financial capacity and sponsorship from concerned body and government for club. These challenges has played paramount role to the stagnant growth of “*Know-Your-Country*” club in Kolfe Keranio Sub City as well as in Addis Ababa.

4.5.3 Human Resource Administrative Problem of “*Know-Your-Country*” Club in Kolfe Keranio Sub City

Tourism club activities require human resources, skills and knowledge peoples to control and manage the members of the club. “*Know-Your-Country*” club are need professional peoples to establish the rule and manage the members activities. On the other hand, there is lack of human resource administrative in “*Know-Your-Country*” club and lack of interest to be active in club management.

Figure 7: Shortage of Human Resource in “*Know-Your-Country*” club



Source: Own Survey, April, 2018

Figure-7 shows that 128(53.3%) of respondents have suggested that there are human resource administrative problem in “*Know-Your-Country*” club and about 112(46.7%) of respondents were presented that there is no human resource administrative problem in “*Know-Your-Country*” club in Kolfe Keranio Sub City.

From the above result, the majority of respondents reflected as there is human resource problem in club management. This result indicated that “*Know-Your-Country*” club committee members are few in number and the overall burden is carried out by the committee. This problem affected the number of members in the club and the practices and activities of “*Know-Your-Country*” club. Similarly, Ahmad & Alhilal (2009) has also supported the above idea and pointed out the financial and human resource problem are main challenge that face tourism club in school. The activities of club are closely depending on willingness of club leadership and coordinators.

There are human resource problem in our club, because the committee members are engaging in the club's activities as something extra-activity to their regular professional work. The committee is not fully committing their time to closely monitor the overall activities extended by club. These committees members are participating in the club depend on their own interest and willingness (Informant from KKSCTB, 2018).

Furthermore, people are moving from one bureau to other bureau because of job position and change their job, which has influence on human resource administrative of “*Know-Your- Country*” club in Kolfe Keranio Sub City. The manager and group of members are participating in the extra time activities, due to this; there is lack of interest. In addition to this, according to the researcher’s observation, there was the problem of human administration in all club which is resulted from lack of willingness and interest further increase the problem and hard to give solution, because it depend on filling commitment of individual.

4.5.4 Integration and Training Problem in “*Know-Your-Country*” Club

Integration and training is essential to strength the activities and practices of “*Know-Your-Country*” club in Addis Ababa as well as in Kolfe Keranio Sub City. “*Know-Your- Country*” club manager and members require skills and training to increase their awareness how to manage and control the club.

Table 14: Integration in “*Know-Your-Country*” club

Integration Problem		
Items	Frequency	Valid percent
Yes	0	00.0
No	240	100.0

Source: Own Survey, April, 2018

Table-14 shows that all respondents reported that there was no integration among “*Know-Your-Country*” club existing within sub city. This result i indicates that, there was no integration among clubs in Kolfe Keranio Sub City.

In relation to this, informants from KKSCTB (2018) also argued that there were no integration among “*Know-Your-Country*” club, not only in Kolfe Keranio even among those found in Addis Ababa city. As a result club was not well coordinated for working together to develop settle with problems and enhance the development of the club. In the same way, according to the researcher’s observation, there were no integration and even they do not know each other, which are the main predicaments of “*Know-Your-Country*” club in Addis Ababa city. These difficulties were delaying the growth of club and limit the contribution of club for domestic tourism in Addis Ababa in general and Kolfe Keranio Sub City in particular.

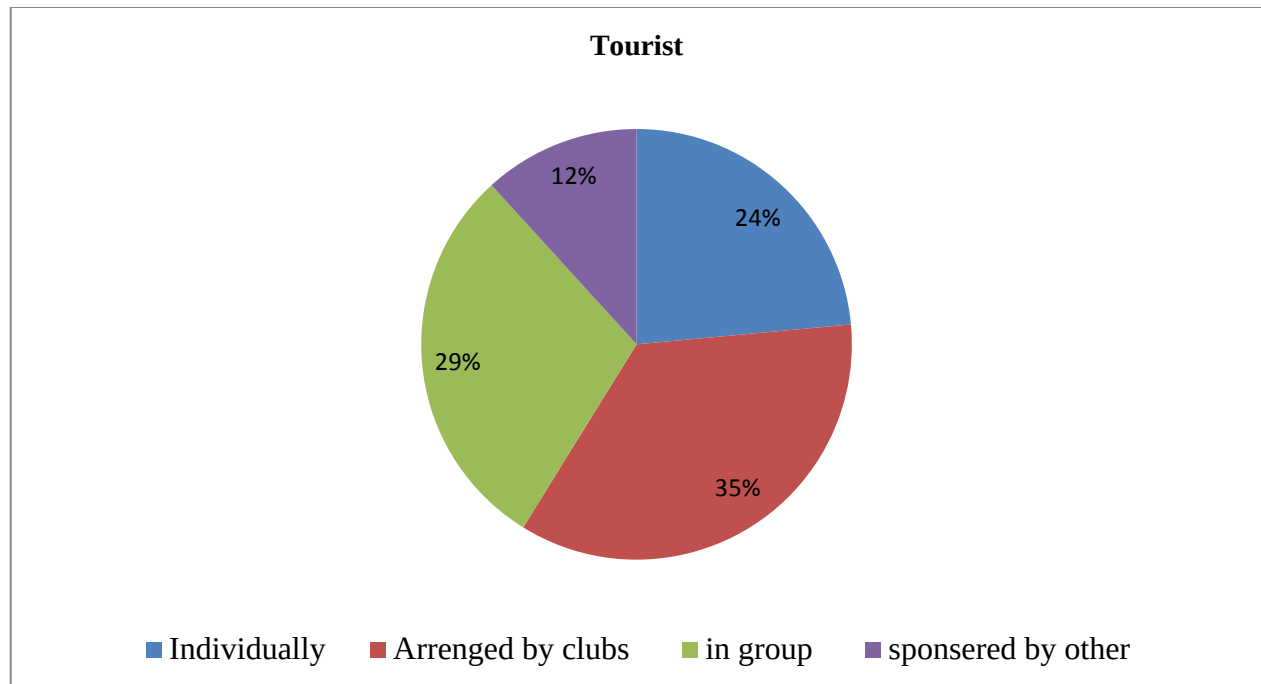
The problem of training were other issue in Kolfe Keranio Sub City “*Know-Your-Country*” club and other club found in Addis Ababa city. According to informants from *woreda* 08 “*Know-Your-Country*” club manager suggested that, there were no regular training and follow up by sub city for members of club and for manager. Based on the researcher observation, not all “*Know-Your-Country*” club in the sub city was functional. However, the mangers were writing false report for sub city and concerned body, which affected making the clubs are actively engaging in the way of its set objectives. “*Know-Your-Country*” club have their own contribution for the development of domestic tourism by promoting culture of travel within the country and to know the tourism resource of the country. On the other hand the activities of the club were limited by shortage financial capacity and human resource administration,

On the other side, interviews from AACTB (2018) expert, stated that there were training prepared for manager of club and committee. The training was based on different issue ranging from raising the knowledge and understanding of leadership about club, on managing and controlling club properly. But the training is not included all members, since there is large number of members; it was difficult to cover all members of club. In relation to this, according to the researcher’s observation, some training was given for manager of clubs, committee, and for concerned body, which was noticed that it is not enough to what desired to handle club's activities. At *woreda* level, there are problem of selecting proper or concerned person for training, which resulted from miss understanding and lack of willingness.

4.6 Assessment of Host Community in “*Know-Your-Country*” Club in Selected Tourism Site

Potential resources are attracting the tourist to visit the destination for various purposes including knowing heritages and culture of community. “*Know-Your-Country*” club members are visiting the tourism site for recreation /entertainment or religious purpose. Host community is the main service provider for tourists and “*Know-Your-Country*” club members at tourism destination. National Museum of Ethiopia, Entoto Saint Mary Museum and Menelik II Palace was the main selected tourism areas by researcher to address the objective of the study.

Figure 8: Tourist Characteristic in Selected Tourism Area in Addis Ababa City



Source: Own Survey, April, 2018

Figure-8: shows that out of total respondents 35% of respondents reported that there is visiting the tourism site club under clubs organization and 29% of respondents were stated that tourist were visiting the tourism site in group. 24% of respondents reveals that tourists were visiting the site individually and 12% tourist were visiting the selected tourism site in Addis Ababa city sponsored by other organization.

This finding indicates that the majority of tourists were visiting selected tourism site under club organization. In contrary to this finding, according to the researcher observation in selected tourism site, the tourist was traveling based on their interests either individually or in group. Students were traveling in large number from all tourists that arranged by schools and sponsorship in other concerned body.

This indicates that “*Know-Your-Country*” club in both government and private member were traveling and visits tourism sites under various status. According to interview with tour guide at Entoto Saint Mary museum noticed that all type of tourists were visiting the area for recreation and religious purpose. Mass tourist was the most dominantly observed in the area and peoples were demanded visiting in group to decrease cost of travel and increase social interaction. A member of club was also visiting Entoto Saint Mary church, Entoto Saint Mary museum and National Museum of Ethiopia in group and individually to know tourism resource of the country.

Table 15: Invitation of “*Know-Your-Country*” club by Host Community

Invitation		
Items	Frequency	Valid percent
Yes	6	35.3
No	11	64.7
Total	17	100.0

Source: Own Survey, April, 2018

Table-15 shows that from total respondents 11(64.7%) of respondents reported that they are not invited “*Know-Your-Country*” club to visit the area and other events, while about 6(35.3%) of respondents stated that they were invited clubs to visit the site and other tourism related issue. This finding indicates that the majority of tourism site/area were not invited “*Know-Your-Country*” club member to have experience sharing and other tourism related events. Informants from KKSCT stated that there were no relations with tourism site or accommodation sector and this problem was increasingly appeared as the challenge of club in Ethiopia.

4.6.1 Activities of “*Know-Your-Country*” Club in Host Community/Tourist Destination

Host communities have their own contribution to develop and increase infrastructure in tourism site. On other hand, tourism club have also their own part to contribute for development of host community service and for growth of local economy through tourism development

Table 16: Activities of “*Know-Your-Country*” club in Host Community

Activities		
Items	Frequency	Valid percent
Environmental protection	2	11.8
Social service	5	29.4
None	10	58.8
Total	17	100.0

Source: Own Survey, April, 2018

Table-16 indicates that from total respondents 10(58.8%) of respondents reported that “*Know-Your-Country*” club were not contributing for activities in host community and about 29.4% of respondents were revealed that “*Know-Your-Country*” club were participated and contributed in social service such as: charity group and plantation of tree in tourism site. About 11.8% of respondents were stated that club was participating in protection and conservation of environment in selected tourism area.

This finding shows that “*Know-Your-Country*” club were not strongly participated and contributed in social service and environmental conservation in tourism area. “*Know-Your-Country*” club member are travel for entertainment and recreational purpose in tourism area, therefore, the members are not active in social and environmental activities in the destination. Additionally, an interview conducted with tour guide stated that “*Know-Your-Country*” club member was not participated in any activities carried out in tourism site, rather to visit the area.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

The main aim of this study was to deal with the practices and predicaments of tourism club in Kolfe Keranio Sub City and the contribution of this club for domestic tourism development by using different methods. Tourism club have their own objectives for their establishment at different level, as well as comprise different group of individuals based on their interest and willingness. From this tourism club “*Know-Your-Country*” club are one part that focused on tourism activities and established at different sector including Sub City, *Woreda* and school to promote and advertise domestic tourism in Addis Ababa City. The study was identified that “*Know-Your-Country*” club have contributed for domestic tourism development and increased the culture of travel in the society.

Financial problem, human resource administrative and lack of integration are the main challenges that faces “*Know-Your-Country*” club in Kolfe Keranio Sub City. These problems are affecting the number of members of the club as well as the development of “*Know-Your-Country*” club activities. Additionally, lack of budget and training are also the problems of clubs that limited it from actively participating in domestic tourism development. “*Know-Your-Country*” club have their own contribution to create awareness for community about culture of traveling to tourism areas and to promote domestic tourism practices. Furthermore, host communities have link with tourism club activities and practices in the tourism destination. Host communities like tour guide, ticket seller, manager of the area and tourism product developer also participates and contribute for growth of “*Know-Your-Country*” club.

“*Know-Your-Country*” club have their own objective and activities at different levels. It is founded and managed based on understanding and willingness of members in the club. The overall practices of club are significant in developing domestic tourism culture, in which the members have visited the tourism site such as: Entoto Saint Mary church, Entoto Saint Mary Museum, National Museum of Ethiopia and Menelki II palace. These sites are also the main tourism attraction to “*Know-Your-Country*” club members in Addis Ababa City.

“*Know-Your-Country*” club are under taking various practices and activities in Kolfe Keranio Sub City, whilst the overall practices and activities of the club and domestic tourism development

were slow, due to different problems. The overall conclusions of the finding based on specific objectives are presented.

Practices and Activities of “*Know-Your-Country*” Club: “*Know-Your-Country*” clubs are carrying out several practices and activities including travel to new destination, to create awareness for local community about domestic tourism and develop the culture of travel within the country. The main objective of the club was promoting domestic tourism activities and to know the tourism resource of the country.

Role of “*Know-Your-Country*” Club for Domestic Tourism: “*Know-Your-Country*” clubs has their own role and contribution for the development of domestic tourism activities. In Ethiopia there are no abundant practices of domestic tourism. However, “*Know-Your-Country*” club were developed the culture of travel in the society and played its part in promoting the tourism resource of the country.

Difficulties Regarding Financial Capacity and Human Resource: financial and human resource problem is the main problem of “*Know-Your-Country*” club. On the other hand there is also integration and strategy problem that control and delay the growth of the club, and lack of training is also the other challenges to the club. These are problems affecting the club practices and activities in Kolfe Keranio Sub City.

Activities of Host Community in “*Know-Your-Country*” Club: reception, tour guide, and ticket seller were the host community that provides service for “*Know-Your-Country*” club members in tourism site. “*Know-Your-Country*” club also visited the tourism area where they participate in charity and environmental conservation activities.

5.2 Recommendations

In this study, different practices and challenges of “*Know-Your-Country*” club in Kolfe Keranio Sub City were identified. The club has its own contribution, being part of tourism club, in the domestic tourism development. The study also identified the gaps which are the main cause for the underdevelopment of tourism club in the study area. In order to enhance and use properly the role of “*Know-Your-Country*” club the researcher strongly recommended the following ideas:

☛ Awareness Creation

The main problem of society in general and in “*Know-Your-Country*” club members in particular are lack of awareness about the club activities and miss understanding from leader of *woreda* and other sector. Therefore, the government and concerned body should give awareness creation training and provide free entrance fee in tourism area, and low accommodation service for domestic tourist to increase the culture of travel in the community.

☛ Strategy and Budget

There is no specific strategy and policy about domestic tourism, tourism club as well as there is no written document or data on this issue. Due to this the domestic tourist number, activities and practices was not well known. Regarding to “*Know-Your-Country*” club there is no budget allocated, because of this the club lacked financial capacity. This further limited the activities of the club. To develop “*Know-Your-Country*” club the government and concerned body should work in collaboration and allocate budget as well as should made review on the tourism strategy of the country. In relation to this, to reduce this problem the managers of the club should develop new marketing system such as: sell lottery, prepare brochure and other made of income for peoples to increase the financial capacity of the club.

☛ Integration and Training

There is no integration and collaboration among “*Know-Your-Country*” club and this club were controlled and managed by AACTB bureau and other concerned body such as MoCT and ETO were not work with the club. These bureaus are not effectively working with the club, which in turn result gap of understanding and management. On the other hand, there is also lack of enough training and experience sharing for managers and members of club.

Therefore the concerned body and stakeholder should give leadership and management training for managers and coordinator of the club.

☛ **Sponsorship and Promotion**

The other main difficulties of “*Know-Your-Country*” club were sponsorship and promotion of the club. These problems affected the activities and practices of club and there is no promotion and advertisement about the club activities for the community. As a result of this, there is no contribution from the private and Non-government Company and other institution on sponsorship for club members covering transportation and other facility. “*Know-Your-Country*” club is also not well known among the host community because of lack of promotion. To closely manage these problems the committee of the club should engage to solve the problem and all actors should participate in the overall progress of the club.

☛ **Human Resource Administration**

The manager and committee of “*Know-Your-Country*” club are not voluntary to lead the club activities. As a result, there is lack of human resource in the club where the activities are carried out based on the willingness and interest of the committee members. The committee and managers have also interest to engage in the work of club out of regular office time and as additional work. And there is no payment and Perdiem for the staff. To foster the growth of club all stakeholder and government should arrange payment for committee members to manage the overall activities of the club.

5.3 Implication to Policy and Collaboration Actions and Platforms

In order to strengthen and increase the activities and practices of domestic tourism stakeholders and concerned body should involve. Only AACTB and Sub City Culture and Tourism Bureau level was control and manage the overall activities of “*Know-Your-Country*” club in Addis Ababa. So, for sustainable development of domestic tourism and to increase “*Know-Your-Country*” club activities stakeholders should integrate each other and work together.

- ❖ There is no specific policy and strategy about domestic tourism, due to this the government and concerned body should work on it and review the tourism policy of the country.
- ❖ The concerned body, stakeholders, private sector, non-organization and host community should integrate each other to create awareness about domestic tourism activities.
- ❖ The impression of working together should be increased in private sector and stakeholders to raise the culture of host community travel to tourism resource.
- ❖ The government and other institutions should allocate budget and transportation facility for the members to develop the practices of the club.
- ❖ AACTB, ETO, Sub City, *Woreda* level culture and tourism bureau should work in collaboration to increase the activities of the club.

Moreover, continued research should be carried out in order to assess and identify the activities of domestic tourism in Addis Ababa city as well as in the country, and the practices of other local tour clubs. Thus, all these and other related issues to the same topic are open to further study in the future.

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ANNEXS

Annex-I: Questionnaire Designed for Members of Club

Dear Respondents,

My name is Meron Fita and I am MA candidate at Addis Ababa University, College of Development Studies, Program of Tourism Development and Management. Currently, I am conducting my thesis on *“PRACTICES AND PREDICAMENTS OF TOURISM CLUB FOR DOMESTIC TOURISM DEVELOPEMENT EVIDENCES FROM KOLFE KERANIO SUB CITY., ADDIS ABABA, ETHIOPIA”*. All the information you provide is great importance, confidential, used only for academic purpose and will be summarized in the form of statistical expressions. I respectfully request you to respond carefully for each question considering the importance of the study. The researcher will be like to kindly request your genuine response while replying to the questions. This is mainly because of the quality of the final output of the study will largely relay on the information you provide. I would like to thank you in advance for your contribution.

Part one

Background of respondents

You are kindly requested to circle the number.

S.N	Questions	Response category
1	Sex respondents	1= Male
		2= Female
2	Age of respondents	1=18-25
		2= 26-30
		3=31-35
		4=36-40
		5=41-45
		6=46-50
		7=More Than 50
3	Marital Status:	1= Married
		2= Single
		3= Divorced
		4=Widowed
4	Educational Background Of Respondents	1= 1-8

		2=9-12
		3= Diploma
		4= First Degree
		5= MA/MSc
		6=PhD
		7= if any other specify
5	Occupational category	1=Government
		2=Privet
		3= Student
		4=Retire
		5=Personal Business
		6=if any other specify

Part Two

Questionnaire for Members of Clubs

Please, answer by circling the number that suit to your preference in corresponding to each question.

SN	Questions	Response category
1	What are the major activities of your clubs?	1= involve in environmental protection
		2= involve in social service problem
		3=in promotion of domestic tourism
		4= Recreation
		5=All
		6= None
2	Which one is the objective of your club?	1=to know tourism resources
		2=to increase the domestic tourism practices
		3=to create awareness for

		community
		4=to enhance economy of community
		5= All
		6=None
3	How many times you visit the new destinations per year?	1= one time pre year
		2= two time per year
		3= three time per year
		4=more than three
		5= None
		6= if any other specify
4	How many years since you joined this club?	1=1-3
		2= 4-5
		3= 7-10
		4= more than 10 year
		5= if any other specify
5	How did you joined to this club?	1= by own interest
		2=by hearing about this clubs
		3= push from friends
		4= if any other specify
6	Which benefit would you get from this clubs?	1= Experience sharing
		2= Travel to new destination
		3=Tourism knowledge
		4= All
		5= None
7	How many areas you have visited with your clubs?	1=Two
		2=Three
		3= Four
		4=more than four

		5= if any other specify
8	Which area/ site you have visited until now?	1= National museum
		2= Entoto Saint Mary's Church
		3=Entoto Saint Mary's museum
		4= Washa Mikael
		5= Menelik II palace
		6=All
		7= None
9	Are you participating in financial strength of the clubs?	1= Yes
		2=No
10	If your answer is yes for question 9, in what way you have been participating? -----	
11	In what way your clubs are contribute for development of domestic tourism?	1=Create awareness about domestic tourism
		2=Promotion of domestic tourism
		3=Implement policy making
		4= Develop Tourism Industry
		5= None
		6= if any other specify
12	Do you have financial problems in your club?	1=YES
		2=No
13	If your answer is "yes", would you tell the reason behind? -----	
14	Do you have human resource administrative problem	1= Yes

	that face your club?	2= No
15	If your answer is “yes”, would you mention some of the problem? -----	
16	How do you involve in your club?	1= As a member
		2= As secretary
		3= As chairperson
		4= if any other specify
17	Do you have integration with other club?	1= Yes
		2= No
18	If your answer is “yes”, would you elaborate it! -----	
19	At the last, if you have any recommendation about the club please mentions it! -----	

Thank you for your cooperation!!

አዲስ አበባ የኒሽርሲቲ
የድህረ ምረቃ ትምህርት ክፍል
የቱሪዝም ዲቪዥን መንግሥት ኤንድ ማኔጅመንት ፕሮግራም

ክፍል አንድ

የግል ሁኔታ

ከዚህ በታች ያሉትን ጥያቄዎች በማክበብ መልሱ

ተ.ቁ	ጥያቄ	መልስ
1	ፆታ	1. ወንድ 2. ሴት
2	ዕድሜ	1. 18 – 25 2. 26 – 30 3. 31 – 35 4. 36 – 40 5. 41 – 45 6. 46 – 50 6. ከ 50 በላይ
3	የጋብቻ ሁኔታ	1. ያገባ 2. ያላገባ 3. የተፋታ 4. በሞት የተለየ
4	የትምህርት ደረጃ	1. 1 – 8 2. 9 – 12 3. ዲፕሎማ 4. ዲግሪ 5. ኤም ኤ 6. ከዚያ በላይ
5	የስራ ሁኔታ	1. የመንግስት 2. የግል ድርጅት 3. ጡረተኛ 4. የግል ስራ 5. ሌላ ካለ ይግለፁ

ክፍል ሁለት

የጥናቱ ጥያቄዎች

ከዚህ በታች ያሉንን ጥያቄዎች በማክበብ መልሱ

ተ.ቁ	ጥያቄ	መልስ
1	በክለሱ ውስጥ የሚደረጉ ዋና ዋና ተግባራት ምን ምን ናቸው?	1. የአከባቢ ጥበቃ ውስጥ መሳተፍ 2. ማህበራዊ ስራዎች ውስጥ መሳተፍ 3. የሀገር ውስጥ ቱሪዝምን ማስተዋወቅ 4. ሌላ ካለ ይግለፁ _____
2	የክለሱ ዋና አላማ ምንድን ነው?	1. የቱሪዝም ሀብትን ማስተዋወቅ 2. የሀገር ውስጥ ቱሪዝምን ማሳደግ 3. የማህበረሰቡ ንቃተ ህሊና ማሳደግ 4. የማህበረሰቡን ኢኮኖሚ ማሳደግ 5. ሌላ ካለ ይግለፁ _____
3	በአመት ውስጥ ስንት ጊዜ ነው የምትገቡኝት?	1. በአመት 1 ጊዜ 2. በአመት 2 ጊዜ 3. በአመት 3 ጊዜ 4. ከ3 ጊዜ በላይ 5. ሌላ ካለ ይግለፁ _____
4	እዚህ ክለብ ውስጥ ከገቡ ስንት አመት ሆኖት?	1. ከ1 – 3 2. ከ 4 – 5 3. ከ7 – 10 4. 10 በላይ 5. ሌላ ካለ ይግለፁ _____
5	እዚህ ክለብ እንዴት ሊገቡ ቻሉ?	1. በራሴ ፍላጎት 2. ከሌላ ሰው በመስማት 3. በጓደኞቼ አማካኝነት

		4. ሌላ ካለ ይግለፁ _____
6	ከዚህ ክለብ ምን አይነት ጥቅም አገኙ?	1. የልምድ ልውውጥ 2. አዲስ ቦታ መጎብኘት 3. የቱሪዝም እውቀት 4. ተጨማሪ ገቢ 5. ሌላ ካለ ይግለፁ _____
7	ከክለቡ ጋር እስከአሁን ምን ያህል ቦታዎችን ጎበኙ?	1. ሁለት 2. ሶስት 3. አራት 4. ከአራት በላይ 5. ሌላ ካለ ይግለፁ _____
8	እስከ አሁን የት ቦታዎችን ጎበኙ?	1. ብሔራዊ ሙዚየም 2. እንጦጦ ቅድስተ ማርያም ቤ/ክ 3. እንጦጦ ሙዚየም 4. ዋሻ ሚካኤል 5. ሚኒሊክ II ቤተ-መንግስት
9	ክለቦትን ለማጠናከር ወርሃዊ መዋጮችን ታደርጋላችሁ?	1. አዎ 2. አይደለም
10	ለ9ኛ ጥያቄ መልስዎ አዎ ከሆነ በምን አይነት መልኩ ነው መዋጩ የምታደርጉት?----- -----	
11	ክለብዎ በምን አይነት መልኩ ነው ለሀገር ውስጥ ቱሪዝም አስተዋፅኦ የሚያደርገው?	1. ስለ ሀገር ውስጥ ቱሪዝምን በማስተማር 2. የሀገር ውስጥ ቱሪዝምን በማስተዋወቅ 3. የሀገር ውስጥ ቱሪዝም ፖሊሲዎችን በማስፈፀም 4. የቱሪዝም አቅርቦትን እና አገልግሎት በማሳደግ 5. ሌላ ካለ ይግለፁ _____
12	ክለቡ የአቅም ችግር አለበት ወይ?	1. አዎ 2. የለም
13	ለ12ኛ ጥያቄ መልስዎ አዎ ከሆነ ምን አይነት የአቅም ችግር ነው ያለበት?----- -----	

14	ክለብዎ የሰው ሀይል ችግር አለበት?	1. አዎ 2. የለም
15	ለ14ኛ ጥያቄ መልስዎ አዎ ከሆነ ምን አይነት ችግር እንደገጠመው ያብራሩልን?----- -----	
16	እዚህ ክለብ ውስጥ የስራ ድርሻዎ ምንድን ነው?	1. አባል 2. ፀሃፊ 3. አስተዳዳሪ 4. ሌላ ካለ ይግለፁ _____
17	ከሌሎች ክለቦች ጋር ጥምረት ትፈጥራላችሁ?	1. አዎ 2. የለም
18	3. ለ17ኛ ጥያቄ መልስዎ አዎ ከሆነ በምን አይነት መልኩ ነው ጥምረት የፈጠሩት?----- -----	
19	በመጨረሻ ይህንን ክለብ ለማሳደግ እና ለማጠናከር አስተያየት ካልዎት ይግለፁ ----- -----	

ስለትብብርዎ እናመሰግናለን!!!

Annex-II: Questionnaire Designed for Host Community

Dear Respondents,

My name is Meron Fita and I am MA candidate at Addis Ababa University, College of Development Studies, Program of Tourism Development and Management. Currently, I am conducting my thesis on *“PRACTICES AND PREDICAMENTS OF TOURISM CLUB FOR DOMESTIC TOURISM DEVELOPEMENT EVIDENCES FROM KOLFE KERANIO SUB CITY, ADDIS ABABA, ETHIOPIA”*. All the information you provide is great importance, confidential, used only for academic purpose and will be summarized in the form of statistical expressions. I respectfully request you to respond carefully for each question considering the importance of the study. The researcher will be like to kindly request your genuine response while replying to the questions. This is mainly because of the quality of the final output of the study will largely relay on the information you provide. I would like to thank you in advance for your contribution.

Part one

Background of respondents

You are kindly requested to circle the number.

S.N	Questions	Response category
1	Sex respondents	1= Male
		2= Female
2	Age of respondents	1=18-25
		2= 26-30
		3=31-35
		4=36-40
		5=41-45
		6=46-50
		7=More Than 50
3	Marital Status:	1= Married
		2= Single
		3= Divorced
		4=Widowed
4	Educational Background Of Respondents	1= 1-8

		2=9-12
		3= Diploma
		4= First Degree
		5= MA/MSc
		6=PhD
		7= if any other specify
5	Occupational category	1=Government
		2=Privet
		3= Religious
		4=Retire
		5=Personal Business
		6=if any other
6	How many years work in this area /place	1=1-5
		2=6-10
		3=11-15
		4=16-20
		5= more than 20

Part Two

Questionnaire for Host Community

Please, answer by circling the number that suit to your preference in corresponding to each question.

S.N	Questions	Response category
1	How do tourists come and visit this area?	1= in group
		2= individually
		3=sponsored by other
		4= arranged by clubs
		5=all
		6= if any other specify
2	Are " <i>know-your-country</i> " club members are visited this place?	1=Yes
		1=No
3	If your answer is yes for question 2, would you elaborate? -----	
4	Do you invite " <i>know-your-country</i> " club to visit this area?	1= Yes
		2=No
5	If your answer is yes for question 6, would you elaborate? -----	
6	In what way " <i>know-your-country</i> " club are participating in your site/area development?	1= in environmental protection
		2= in social services
		3= in job creation
		4= None
		5= if any other specify
7	At the last, if you have any recommendation about the clubs activity please mentions it! -----	

Thank you for your cooperation!!

Annex-III: Interview Guide for Concerned Body

I. Profile of the Informants

1. Work Place: _____
2. Age: _____
3. Sex: _____
4. Marital Status: _____
5. Educational Status: _____
6. Occupational Category: _____
7. Tourism Related Experience: _____

II. Interview Questions

1. Is there any strategy and policy about domestic tourism in Ethiopia?
2. What is your office doing to develop "*know-your-country*" clubs in Addis Ababa?
3. How many "*know-your-country*" clubs are found in this sub city?
4. Do you have any support given to increase and strengthen "*know-your-country*" clubs from your office?
5. Is there integration with other concerned bureau to support and manage "*know-your-country*" clubs?
6. Do you have any training given for managers and members to increase awareness about domestic tourism?
7. Do you have rule and regulation to manage and control "*know-your-country*" clubs?
8. In your view what is the contribution of "*know-your-country*" clubs for domestic tourism development?
9. At the last, what is your recommendation to increase these clubs?

Thank you for your cooperation!!

Annex-IV: Interview Guide for Managers of Club

I. Profile of the Informants

1. Work Place: _____
2. Sex: _____
3. Age: _____
4. Marital Status: _____
5. Educational Status: _____
6. Occupational Category: _____
7. Tourism Related Experiences: _____

II. Interview Questions

1. Would you say something about the history of your club?
2. Who were the founders the club?
3. How did it establish?
4. When they were established? And all are functional?
5. Which age is more participate as member in your club?
6. How many number of members the club have?
7. Which sex is dominant in your club?
8. Are the number of members is decrease or increase? Why?
9. What is/are the main objective of your clubs for domestic tourism?
10. How is the legal recognition of your club?
11. Do you have certificate?
12. Who gave you?
13. Do you have financial problems that face your club?
14. Do you have human resource administrative challenges that face your club?
15. Have you any marketing system in your club?
16. At the last, what is your recommendation to develop the club?

Thank you for your cooperation!!

Annex-VI: Observation Guide

Observation

1. Assesses and observes the facilities and infrastructure of "*Know-Your-Country*" club
2. Observes the practices of "*Know-Your-Country*" club
3. Visit the area /site those members are travel

Annex –VII: Guideline of “Know-Your-Country” Club in Addis Ababa City

የአገርህን እውቅ ማህበራት ጥጽል መተዳደሪያ ደንብ

እኛ ስማችንና ፊርማችን በዚህ ሰነድ መፈሻ ገጽ ላይ የተመለከተ በአንቀጽ 2 የተገለጸውን ማህበር አቋቁመናል፡፡

አንቀጽ አንድ

መቋቋም

ማህበሩ በ1952 በወጣው የኢትዮጵያ የፍትሕብሄር ሕግ ቁጥር 404 እና በማህበሮች ምዝገባ ደንብ ቁጥር 32/1959 መሰረት በ-----ቀን-----ዓ.ም ላልተወሰነ ጊዜ ተቋቁመዋል፡፡

አንቀጽ ሁለት

ስያሜ

በዚህ መተዳደሪያ ደንብ የተቋቋመው ማህበር የአዲስ አበባ ባህልና ቱሪዝም ቢሮ ሠራተኞች አገርህን እውቅ ማህበር በሚል ስም የሚከራ ሲሆን ከዚህ ቀጥሎ ማህበር ተብሎ ይጠቀሳል፡፡

አንቀጽ ሶስት

አድራሻ

የማህበሩ ዋና መስሪያ ቤት በአዲስ አበባ ከተማ አስተዳደር በ-----ከ/ከተማ በቀበሌ-----የቤት ቁጥር----- ይገኛል፡፡

የፖስታ ቁጥር-----

ስልክ ቁጥር-----

እንዲቋቋመና የተቋቋመውን እንዲጠናከሩ በማስተማር መረጃና መጥፋት ምክር በመስጠት ድጋፍ ያደርጋል፡፡

አንቀጽ አራት

የማህበሩ ዋና ዋና ዓላማዎች

ማህበሩ የሚከተሉት ዓላማዎች ይኖሩታል፡፡

ሀ/ ከገንዘብ አኳያ ትንሽ ይቆጥቡ ብዙ ይጓዙ በሚለው መሆን መሰረት በግለሰብ ደረጃ ሊከብድ የሚችለውን የጉዞና የጉብኝት የመዝናኛና የሚፈያ ወጪ በማህበር ወይም በቡድን ለመሸፈን የሚችሉትን ገንዘብ ቀስ በቀስ ማከራቀምና መቆጠብ፤

ለ/በማህበር ተደራጅቶ የጉብኝት ጉዞዎችን በማድረግ የሥራ ተነሳሽነትን መፍጠር፤

ሐ/ማህበራዊ ግንኙነትን ማጠናከር፤

መ/አካባቢን በማህበራዊ ምዕቅና ለሌሎች ማስወቅ፤

ሠ/የሀገር ፍቅር ስሜትን ማጠናከር፤ የአገርን ወጣ ተፈጥሮ ባህልና ታሪክ ማወቅ የእርስ በእርስ መከባበር ስሜትን ማስጠበቅና የተቆርቋሪነት፤

ረ/የቱሪስት መከባበሪያን መቆጣጠርና አእምሮን ማደስ አጠቃላይ የጠፃኝነት ሁኔታን ማሻሻል፤ ሰው ሰራሽና ተፈጥሮአዊ ቅርሶች የት እንዳሉ፤ በምን ይዞታ ላይ እንደሆኑ በመቆጣጠር ለጥበቃቸውና እንክብካቤቸው አስተዋጽኦ ማድረግ፤

ሰ/በመስተዳደሩ የሚገኙ የተፈጥሮና ሰው ሰራሽ መከባበሪያን እንዳንዱ ነዋሪ በማወቅ ተገቢውን እንክብካቤና ጥበቃ እንዲያደርግ ለማስረጋጋት፤

ሸ/ህብረተሰቡ በክልሉ ብቻ ሳይወሰን ኢትዮጵያ ያላትን ታሪካዊ ስፍራዎች የብሄረሰቦችን ባህል ልምድና አድኗር፤ የተፈጥሮ ሃብቶችንና መልካክ ምድራዊ አቀማመጥን ተዘዋወሮ እንዲጎበኙ ለማድረግ፤

ቀ/ ጥቂት ይቆጥቡ ብዙ ይጓዙ የሚሉት የቱሪዝም ጭበጥ በሚሰጠው ግንዛቤ መሰረት ህብረሰቡ ከገቢው በመቆጣጠል ለጉዞ መዘጋጀት አስፈላጊ መሆኑን ለማሳደግ ነው።

በ/ በአገርህን እወቅ መሆን ግብር መሰረት በጉብኝት ታሪክን ለመረዳት፤ ተፈጥሮን ለማድረግ ብሉም በሽርሽርና በጉዞ ራስን በማዘናናትና የአእምሮ አረፍት በማግኘት ብቁ ታታሪና አምራች ዜጋን ማፍራት አንደሚቻል ግንዛቤ ለመፍጠር፤

ተ/ አገራችን ስላላት የተፈጥሮ፤ ሰው ሰራሽ ሃብትና እደ ጥበብ በፎቶግራፍ፤ በጽሁፍ በሲምቦልም ወዘተ...አማካኝነት አባላቱን ለማስተማር፤

ቸ/በአባላት መካከል የመተሳሰብና የሚዳዳት መንፈስ በማዳበር በተሰማሩበት የስራ መከከል ይበልጥ ወጠታማ እንዲሆኑ የሚዳ አመቺ የስራ ሁኔታ ለመፍጠር ማስቻል የሚችሉ ናቸው፡፡

ስለሆነም በመ/ቤትዎ፤ በድርጅትዎ፤ በሰፈርዎ ወዘተ የሀገርህን እወቅ ማህበር እንዲያቋቁሙጥሪ እናቀርባለን፡፡

አንቀጽ አምስት

የአባልነት መስፈርት

1. መስራች አባላትንና በዚህ መቶዳደሪያ ደንብ መሰረት በጠቅላላው ጉባዔ ውስጥ ተቀባይነት ያገኘን አባል ይይዛል፡፡

2. ማህበሩ የአባልነት መስፈርቱን የሚያሟሉትን አመልካች ች ይቀበላል፡፡

3. ማንኛውም እድሜው ከ18 ዓመት በላይ የሆነ ግለሰብ

ሀ/የማህበሩን ዓላማ ከተቀበለ፤

ለ/መጠሪያ ለመስፈልፈል ፈቃደኛ ከሆነ፤

ሐ/ለማህበሩ የሚያወጣ ወይም የጉልበት አገልግሎት ለመስጠት ፈቃደኛ ከሆነ አባል ለመሆን ለማህበሩ ምጣኔክቻ ሲያቀርብና ስራ አስፈጻሚው ሲቀበለው አባል መሆን ይችላል፡፡

(ለሌሎች መስፈርቶች ካሉ ወ.ዘ.ተ በሚል ሳይሆን በግልጽ ተጠቅሰው ይዘርዘሩ)

አንቀጽ ስድስት

የአባላት መብት

ሁሉም አባላት እኩል መብት አላቸው፡፡

ሀ/የማህበሩ አባል በስራ ወይም በእኩል ለጉብኝት ወደታቀደው ስፍራ ለመሄድ በማይችልበት ወቅት ልጁን፤ ወንድሙን፤ እህቱን፤ አባቱን፤ እናቱን መወከል ይችላል፡፡

ለ/አንድ አባል የሚጠበቅበትም መጠሪያ ካልከፈለ ወይም የሚጠበቅበትን አገልግሎት ካልሰጠ በመብቱ አይጠቀምበትም፡፡

የማህበሩ አባል ከቤተሰቡ ተጨማሪ ሰው በጉዞ ወቅት እንዲስተናገድለት ጥያቄውን በምጣኔክቻ ካቀረበ ቦታ መኖሩ ተረጋግጦ የአንድ ሰው ድርሻና 10 በመቶ የአገልግሎት ክፍያ በሚጨምር ሊስተናገድለት ይችላል፡፡

ማንኛውም የማህበሩ መደበኛ አባል፤

ሀ/የመረጃ፣ የመረጃ፣ ስለማህበሩ እንቅስቃሴ ማንኛውንም መረጃ ጠይቆ የማግኘት፤

ለ/ማንኛውም አባል የማህበሩን ዓላማ የማክበር፤ የሚጠበቅበትን አገልግሎት የመስጠት ግዴታ አለበት፡፡

አንቀጽ ስምንት

የአባላት መጠሪያ አከፋፈል ስርአት

ሀ/የመዝገቢያ ክፍያ ወርሃዊ መጠሪያ መጠንና አከፋፈል ጠ/ጉባዔ ይወሰናል፡፡

ለ/አዲስ ተመዝጋቢ ነባር አባላት ካስቀመጡ ገንዘብ የእያንዳንዱ አባል አማካይ ድርሻ ተሰልቶ ከመዝገቢያው በጠ/ጉባዔው በሚወሰን የአከፋፈል የጊዜ ገደብ ይጠናቀቃል፡፡ ከፍሎ ሳይጨስ ግን በጉዞ አይከፈልም፡፡

አንቀጽ ዘጠኝ

አባልነት የሚቆይበት ምክንያቶች

1. አንድ አባል በዚህ መተዳደሪያ ደንብ ላይ በተገለፀው መሰረት ወይም ሌላ አጥጋቢ ምክንያት ሲኖር ከሚሰሩ እንዲወጣ ጠቅላላ ሊወሰን ይችላል፡፡

2. አንድ የሚሰሩ አባል አባልነቱ የሚቆይበት

-የሚሰሩን ክብርና ህልውና የሚካ ወይም የሚኖርጋ ተግባር ላይ ተሳትፎ ሲገኝ፤

-ለሚሰሩ አላማ መሳካት በሚቆይበት እንቅስቃሴዎች ውስጥ የሚጠቀሙ ተሳትፎ ካላደረገ፤ ወይም

-መዋጮን ለ.....ጊዜ ሳይከፍል ከቀረና በጠቅላላው ጉባኤው ከአባልነቱ ሲሰረዝ፤

-በራሱ ፈቃድ ለመልቀቅ ማጥራት ሲያቀርብ ወይም

-ከዚህ አለም በሞት ሲለይ ይሆናል፡፡

አንቀጽ አስር

የሚሰሩ መቅቅር

ሚሰሩ በሚከተለው መልኩ የተዋቀረ ነው፡፡

ጠቅላላ ጉባኤ

ስራ አስፈጻሚ ጉባኤ

አንቀጽ አስራ አንድ

የጠቅላላ ጉባኤው ስልጣንና ተግባር

ጠቅላላ ጉባኤው የሚሰሩ የበላይ አካል ሲሆን የሚከተሉት ስልጣንና ተግባራት ይኖሩታል፡፡ 1. የስራ አስፈጻሚ ኮሚቴ አባላትን፤

አዲተሩን፤ የጉባኤውን ሰብሰቢ፤ እና ጸሃፊ ይመረጣል፤

2. በሚሰሩ የፖሊሲ አቅጣጫ ላይ ውሳኔ ይሰጣል፤

3. የሚሰሩን መተዳደሪያ ደንብ ያጽድቃል፤

4. ዓመታዊ የስራ ፕሮግራምን በመመርመር እቅድና በጀት ያጽድቃል፤

5. አመታዊ የስራና የአዲት ሪፖርት መርምሮ ያጽድቃል፤

6. የሚሰሩ አባል ለመሆን በቀረበ ጥያቄ ላይ ውሳኔ ይሰጣል፤

7. በዚህ መተዳደሪያ ደንብ በተገለጸው መሰረት ግዴታውን ያልተወጣ አባልን ጉዳይ መርምሮ ከአባልነት እንዲሰረዝ ይወስናል፤

8. ቦርዱ የሚቀርበውን የስራ አፈጻጸም ሪፖርት በማጽመጥ ሚሰሩ የተቋቋመበት ዓላማ የተነደፉ መርሃ ግብሮች ተግባራዊ መሆን አለመሆናቸውን ያረጋግጣል፤

9. መተዳደሪያ ደንቡን ያሻሽላል፤

10. የሚሰሩ ሂሳብ በወጭ አዲተር እንዲመረመር ያደርጋል፤

11. በሚሰሩ መኖሪያ ላይ ውሳኔ ይሰጣል፤

12. ለሌላ የሚሰሩ አመራር አካል ያልተሰጡ ጉዳዮችን ይወስናል፤

አንቀጽ አስራ ሁለት

የሚሰሩ ስራ አስፈጻሚ አካል የሚከተሉት አባላት ይኖሩታል

1. ሊቀመንበር

2. ዋና ጸሃፊ

3. ህዝብ ግንኙነት

4. ሂሳብ ሹም

5. ገንዘብ ያዥ

6. አዲተ

አንቀጽ አስራ ሶስት

የስራ አስፈጻሚ አባላት ስልጣንና ተግባር

1. የሊቀመንበሩ ስልጣንና ተግባር

ሀ/ጠቅላላ ጉባኤውንና ስራ አስፈጻሚ ኮሚቴውን በሊቀመንበርነት ይመራል፤
ለ/ከሚሰሩ በሶስተኛ ወገኖች ዘንድ ይወክላል፤
ሐ/የስራ አስፈጻሚ ኮሚቴ አባላት ተግባራቸውን በተሰጣቸው ስራ ዝርዝር መሰረት ማከናወናቸውን ይከታተላል፤
መ/ከሂሳብ ሽያጭ ከገንዘብ ያገዙ ጋር በጥምረት ይፈርማል፤ አስፈላጊ ሲሆን የገንዘብ ወጪ ትዕዛዝ ያስተላልፋል፤
ሠ/የሚሰሩን አባላት ዓመታዊ የጉዞ ፕሮግራም ከህዝብ ግንኙነት ሃላፊ ጋር በመጣከር ከሚሰሩ የገንዘብ አቅም ጋር በማገናከብ ተጎብኝ ስፍራዎችን በመጠቀም አባላት እንዲጫወቱ ያደርጋል፤
ረ/የሚሰሩን ደንብና መመሪያ እንዲሁም የጠቅላላ ጉባኤውን ውሳኔ ተፈጻሚ መሆኑን ይከታተላል፤

2. የዋና ጸሀፊ ተግባርና ሃላፊነት

ሀ/ሊቀመንበሩ በመጽናወጥ ጊዜ ጠቅላላ ጉባኤውንና ስራ አስፈጻሚውን ይመራል፡፡
ለ/የሚሰሩን የጸሀፊነትና የመዝገብ አያያዝ በበላይነት ይመራል፤
ሐ/የሚሰሩን አባላት ስም ይመዝግባል፤
መ/አጀንዳ ያዘጋጃል፤ ቃለ ጉባኤ ይይዛል፤
ሠ/የሶስት ወር የሚሰሩን የስራ አፈጻጸም ሪፖርት በማዘጋጀት በሊቀመንበሩ አሜክኝነት ለጠቅላላ ስብሰባ እንዲቀርብ ያደርጋል፤
ረ/ሊቀመንበሩን ያማከራል፤ ጠቅላላ ጉባኤው ያሳለፋቸውን ውሳኔዎች ያስፈጽማል፤

3. የህዝብ ግንኙነት ተግባርና ሃላፊነት

ሀ/የሚሰሩን አባላት በሚከተሉት ጉዳዮች ክልዩ ልዩ መ/ቤቶች፣ አስጎብኝ ድርጅቶችና የጉዞ ወኪሎች እንዲሁም ግለሰቦች ጋር ግንኙነት ያደርጋል፤
ለ/የሚሰሩን አላማ የሚግዙ ጽህፎች፣ ማጽሔቶች፣ ብሮሽሮች፣ ፖስተሮች፣ ፖስት ካርዶችና ፤ ፎቶግራፎችን ያሰባስባል፤ አመቺ በሆነ መልኩ አባላቱ እንዲወቁት ያደርጋል፤
ሐ/የሚሰሩ አባላት የተለያዩ የአገሪቷን ባህላዊ፣ ታሪካዊና፣ ተፈጥሮአዊ የቱሪስት መስህቦች ለመጎብኘት ሲዘጋጁ ስለ ተጎብኝ ስፍራው መረጃ ይሰበሰባል፤ መግለጫ ይሰጣል፤
መ/የሀገራችን የቱሪስት መስህቦች ከብክለትና እና ከዝርፊያ እንዲደኑ አባላቱን ያስተምራል፤
ሠ/የሚሰሩ አባላት በጉዞ ላይ እንዳሉ በማዘናናት ሊያስተምሩ የሚችሉ መዝናኛ ቀልዶችና ጥላመ ዜማዎችን ከጉብኝት በኋላ በመተንግዶ ላይ ሊቀርቡ የሚችሉ መዝናኛ ፕሮግራሞችን ያዘጋጃል፡፡
ረ/የማህበሩን አባላት ለጉብኝት ከተነሱበት ሰአት ጀምሮ እስኪመለሱ ድረስ የጉዞ ፕሮግራሞችን ይመራል፡፡

4. የሂሳብ ሽያጭ ተግባርና ሃላፊነት

ሀ/የሚሰሩን ወጪ ገቢ ሂሳብ በመዝገብ ይይዛል፤
ለ/የሚሰሩን ገቢና ወጪ ሂሳብ እያዘጋጀ በየሶስት ወሩ ለስራ አስፈጻሚ ኮሚቴ ያቀርባል፤
ሐ/ከሊቀመንበሩና ከገንዘብ ያገዙ ጋር በጥምረት በሚረጋም ገንዘብ ወጪ ያደርጋል፤
መ/ከአባላቱ ወርሃዊ መጭጮ ወይም ሌላም ገቢ በተወሰነው ጊዜ ገደብ ወስጥ መግባቱን ይቆጣጠራል፤
ሠ/ለሶስት ወራት መጭጮ ያልከፈሉ አባላትን ስም ዝርዝር ከነምክንያቱ ለስራ አስፈጻሚ ኮሚቴ ያቀርባል፤

ረ/የማህበሩን አባላት ወደ ተጉብኚ ስፍራ ለማጓጓዝ ይቻል እንደሆነ ባንክ ያለውን ገንዘብ ለጉዞው ከሚስፈልገው ወጪ ወይም በፊት እገናዘበ ለውሳኔ ያቀርባል፤

5. የገንዘብ ያዢ ተግባርና ሃላፊነት

ሀ/የማህበሩን ገንዘብ ህጋዊ በሆነ ደረሰኝ ይሰበስባል፤
ለ/የተሰበሰበውን ገንዘብ በየወሩ ባንክ ለመገባቱ ደረሰኝ ለሂሳብ ሹሙያቀርባል፤
ሐ/በሊቀመንበሩና በሂሳብ ሹሙፊርማ ሲታዘዝ ገንዘብ ወጭ ደርጋል፤

6. የኦዲተር ተግባርና ሃላፊነት

ሀ/በጠቅላላ ጉባኤው የሚረገጥና ተጠሪነቱ ለመፈጸም አካልና ለሊቀመንበሩ የሚሆን አንድ ኦዲተር የስራ አስፈጻሚ ኮሚቴ አባል ይኖረዋል፡፡ በዚህም መሰረት የሚከተለውን ተግባር ከናወሳል፤
ለ/ተገቢ ያልሆነ የስራ አፈጻጸም ሲያጋጥም ለስራ አስፈጻሚው ኮሚቴ ሪፖርት ያደርጋል፤ ካልተስተካከለና የማህበሩን ህልውና አደጋ ላይ የሚጥል ከሆነ ጠቅላላ ጉባኤውን ስብሰባ ጠርቶ እንዲያውቀው ያደርጋል፤
ሐ/በማንኛውም ጊዜና ቦታ የሂሳብ መግባቱ ሰነዶችና ቃለ ጉባኤዎች እንዲሁም አስረጂ የሆኑ ነገሮችን ለመቆጣጠርና ለመመርመር ይችላል፤፤
መ/በሂሳብ ሹማና በገንዘብ ያዥ እጅ የሚኙ ሰነዶችና መዝገቦችን በአግባቡ ስራ ላይ መላካቸውን በአግባቡ ይከታተላል፡፡
ሠ/በየወሩ ከአባላት የተሰበሰበውን ገንዘብ ባንክ በጊዜ መገባቱን ያረጋግጣል፤ በየሦስት ወሩ ሂሳብ ይመረምራል፤
ረ/የሥራ አስፈጻሚ ኮሚቴው ሲቀየር እንደየስራ ድርሻው የገንዘብና የሰነድ ርክክብ ያስፈጽማል፤

አንቀጽ አስራ አራት

7. የገቢ ምንጭ

ሀ/ማህበሩ የገቢ ምንጭ ከአባላቱ በሚሰበሰብ የምዝገባና ወርሃዊ ክፍያ ላይ የተመሰረተ ይሆናል፤
ለ/ሌሎች የገቢ ምንጮችን ስራ አስፈጻሚ ኮሚቴው ያቅዳል፤
ሐ/ማህበሩ ከተቋቋመበት ድርጅት የሚገኝ ድጎማ፤

8. የአባላት መቆጣጠሪያ

ሀ/ማህበሩን ለመቋቋም እንዲቻል የምዝገባና ወርሃዊ መቆጣጠሪያ ክፍያ በሚከተለው መልኩ ይፈጽማል፤
ለ/ጠቅላላ ጉባኤው በሚጠሰነው መሰረት በአምስት ወራት የሚቆይ መዝገቢ ክፍያ ይከፍላል፤
ሐ/ጠቅላላ ጉባኤው በሚጠሰነው መሰረት ወርሃዊ መቆጣጠሪያ ያደርጋል፤
መ/አዲስ ተመዝጋቢው አባላት ያስቀመጡትን የእያንዳንዱ አባል አማካይ ድርሻ ተሰልቶ ከነመመዝገቢው በአምስት ወራት ውስጥ ተከፍሎ ይጠናቀቃል፤

አንቀጽ አስራ አምስት

9. የማህበሩን ደንብ ስለማሻሻል

የማህበሩን ደንብ በሥራ ሂደት ያስከተለው ችግር ከአባላት በሚጥራ ጩሃ ላባች ላይ በመመርኮዝ ወይም ሥራ አስፈጻሚው ሊሻሻሉ ይገባቸዋል የሚሉትን በሶስት ወር ዌም በስድስት ወር በሚከራው ጠቅላላ ጉባኤ ላይ ቀርቦ በ2/3ኛው ደምጽ ከጸደቀ ተግባራዊ ይሆናል፡፡

አንቀጽ አስራ ስድስት

10. ማህበሩን ስለ ማቆረስ

ማህበሩ የተቋቋመበትን ዓላማ ማፈጸም ሲሳነው ጠቅላላ ጉባኤው በሁለት ሶስተኛው ደምጽ ማህበሩ እንዲፈርስ ሲያስተላልፍና የሚጥላበትን አካል እንዲያውቀው ሲደረግ ይሆናል፤

አንቀጽ አስራ ሰባት

11. የሰራ አስፈጻሚው የአገልግሎት ዘመን

.የሰራ አስፈጻሚው የአገልግሎት ዘመን ሁለት አመት ይሆናል፤

ጠቅላላ ጉባኤው ካመነ በት ተጨማሪ ሁለት አመት እንዲቀጥል ያደርጋል፡፡

አንቀጽ አስራ ስምንት

12. የሚሰሩ ደንብ ስራ ላይ የሚዋሉበት ጊዜ

የሚሰሩ መተዳደሪያ ደንብ በአባላት ፊርማ ከጸደቀበት ጊዜ ጀምሮ ሥራ ላይ ሊውል ይችላል፡፡ ይህን በዝርዝር የቀረበውን የሚሰራት አመሰራረትና አወቃቀር ሞዴል ደንብ የሚቋቋመው ከበብ እንደ እራሱ መነሻ ሁኔታ መጠቀም ይችላል፡፡ ሆኖም ማንኛውም ተቋም ወይም ማሥሪያ ቤት ለአሰራር በሚጽመው መልኩ እንደየራሱ ተጨማሪ ሁኔታ ሊያሻሽለው የሚችለው ይሆናል፡፡