



ADDIS ABABA UNIVERSITY
COLLEGE OF DEVELOPMENTAL STUDIES
CENTER FOR ENVIRONMENT AND DEVELOPMENT STUDIES
TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

ASSESSING THE ROLE OF CULTURAL ATTRACTIONS AT MERKATO
MARKET FOR TOURISM DEVELOPMENT IN ADDIS ABABA, ETHIOPIA

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REQUIREMENT FOR MASTERS OF ARTS IN TOURISM DEVELOPMENT
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This is to certify that the thesis conducted by Birhanu Birega, entitled: *Assessing the Role of Cultural Attraction at Merkato Market for Tourism Development in Addis Ababa, Ethiopia*, submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Tourism development and management complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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DECLARATION

I, Birhanu Birega, declare that this thesis entitled “*The Role of Cultural Attraction at Merkato for Tourism Development: in Addis Ababa, Ethiopia*” is a result of my original research work. I seriously affirm that this thesis is not submitted to any other institution anywhere for the award of any academic degree, diploma, or certificate. The outlooks of the participants have been duly acknowledged in this research. To the best of my knowledge, I have fully acknowledged the materials and pieces of information used in the study. All the research procedures do conform the expected standards and regulations of Addis Ababa University.

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Acronyms/ Abbreviation

AAACTB	Addis Ababa Administration Culture and Tourism Bureau
AU	Africa Union
AKSCCTB	Addis Ketema Sub Cites Culture and Tourism Bureau
ETTA	Ethiopa Tour and Trvel Agency,
ICMS	International Council on Monuments and Sites
ISCC	International Scientific Committee on Cultural
NTDP	Nation Transformation and Development Plan
OECD	Organization for Economic Co – Cooperation
SNNP	Southern Nation Nationalities Peoples
SPSS	Statistical Package for Social sciences
Sq. Km	Square Kilometer
UNECA	United Nation Economic Commission for Africa
UNESCO	United Nation Scientific and Cultural Organization
UNWTO	United Nation World Tourism Organization
USD	United State Dollars
WESGRO	Official Tourism Trade and Investment Promotion Agency for Cape Town and the Western Cape
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

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Abstract

Now a day, culture is a major asset for tourism development and it is serving as a major factor in the attractiveness of most destinations like Merkato which is an open air market and cultural destination in Addis Ababa City that stands to signify Ethiopian cultural spots. Despite the fact that Merkato cultural attractions play a significant role for tourism development, they were not properly tapped and managed to sustain as a remarkable attraction. Hence this study was designed assessing the role of cultural attraction at Merkato market for tourism development in Addis Ababa Ethiopia. The study employed both qualitative and quantitative research designs, Quantitative data were gathered from both international and domestic tourists and owners of shopping and qualitative data were collected through the semi-structured interviews from tour operators, tour guide, government sector. Purposive and simple random sampling techniques were used to obtain data among 300 hundred sampled participants for interviews and questionnaires. Quantitative and qualitative data were analyzed through descriptive statistics and thematic analysis, respectively. The major attraction of Merkato are rich and diverse; they comprise religious institution and their cultural product, souvenirs' shop, various species, cultural medicine, social interaction tera and berend that explained what they did inside. The findings of the study revealed that Merkato open air market now a day's encounters several challenges, such as lacks of parking area. Safety and security, traffic conjunction, fluctuations in price of cultural attractions and opens air market transactions moving to modern building construction. Due to these factors the biggest open air market has been diminishing its attractiveness. But, this cultural attraction for tourism development plays a huge contribution to the development of a country, so that the government has understood the tourism potentials of the country and made some progresses toward enhancement, protection, promotion, preservation, and sustainable utilization of all cultural. So, the researcher suggested government and different stakeholders to provide required attention to keep this nonrenewable cultural attraction.

Key words: *Cultural Attraction, Tourism. Merkato, Cultural Tourism, Open Mesuem, Ethiopia*

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CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

The tourism industry has a far-reaching influence on many aspects such as social, economic and cultural development. In fact, according to International Scientific Committee on Cultural Tourism (2009) culture and tourism both have close relationship which makes equally beneficial to strengthens and support each other to attractiveness and competitiveness of regions and countries. Csapo (2012) defined culture as the characteristic feature of a civilization including its beliefs, thought, language, spiritual resources, social institutions, artistic and material products.

Due to these, culture is a major asset for tourism development by being a major destination for tourists from both local and international levels and in turn one of the major beneficiaries of tourism development as it provide opportunities for its enrichment and cultural exchange between tourists of various background (Chang, 2015). It is therefore important to pay attention for tourism and cultural development as they play a significant contribution in the economic and social development of an area. Now a day, in the context of globalization, tourism and culture maintains an array of interactions and both sectors immediately benefited from the interaction. Supporting this, Richards (2016) reported that, tourism and culture can help destinations to become more attractive by catching the focus of investors and event organizers to improve the quality of the area which in turn enhance the quality of life in the destination area.

Areas with improved services and rich attractions will have the potential to attract many visitors than those which are not as the richness of attraction determines the choice made by particular tourist to visit one particular destination from the other. Due to their huge role playing, tourism cultural attractions are distinguished as a crucial part of the development of cultural tourism product (Erasmus, 2016).

The diversity of cultural resources serve as a soul of travel as the cultural factors distinguish one of human group from others by their beliefs, language, rituals, art, technology, style of dress, religion and political systems (Agarwal and Tyagi, 2016). In addition to catch the attentions of tourists of different background, cultural diversity also provide a platform to

exchange and develop one's own culture, civilization, folk customs and curiosity which paves the way for prosperity and development of tourism.

Thus cultural tourism enables people to experience the different ways of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance which remain from earlier times (Csapó, 2012). On the other hand, from tourism development perspective cultural tourism: one of the largest and fastest growing industries is increasingly an important element of the tourism product, which creates uniqueness in a crowded global marketplace (Akama *et al.*, 2002). Today the world cultural tourism becomes an important thing and caused a means of enhancement foreign exchange, and adjustment of national balance Some authors recognize that cultural industries have an important impact on the economy and society by introducing a new concept of economic growth and development, and that they constitute one of the few economic sectors where dynamic future development is expected (Rikalovic and Mikic, 2011).

Considering the benefits cultural tourism has been playing, it is important to advertise and promote the sector in order to benefit the blessings. In line with this cultural tourism attractions have been recognized as an important item in the development of tourism in Europe and North America (Akama *et al.*, 2002). However, cultural tourism attractions have been developed and rooted in strong foundation that the others (Richards, 2016). On the contrary, the development of cultural tourism in Africa has been at its infancy despite the fact that the continent is known for its rich diversities (Akama *et al.*, 2002). From this small share of cultural tourism development in Africa, the share taken by Senegal and Cote D' Ivory is huge though it is targeted to narrow market segments mainly to the African –Americans and other foreign based visitors.

Despite the rich and diverse indigenous cultures (the living heritage of the people), with its multiplicity of ethnic material, cultural tourism has not been developed in Ethiopia (United Nations Economic Commission for Africa, 2015).

The birth of Ethiopian tourism dates back to 1960th during the reign of Emperor Haile Selassie. Although, 1962 had marked the opening of the first office of tourism in Ethiopia, delay in international tourism demand had been seen. Similarly, from the reign of Derg: 1974 to the past two decades the tourism industry has been suffering from various adverse effect such as prolonged civil war, recurrent drought and restriction on entry and free movement of tourists to

specific tourism areas despite positive changes have inevitably occurring in almost all parts of the country. According to World Bank (2006), report the sector was at its infant stage and has been growing since (2000). The total income that have generated in (2008) was around 204.9 million USD (World Bank, (2006). In addition, as of (2008) International tourist's arrivals reached to (383,399) and the sector shares to GDP are remains very small (0.77%) (World Bank, (2006). Since then, the sector has been stimulated and growing in all parts of the country (World Travel and Tourism Council, 2019). The Ethiopia travel tourism sector significantly outpaced the growth rate of African Growth rate (3.9%) and reached 5.6% and supported 2.2 million jobs or 8.3% of total employment. World Travel and Tourism Council (2019) reported that, 79% of travelers were leisure visitors while 21% were from businesses. The report also included that, 77% of the tourists were international travelers while the remaining 23% were domestic travelers.

Addis Ababa bestowres divesre cultural market places to serve as tourist destination included Merkato butnowthese theses studied only the well-known cultural market attraction in Ethiopia and also designed to provide some of the role of culture attraction at Merkato market can attach in the development of tourism and tours in a destination and come up with suitable recommendation to further increase the tourism capabilities of Addis Ababa, Ethiopia.

Hence, Merkato culture market was said to be established during 1937fascist Italians for the purpose of host people marketplace. But now Merkato gradually has growing and becoming important economic sector with incredible feature both by international and national tourist.

1.2. Statement of the Problem

Culture is viewed as a “complex whole, which delivers a unifying concept for the extensively varied ways of life (CASD-2016). Culture involves visiting museums, artistic activities, galleries, cultural heritage zones or traditional culture, also includes the lifestyles formed by beliefs, languages, nutrition habits, dressing of people, architectural buildings, handworks and related atmosphere (WTO, 2005).

Cultural industries are increasingly becoming important components of the modern economy and it has become obvious that they have an impact on Gross domestic product growth rates and employment, and that they can improve a country's foreign trade position and competitiveness.

Some authors recognize that cultural industries have an important impact on the economy and society by introducing a new concept of economic growth and development, and that they constitute one of the few economic sectors where dynamic future development is expected (Rikalovic and Mikic, 2011). In any case, they highlight the central role that the culture sector plays in building a creative economy (UNDP, (2010).

Now a day in developed country like England pointed out the arts and culture industry (including both market and non-market elements), in 2016, directly generated £21.2bn in turnover, £10.8bn in Gross Value Added (with £8.6bn of this being contributed by the market segment of the arts and culture industry and the remaining £2.2bn being contributed by the non-market segment), 137,250 jobs and £6.1bn in employee compensate.

When indirect (supply chain) and induced (wider spending) effects are considered, it is estimated that the arts and culture industry (including both market and non-market elements) supported £48bn in turnover, £23bn in GVA, 363,713 jobs and £13.4bn in employee compensation in 2016.

As the above figure implies the developed countries standing their culture attraction a means of income as well as the way of preservation to sustain their cultural attraction with proper management, with the managing of destination, the creation of facilities and promotion of tourist activities as well as the development of capabilities of people working on tourism sector and enhancing the competitiveness of the attractions destination on and increasing its attractiveness power. In addition, the countries, management of destination will fasted adequate tourist assuring and adequate friendly environment for everyone and also avoiding the negative consequence of disturbance tourist in the destination (Kulcsár Erika, 2012).

However, like other developed countries as the above mentioned not presented in Addis Ababa Merkato cultural market to pay attention and manage properly and also assuring tourist the area with adequate friendly with the environment to bring on cultural attractiveness in the market.

Ethiopia has untapped cultural mosaics of diverse ethnographic attractions attributed to its nations, nationalities, and peoples of more than 80 languages and 200 dialects (United Nations Economic Commission for Africa, 2015). for the time being, as the nation still it is a daunting task for enhancing the market value of the cultural assets by actualizing its tourism potential and makes those assets attractive to tourists by satisfying their cultural needs .therefore,

Ethiopia is still facing with the problems such as high unemployment, restrictions on foreign currency resources and being single- agricultural product economy (Lamssoo, Niroomand and Rafsanjan, 2013).

Ethiopia actually national tourism development plan sets general objectives To use the opportunity of current situation to become the capital city of Ethiopia (Addis Ababa), is one of the busiest cities in Africa, and is seen as the busiest hub for East Africa according to Business Monitor International (2017), following this the sector's general objectives that places emphasis on the tourism's potential in terms of growth, employment generation (particularly for women and youth), foreign exchange earnings, and image building for the country (United Nations Economic Commission for Africa, 2015).

When we come to Addis Ababa; Merkato cultural attraction market plays a significant role for tourism development of the city. However, the city government of Addis Ababadid not pay attention to tap it.As far as the researcher knowledge is concerned, different authors wrote regarding Merkato on a different topic and matter. Like Wendwosen (2011) produced results on the practice of consumers protection and food security in Addis Ababa especially in Merkato area. Asthe researcher indicated, the researcher adpoted random sample selection a procdure with a cross sectional method. Despite the Ethiopian government set low pace of consumer's protection, 64.4% of consumer responded that the food items did not have proper labeling and packaging.

Family Health International (FHI) Ethiopia in collaboration with the Addis Ababa City Administration Health Bureau (AACAHB) (2002) has counducted the mapping and census of sex workers in case of Merkato. As the researcher indicated that the study objectives were to identify establishments and specific locations where sex workers could found. Two groups of women were identified in the various establishments- the sex workers and the waitresses. Most of the sex workers were on duty in the evenings while the waitresses worked during the day. Proportions of the two groups of women varied with type of establishment.

Yared Kebede and Himut Kioos (2014) conducted another traditions medicine sold by vender in Merkato. This study aimed at obtaining information on traditional medicines sold by vendors and purchased by clients in Merkato, including their utilization, trade, and changes between 1973 and 2014. This study was used both methods qualitative and quantitative and found as followes.Forty-five plant species and four minerals were found to be sold by the vendors for the treatment and prevention of various infectious and non-infectious diseases and magic-

religious illnesses. Comparison with the 1973 study revealed a decline in the number of vendors and mean number of medicines sold per vendor, particularly taenicides.

Tebarek Megento (2018) conducted a study on urban transformations at Merkato- the economic power house and entrepreneurial hub of Ethiopia. The article aimed at assessing the effects of urban re-development project on the Merkato business communities and the coping and adaptive strategies by taking the footwear industry as a case study. The result indicated ordering the market place which would require changes in land use and displacement for certain business.

As we see the above, all authors did not study the role of Merkato cultural attractiveness and contribution of Merkato cultural attraction for tourism development and also that focus cultural attraction managing process activity to show and role of tourism development. Due to this there has no scientific evidence of culture attraction effect on tourism development like job creations, images enhancement, social interaction, improve quality of life, tourist attract, tourist spending and length of hours, therefore, considering the significance of cultural attraction to tourism development will be interesting to design the role of culture attraction at Merkato for tourism development in Addis Ababa. Therefore, this research examined the role of cultural attraction in the development of tourism and trying to identify opportunity and challenging of tourism attraction in Merkato, Addis Ababa.

1.3. Research Questions

This research was designed to answers the following research question.

1. What are the cultural attractions in Merkato?
2. What are the roles of cultural attractions available at Merkato for tourism development?

1.4. Objective of the study

1.4.1. General Objective

The general objective of this study was to assess the role of cultural attraction at Merkato for tourism development in Addis Ababa.

1.4.2. Specific Objective

1. To study traditional cultural artifacts and products.
2. To investigate the role of open air market at Merkato as a cultural attraction.
3. To identify factors that affects the development of cultural tourism.
4. To describe the role of government institutions in regulating cultural tourism attractions

1.5. Significance of the Study

This study identifies the role of cultural tourism attraction at merkato market and role of attractiveness for tourism development .this findings create awareness about the role of cultural attraction and also serve as a secondary source of information for researcher tourism companies, stake holder and police makers.

1.5.1. Development Significance

The research findings have different development significances for government and tourism companies as an example; can serve as a guide to plan the cultural tourism industries practice. And also can use the research results as a secondary data source of information to plan and to put future directions in cultural tourism development. In addition, the tourism companies can use the study's findings as references to create awareness about the role of cultural tourism market development.

1.5.2. Policy Significance

The research findings also have the policy significances. It serve the government or policymakers as a base to rivise and inform policy, strategy, regulation or guidelines related to cultural tourism market and also the research results can serve as a secondary data source of information for police makers on the role of cultural tourism market.

1.5.3. Academics Significance

The research findings can serve as for researchers who need to conduct researcher on the role of cultural tourism in merkato market and gives as insight to the extent of cultural tourism

attraction practice and its challenges. In addition can serve as spring board for others researcher and open the doors for scholars to make future academic studies in the area.

1.6. Scope of the Study

The scope of the study has delimited on the basis of three dimensions, i.e. the geographical area, the theme and the units of observation of the research.

1.6.1. Delimitation of Geographical Area

This study has focused on Addis Ababa (Merkato) geographically. Addis Ababa is the hub of political and economic city of Ethiopia and also the capital of Africa. Also different cultural market are found in Addis Ababa, this study has focused on the cultural attraction resources found at Merkato, Addis Ababa as a tourist destination. Addis Ababa lies at an elevation of 2,200 meters (7,200 ft.) and is a grass land biome, located at 9°1'48"N38°44'24"E coordinates. The city lies at the foot of Mount Entoto and forms part of the watershed for the Awash River. From its lowest point, around Bole International Airport, at 2,326 meters (7,631 ft.) above sea level in the southern periphery, Addis Ababa rises to over 3,000 meters (9,800 ft.) in the Entoto Mountains to the north. Addis Ababa has 10 different administrative Sub-cities. Addis Ketema is one of the sub cities which has attractive cultural market and located in the northern area of the city bordered with the districts of Lideta, Arada and Kolfe Keraniyo sub cities. The Sun City an aerial coverage of around 741 SqKm and a population size of 271.644 (in 2011). The sub city is the most densely populated sub city with 36,659 individuals per square meter. The sub city is the center of one of the largest markets in Africa, Merkato, where visitors and consumers have full right to purchase anything they want.

1.6.2. Delimitation of Theme

The study was designed to assess the role of cultural attraction at Merkato for tourism development and focus only on cultural attractiveness's found in the area. In addition, the contribution of cultural attraction in Merkato for economic and tourism development and identifying the challenges and opportunities for cultural tourism development were also analyzed.

1.6.3. Units of Observation

In this research, units of observation were the participants of the research which could serve as a primary data sources and have immediate connection with the issue identified. The target groups of this study includes the government body, tour guides, tour operators, international tourist and shop owners who are operating in selling cultural products at Merkato market

1.7. Limitations of the Study

Despite the research has attempted to reach all comers, in the process of conducting this research the researcher faced by different encountres, Above all, lacke of well documented material on the research area, time and budget constrain, the other constraints were natural limitation of Covid 19 pandemics in the world ,due to this the researcher has faced many problems when conducting this research ,some of the problems are presented as follows , one of the major limitation to able not move place to place that gather material as needed, lack of international tourist who were not willing to response the questioners ,to be closed university and their library, Government, tour operators company bureaus at different sectors do not have updated both written and non written data which supports the work as a secondary source of information, Furthermore, most of the owners of shopping that suppliers materials for cultural tourism and sellers cultural goods not willing to respond the questioners to fear the government tax. In addition lack of previous studies in the research area was one majar limitation.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1. Conceptual Review

Despite hundreds of definitions found in the literatures on the concept of culture and cultural tourism, there is a long debate among scholars, writers and researchers about its definition and conceptualization. Also broad definitions about culture and its conceptualization are documented in (Leung *et al.*, 2005; House *et al.*, 2004 and Hofstede, 2001; Csapó, 2012), Nakata and Huang (2002) definition of culture is more inclusive and defines culture as complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society. Overall culture is the cumulative deposit of attitudes, meanings, hierarchies, religion, notions of time, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and groups.

2.2. What is the Relationship Culture Possesses with Tourism?

Culture involves visiting museums, artistic activities, galleries, cultural heritage zones or traditional culture, also includes the lifestyles formed by beliefs, languages, nutrition habits, dressing of people, architectural buildings, handworks and related atmosphere (WTO, 2005.)

And also Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."WTO, 2005) this two broad industries Culture and tourism have close relationship as developments and enhancements in one of the sector will have a direct impact on the other. Culture is an important tool of tourism product as it increases income generation which in turn has a role to promote culture and improve the life style of peoples that directly and indirectly are associated with the venture. Similarly, Greg Richards (2010) reported that culture is a major asset for tourism development as well as one of the major beneficiaries of this development. Chang (2015) also reported that the most diverse the culture is the more attractive tourist destination areas are. Culture based tourism is hence important for various reasons such as; it has a positive economic and social impact, it establishes and reinforces identity, it helps to build image, and preserve the cultural and historical heritage and it facilitates harmony and understanding among people. In addition, bi-directional benefits of culture and tourism are

articulated in below. benefits of tourism from culture improvement of the basic product /image of the destination, increase in consumption and length of stay, increase in tourists' satisfaction with the tourism product, stimulation of local and regional demand, and stimulation of re-visiting and opening of new market segments. On the other hand Benefits of culture from tourism realization of additional source of income, expansion of the market and a new segment of visitors, development of professional management, realization of better control over the use of cultural resources and realization of a better cultural image among the local population (Zadel Zrinka and Sinisa Bogdan 2013).

Due to this many folded benefit, Zadelal, (2013) reported that it is necessary to give attention to these sectors provided that they have a significant contribution to the economic and social development of a destination area. The growth of both sectors stimulates a number of factors form both demand and supply side. The recognition of culture as source of local identity, globalization, rising economy and improved awareness through education are important factors from the demand side to benefit the culture based tourism. On the other hand, culture based tourism has become a source of jobs, income and stimulate regional development and promote competitiveness among different local firms from the supply side. Zadel (2013)

2.3. Culture as a Tourism Product

In the world of our times, culture becomes an important element for tourism development attraction and cultures increasingly become crucial tourist attraction for many nations around the world. In that sense, Culture and tourism are interlinked and cultural products are increasingly become events a pulling factor and a motivation for travel among the tourists. Culture and Tourism have been viewed as largely separated concepts earlier. But through times, cultural resources have begun to integrate into the cultural heritage of destinations, underpinning of local or national cultural identities.

Christopher and Olatunji (2014) proposed that contemporary tourism attractions are typically focused on the experiential destinations in which tourism can sample different socio-cultural realities. The author argued that Tourism offers customized excursions into other cultures and places and tourists leave with the merchandising, snapshots, and souvenirs that epitomize and evidence the cultural identity they have visited. Rather than dead, in the form of stone monuments and empty places, tourists today are seeking live culture, in the form of people and

their colorful custom Christopher and Olatunji (2014). Culture has thus become central to tourism, just as tourism has to culture.

According to Faridi (2017), toward in the 20th Century, the role of cultural attractions in motivating tourists and distinguishing destinations from one another become more obvious. The interconnection between culture and tourism has been catalyzed by numerous factors

Cultural product is greater of the likelihood that residents will spend money within a region, province or country and the ability to attract or increase the length of stay of long-haul tourists because they bring in new money. YiningZhang (2011), cultural tourism product is developed as tourism demand generators. Tourists have needs and wants to learn other culture and get unique tourism experience from cultural tourism and those products can be shaped to satisfy the needs and wants of consumer. Products involving knowledge, religion, art, custom, living habit, history, ledge and other cultural things can include in cultural tourism products.

By taking cultural tourism, the tourist will not only have a chance to learn about the significance of the place and heritage but also can get better understanding about the local tradition and culture. The cultural tourism can endow the tourist with a new thoughts and viewpoint by looking back the cultural past.

Faridi (2017) discussed that culture in the face globalization particularly as a source of identity and differentiation become a motivating factor for tourist to travel. Besides, growing levels of cultural capital and interest in culture have been driven by rising information and communication levels. As easily accessible information on culture and tourism in a given destination via new technologies further increased the demand. Furthermore, the author also argued that the aging populations in developed nations have more likely increased the demand to travel for cultural tourism as they have enough wealth and time. In the late 20th century, the desire for direct forms of experience (culture) was developed which has now paved the way for cultural tourism. Hence, the rapidly increasing mobility creating easier access to other cultures increased tourism.

Culture equally unites events and elite cultural venues (for example, museums and galleries), but also a set of values associated with people and places, such as specific location ambience, its buildings, behavior of people, activities which are carried out there, the feel of local identity, etc. (Tomljenovic, 2006).

Jasmina&Ksenija (2015), a cultural product should be shaped as an attraction product which will be offered to tourists with the aim of better familiarization with past and current destination heritage. For the creation of a quality cultural and tourist product, the link between culture and tourism is important. Cultural heritage is the expression of tradition and history of people/locality. According to this basis, cultural tourism, presented through cultural heritage, represents a combination of material and non-material destination attributes.

Faridi (2017) concluded that culture has been increasingly employed as an aspect of the tourism product and destination. Thus, the interlock between tourism and culture has been supported by the growing demand for cultural products. Given the growing importance of tourism for economies around the globe, the cultural product becomes more significant to tourism.

Scholars such as Butcher, (2006) argued that cultural resources are highly becoming the basis of international tourist attraction and allowed local growth and development. And the tourism industry increasingly incorporated commodification of the culture. For example, in the southern African countries, culture has a tremendous contribution towards the development of the tourism sector (Saarinen, et al, 2014). A wide cultural diversity and indigenous culture most southern African regions now days attracting tourists and remain tourism attractions as about 38% of tourists attracted by cultural tourism products (Saarinen, et al, 2014). Furthermore, the author indicated that South Africa specifically has already identified cultural tourism as one of the key growth areas of the country. Besides, cultural tourism products in South Africa recently have shown a high rating among international visitors and domestic tourists as well.

Similarly, other countries like Ethiopia have wide cultural diversity that can attract millions of tourists. Ethiopian Ministry of Culture Tourism (2009) recognized the importance of culture as a tourism product. Ethiopia's cultural products are diversified and encompass religious rituals, archaeological, festivals, ethnic group cultures, culturally significant urban areas, arts, and many more (MoCT, 2009).

Moreover, culture in the tourism industry has been and continues to an important economic dimension, particularly because the income derived from tourism supports local development (Richards, 2018). In light of that in Nigeria for instance, culture has a great role in the development of the tourism sector thereby supporting local development. According to the study by Aruna (2018) who examined cultural tourism as a vital change-agent, through exploiting the Bobo cultural festival in Igbobini's rural community in Nigeria found that the

festival celebrated annually in December is a vital source of economic survival for the community, including creating more jobs, reinforcing community-identity and, promoting indigenous cultural practices in globalization.

Furthermore, Richards (2010) and Chang (2015) have described culture and tourism as giving a reciprocal relationship. Culture and tourism have a close relationship as developments and enhancements in one of the sectors will have a direct impact on the other. Culture-based tourism is hence important for various reasons such as; it has a positive economic and social impact, it establishes and reinforces identity, it helps to build an image, and preserve the cultural and historical heritage and it facilitates harmony and understanding among people.

By and large, it is a universal perspective that culture be viewed as a potential touristic pulling factor for a given region. Cultural products influence the initial decision of visitors to travel to destinations in different parts of the world. As a result, cultural attractions are increasingly perceived as a vital product to attract tourists which is vital in tourism development.

2.4 Typology of Cultural Tourism

According to Ohridska-Olson, (2019), the categorization of the cultural tourism is based on different views, for instance, based on types of arts, which includes fine art, art galleries, installations, sculptures, music, literature movie tourism, and architectural elements. Furthermore, cultural tourism can also be categorized based on festivals and events which include religious rituals, music festivals, conferences, and sports events. Moreover, cultural tourism can also be seen as heritage and history. This might include, museums, archaeology, educational, religious heritages including the art in churches, monasteries, synagogues, and temples of other religions, regardless of the visitor's beliefs, ethnic-folkloric elements and so on (Ohridska-Olson, 2019).

Some scholars have differentiated culture-based tourism into several categories, for example, Petroman et al, (2013) identified four subtypes of cultural tourism namely cultural ecotourism, indigenous cultural tourism, eco-cultural tourism, and socio-cultural tourism. The definitions and explanations of these concepts are presented as follows. Cajee, (2014) discussed that eco-cultural tourism is a concept where both ecological and cultural aspects of a landscape are combined creating a tourist paradise. It is travel to destinations where both cultural and natural endowments are the primary attractions and thereby considered to be a potential strategy to

support the conservation of natural habitats along with economic sustainability, particularly to indigenous communities.

Mover, Smith (2009) provided a list of cultural attractions in the tourism industry, including heritage sites, performing arts venues, visual arts sites, festivals and special events, religious sites, rural environments, indigenous communities and traditions, crafts, language, modern popular culture, creative activities and other forms of cultural contents. Although there are some interchangeable terms in the list, Smith came up with some calcification cultural tourism including experiential cultural tourism, Arts tourism, Creative tourism, rural cultural tourism, Heritage tourism, Indigenous cultural tourism and urban cultural tourism.

2.5. Cultural Tourism Market Now a Day

Culture based tourism is one of the fastest growing industry and become an important source of income in the Gross Domestic Product (GDP) of many countries. This contribution is hugely stimulated by increasing the quality of tourism marketing.

Cultural tourism is a sub-category of tourism in which travelers visit cultural attractions or regions with unique cultural or historical identities to experience new cultures and obtain new knowledge. Cultural tourism now recognized and grasped widespread attention for its role in contributing to economic growth and promoting cultural heritage. Nowadays, cultural tourism is generally viewed as one of the rapidly growing sectors of the global tourism economy with 40% of international leisure tourism which involves a cultural component (Novelli 2015 as cited in Nkwanyana, et al, 2016).

Pahos, (2010) noted that, in Europe, the cultural tourism market is becoming increasingly competitive in serving the mass tourists. According to the author, a growing number of cities and regions in the European Union are highly dependent upon the strategies that aimed at promoting cultural heritage, which leads to rapidly growing cultural attractions. Cultural attractions such as galleries and museums are playing a vital in generating visitors and there intensifying the revenue to be gained from the sector. The opening up of new cultural tourism destinations in Eastern and Central Europe has added great value to the growing supply of distractions for the European cultural tourist in the future. On the global stage, Europe has long enjoyed a dominant position in international tourism and the cultural industries

Goss (2016), the cultural travel market vary to some degree; most experts include creative arts, history, and indigenous culture as key aspects of cultural tourism or heritage tourism. Using a set of activities surveyed by the U.S. Travel Association “Domestic Market Report,” one can gain a perspective of the significance of these activities within the context of a larger set of tourism drivers. Of equal significance is the trend driving the trend. The fact is, today’s interest in cultural tourism is really a manifestation of a larger and even more fundamental trend: post-modernism. Culturally, we crave that which is more personally relevant and less packaged or mass produced.

Dr. Greg Richards (2000) the situation in the developing world is, however, very different from that in the developed countries. In Africa in particular the situation is very different, because the cultural heritage is a living heritage, rather than the legacy of a rich built environment as is the case in Europe. This difference is made clear if one looks at the designations of World Heritage Sites globally.

Similarly, in regions like Sub-Saharan Africa, cultural tourism as providing the untapped potential for providing opportunities for tourism expansion and inclusive growth in the region (Nkwanyana, et al, 2016). Botswana, Kenya, Tanzania, Mozambique, Ghana, and Mali have used cultural tourism niche products to diversify their tourism economies (Rogerson 2012). According to Su et al, (2019) who studied Sustainable Synergies between the Cultural and Tourism Industries in china, the technical efficiency of the tourism industry has increased significantly since the involvement of the cultural industry.

Consequently, cultural tourism is a sub-category of tourism in which travelers visit cultural attractions or regions with unique cultural or historical identities to experience new cultures and obtain new knowledge. Cultural tourism now recognized and grasped widespread attention for its role in contributing to economic growth and promoting cultural heritage.

In the context of Ethiopia, is one of the developing countries which have cultural mosaics of diverse ethnographic attractions attributed to its nations, nationalities, and peoples of more than 80 languages and 200 dialects. This huge diversity is corroborated with diverse traditional performing arts including music and dancing with rich cultural musical instrument. For the home for all these huge cultural, historical, religious and natural diversities, Addis Ababa, the capital of Ethiopia is the busiest cities in Africa and is seen as the busiest hub for East Africa (WESGRO, 2017). Also efforts are being made and progresses are observed, these immense

potentials for tourism development are yet to be fully exploited (United Nations Economic Commission for Africa, 2017).

Given its rich cultural heritage, the country's potential for economic growth through tourism is highly underutilized. The abundant supply of labor is a potential resource for development with little requirement for investment, in particular with regard to handicrafts and other arts that require intensive manual labor. Although most products are original and functional, there are no standardization products and this has prevented them from competing in the international market. Additionally, there are no market linkages between producers and traders, with middlemen retaining a good share of the profit (Beyene, 2013).

Therefore, it is widely acknowledged that Ethiopia possesses remarkable tourism potential due to its unique and largely unexplored cultural, historical and archaeological resources. Those resources are key to attracting visitors and are the basis on which to build a strong cultural tourism market and to compete in the international cultural tourism market.

2.6 Challenges Facing Cultural Tourism

Interest in culture and tourism has exploded over the past several decades into a worldwide industry, creating both opportunities and concerns (Thakur, 2019). Culture-based tourism experienced different challenges that hinder its development and the attempt to tap the potential opportunity from it. Empirical findings from Botswana, Kenya, and Tanzania in this regard summarized from the work of Lenaoa, (2019), Rotich (2012) and (Ngonya, 2015).

A study in Kenya by Rotich (2012) who studied the challenges facing cultural tourism development in Kenya argued that developing countries like Kenya often do not have market access to their quality goods and services and this limited their participation in the international marketplace. With similar proposition, the scholar found out that, several factors challenges culture-based tourism including, limited access to the market of cultural products and ineffective marketing and promotion of cultural tourism product, lack of finances to develop cultural activities, challenges of illiteracy and exposure, the domination of other tourism products over cultural tourism products, little or no relevant training on how to value cultural products and destination, risk of deterioration of the cultural product, access & infrastructural inadequacies to the cultural sites/villages, non-competitiveness of cultural tourism, security issue, low level of awareness among the local community, non-favorable policies of cultural tourism, were identified as major challenges (Rotich, 2012).

Similarly, another empirical finding from Tanzania by Ngonya (2015) shares a similar finding that cultural tourism much challenged by a lack of support from the government. Inadequate education and training, poor infrastructure, poor marketing strategies, lack of community support and awareness, insecurity, and poor customer care service (Ngonya, 2015).

Another study by Lenaoa (2019) who studied Challenges facing community-based cultural tourism development at Lekhubu Island, Botswana has shown that cultural tourism sector in the country is much challenged by inadequate marketing strategy and limited promotion, poor accessibility, limited income generation and heavy dependence on external donor funding, lack of capacity among the community, as well as unsatisfactory involvement and limited capacity among Technical Advisory Committee members in the cultural tourism management (Lenao, 2013).

2.7. The Role of Culture Tourism for Tourism Development

It commonly cited in many pieces of literature that, tourism is becoming one of the most exciting and progressive industries that impact almost every other industry nowadays. Cultural tourism plays a vital role as a part of the tourism industry in a general sense. While tourism is significantly becoming the largest and fastest-growing industry and the cultural industry is increasingly being used to promote destinations and remain a driving factor for the development of the tourism sector, simultaneously.

Cultural tourism is economically advantageous for both destinations and the communities that reside in them. Nadine, (2012) discussed that despite cultural tourism has a long history, it began to grab attention in the late 1970s as part of the tourism industry and continue today to gain grown in the tourism sector. Many people travel not only for leisure and pleasure but gain a deeper understanding of the culture of their various destinations. Cultural tourism can strengthen local demand for local culture and cultural events and activities and thus are often actively involved in the preservation of several such events or activities for future generations. The following empirical shreds of evidence have shown the role of culture in tourism sector development.

Nigeria for instance, a country resided by a culturally diversified population that has vast tourism potentials, historic towns, and highly diversified cultural heritage embodying people's traditions, religion, and belief systems, festivals, and ceremonies that can be mentioned. In several parts of the country, cultural festivals have a tremendous contribution to event tourism

development. According to Tagowa (2005 as cited in Ibraheem et al, 2015), the boat regatta practice, for example, is a social event that has been practiced by the coastal and riverine communities of Nigeria. The festivals yearly attracted millions of tourists and participants from both within and outside the state (Ibraheem et al, 2015).

According to Benjamin et al (2011), the 2007 Calabar carnival festival attracted about one million spectators: out of which 850,000 (85%) were Nigerians and 15,000 (15%) were non-Nigerians. The proportion of spectators shows that 46.6% were locals, 45.7% Benjamin et al (2011) further argued that, reports from some world events show empirical evidence of the positive impact of tourism on the development of the locality or region. According to the study by the British Council (Nigeria) (2018), tourism events have a great role in maximizing economic gain from tourism activities. According to the study, Gidi Culture Festival (A music festival) for instance has been generating \$300,000 revenue for local businesses and performers, every term. Furthermore, the study further has shown that the event has supported the development of a wide range of skills and which had led to job creation.

Cultural tourism also contributed to community development. Williams, (2019) who studied factors influencing community participation in cultural tourism at Kit Mikayi in Kisumu County, Kenya. The finding of the study showed that cultural tourism at Kit Mikayi found to be improving the local people's livelihood by creating self-employment, income-generating activities, and improved standards of living.

Countries like Ethiopia, Nigeria, India, and China are rich in historic, natural, and cultural elements that can contribute much more to tourism development in the region. According to the United Nations Economic Commission for Africa (2015) Ethiopia for instance is potentially rich in diversified ethnographic attraction including the 80 different languages with over 200 dialects and a variety of small and larger ethnics. Lower Omo valley for example can be mentioned as lactation of these cultural and ethnographic attraction sites amongst the other. These attractions can offer an opportunity to witness the original African Tradition for tourists. Color ornaments, traditional event performances and music, hairstyles, and body painting can be named as tourist-attracting features in the region.

2.8. Ethiopian Tourism Industry: Potentials and Context

Ethiopia has a wide range of tourism resources on which tourism development plans and product designs can be established. The country is known for its geographical landscape with beautiful scenery, historical and living cultures, paleontological and archeological attractions. Mulgeta, et al, (2016), summarized the tourism resources in Ethiopia as follows.

“...Based on attractions diverse types of tourism including living culture tourism, history tourism, archeology tourism, paleontology tourism, park tourism, geo-tourism, agro-biodiversity and coffee tourism, rural tourism, conference tourism, and sports tourism are the common tourism forms in the country....” Mulugeta, et al, (2016).

Situated in the horn of Africa, Ethiopia is the largest elevated landmass with 50% of its landmass rises above 1000 M above sea level. This makes the country to be known as the roof of Africa. The country is known for its remarkable wide range of rivers and water basis which make the country to be recognized as the water tower of Africa. Besides the country also known for its ancient civilization and rich of wide and unique cultural heritage (Dharmendra, 2012) As indicated by the scholar, Anthropologists consider Ethiopia as the cradle of humanity while for geologists the country is a living laboratory.

It is widely recognized that Ethiopia is the land of remarkable tourism resources and potentials and the country has distinctive and vast undiscovered historical, natural resources, cultural, archeological, and historical elements. These elements are a vital resource for the tourism sector in that they can attract visitors. The country has over 3000 years of history and more than 80 different ethnic communities who are living in the country with unique culture, language, traditions, norms, and values which makes the country very special in the continent (United Nations Economic Commission for Africa, 2015). Ethiopia, on the world stage, the country has recorded over 11 world heritage sites which until 2011. Among which 8 are cultural elements one is a national site. In terms of the number, this figure is the highest in Africa. Besides the country has five additional properties in UNESCO's tentative lists and one world representative ((ECA, 2015).

Table 1 Cultural Heritage of Ethiopia

Heritages	Location	Year
Konso Cultural Landscape	SNNP Regional State	2011
HararJegol, the Fortified Historic Town	Harare, Regional State	2006
Aksum stelea	Tigrai Regional State	1980
Lower Valley of the Awash	Afar Regional State	1980
Lower Valley of the Omo	SNNP Regional State	1980
Tiyya	SNNP Regional State	1980
Fasil Ghenbi, Gondar	Amhara Regional State	1979
Rock-Hewn Churches, Lalibela	Amhara Regional State	1978
Semien Mountains National Park	Amhara Regional State	1978
Meskel	Ethiopia	2013
Gada System	Oromia Regional State	2016
Fichee-Chambalaalla	Sidama Regional State	2015
Timket, Ethiopian Epiphany	Ethiopia	2019

Source: United Nations Economic Commission for Africa, (2015: Ethiopian Press Agency, (2020)

Similarly, there are additional four tentative properties listed in UNESCO including Bale Mountains National Park (2008), Dirre Sheik Hussein Religious, Cultural and Historical Site (2011), HolqaSof Omar: Natural and Cultural Heritage (Sof Omar: Caves of Mystery) (2011), Gedeo Mixed Cultural and Natural Landscape (2012) and MelkaKunture and Bachilt Archaeological Site (2012). /ICH, the country has various age-old churches, mosques, and other traditional beliefs with abundant religious manuscripts and religious museums (ECA, 2015).

Despite Ethiopia is the island of diversified physical, cultural and historical resources and excellent opportunities, there are critical challenges such as the poor image of the destination places, poor marketing, and promotion, underdeveloped tourist-related infrastructure and services, lack of knowledge about tourism, the inadequacy of the human capacity, legal concerns, contradicting rules and regulation, institutional capacity concentration on few places such the capital city and lack of the coordination among national, regional and locals operation adversely affect the development of the sector (Tedesse, 2015).

Although, there rea some challenging factors, currently tourism in Ethiopia generates 2.9 Billion USD every year. It contributes 4.5% to the country's GDP and offers close a million

jobs. Besides, the government commits to increasing the number of tourists from year to year in the 2nd GTP (2015-2020). Ministry of Culture and Tourism has planned to 2.5 million tourists by 2020. To achieve this goal the ministry has to identify the focus area of GTP in line with tourism sector development. These include Natural and cultural heritage consecration and development, service and excellence, cultural and tourism product marketing development, improve the culture and tourism research and information system, and enhancing cooperation with the development partners (Ministry of Foreign Affairs, 2018).

Natural, cultural, and historical attractions of Ethiopia 13 different resources are recorded by UNESCO as world heritage, with most recently the Konso Cultural Landscape, MeskelDemera Festivities, and Fiche-Chambelala, the Sidama people's New Year celebrations, Timket, Ethiopian Epiphany being added to the list. Besides the cultural tourism resources, the country is the origin of human beings, land of queen Sheba, home of Ark of the covenant, home of the unique active volcano lava lake, the lowest place on earth (Danakil Depression). Moreover, the country has beautiful scenery including the Simien Mountains and four biosphere reserves (registered by UNESCO), numerous Rift Valley lakes, hot springs, and highland lakes even around Addis Ababa. There are various national and regional parks, such as the Awash National Park and the Simien Mountains National Park, among nine other national parks and two beautiful sanctuaries (Ministry of Foreign Affairs, 2020).

Historically, the country also owned spectacular sites dedicated to some of the earliest buildings of three great religions, Judaism, Christianity, and Islam: with old cities, beautiful ancient mosques, and churches, monuments. Axum, Lalibela, and the Nejashi mosque are major sites that attract many tourists and, indeed academic researchers. There are extensive national archives and a national library with rare and beautiful manuscripts. Ethiopia has a unique calendar and alphabet. On the other hand, Ethiopia also has dependable peace and stability. Never colonized, it remains a symbol of independence for many in Africa and other continents. Addis Ababa, of course, is the seat of a few international organizations including the African Union, the UN Economic Commission for Africa, and more than 100 embassies. Conference tourism is another area of growth potential (Ministry of Foreign Affairs, 2020).

2.9. Cultural Tourism in Ethiopia: Challenges and Prospects

Ethiopia is rich with cultural mosaics of diverse ethnographic attractions attributed to its nations, nationalities, and peoples of more than 80 languages and 200 dialects. According to ECA (2015), one of the most important locations for these ethnographic tourism attractions is the Lower Omo Valley of Southern Ethiopia which is home to an astonishing mix of small, contrasting ethnic groups such as the Gangatom, the Karo, the Dassench, the Bodi, the Mursi, the Surma, the Arbore, and the Hamar - some of the most fascinating people and cultures. They offer the opportunity to witness authentic African traditions including colorful ornaments, elaborated hair dresses, and body paintings as well as unique traditional performing arts. Ethiopia is the land of diverse traditional performing arts including music and dancing with a rich cultural musical instrument of various nations, nationalities, and peoples of the country. These potentials are not properly developed or integrated into the tourism product of the country so far.

Furthermore, Ethiopia is renowned for its traditional festivals that in most cases reproduce traditions that have been maintained for centuries. Timket (Ethiopian Epiphany), Gena: Ethiopian Christmas in Lalibela, Meske (the finding of the True Cross, Irreecha (Thanksgiving to the Oromo supreme God Waqa festival), Chamabala (Sidam people New Year Festival), Ashenda and Shaday festivals in Tigray and Amhara regions, respectively and Ashura in Harar can be mentioned among other. These festivals attract international tourists as well as a high number of domestic visitors; however, they are not well developed as tourism products especially in terms of services provide facilities and maximizing economic impacts in the respective destinations (ECA, 2015).

According to a study by Brhane (2017) who assessed the challenges and prospects of the tourism industry in Konso Southern Ethiopia which is known for its various natural and cultural potentialities the culture-based tourism industry faced several challenges among the which underdeveloped infrastructure and facilities, safety and security, underdeveloped ICT, lack of implementing national policies and lack of professionalism, lack of marketing and promotion, below standard accommodations and lack of coordination were found to be negatively affecting the industry. The scholar also indicated that the prospect of the industry included availability of different natural and cultural tourist destinations, economical tourist expenses, good cultural ceremonies, and supportive national policies, welcoming people, under

construction of new hotels and lodges, registration of the landscape in UNESCO also contributes a pronounced role for the future development of the industry in the area.

Similarly, the study by Selemon and Alemken (2019) who studied factors hindering tourism industry development: Gambella regional state of Ethiopia, also indicates that tourism industry generally impacted by inadequate trained and skillful human resources, lack of information centers for the tourism destinations weak promotion and marketing of tourism destinations, lack of tour guide associations and linkage with the tour and travel operators, weak infrastructures development, inadequate accommodation deliverers, and accessibility, security, and peace-related issue.

Furthermore, another study by Endalkachew et al, (2018) who studied challenges of tourism destination development in the Amhara national regional state, Ethiopia identified major challenges associated with cultural destination development. Lack of benefit sharing, Poor community participation in the tourist destination area, the lack of knowledge about the importance of tourism by a large segment of the society, problems in trained staff, and employees in tourism development were identified by the scholars. Additionally, their finding also confirmed that destruction of natural resources in destination, lack of funding for tourism development, and resource competition from other sectors, less priority given for tourism investment, insufficient investment incentives, and lack of policy support were the major challenges in the destination areas development for the tourism industry.

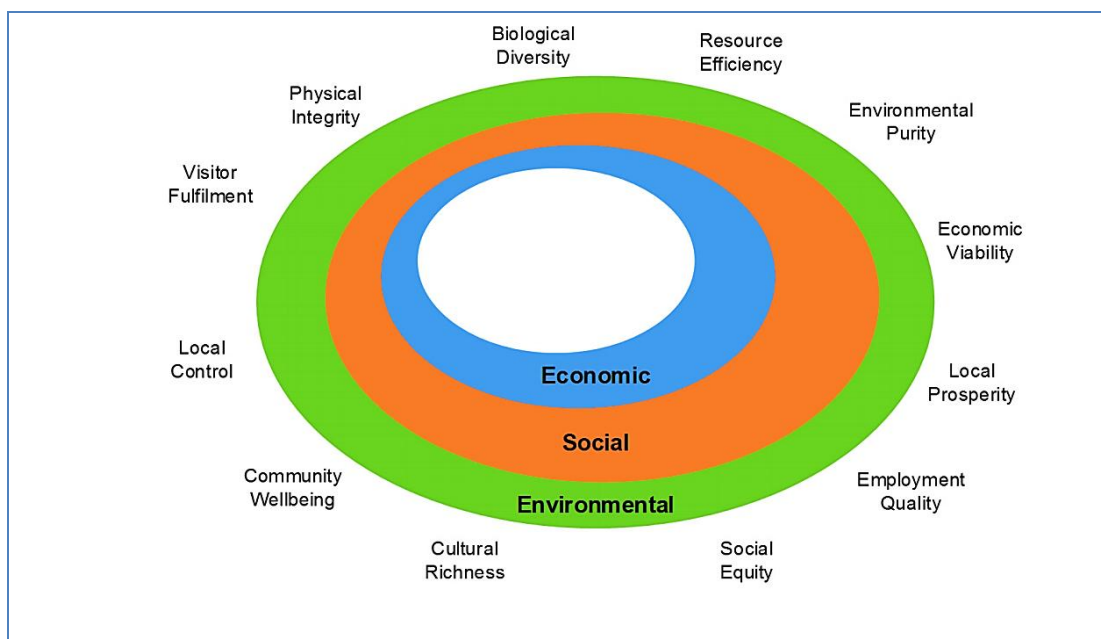
To sum up, Ethiopia is one of the developing countries which have cultural mosaics of diverse ethnographic attractions attributed to its nations, nationalities, and peoples of more than 80 languages and 200 dialects. This huge diversity is corroborated with diverse traditional performing arts including music and dancing with the rich cultural musical instrument. For the home for all these huge cultural, historical, religious, and natural diversities, Addis Ababa, the capital of Ethiopia is the busiest city in Africa and is seen as the busiest hub for East Africa (WESGRO, 2017). Also, efforts are being made and progress is observed, these immense potentials for tourism development are yet to be fully exploited (United Nations Economic Commission for Africa, 2017).

2.10. Theoretical Framework: Sustainable Tourism Development Approach

The first definition of sustainable tourism has been declared by the United Nations World Tourism Organization in 1996 as cited in (Janusza and Bajdora, 2013).

"Tourism which leads to management of all areas, in such a way, that the economic, social and environmental needs are being fulfilled with the cultural integration, ecological processes, biodiversity and supporting the development of societies".

Besides, regarding the concept of sustainable development, UNWTO said that sustainable tourism was also a process that "considers the needs of present tourist's and. The concept of sustainable development based on environmental, social, and economic grounds, which are also the basis for sustainable tourism (Janusza and Bajdora, 2013). Among the features of sustainable tourism indicated by activities that should be characterized by Buckley 2009 as cited in Janusza and Bajdora, 2013), some of them go in line with this study's objectives. Accordingly, respect for socio-cultural attitudes of the local community, the preservation of cultural and traditional values, as well as acting to intercultural understanding and tolerance is mention as a key principle of sustainable tourism development. Furthermore, the approach also underlines that Ensuring real and lasting economic processes enabling to benefit society by all actors involved, including stable employment and income-earning opportunities from the local resource is much important (Janusza and Bajdora, 2013).



Source, Janusza and Bajdora, 2013, pp:527

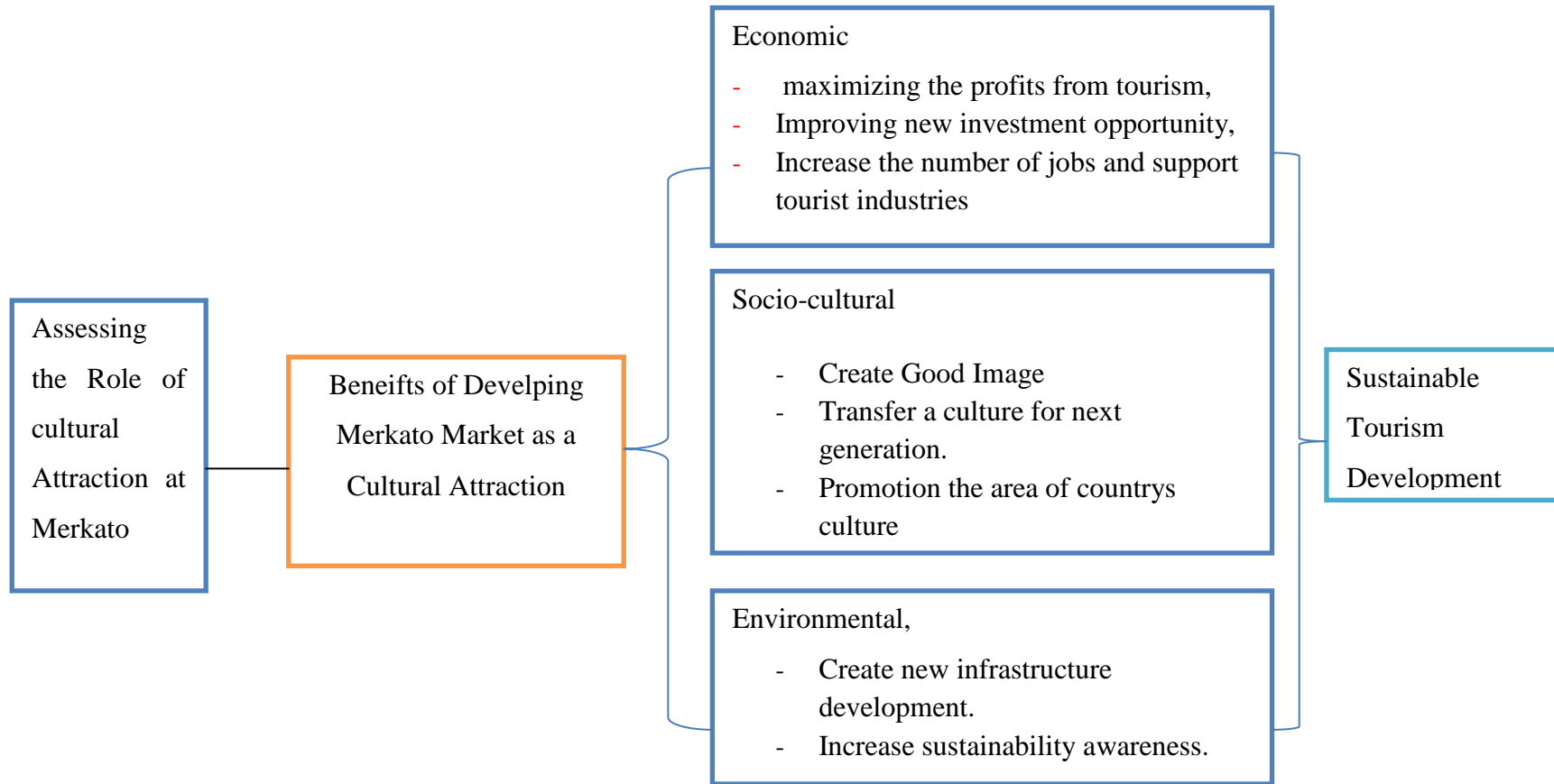
From this study's point of view, the approach allows the researcher to study the role of the open-air market at Merkato as a cultural attraction considering the local value and culture. The approach also considers the socio-cultural dimensions of Tourism areas with high cultural or artistic value, or in places where local traditions and values play a significant role, in such places tourism can play a significant role such as creating new jobs positions, carry out actions to preserve the heritage, And, this assist, the investigator tried to define traditional cultural artifacts and products in Merkato and their significance for generating income to the local people. From the economic dimensions, the principles of the sustainable development concept contribute to the social and environmental costs, which in the long term, can outweigh financial income due to tourism. This was valuable when analyzing factors that affect the development of cultural tourism in Merkato and describing the role of government institutions in regulating cultural tourism attractions in Merkato.

2.11. Conceptual Frame Work

The conceptual framework offers many benefits to the research. Ravish and Carl (2016) state that conceptual frameworks are generative frameworks that reflect the thinking of the entire research process. In addition, Veal (2006) added that a conceptual framework involves concepts involved in a study and the hypothesized relationship between them. Mostly, diagrams are used to clearly define the constructs or variables of the research topic and their relationships are shown by the use of arrows. Culture and tourism have a close relationship which makes them an interdependent sector as development in one of the sector will immediately affect the other. The rapid growth of the tourism industry is possible to ensure on a continuous basis as long as promotion of culture is undertaken as culture is recognized as a major asset for tourism development (Chang, 2015). Culture based tourism therefore has a lot to play in ensuring sustainable developments in economic, socio-cultural, political and environmental dimensions in a given society. In addition this framework aimed at ensuring the competitiveness of the tourism and economic efficiency of the destination, maximizing the profits from tourism, with the number of tourists visiting a particular community, improving new investment opportunity, increase the number of jobs and support tourist industries, and increase tax revenue (economic), city image creation, preserve their cultur and transfer for next generation, increase awerness of the country cultue and promotion the area(socio-cultural), new infrastructure development and increase sustainability awareness (environmental) are some roles of Merkato open aira cultural tourism market for tourism development .

Therefore, maximize the benefits of Merkato open air cultural market and properly manage the negative effects, it important to achieve sustainable tourism development and this approach is best fits this study in that cultural attractiveness and contribution of Merkato to the tourism development of the era can be best described. The following conceptual framework is stated all aspect of Role of cultural Attraction at Merkato for sustainable tourism development.

Figure 1 Conceptual Framework



(Source, Construction by the author February, 2019)

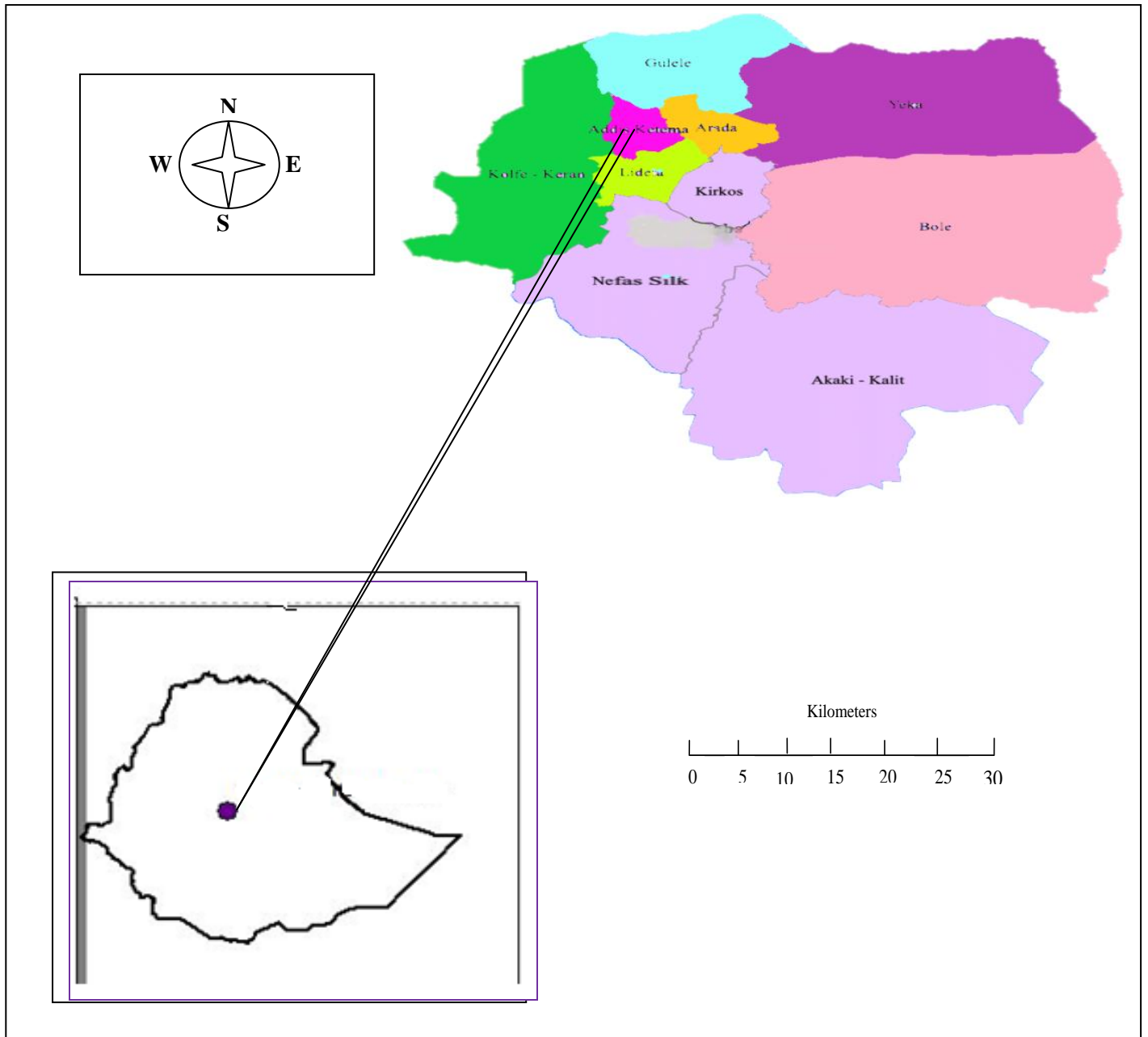
CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Study Area

The study area of this research would be conducted within the boundary of Addis Ababa; the capital city of Ethiopia, residence of well-known regional and internationally organization like Africa Union, United Nation, Economic Commission for Africa and also many diplomats and Ambassador.

Addis Ababa is located geographically at 9°14' 48" n latitude and 38°44' 48" E longitude. The city is located at the heart of the country, at an altitude ranging from 2120 meters at Akaki in the south to 3,600 meters at Entoto hill in the north (Addis Ababa City Government Culture and Tourism bureau, 2016). It's time zone is categorized in east Africa time (UTC+3). The city occupies the total area of 540 SqKm with a complex mix of highland climate zones, with average temperature differences of up to 16 °C, depending on elevation and prevailing wind patterns. Administratively, the city is sub divided in to 10 sub cities and 116 Woredas Among the 10 different sub-cities; Addis Ketema is one of the sub cities which has attractive cultural market and economic hub of the country. Addis Ketema sub city is located in the northern area of the city bordered with the districts of Lideta, Arada and Kolfeia Keraniyo sub cities. The areal coverage of the sub-city is around **741 sq km** and its population size was estimated at about 271,644 (in 2011). The sub-city is one of the most densely populated sub cities in the city with an average of 36,659 individuals per sqM. At its center the sub-city is known to have one of the largest markets in the city and in the country where items of different origin and use are unequivocally supplied. Source https://www.researchgate.net/figure/Map-of-Addis-Ababa-City_fig1_281460707 retrieved at 6:15pm Jan 15, 2020)



Source own (Febrewry 2019)

3.2 Historical Background of MerkatoMarket

Past our great historical back ground, Ethiopia was the seat of different regimes one of the seal of Ethiopia’s government was Addis Ababa. Founded by king Menelik II at the late of the 19th Century Addis Ababa is one of the largest cities found in the country and holds money market places one of this market places found in the city. Called “Arada Gebeya” was founded right after the establishment of the city and it was found south of St.George’s Orthodox Church and

west of the Parliament. It was one of the biggest market places in Ethiopia. Belay Gedey Addis Ababa (1997)

During the Italian colonists controlled Addis Ababa they made their seat in the city in order to control the countries found in the different region. In 1936 G.C the Italian Colonist ratified a view policy which was unfair based on color and physical appearance. The new city master plan which was based on the new policy made the colonist settles at the east side of the city and Ethiopians which contained almost 90% of the residents at the west. The Ethiopians used to call their new living place “Addis Ketema” which is now one of the sub cities in the city called “Addis Ketema” (Addis Ketema Culture and Tourism Bureo (2004)

Also based on the new master plan the biggest market place which was founded right after the establishment of the city “ Arada Gebeya” was replaced at the west side of the city and was renamed by the Italians “ Merkato Indigino”. The Word in Amharic means “Yehagerew Gebeya” of a market place for the residents. Then Merkato was used as a market place for the Italians and other foreigner Merkato diro zendero Megzene (2001).

Photo old Merkato



Source: Dreamtimes Home Page (2019)

Now a day Merkato is the biggest market place in the whole continent Africa and contains many specific places for the exchange of specific goods inside. Besides the trade activities, Merkato takes a big part of history in the country also considered as the beauty of Addis Ababa now age 85 years and now contains many big shopping malls inside. Belay Gedeys Addis Ababa (1997)

Photo New Merkato



Source Own photo February (2020)

3.3 Major Cultural Attraction of Merkato

Currently, in Addis Ababa city as well as different regions of Ethiopia there are a lot of tourist attraction that motivated tourists to visit the country or region. Due to this Addis Ababa merkato open air cultural tourism attraction became one of the most preferable place who needs to know Ethiopian cultural life style norms civilization, Some of Addis Ababa merkato open air market tourist attractions are Religion place of Raguel Orthodox Church and Anwar Mosque, the twins holl ,Minalashtera, spices teraand social interaction activity. Some example merkato tourist attraction

3.3.1 Religion Places

The religious places in Merkato create image on the beauty of Merkato. At the entrance of the market a tourist come across with two giant religious institutions of Christians and Muslims. These giant institutions are Raguel Orthodox Church and Anwar Mosque respectively for Christians and Muslims which are only separated by a fence. Raguel church was founded by Princess Menen, the wife of Emperor Haile Selassie in 1955. The surrounding of the church serves as a central regional market for church materials like the holy bible, Keberos, Tsenatsels, Mekuamia and different clothing's. In addition, the church serves a center of dispute resolution between merchants and consumers of different backgrounds. On the other hand, Anwar mosque; the biggest mosque in Ethiopia, serve as a central office to the Muslims and also serves as a center where the religious equipment's of Muslims are found. These religious places are a good example of tolerance, social lifestyle and practices between the two giant religions. Finote betea kirstion (1991).

Photo Merkato Debre Haile kidus Raguel



Source own February (2020)

In addition the religious place of Merkato has a big contribution to be unique Merkato In Merkato, when you start visit, you may tour old religion houses those have accepted by all Christian and Muslim These religious places are a good example for tolerance, social lifestyle, practices and the two giant religions' still they support each other and this two social life and Practice it means the religion practices which makes Marketo unique from other world and makes a good example for tolerances, social and cultural unity, which makes the nation for unity and show one' less. **Error! Bookmark not defined.**

Photo Merkato Anower Mesged



Source dreamtimes home page (2019)

3.3.2 The Two Old Halls

This twin'shalls was constructed by the order of Emperor Haile Selassie by Engineer Angier in 1955. The buildings have more than 80 shops and contain different cultural social materials. The buildings are a central market for buying Gold, Silver and other jewelry's along with different traditional and cultural clothes and styles.

In addition, from these hall nearby place Sefettera, Corchatera, Chidtera and Shematera, all these places show the Ethiopian clothing style, cultural cloth, cultural foods and materials, house materials and animal cloths which means, the Ethiopian local animal cloths, which serve as for transportation and for marriage, mourning. It service also serves as an honorable clothes which you may get them by Merkato area. All these cultural materials, cloths are representing one nation and show food style, house style, many people visit them too. The above described

facts, shows how the national, local social life, culture, material, food style look live and you may see the big Ethiopia within small place in Merkato. Merkatodiro zendero Megzene (2001)

3.3.3 Minalesh Tera



Source Own Picture February (2020)

Minalesh Tera, one of the amazing places in Merkato, provides equal access to everyone to enjoy the market. Therefore, it is usually appreciated by different people as it is hubs that satisfy their needs. As the name indicates, Minalesh Tera is a place where you can find anything (clothes, household materials, furniture's, audio visual materials and agricultural instruments) regardless of differences in quality, price, age and value. The huge aggregation of peoples in Minalesh Tera opens the door for cultural exchange between buyers, sellers and tourists. Both the national and international market items are available to the market, so you may find what you need in one place on time. (Rahal 2002) and merkato excbition (1997)

3.3.4 Traditional Medicines and Ethiopian Food Spices

Traditional medicines are one of the important items that a buyer or a visitor has a free access to get along with counseling and orientation of how to use the medicines. These indigenous, Ethiopian traditional medicines are collected from the different corners of the country and sold in Merkato. Since Merkato is a center for all these collections, people have an easy access for the medicines and other related food spices. Besides the traditional medicine marketing Merkato also has a specific place called Kimem tera where all types of Ethiopian food spices from fresh to dry, powder to stick, leaves to root are found.

Plate 3. Traditional medicines and spices selling area



Source Photo credit: H. Kloos (2016)

Table 2 Some of Cultural Medications and its Usage in Merkato

Species (family) or mineral	Vernacular name	Customary use or indications	Preparation and use
<i>Cymbopogon citratus</i> (DC.) Stapf (Poaceae)	Tej sar	Abdominal pain, evil spirits	Drink after mixing with water inhale the plant's fragrance
<i>Securidaca longepedunculata</i> Fresen (Polygaleae)	Temenay	Evil sprits	Inhale the smoke
<i>Silene macroselen</i> Stend. Ex Rich. (Caryophyllaceae)	Wogert	Abdominal pain	Drink after mixing with water
<i>Rumex abyssinicus</i> Jacq. (Polygonaceae)	Mekmeko	Abdominal pain, cancer	Drink after mixing with water
Unidentified plant	Mesekelemer	Fragrance	Inhale the smoke
Sulfur	Din	Evil eye type leg diseases, acute febrile diseases	Topical application
<i>Withania somnifera</i> L. (Solanaceae)	Gisawa	Evil sprits	Chew and swallow the juice
<i>Zingiber officinale</i> Roscoe (Zingiberaceae)	Zingebel	Leg diseases	Drink after mixing with water or other liquids
<i>Artemisia afra</i> Jacq. (Asteraceae)	Chuqun	Evileye	Inhale the plant's fragrance
<i>yCrinum Abyssinicum</i> Hochst. ex A. Rich (Amaryllidaceous)	Yegibe shinkurt	Rheumatoid thrititie	In hale the smoke
<i>Foeniculum Vulgare</i> Mill. (Apiaceae)	Enselal	urinary retention	Drink aqueous infusion
<i>Lepidium Sativum</i> L. (Brassicaceae)	Feto	Acute febrile illness	Drink after mixing with water
<i>Myrtus Comminus</i> L. (Myrtaceae)	Addes	Dysentery , head ache, chest pain, fragrance	Drink as tea, inhale the smoke
<i>Ocimum Americanum</i> L. (Lamiaceae)	Besobela	Spice, sudden illness (Mitch, Megagna Beshita)	Drink aqueous infusion
Aluminum sulfate	Shebe	Tooth ache , Evileye	Drink after mixing with water

Source Traditional medicines Sold by Vendors in Merkato, (Addis Ababa1973-2014)

3.3.5 Social Interaction's

Nowadays, there are many reasons as to the developments around Merkato and why people are choosing it and we may see these factors in short manners

In Merkato you may find many complex and unique activities like people to people relationships living style, working habits, selling and buying market values, which gives Merkato unique color and beauty. In Merkato, you may find a beautiful market values form high transactions of money made in Dirteras and military Teres up to Abdotera to Gonderteres then to low money transaction made in Minalesh Teres. Therefore, these days to day market activities are participated all the Merkato, marketer's that made them participant to all activities in Merkato life.

Markato is known by two names, which makes it to be divided into two major places. These are Berenda and Tera these Berenda and Tera are reflecting clearly all the activities and Merkato. These names severed markets as good names and give unique color and serve as one map for Merkato. In Merkato, if you want to find your selected items, you should have a knowledge about the exact marketing place if not, if you give information for your selected item of buying to the marketer he may easily guides you to the exact place which you need to get it.

In these marketing places, namely Tera and Berenda many marketing items, many items are buying, selling changing. All marketers are involved in these activities working hard from poor to medium, from medium to riches and saving its money for increasing its capital is applicable as common practices in Merkato.

In Merkato saving money in cultural methods they call it (Equb) is common. It is a central social interaction activity that they save it in a day, weekly monthly according to their capacity from poor to riches.

The Gurage nation is mostly known by these traditional saving activities (Equb) and has a good practices and image for it. Their commitment is making them successful, creating job opportunity to all.

In Merkato, if you observe your compound, you may see a people which carry a huge burden on their heads and transporting this marketing item from place to place makes you to be amazed by the activities of Merkato. Furthermore, animals freely moving from place to place with equal to persons, these animals are used for transporting this marketing items, these are

common, daily practices in Merkato, these unique culture practices in Merkato is easily observed by a person who is living outside of Ethiopia's in Africa open market Merkato

Photo Mehal Merkato



Source Own survey (2019)

The other thing in Merkato, marketing activities, the relationship between a loader and taker's day to day activities. They are working together by a cultural methods, which is not common to other marketing place but in Merkato easily worked or/made/ by them these all working habits and marketing activities making you to be surprise by African open marketplace in Merkato Ethiopian. Source (Rahel 2002).

Photo Mehal Merkato



Source Mark Wins (2019)

Merekato was established in today's location by the brief occupation of Italy and went on to become the largest and biggest open air market in Africa. The actual area is gradually getting bigger with no boundary insight. Like many traditional market in Africa, it is an extension of the rural market: since t i.e. Ethiopia! Economy based on agriculture, the market offers mainly agricultural products and environment related to it. The products are flocking to the market on the back of donkeys, mules, are horses. Mostly, coming from the outskirts of Addis Ababa, most of the time products so while they are on mount. Therefore, they did not require a permanent spots to spot the products back then. source tourcem merkato. Megzene dero zendero (2003)

Merkato start getting its current shapes and sizes due to the ever- increasing demands of seller and buyers. From occasional selling spots, gradually transform into mat. Shift vendors. These demands create TERA (section/corners) in order to meet the demands of consumers. These open-air vendors have no shortage of products to sale for you. From tools and personal belonging that are out lived there use up to the latest electronics gadgets. Many of the famous TERA such as MINALESH TERA literally mean what have you got, KORJCHA TERA (accessories to horses and mules), and SHEMA TERA (tradition: clothes) to name a few. These kinds of situations slowly create vendors with no boundaries is sight. When businesses are booming, these locations became permanent fixture conduct business. The open-air market that

sets up in Merkato is more than a market gives a flavor of uniqueness to the capital city. The interactions of people due to air market atmosphere create social and cultural bond for the better. Merkato is mo 1 a market.

Finally, these fixtures of the city (TERA) are heading to extinction in the name modernizations. Like any civilizations, Merkato became a victim of its own successes However, due to this process of modernizing, it is losing its luster and picturesque be v fast disappearing. So, many of the TERAS' are in the process of substituted by bricks and mortars, which do not reflect the history of the market. Unless some actions have taken p ace, the Merkato as we know it will disappear with no traces. The other aspect of not considering the human capital that is contributing for the positive images of the TERA'S going to be lost. The beauty of Merkato and the sheer number of people, which depend' by the very existence of this open market soon to be history, furthermore, the city, whit pride itself by the exceptionality of the one and only market place has not considered protecting the valued asset until now. When we talk about the Terra, the color of people come in mind, these are the beauty could not realized without the existence of Terra.

In the final note, development and modernization must consider the human value IV civilization will not realize without human capital. When we speak to Merkato, attractions and its very existence owed to those who spent generation after generations without recognitions from no one. Source Rahel (2004)

3. Research Philosophy

Research philosophy is systematic part of researchers in such a way that the data for the research should be gathered, processed, and analyzed in terms of new reliable knowledge. Thakurta and Chetty (2015) considered research philosophy as an important part of research methodology and classified it as ontology, epistemology and axiology. Sticking a given philosophical approach enables the researcher to decide on which approach should be adopted and why based on questions proposed and the objectives specified to be achieved (Saunders et al., 2009).

Paradigm involves ideas about how something should be done and Slama (2015) identified three most important categories of paradigms. One of the theoretical a paradigm is pragmatists believe that renegotiated and interpreted idea both from quantitative and qualitative perspectives. Creswell (2014) also noted that pragmatisms set researchers free to choose the

methods, techniques, and procedures of research that best meet their needs and purposes. In addition, it looks in too many approaches for collecting and analyzing data rather than subscribing to only one way (e.g., quantitative or qualitative). Thus, pragmatism opens the door to multiple methods, different worldviews, and different assumptions, as well as different forms of data collection and analysis. Therefore; the researcher used pragmatism method to conduct this research as the data collected for the research are both from quantitative and qualitative dimensions.

3.4. Research Design

Research design is the structure of the research that is chosen by the researcher to combine various component of research in a reasonably logical manner that makes the research problem efficiently handled. It also helps the researchers to organize his ideas in a shape and indicate insights about the research methods that have been applicable to collect and analyze the data. Considering its huge importance, Zikmund (2007) define research design is a master plan specifying the methods and procedure for collecting and analyzing the needed information. In addition, research design articulates what data is required, what methods are going to be used to collect and analyze this data, and how all of this is going to answer your research question Brian (2015). It is valuable to select an appropriate design that helping to conduct and bringreliability result. Research design usually creates a minimum bias in a data and increases trust on the collected and analyzed research information and hence maximize the reliability of the result. Similarly, a design which yields maximum information and provides an opportunity for considering different aspects of a problem is considered to be the most appropriate and efficient design. (Prabht Pandy 2015)

Thus it isimportant to choose an appropriate design that helping to conduct and bring reliability result in this study the researcher has chosen to use mixed method approach with combination of qualitative and quantitative approach to be beneficiary that bring the research reliability with minimizes the bias and maximizes the reliability of the research during the entire research and also to taking the advantage of mixed method approach.

Now a day there are many different research designs in terms of type and nature. However, the researcher has chosen to use descriptive research design quan. This design has the advantages that describe the characteristics of variables in details and also has made the best analysis of the problems.

3.5. Research Method

In order to use the advantages of both qualitative and quantitative data, the researcher used mixed methods/approach as it combines elements of qualitative and quantitative research approaches (Johnson 2007). Qualitative and quantitative data collected for the purpose of this research were collected through employing different tools such as questionnaires of open and close ended, interviews, observations so as to have a wide range of in depth understanding of the issues on the ground.

3.6. Sample size and Sampling Techniques

According to different scholars in social science, there are two common kinds of sampling design; probability and non-probability. Non-probability sampling is a sampling technique in which the researcher selects samples based on the subjective judgment rather than random selection. On the other hand, probability sampling is a sampling technique in which sample from a larger population are chosen using a method based on the theory of probability (International Labor Office Geneva: ILO, and Adi Bhat 2009). In this study, the researcher used both probability and non-probability sampling techniques to select samples for the purpose of conducting this research. In the nature of the study different type of populations are engaged as a sample included domestic and international participated in the Merkato cultural attraction Great, tour operators, tour guide, shop owners and governments.

A. A Survey from International and Domestic Tourists

International tourist arrivals grew by a remarkable 7% in 2017 to reach a total of 1,322 million, according to the latest UNWTO World Tourism Barometer. This strong momentum is expected to continue in 2018 at a rate of 4%-5%. There are a lot of international tourists that attend in the market to visit and sell cultural attraction. Since was established this market many domestic and international tourist are visit in a day currently has expected 400,000 -500,000 according to Addis Ketema sub city culture and tourism office. From this the researcher conducted total of 152 visitors from each main cultural market 50 person Domestic and international tourists purposively selected for the questionnaire.

B. A Survey from tour operator and tour guide Organizers Staff

The tour operator organizers are the major tool used to collect facts and information in the study area and has direct relationship in study area. From these purpose 5 different tour

operators organizers are selected in this study for key informant interview. On the other hand 5 different tour guides selected that related Merkato cultural attraction to get sufficient information.

C. A Survey from Government Office

Government offices are a significant data source and organized information about the study of this thesis to know what they work in addition to achieve the mission of this objectives. In this study the researcher conducted 1 from Ethiopian Culture and Tourism Minister, 1 from Addis Ababa City Government Culture and Tourism Bureau, 1 from Addis Ketema sub city, 1 from under sub city Wereda eight and 1 from under sub city Wered one.

Survey from Selected shop owners

There are two hundred shop owners that sell cultural product in the area and benefited from the market. The study conducted a total of 200 selected 133 shops to be a part of this study. Yamane formula (1967) was used as follows

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

Whereas

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

N=Total Population

$$n = \frac{200}{1 + (200 \times (0.05)^2)}$$

n=sample size

$$n = \frac{200}{1 + (200 \times (0.025)^2)}$$

e=error (0.05%)

$$n = \frac{200}{1 + 0.5} = \frac{200}{1.5} = 133$$

The table below shows the details of the samples taken for the purposed of this study.

Table 3 Data Source, Data Collection tool and Sample sizes of the Present Study

Respondent	Research tools	Number of Participant	
		For qualitative	For quantitative
Government bodies	Interview	5	
Tour guides	Interview	5	
Tour operators	Interview	5	
International tourists	Questionnaire		22
Local tourist	Questionnaire		130
Shop owners who sells cultural products	Questionnaire		133
	Total	15	285
Grand Total		300	

Source own, March (2020)

3.7. Data collection tools and Data sources

Data collection tools are tools/instruments which are used to measure knowledge, attitude and skills of respondents and also helps to obtain data on a topic of interest (Parahoo,1997). For the purpose of achieving the objective of this study, the researcher used both primary and secondary data sources. The primary data were collected from tourists, tour guides, tour operators, government bodies and shop owners by using questionnaires, observations and interviews whereas secondary data sources were collected from articles, journals, documents and books.

3.7.1. Interviews

According to Bernard (2009) interview is one of the primary data collection tools. The purpose of interview is to collect in depth information from selected body about their own practice, beliefs and opinions that make practical in their life. It also helps the researcher to collect reliable information about the past or present behavior or experiences of participants. For the purpose of this study, the researcher hold semi structured and unstructured interviews with those selected participants such as 5 tour operators, 5 tour guides, and 5 different government

bodies,(15). International, domestic tourists and shop owners (285) to get in depth information

3.7.2. Questionnaires

Questionnaires are a data collection tools usually make use of checklist and rating scales to collect most complete and accurate data in logical flow (Leedy and Armrod, 2001). For the purpose of this study, the researcher has used both close and open ended questions to collect appropriate information from the respondents. Like the other types of primary data source tools, the questionnaires were administered to shop owners, domestic and international tourists (285) tour guides, tour operators and governments' body (15).

3.7.3. Methods of Data Analysis

After the data has been collected qualitatively and quantitatively, it has been analyzed and presented in a palatable form. The quantitative data that have been collected through questionnaire and interviews has been analyzed in a meaningful way using a statistical package for social sciences (SPSS) of version 22.0 after data preparation following three steps. The three steps are; data validation, data editing and data coding. In addition, the quantitative data collected has been analyzed using descriptive statistics and presented in the form of frequency, percentage and mean.

On the other hand, the qualitative data collected has been analyzed by carrying out several approaches often representing a range of epistemological, theoretical and disciplinary perspectives (Guest et al., 2012). Qualitative data collected through interview were analyzed in narrative and thematic manner. Thematic analysis is a method used for identifying, analyzing, and reporting patterns (themes) within the data (Braun and Clarke, 2006). In this study the researcher has chosen to use thematic analysis as the main research analysis method, which describes and reports on experiences, meanings and reality of participants (Braun and Clarke, 2006).

3.8. Validity and Reliability of the Research

To keep the validity and reliability of the research, various issues were considered. Starting from the questionnaire development, attempt has been made to adopt from similar related works and appropriate statistical methods are selected for analysis. Appropriate sampling adopted during the study helps in ensuring internal construct validity and external validity. On

the other hand, Cronbach alpha statistical technique has been employed to ensure the reliability of the questionnaires.

3.9. Ethical Consideration

In doing a research work, it is very important that one should follow strict ethical considerations. So, that the knowledge doesn't come at the expense of the respondent's welfare or right. Research ethics provide a guideline or set of principles that support researcher in conducting research so that it is done justly and without harming anyone in the process. Accordingly, the researcher of this study holds to the basic principles of ethical considerations and guidelines during conducting the research, for example;

- i. Maintaining awareness of current scientific and professional information integrity, for example - honesty, fairness, and respect
- ii. Professional and scientific responsibility, for example - hold on to highest standards and accept responsibility for own work, respect for people's rights, dignity, and diversity as well as social responsibility.
- iii. Likewise, based on the above principles every single effort has been made in this study to protect the confidentiality of participants and adhere to the ethical standards.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4. Introduction

This chapter discusses presents and analysis towards the role of cultural attraction at Merkato market for tourism development and management. Accordingly, both quantitative and qualitative data were presented under different sub topics. Below each sub topic, the quantitative data description and analysis were presented earlier to qualitative data analyses. The qualitative data which were collected through interview guide and observation were presented following the quantitative data presentation.

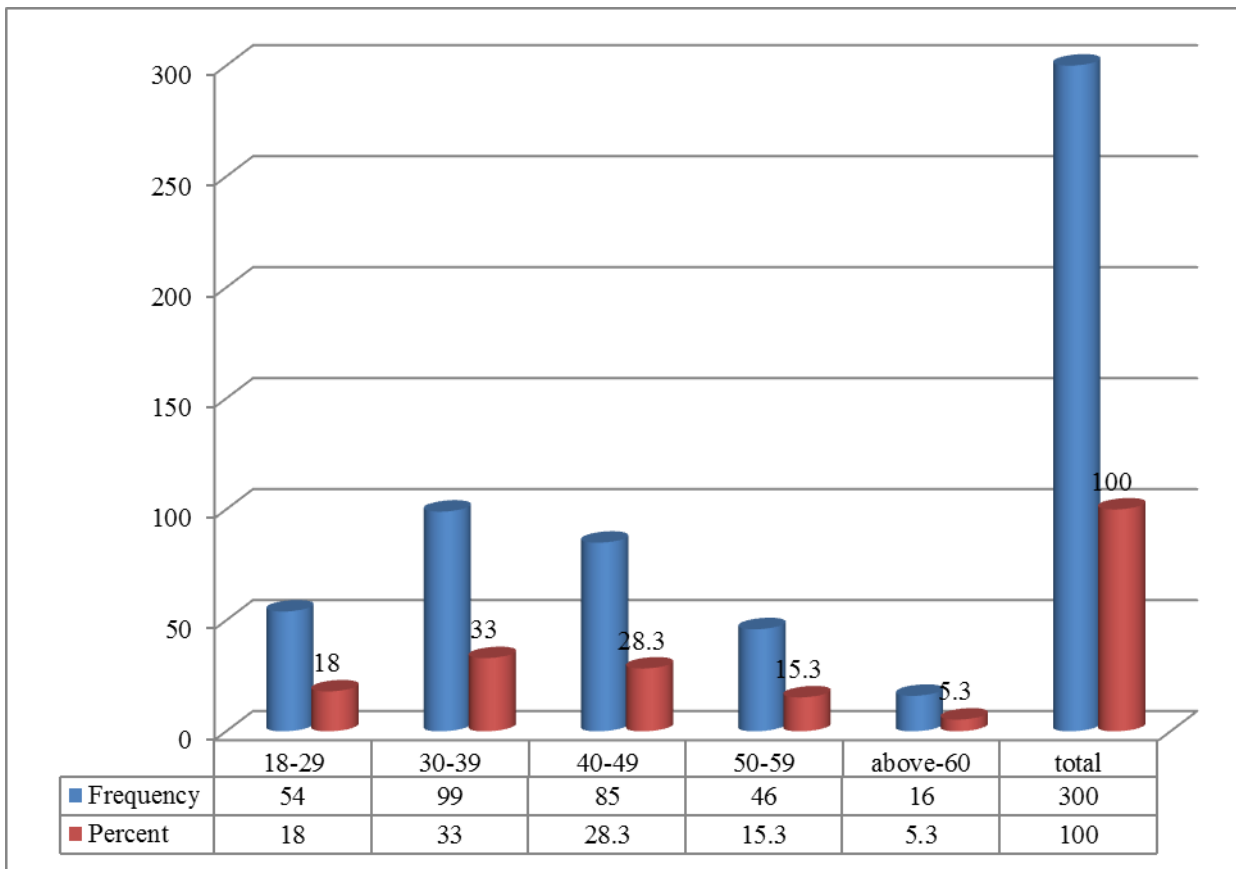
4.1. Demographic Characteristics of the Respondents

Demographics involves the study of population characteristics based on factors such as age, race, ethnicity, gender, age, education, profession, occupation, income , and marital status. They are very important and widely used variables in survey research (Susan, 2012). Accordingly, this part presents all the demographic characteristics of the respondents. Under the demographic characteristics of the survey respondents, the place where the respondent came, gender, age, level of education, working experience, profession, purpose of vesting and religion of the respondents was addressed. Furthermore, name of the organization, working experiences and position of the respondents was included as a demographic data for the respondent category of tour operators' tour guide and government bodies.

4.1.1 Age Distribution of the Respondents

Age is one of demographic characteristic which is important in any research. It is basic factor to understand the distribution of age group that participated in the cultural tourism. Thus, the age distribution of the respondents was summarized as follows.

Figure 2 Age Distribution of Respondents



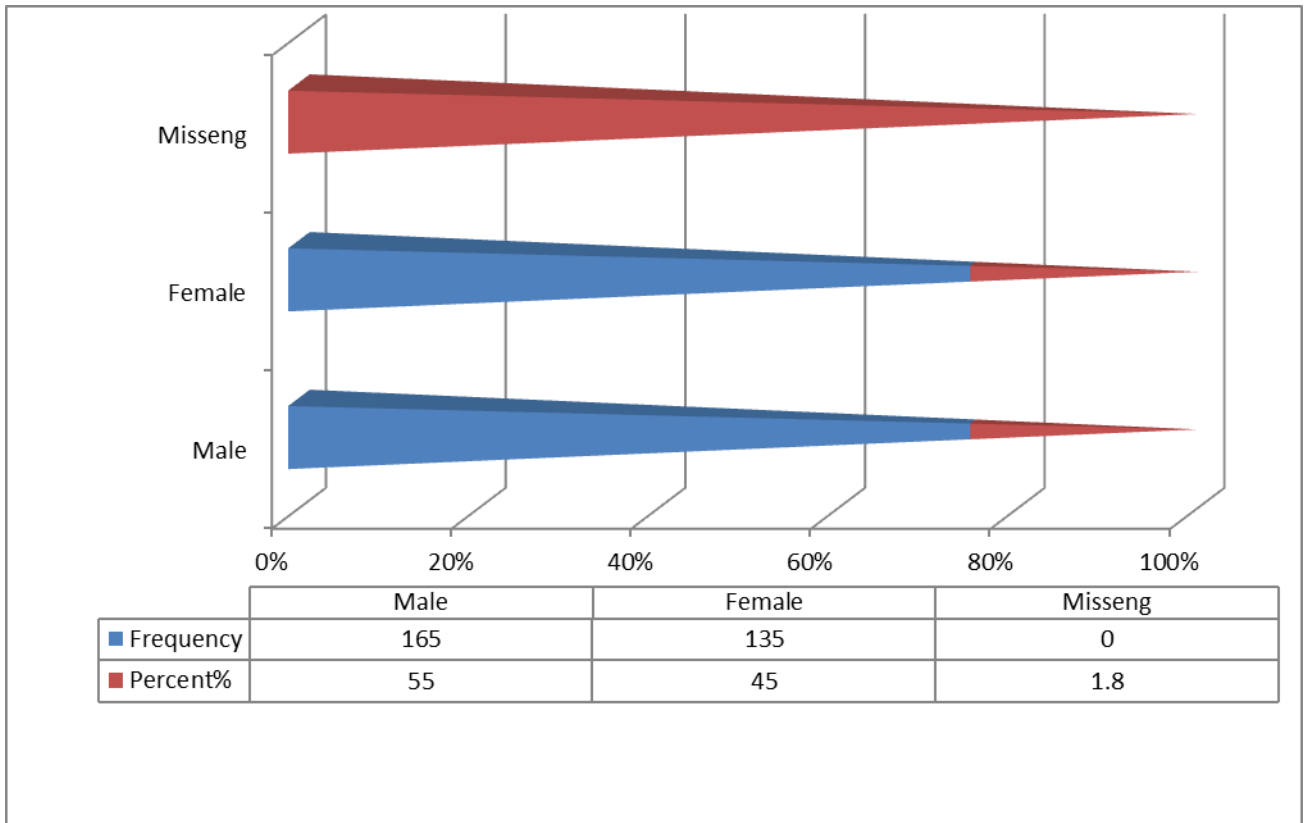
Source: Own Survey, (March, 2020)

As indicated on Fig. 4.1, about 18% of the respondents reported that they were between 18-29 years. While 33%, respondent indicated that they were 30-39, 28%, of respondent reported that they were 40-49, 15.3% of respondent indicated that they were 50-59, and 5.3% were in the age range of above 60 years respectively. Accordingly, the majority of respondent age group between 30-39 years. This implies that the middle of age groups of peoples have involved in the cultural tourism related business sectors than the rest categories. For the reason, that this age category between 30-39 years of respondent have their own ability to afford cultural tourism in the area.

4.1.2 Sex Distribution of the Respondent

The Sex Distribution of respondent has been addressed as one of socio demographic variable. Accordingly, the sex distribution of the respondent were presented on Fig. 4.1 as follows

Figure 3. Sex of the Respondents



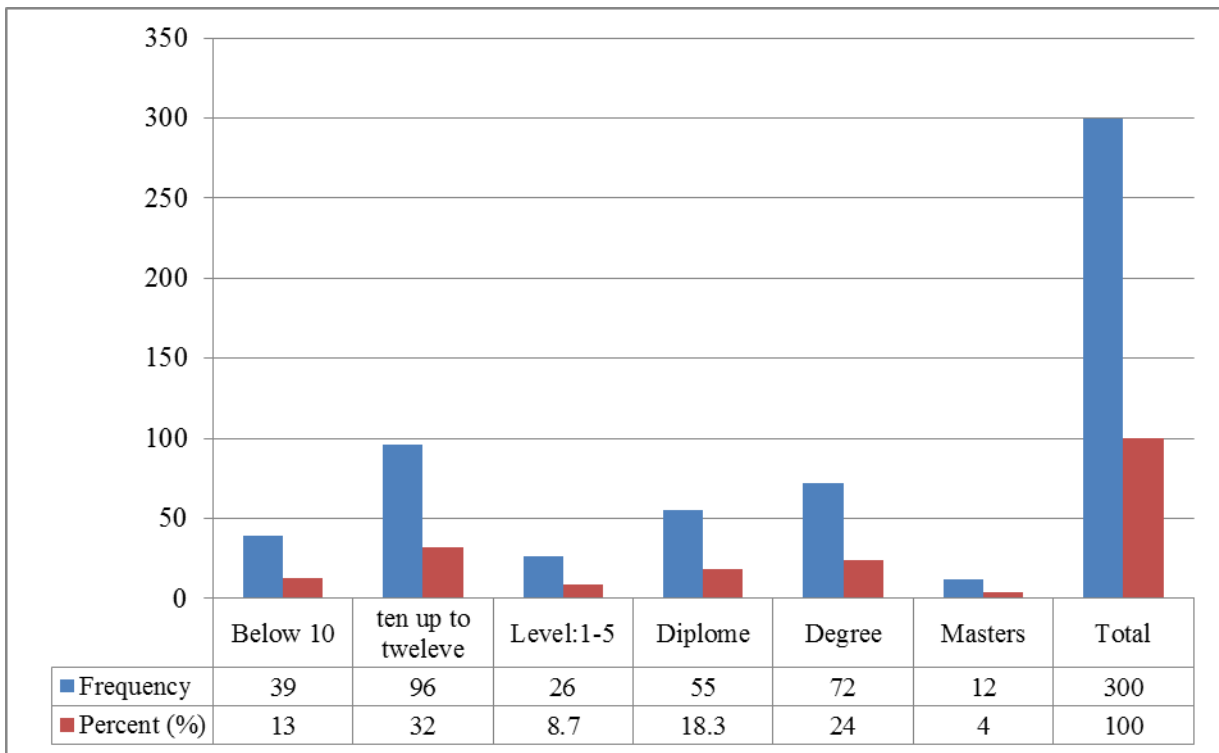
Source Own survey,(March, 2020)

As indicate on Fig.4.2, 135 (45.0 %) of the respondents were male and 165(55.0 %) were female. Accordingly, the majority of the respondents were males. This result implies that, the males had more experience in visiting the cultural tourism resource found in Merkato open air market. Males’ visitors’ respondents have their jobs and economically independent then females. This enables to afford the price of cultural material then female that sells in Merkato.

4.1.3 Educational level of the Respondents

Education is a key variable to know the relationship among tourists, cultural tourism sellers and producers. Furthermore, it is a key parameter for development of cultural tourism and practices in tourism industry development.

Figure 4. Educational level of Respondents



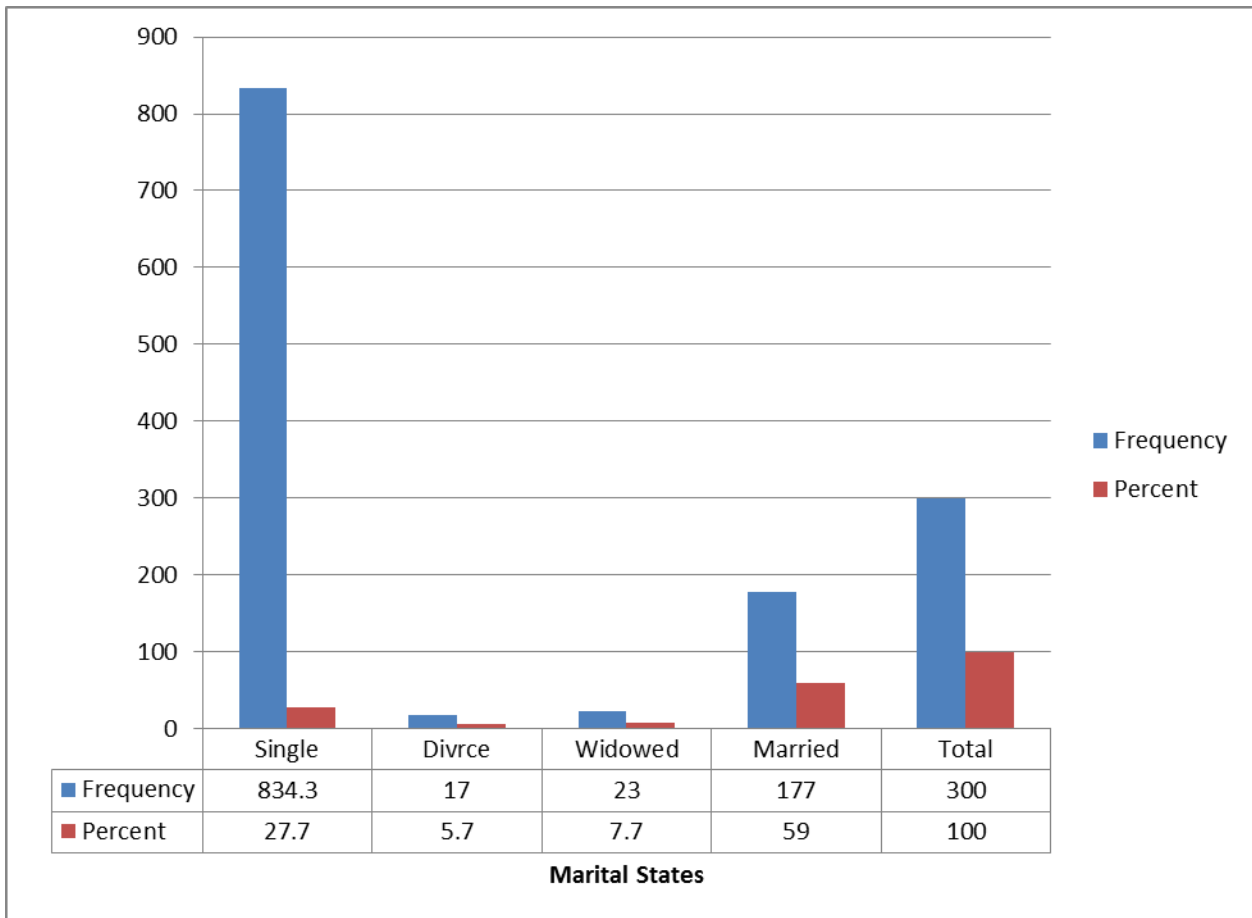
Source: Own survey, (March, 2020)

As indicated to the above Fig 4.3, about 32% of the respondents reported that they were completed secondary school, 18.3% of respondent revealed that they are diploma and 24% of the respondents claimed that they have degree holders, and only 4% of the respondents revealed that they have a master’s degree. This implies that, the secondary school level have motivated then others to attend in Merkato cultural market. For that reason, it is easy to engage the cultural tourism market in the area and accessible.

4.1.4 Marital status of Respondent

Marital status is another demographic characteristic which is important to know the visitors and sellers marital status context of the sector. Thus, Fig 4.4 indicates the marital status of the respondents as follows.

Figure 5 Marital status of respondent



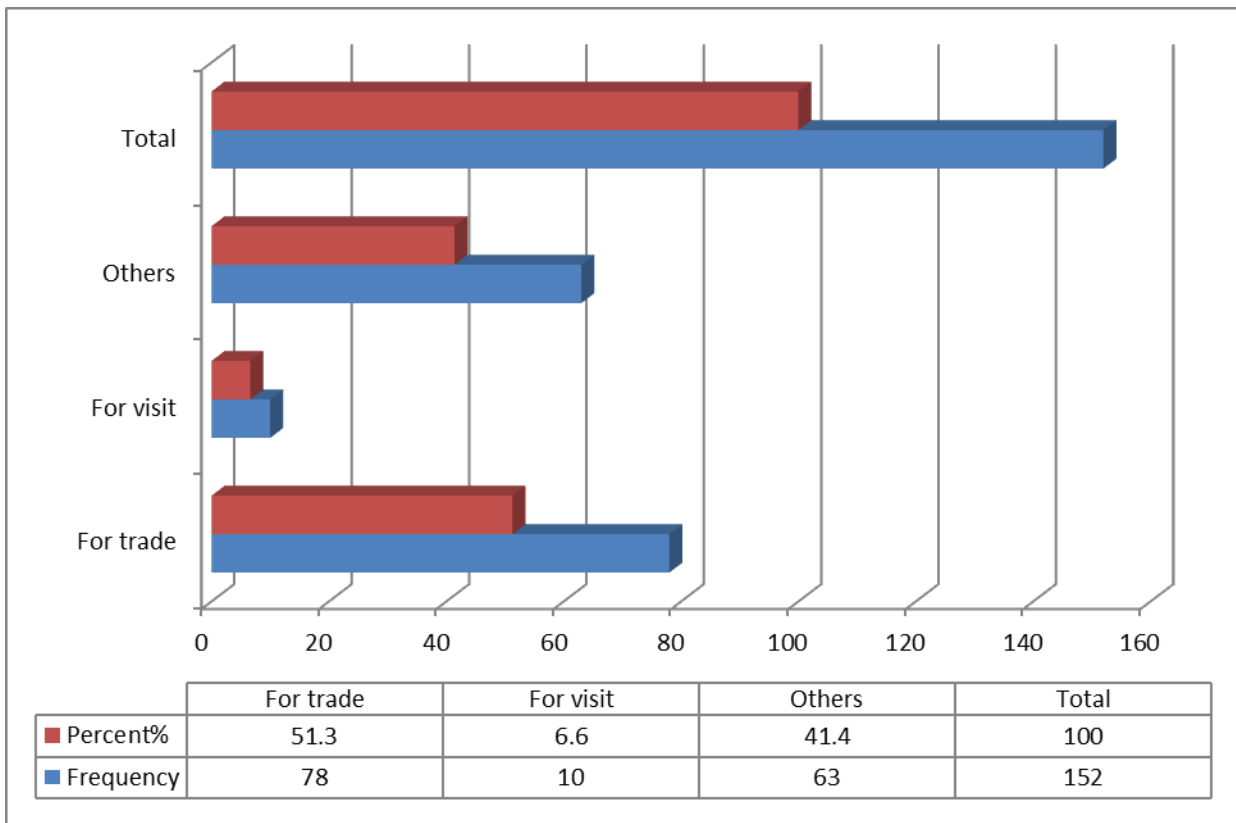
Source; Own Servey (Febrwary 2019)

As has beeb revealed on Fig.4.4, 177(59.0) % of respondent were married, 83(27.7 %) were single, 5.7% divorced and the rest 23 (7.7%) of the respondent were windowed. Therefore the majority of respondent were married. This implies the torist that married have else relation to visting the cultural tourism resource found in merkato open air market.

4.1.5 Purposes of Visiting of the Respondent

The purpose of visiting is another demographic characteristic which was important to know why the respondents were coming to the study area.

Figure 6 Purpose of visiting Merkato



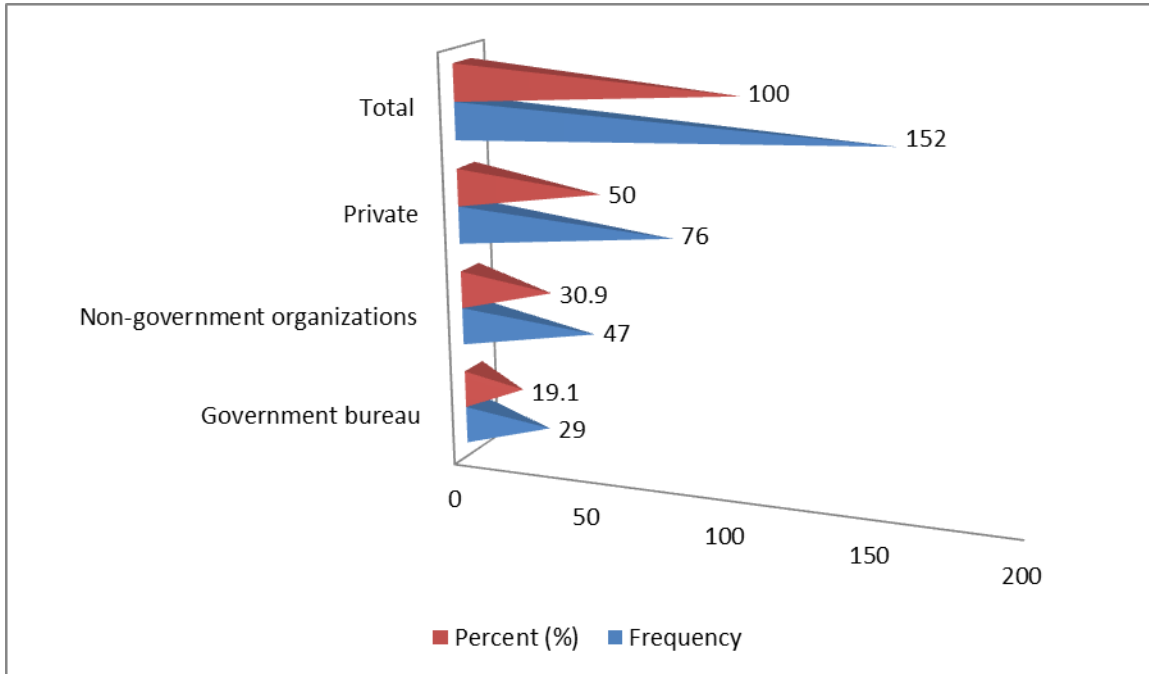
Source; Own Servey (Febbruary 2019)

As shown on the Fig 4.5, 51.3% of the respondents were coming to Merkato for the purpose of purchasing goods and commodities. Out of the total respondents, 41.4% were come the study area for other activities than purchasing and visiting. According to the Fig., only a small portion (6.6) of the respondents came for the purpose of visiting Market. From this result, it was possible to identify two contrasting scenarios. Primarily, the market was the perfect place for catching the attention of different visitors to buy goods and products. Secondly, the level of the tourism activities and promotions made to exploit the full potential of the market were very low which requires the attention of all different stakeholders.

4.1.6 Occupational Background of the Respondents

Professional background of the respondents is another demographic characteristic which was addressed during the study. It is important to correlate what kinds of profession that usually use or visit cultural market in merkato. Thus, Fig 4.6 indicates the Professional Background of the Respondents

Figure 7 Professional Background of the Respondents



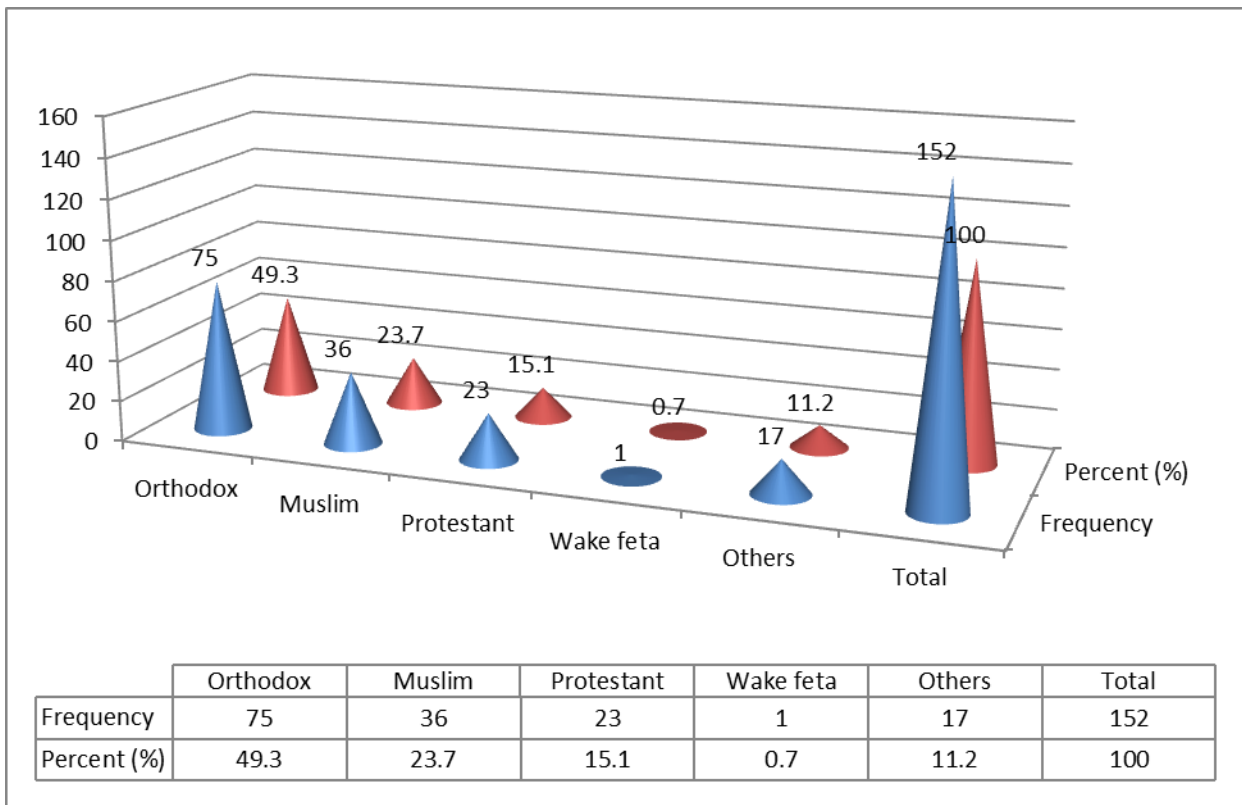
Source: own survey, (March, 2020)

According to Fig 4.6, the occupational background of the respondents half of the respondents (50%) were involved in private businesses. whereas 30.9% of the respondents were working in non-governmental organizations. On the other hand, 19.1% of the respondents were hired and working in government organizations. This result indicates how cultural tourism material those sells in the area to attract private sectors and also indicate the private sectors afforded easily to buy the cultural attraction those suppliers in the market.

4.1.7 Religious Category Respondents

Religious category of respondents is important to know which category was participating in Merkato as cultural tourism market and which religion products were covers more sells.

Figure 8 Religious Category Respondents



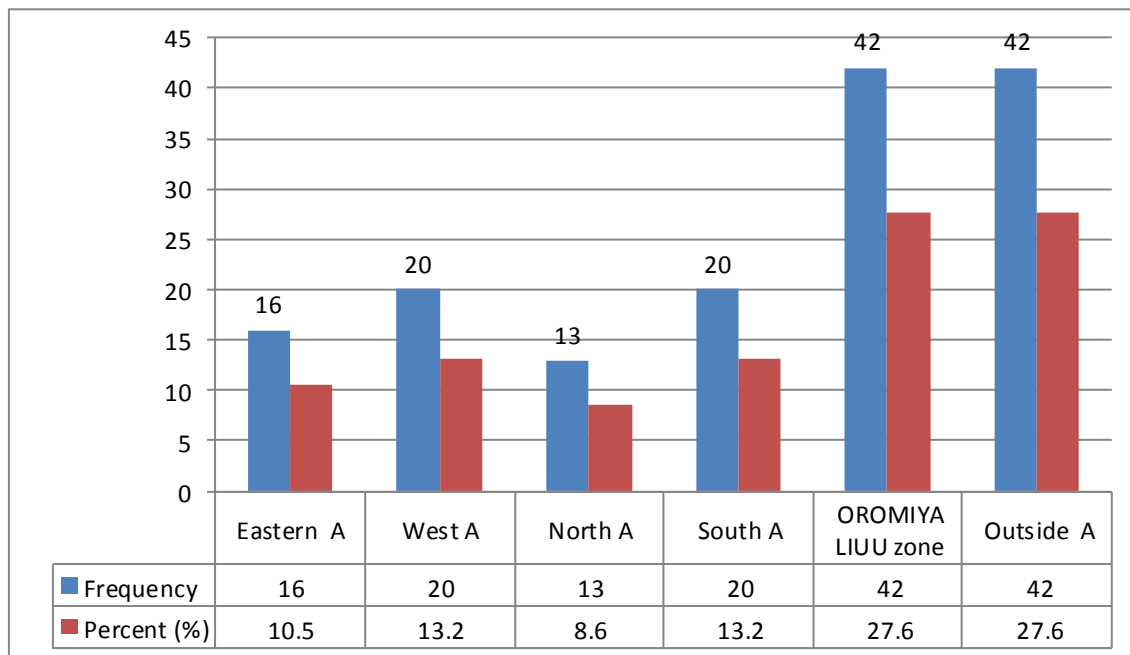
Source: Own survey, (March, 2020)

As indicated to the above Fig 4.7, about 49.3% of the respondents reported that they were Orthodox. Nearly 23.7% of respondent revealed that they were Muslims. The remaining 14 % and 12% of the respondents reported that they were shared by the followers of protestant and Waqefetta respectively. This result indicates that, the majority of respondent were Orthodox followers and how cultural tourism attraction material that presences in the study area were related orthodox followers.

4.1.8 Origin of the Respondents

This section presents the background of the respondents associated to from where theycome. It was important to understand the origin of visitors in line with the study area

Figure 9 Origion of Respondent



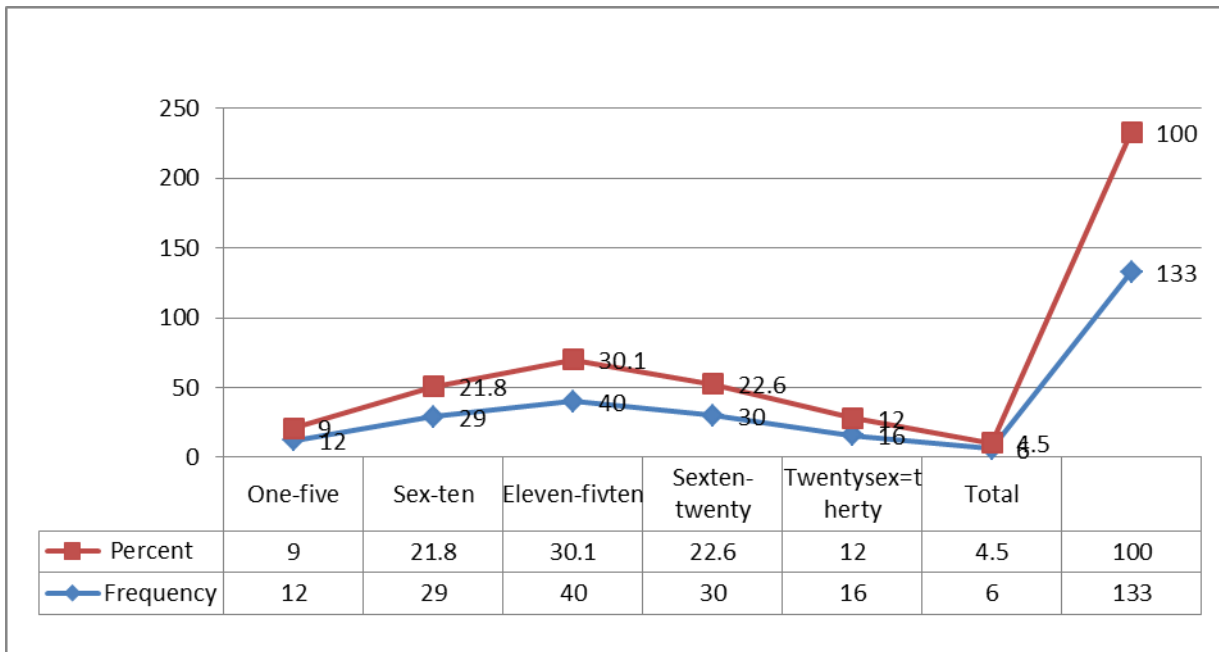
Source: Own Survey, (March, 2020)

According to the above Fig 4.8, about (27.6%) respondents reported that they came from Oromiya liyu zone, Nearly 27.0% of respondents indicated that they came from outside of Addis Ababa. The other hemispheres of Addis Ababa such as the southern, western, Eastern and the northern part of Addis Ababa contributed 13.2, 13.2, 10.5 and 8.6% of the respondents respectively. This finding indicates that, Merkato's open air market is serving as a destination for different peoples coming from the different parts of the country which in turn is the financial hub of Ethiopian economy.

4.1.9 Years of Respondents Stay in the Business

The experience the respondents in the business are an important element to know who had significant contribution to the development of the cultural sector in line with their experience in the sector.

Figure 10 Years of Respondent



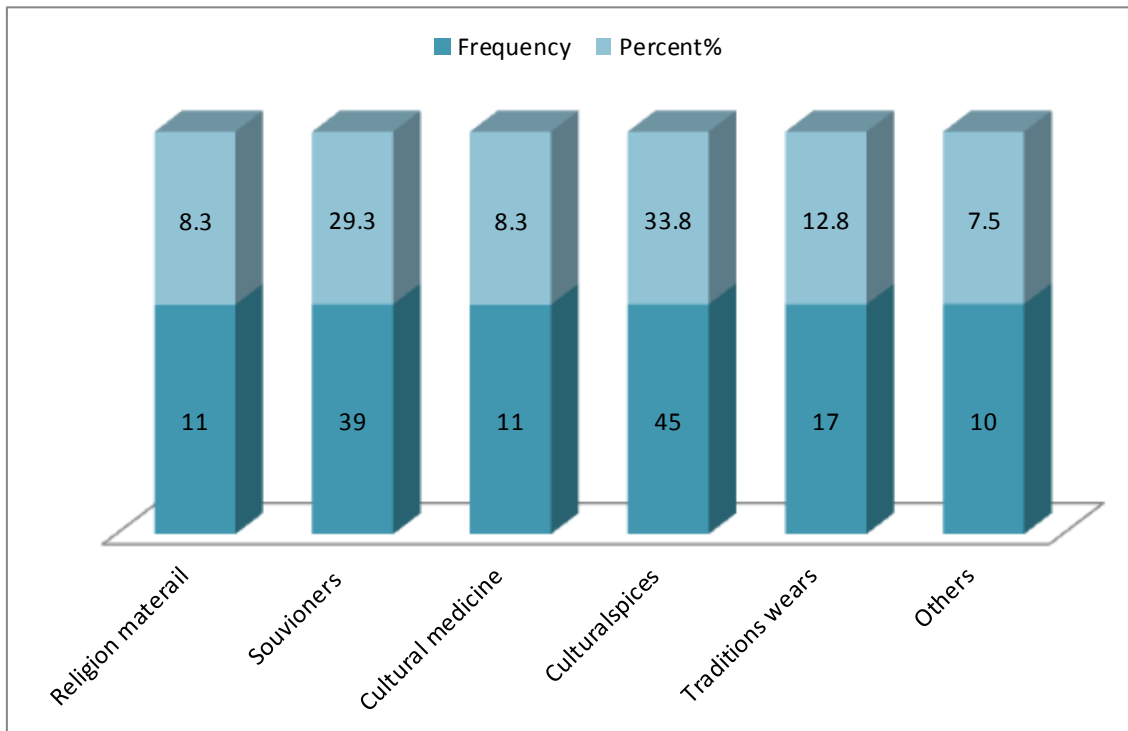
Source: own survey, (March, 2020)

As shown on the above Fig, 12(4.0%) of respondent reported that they were stayed from one year up to five years, Nearly 29(9.7 %) respondent indicated that they were stay from six years up to ten years, 40(13.3 %) respondent revealed that they were stayed from eleven up to fifteen years , 30(13.3%) respondent revealed that they were stayed from sixteen up to twenty years, 16(5.3%) respondent indicated that they were stay from twenty one up to twenty five years, and 6(2.0%) respondent reported that they were stayed from twenty six up to thirty years. This result indicates that, the majority of respondent holding from eleven to fifteen years experience in the sector and to have adequate experience to supplier a product of cultural tourism and support a big contribution to sustain cultural tourism in Merkato. On the other hand, it shows that, the number of more experienced suppliers in Merkato open air market was declining because of the market uncomfortable.

4.1.10 Types of Cultural Tourism Product Sold in shop?

Cultural tourism product is one of the main elements of tourism. That motivated peoples to visit in the area. there fore, it was important to know which cultural product were sold in shops.

Figure 11 Shops selling Cultural Product at Merkato



Source: Own Survey, (March, 2020)

As indicated the above fig 4.10. About 45(33.8) % of respondent revealed that they supplier cultural species. Nearly 39(29.3) % of respondent reported that they supplier souvenirs material. 11(8.3) % of respondent indicated that they supplier Religion material. 11(8.3) % of respondent revealed that they supplier cultural medicine. 17(12.8) % of respondent reported that they supplier traditional wear. 10(7.5) % of respondent revealed that they supplier other. These findings indicated that, the majority of respondent had supplier cultural species to sell in their shop because of the market attractiveness. Due to this attractiveness cultural species had chosen more by shopper to sell and attract visitor from others supplier.

Table 4 Cross Tabulation of Education Level and Years of owners of shopping stay in the business?

Respondents	Education Level	Years of owners of shopping stay in the business?							Total	percent
		1-5	6-10	11-15	16-20	21-25	26-30			
Owners of shopping	Less than Grade 10	q	2	5	11	11	5	0	34	25.6%
		%	5.9%	14.7%	32.4%	32.4%	14.7%	0.0%	100.0%	100.0%
	Grade 10-12	q	2	13	17	13	10	5	60	45.1%
		%	3.3%	21.7%	28.3%	21.7%	16.7%	8.3%	100.0%	100.0%
	TVET 1-5 level	q	3	1	0	3	1	0	8	6.0%
		%	3.3%	21.7%	28.3%	21.7%	16.7%	8.3%	100.0%	100.0%
	Diploma	q	2	8	10	3	0	1	24	18.0%
		%	3.3%	21.7%	28.3%	21.7%	16.7%	8.3%	100.0%	100.0%
	Degree	q	3	2	2	0	0	0	7	5.3%
		%	3.3%	21.7%	28.3%	21.7%	16.7%	8.3%	100.0%	100.0%

Source: Researcher's Own Survey, (May 2020)

This table 7 shows that the cross tabulation between education and years of owners of shopping cultural tourism material producer in Merkato. Accordingly, the majorities of owners of shopping are secondary school this means not educated properly. So, this figures indicate how uneducated persons are rich for cultural tourism in the market for seller and supplier the material, on the other hand when owners of shopping boost educational background decrease stay of years in the cultural tourism market. In addition when uneducated person increase educational background there need to shift their occupation because of less attention given for the sector .From this we understand that there is no significance relationship between education background and years of owners of shopping,

4.2. Merkato Open air Market

This section deals with the response of international and domestic tourists, owners of shopping, tour guides, tour operators and government bodies who participate in the tourism sector. In order to investigate the open air market in Merkato as a cultural attraction, three different concepts have been studied. These were; Open air market as a cultural attraction, cultural attraction resources and unique futures of Merkato as tourism attraction. The social interaction and the colorful attractiveness in the market as attraction are incorporated in the assessment.

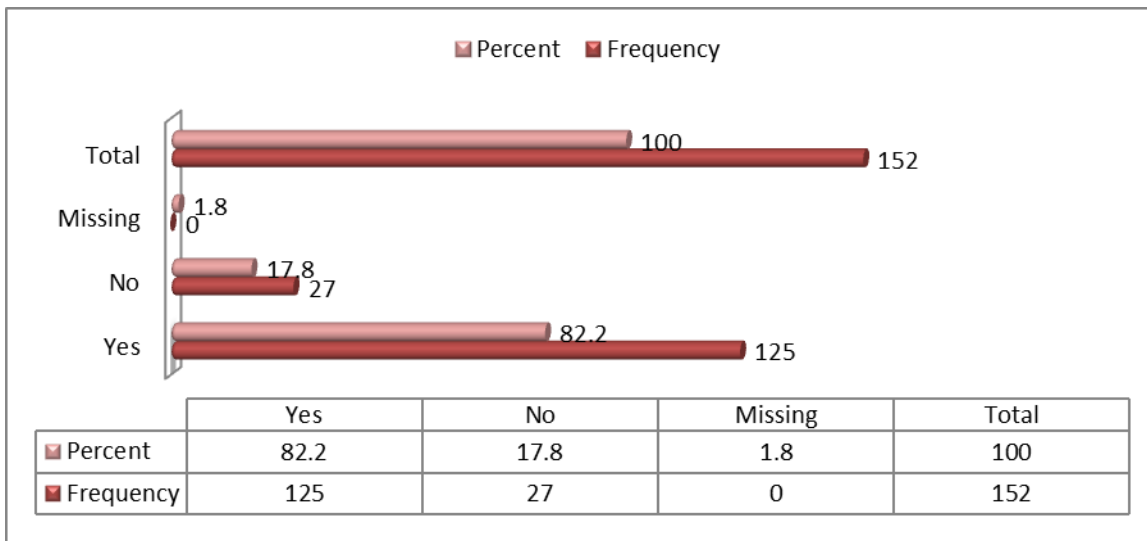
4.2.1. Merkato Open air Market as Tourism Attraction

Merkato open air Market was founded in 1937 during Italian colonial for the purpose of trading for indigenous people. However, it was gradually grown and accelerated its marketing. Merkato recognized as Africa's largest open-air market place and the Museum of Africa and become one of the country's largest and most exciting economic centers. Rahal (2003) following this, Merkato has become a major tourist destination who needs to see and get to the country with its unique cultural attractions that reflect the unique beauty and diversity of the country.

Today, Merkato was recognized as incredible potential of the tourism sector with its diverse range of artifacts, a variety of interesting marketing contexts, a variety of social amenities, religious equality and tolerance, cultural and animal transport with its wide open spaces and unusual activity in other countries. Accordingly, Merkato has become a great marketplace that holding unique features.

But now, despite the fact that Merkato is a unique and fascinating feature, many people do not see Merkato as a tourist attraction and taking proper care of it. But if Merkato used to be a tourist attraction as it once was, it would create a significant attraction and a high level of employment in the sector. Following this, in order to evaluate the attractiveness of the Merkato open air market the researcher asked whether they knew Merkato as a tourist destination or not. Accordingly, the result was presented as follows.

Figure 12 Merkato Open air Market as a Touris Attraction



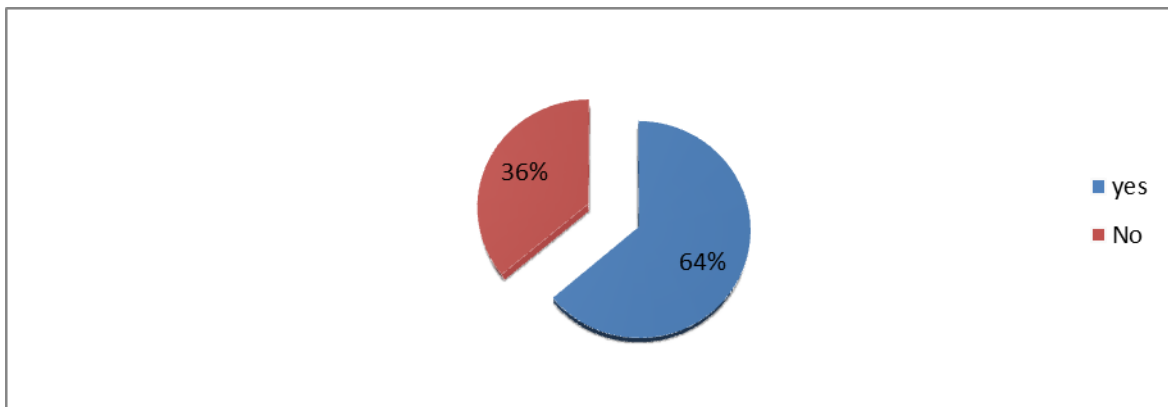
Source: own survey,(March, 2020)

As has been revealed on Fig 4.10, 125(82.2%) of respondents answered yes. while, 27(17.8%) responded No. Form this result we can understand that, Merkato was recognize as a tourist attraction in many people and holding different fascinating feature that incredible attracts the visitors. And it also tells us there are a lot of attractions and activities hold the attention of the visitors.

On the othr hand it was well known that Merkato Market was not adequately advertised by various stakeholders as a tourist attraction. However, this finding shows that, Merkato has a capability to survive without adequate notice. This activites invites others to work for market in the industry because Merkato has to be recognized in its own power instead of other stake holder promothion. Following this, when visitors responded as they were asked about how the open market has to be a tourist destination and what they know about it.different respondent responded as followers *“We know that Merkato is a huge and exciting marketplace in Ethiopia and in Africa. We know that it has a diverse business community, that it is a major economic hub, and that many tourists come to buy goods.”*

4.2.2. Merkato Open air Market as Museum for tourist

Figure 13 Merkato Open air Market as Museum for Tourist

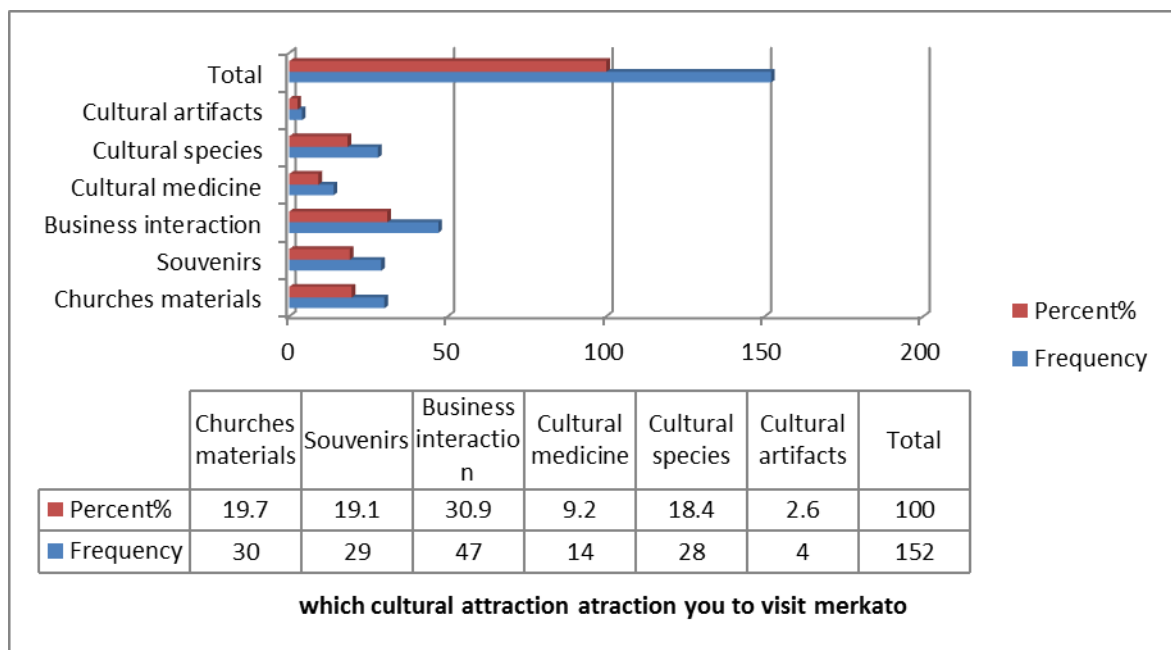


Source: Own Survey, (March, 2020)

As indicated on the Fig 4.12. 97(63.8 %) of the respondents answered yes and 55(36.2 %) responded no towards the question that Merkato cultural market is serving as a museum for tourist. Therefore, we can understand that Merkato was serving as a large museum for those who do not know the Ethiopia cultural destination. Also it shows that the wideness and richness of the culture of area with easy access to the Ethiopian culture, diet, dress, and marketing system.

4.2.3. Cultural Attraction as Attractiveness

Figure 14 Cultural Attraction Attractiveness



Source: Own Survey (March, 2020)

As revealed on Fig 4.13, 47(30.9 %), 30(19.7 %), 29(19.1) % 14(9.2 %) , and 4(2.6%) responded that the business interaction ,churches materials, cultural species . cultural medicine, and cultural artifacts were the main attractive contexts for the respondents respectively. The result implies that, the majority of tourists who visit and buy in open air market place were attracted by the business interactions. Consequently, most of the business attractions in Merkato have its unique beauty and that Ethiopia has its own attractive business environment. The buyer and seller cultural productes debate, human and transport system, a kinds of multiple businesses that run together , the exchange of goods and the ability of different speakers to communicate with the customers was becomes interesting contexts in the study area. In line with this finding, the interviews held with Addis Ababa Culture and Tourism Office Human Resource Manager was presented as follows.

“There are a number of service providers in Merkato. Mostly, suppliers are serving as a perssonel that represents Ethiopian culture and the second tourist who comes to visited foreigners and trade this trade fair creating jobs for the cultural tourism industry following this activity Merkato became one of the best plact that found all you needs and also become grate open air market in Ethiopia as well in Africa. (Sex Male) (Age35)(Education level M.A)in Tourism Development and management.interview. (February, 2020)

In the same way, the interview held with Senayet Tour Operators companies, presented as follows’

“As we all know Merkato is a large and open marketplace that can serve as an attraction. Following, many Ethiopians and outside of Ethiopia choose to visit and sell goods at Market, in Merkato. There are a lot of things on the road that attract visitors, like traditional means of transportation,the people that carry goodsin on the their heads, and the animals the same way, the trading of cash transactions, and the wonderful things that are seen in a certain area. The way of storehouse of various types of furniture looks is so fascinating and so captivating that many take photos to capture it. As you know, Europeans occuppies most of the places to visit in Ethiopia, and they choose the Merkato Galleries as one destination, as the culture is unbroken and as it reminds them of their pas (February, 2020.

In addition this Dynasty tour operator tour operator company manger , the attractiveness of merkato open air market the interview held presented as follows’

“As everyone knows, the Merkato open air market is known as fan of Africa Museum. Following this, we treat Merkato as a destination, while there are many things to look for mainly because of the wide, open nature of many countries. In addition to this there are the unusual market conditions and activities of the transit system, the clothing of the people, the Diaspora, religion and language, and the presence of two large temples, reflecting Ethiopian culture from a variety of backgrounds. All of these make it a unique and wonderful place for Merkato to look out for in number of domestic and foreign visitors. But on the other hand, lately, the beauty of Merkato and the impressive open market are getting destructed by the name of development, following this the flow of tourist is minimized” (February 2020)

In line from the above mentioned idea, the researcher observed that, Merkato is so cultural based and remains unchanged, and noted that many visitors visit Merkato on a daily basis. In addition, a few of the attractions in the Merkato include being a diocese, a place of colors, business interaction, social interaction, traditional transport system, traditional transactional system, church, mosque, and the proximity to the market. This exciting action that all come together makes Merkato unique and great market attraction place. But on the other hand, Merkato is moving out of its old-fashioned content and changing the marketplace and replacing it with buildings, the popularity of plumbing continues to diminish in the absence of adequate parking space and poor visibility of visitors. Instead, visitors began to choose and replace other places instead of Merkato, which reduced the flow of tourists. (February 2020).

Table 5. Cross Tabulation of Education Level and?

Awareness of Merkato Opens air Market as a Tourist Attraction

Respondents	Education Level	Awareness of Merkato open air market as a tourist attraction			
		Yes	No	Total	Percent
Both Domestic and international visitors	Less than Grade 10	3	2	5	3.3%
	Grade 10-12	32	3	35	23.0%
	TVET 1-5 level	15	4	19	12.5%
	Diploma	20	11	31	20.4%
	1 st Degree	48	5	52	34.9%
	MA and above	7	2	9	5.9%

Source: Own Survey, (November –December 2018)

Table 3 shows the correlation of education level and awareness on Merkato open air market as a tourist attraction of both domestic and international visitors. Accordingly, the majority percent of educated domestic and international visitors of cultural tourism in Merkato have awareness of opens air market as a tourist attraction than uneducated visitors. On the other hand uneducated visitors has less awareness of Merkato open air market cultural attraction also serve as a main destination in the city. Therefore, there is a significant relationship between education background and awareness. Because, increasing level of education increases awareness on Merkato opens air market as a tourist attraction.

This sub-sections deals about respondents and communities. Merkato open air cultural market attractiveness continues to pull a number of visitors. The next sub-sections discusses about respondents' view on cultural attraction and unique features of Merkato as tourism attractions.

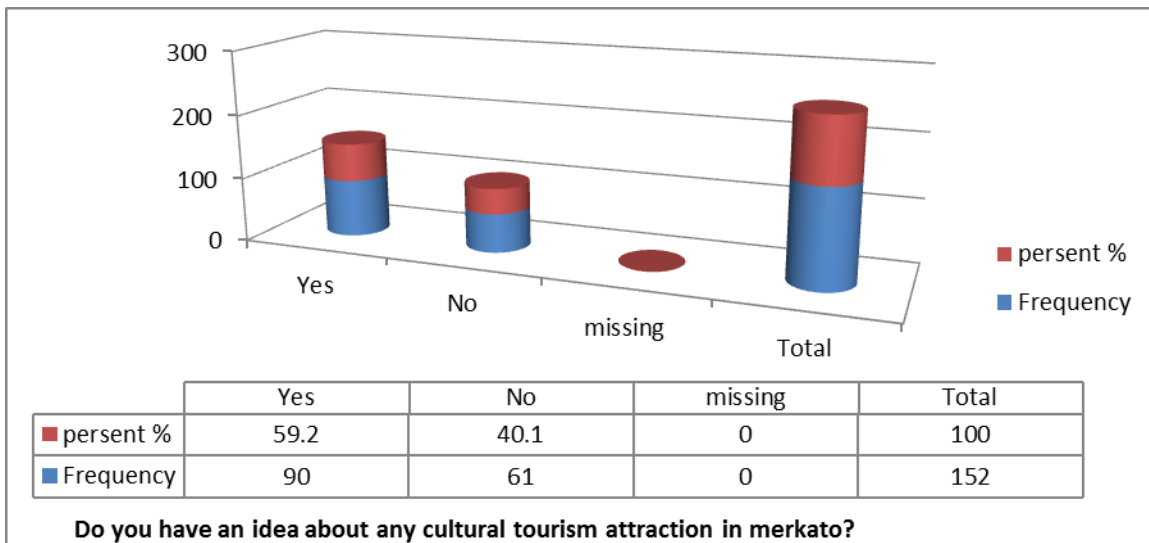
These sub-sections deal with respondents and communities Merkato open air market as a tourism attraction continued to pull a number of visistors the next sub-sections discusses about respondents' view on cultural attraction unique features of Merkatoas tourism attractions.

4.2.4. Cultural Attraction and unique Features of Merkato as Tourism Attractiveness

“Cultural tourism is a type of tourism activity in which the visitor’s essential motivation is to learn, discover experience and consume the tangible and intangible cultural attractions/products in a tourism destination.

These attractions/products relate to a set of distinctive material, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, According to (UNWTO2017) in line with this to notice the contribution of cultural attraction in merkato. The questions prepared below are to qantify cultural Attraction and unique features of merkato as tourism attractiveness.

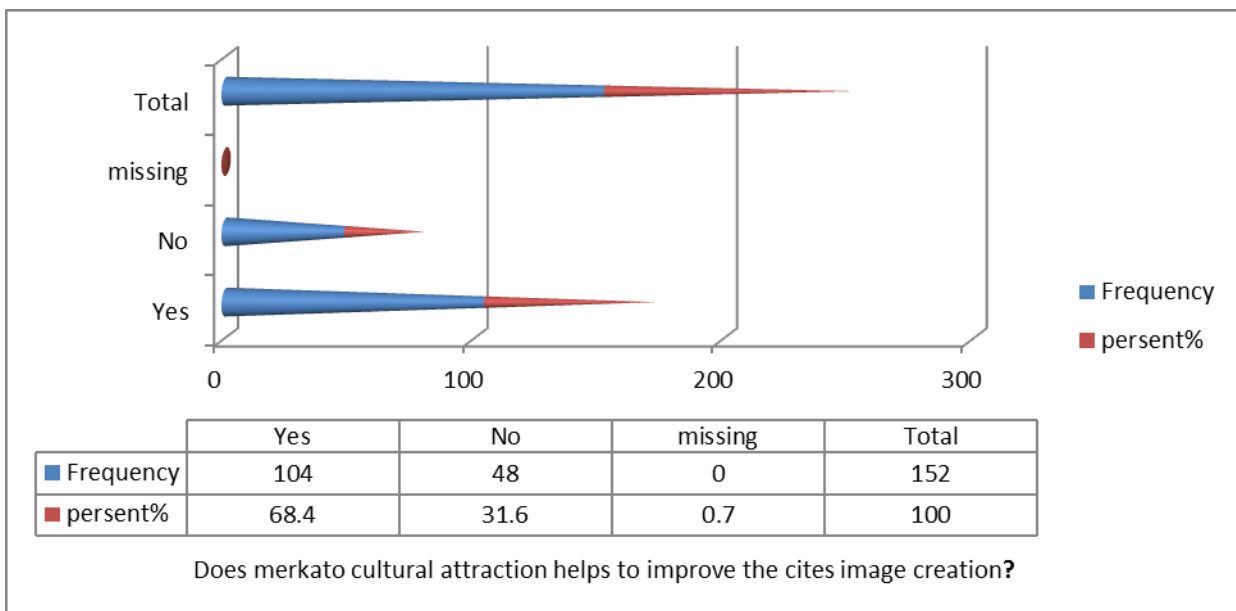
Figure 15. About any Cultural Tourism Attraction in Merkato



(Source: own survey, March, 2020)

As indicated on fig 4.14 58.7% of respondes replied yes while 40.7% claimedno. The response indicated that travelers in merkato mention that market interaction, the diversity and also religious sites found near in the marketing area for their attractiveness.this implies cultural product thatbe present in the market has to role tovisiters attractiveness.

Figure 16. Cultural Attraction for City Image

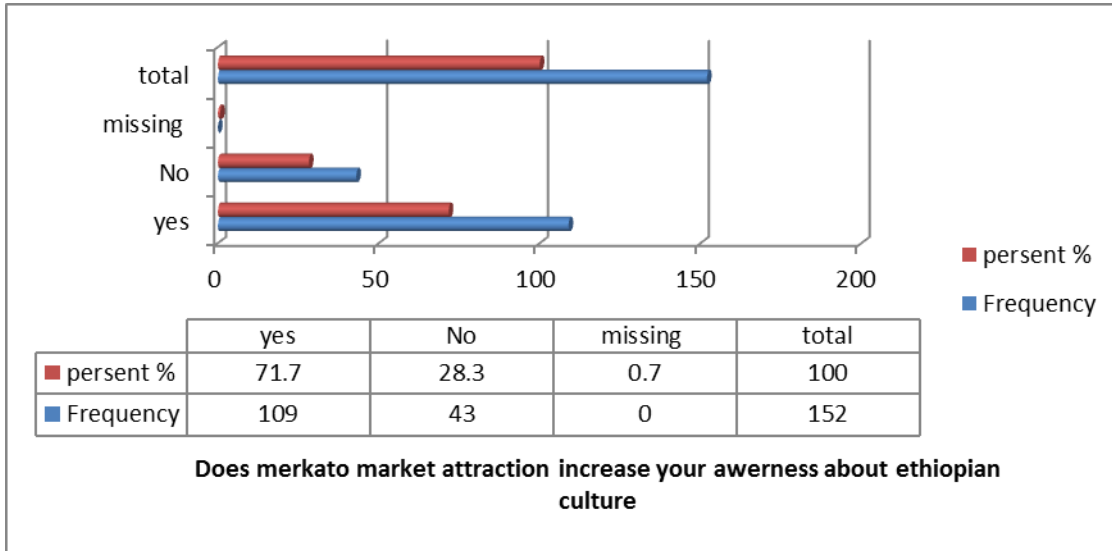


Source: Own survey, (March, 2020)

As shown on the fig 4.15, 68.7% of respondent were yes and 31.3% were no. This indicates how Merkato cultural attraction contributeimage creation of the cityas well the countrys

tourism development, as we all know attraction will increase positive aspects of the country and contribute to images enhancement of the country.

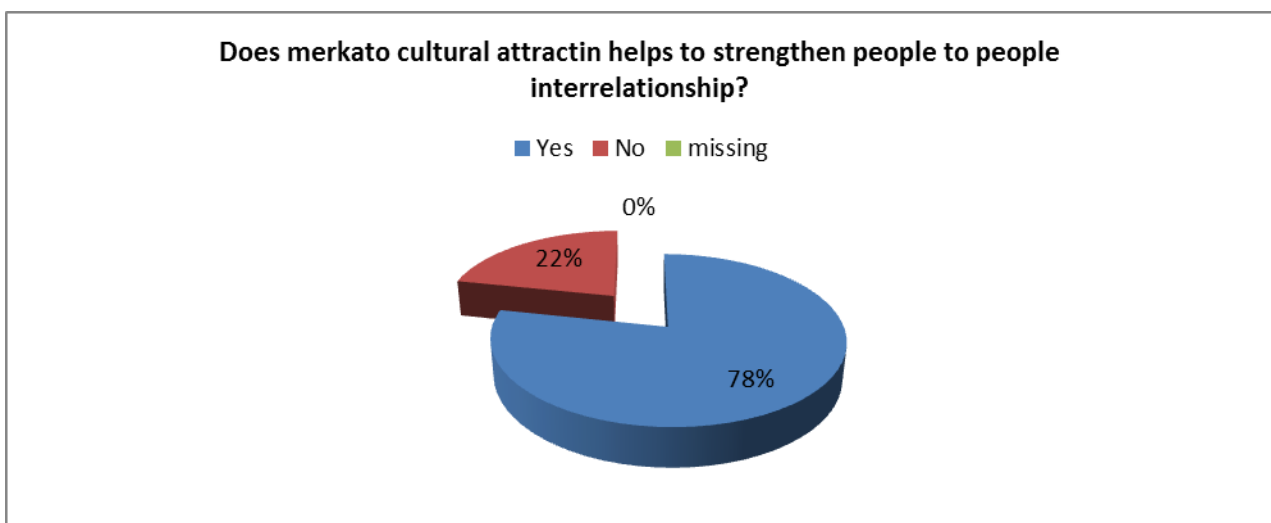
Figure 17, Cultural Attraction for awareness of Ethiopia Cultural



Source: Own survey, (March, 2020)

As indicated on the fig 4.1671.3 % of respondent answered yes and 28.7% responded no towards the question that you think Merkato attraction increase tourism knowledge about Ethiopian culture, Form this result we can understand that Merkato had had inclusive diverse tourism attraction having all cultural open market scenario and representing Ethiopian society culture;

Figure 18, Cultural Attractions helps to Strengthen People to People



(Source: Own Survey, March, 2020)

As indicated on the fig 4 17, 78.3 % of the respondent answered yes and 21.7 % responded no; towards the question that Merkato cultural attraction helps to strength people to people inter relationship. Form this result we can understand that Merkato has great role for community co-existence as a reality, merchants of Merkato comes from different corners of the country and they share everything in there, in addition to economic value sharing understanding each other that make them too close and friendly in their life.

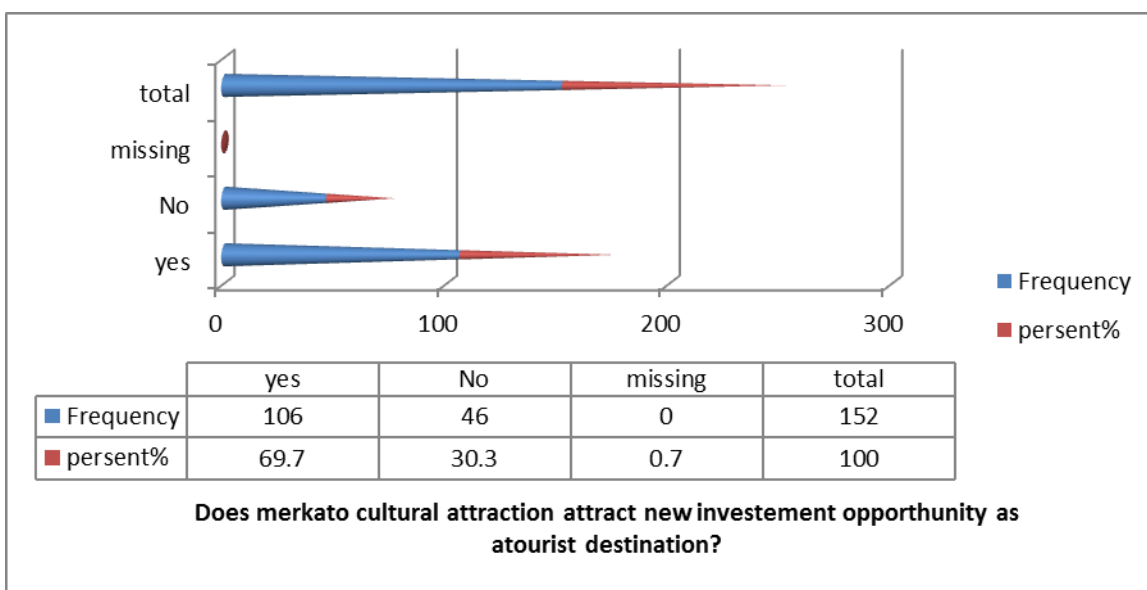
Table 6 Tradition wears are representing Ethiopian culture

Do you have cultural product in your shope ,religious product, cultural medicine, species tradition wears are represent Ethiopian culture	Frequency	Percent
Yes	97	32.3%
No	36	12.0%
Total	133	100%

(Source: Own Survey, March, 2020)

As indicated on the Fig 4.18 57.7% of the respondent answered yes, and 41.1% responded no, towards the question that you have in your shop the people religious product, cultural medicine, species tradition wears are represent Ethiopian culture. Form this result we can understand that Merkato is expressive having all kinds of attraction that represent all cultural tings including life styles material

Figure 19, New Investment Opportunity as a Tourist Destination



Source: own survey, (March, 2020)

As has been revealed on fig 4.19 70% the respondent answered yes and 30% responded no towards the question that Does Merkto cultural attraction attract new investment opportunity as tourist destination, From this result we can understand that The finding indicates that many individuals join for business year to year in Merkato. Though Merkato business men were not as such need high technical skills rather traditional knowledge for their cultural supply to the market that hold more work force and making bread, in addition to continuing having its cultural tradition feature.

To conclude the finding asserted that cultural attraction in merkato in its open-air market situation with divers' cultural representation, those all together makes very important the city tourism earn contribution. In line with this the interviews held with Addis Ababa culture and tourism office human resource manager, Addis Ketema wereda eight(8) and wereda one (1) Culture and Tourism Office head expersred about the cultural attraction and unique features of Merkato as folows. *“Merkato exhibit very nice potentials having so many cultural attractions unlike other areas tourism attraction; having a positive affects the city image that easily shows different society culture in a place; because that government tries to continuous merkato traditional situation for tourism destination.” (February 2020)*

Similarly, the above mentioned about the attractiveness cultural attraction and unique features of Merkato as tourism attractiveness the interview held with senayet tour operators companies tour guides presented as follows' *“market is everywhere existed but merkato is unique it's all interaction attract highly tourists who visit the people activity in their real situation. Especially spice markets of merkato create so amazing to the visitors; hence merkato is great destination” (February 2020)*

In addition to that dynest tour operator company manger, the attractiveness cultural Attraction and unique features of Merkato as tourism attractiveness the interview held presented as follows'

“Merkato market as one destination in the open situation it enable tourists to have a chance idea for Ethiopian community in such one place; starting from gift crafts to different cultural attractions including religious facilities so that merkato contribute to many for the city. But contrary to that merkato is losing day to day its cultural attraction (February 2020).

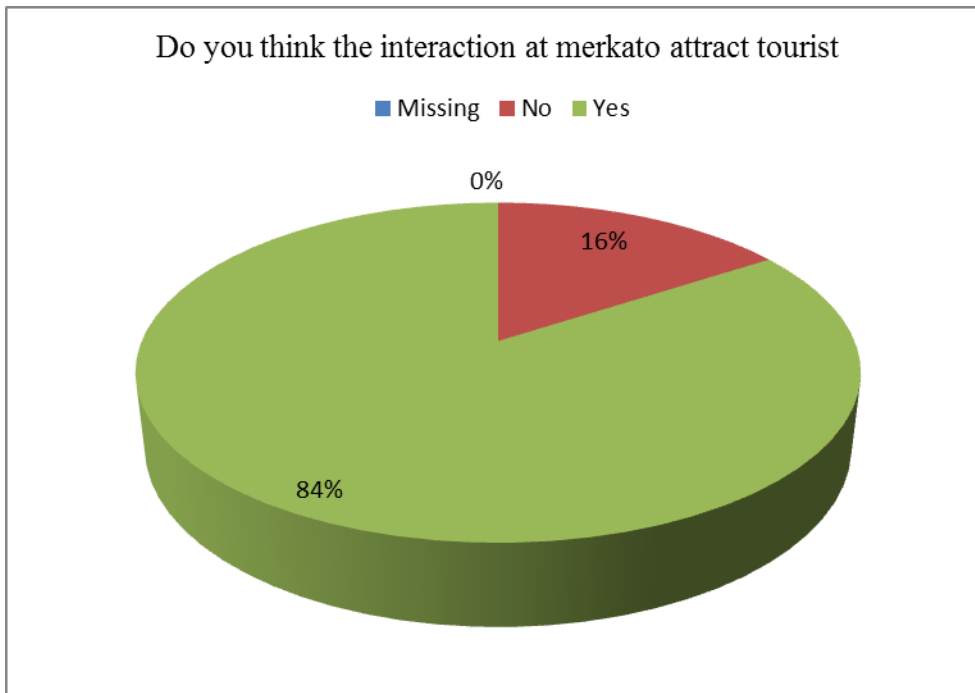
Similarly, the researcher observation noted his observation of the study area, as follows'' Merkato cultural attraction is undeniable such all pushing factors not only tourists it also the area that enable new job creation and livelihoods of the people; keeping its cultural tradition attractiveness. Though merkato is having great attraction now its got in distinction because of so many challenges in merchant sides of merkato. Even though, they tried their best to solve it, so that the concerned body should take the necessary remedy to continuous merkato cultural attraction.

4.2.5 Social Interaction in Merkato

In one country the presence of strong social interaction become very important to the economic, political and social development of that country. Due to this the stake holders must work in the society to develop the social interaction and the social interaction has play an important role in order to identify the societal identify, cultural norm, clothing style and cultural identity to transform for the future generation.

In Ethiopia there are many ways for the society to develop social interaction. The best ways to develop social interaction in our country include Equb, Edir, sad and happy events and markets. Markets are served as the main tool for the society to develop social interaction and solidarity among themselves. Market areas also strengthen the social interaction because it gathers many people's from various areas to practice the culture of market. In relation to this Merkato market concedes to have a role to creating social interaction among the society. Therefore, the researcher questioned towards how Merkato open air markets contribution for social interaction in the market as follows.

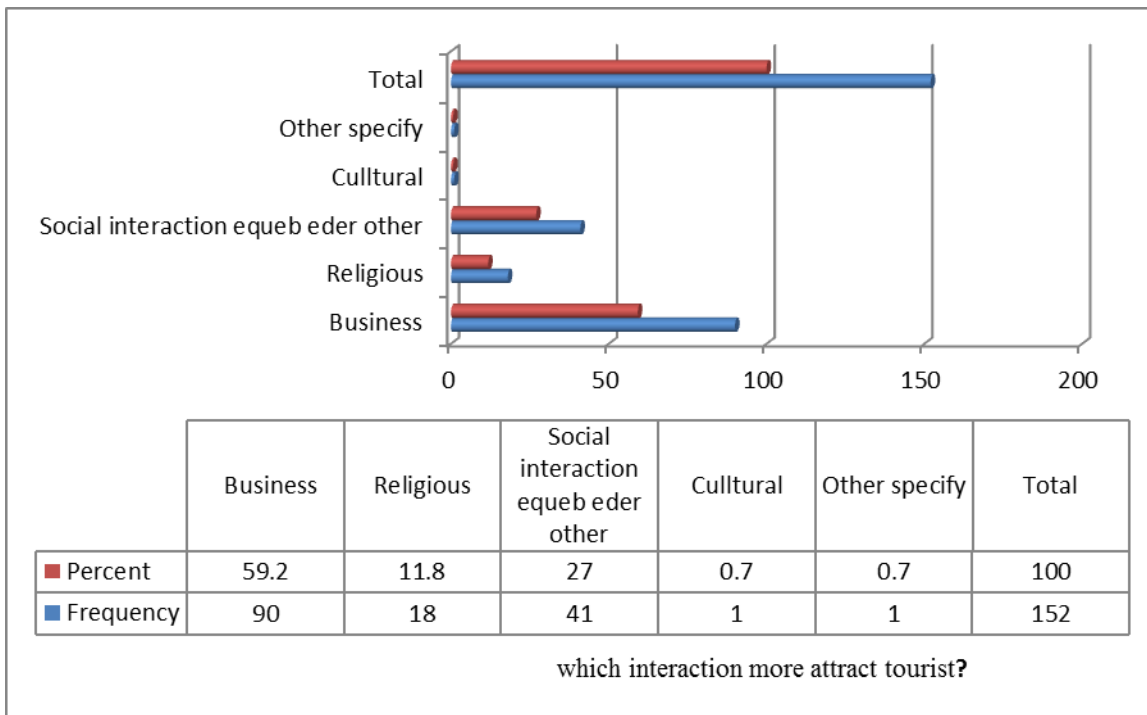
Figure 20 The Interactions at Merkato Attract Tourist



(Source: Own Survey, March, 2020)

As indicated on Fig 4.20, 128(84.2) % of respondents have claimed were yes 24(15.8) % of while other respondents replaid no. Form this result we can understand that market cultural market was served as the center of cultural tourist attraction. And have strong social interaction with cultural context. It is obvious that Merkato cultural markets in Ethiopia had many values. This means that many activities are performed in Merkato market centers. It gathers and meets the people; it is a place where the exchange of goods and services and every people run its own daily life in the market centers. Also this cultural interaction that took place in Merkato had its great role in attracting tourists from various parts of the world and the visitors want to see an indigenous culture with indigenous cultural practice that took in Merkato market center.

Figure 21, The Interaction More Attract Tourist



(Source: Own Survey, March, 2020)

According to the above fig 4.21, revealed in regard to this the visitors of Markato were asked what kind of interactions attracts tourists and according to respondents 90(59.2) % of respondent were business interaction 41(27.0% of respondents were social interaction, 27.7% were religious and 2.1% of respondents were others.

This finding shows that the social interaction in Merkato had great value for business interaction and that business interaction performed through cultural context. That also plays great role in attracting tourists. In a market centers like in Ethiopia in order to strengthen socio-cultural interaction Equb and Edir had a great role.

These social organizations in Merkato play great role in bringing cultural interaction and served as the center of attraction. Following cultural trade interaction, the market gather different people with their differing identities, dressing style and different cultural background they market together in one place. From this we can understand that how Merkato gather many people as a market center and this also had a great value for the development of the market and for the town development.

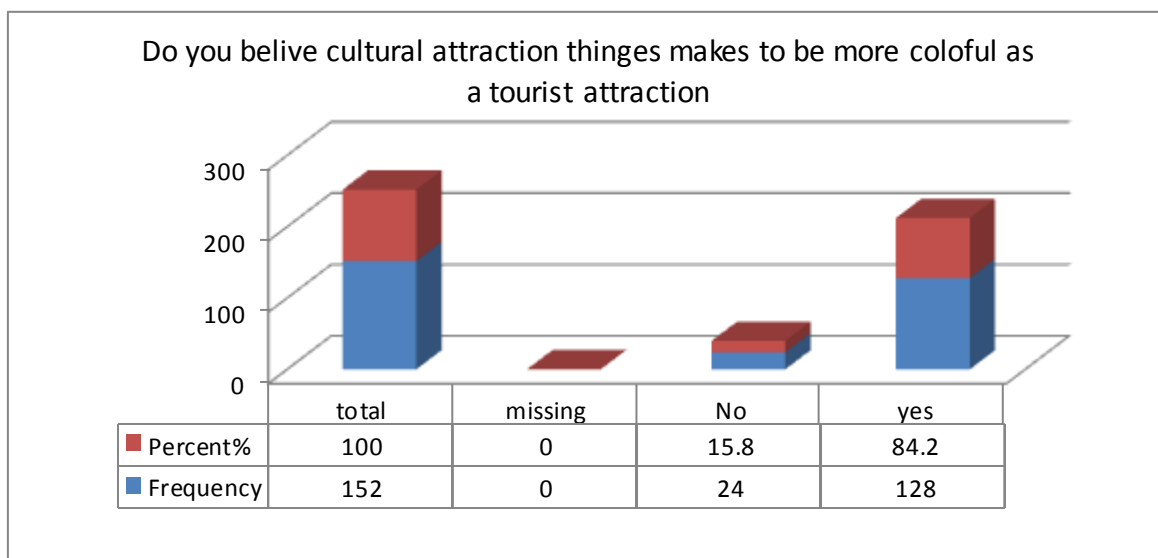
Table 7 Cross Tabulation of Sex and the Interaction More Attract Tourist

Respondents	Sex	The Interaction More Attract Tourist							
		Business	Religious	Social interaction	Cultural	Other specify	Total		
Both Domestic and international visitors	Male	Qu.	53	9	20	1	1	85	55.9
		%	34.9%	5.9%	13.2%	0.7%	0.7%	55.9%	
	Female	Qu.	37	9	21	0	0	67	44.1
		%	24.3%	5.9%	13.8%	0.0%	0.0%	44.1%	44.1%

Source: Researcher’s Own Survey, (November –December 2018)

This table shows that the cross tabulation between sex and the interaction more attract tourist. Accordingly, both majorities of domestic and international male visitors attracted with cultural business interaction from others attraction of Merkato open air market than female’s visitors. On the other hand female visitors are less attract with business interaction than male. Also female attracted religious, social interaction (equb Eder) than business interaction that took place in Merkato Therefore, there is no significant relationship between sex and the interaction more attract tourist.

Figure 22 Colorful as a Tourist Attraction



(Source: Own Survey, March, 2020)

As shown on the fig 4.22, 128(84.0) % of respondents have claimed were yes 24 (15.8) % of while other respondents replied no. From this result we can understand that have strong trade exchange occurs in Merkato and this made Merkato color full and attract center.

The above finding comes from quantitative question and the following ideas comes from qualitative questions With related from the above findings the researcher observation, presented as follows Merkato as a market center become unique and wonder because it gather different people from various regions with various dressing style and cultural back ground. In addition to that the strong social interaction and solidarity which developed in the market strengthen cultural interaction and brings different people with different region, cultural back ground and with various linguistic groups.

4.3. To Study Traditional Cultural Artifacts and Product in Merkato

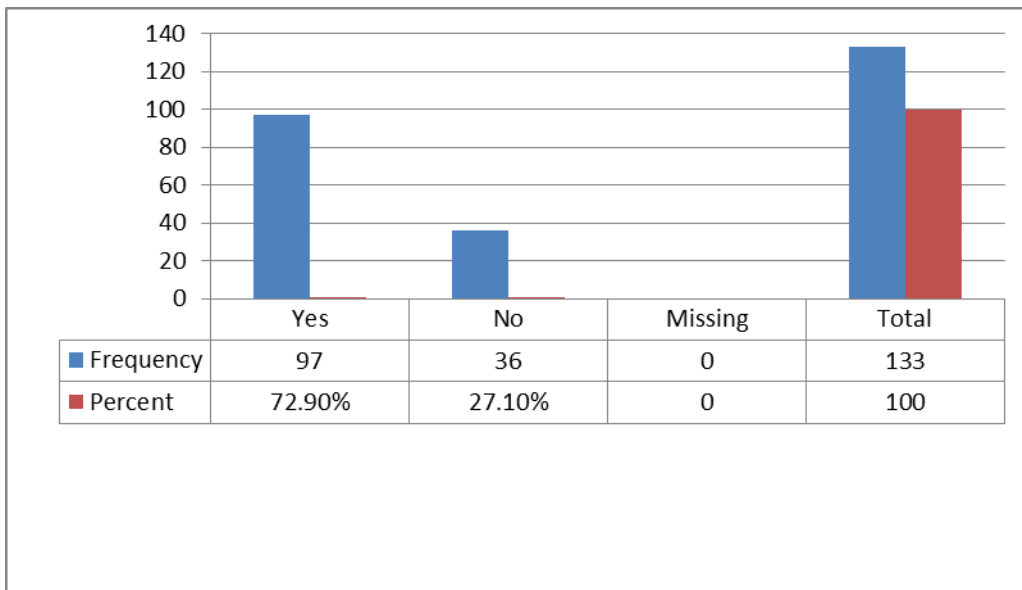
In this section.the study has included three concepts that described the traditional artifacts and traditional medicine as a tourism attraction and their role of promotion. Each concept has their different question as presented as follows. Cultural artifacts, Role of promotion traditional medicine and cultural spices and Souvenir shop.

4.3.1 Cultural Artifacts

In one country cultural artifacts play an important role in identifying cultural identity of that country. It also becomes important to identify the work habit, Life style and the development level of that country because of having traditional artifacts which are the signs of cultural heritages of that country.

Merkato as a center of market it play an important role in creating employment opportunity and it also gather different people with their own craft activities that become the result of different nations and nationalities. There are shops that sell cultural and traditional craft works which are provided by different nation and nationalities are served as the center of tourist attraction and that shows the sign of the country development with regard to this, the researcher used some questioners to quantify the role of cultural artifacts at merkato.

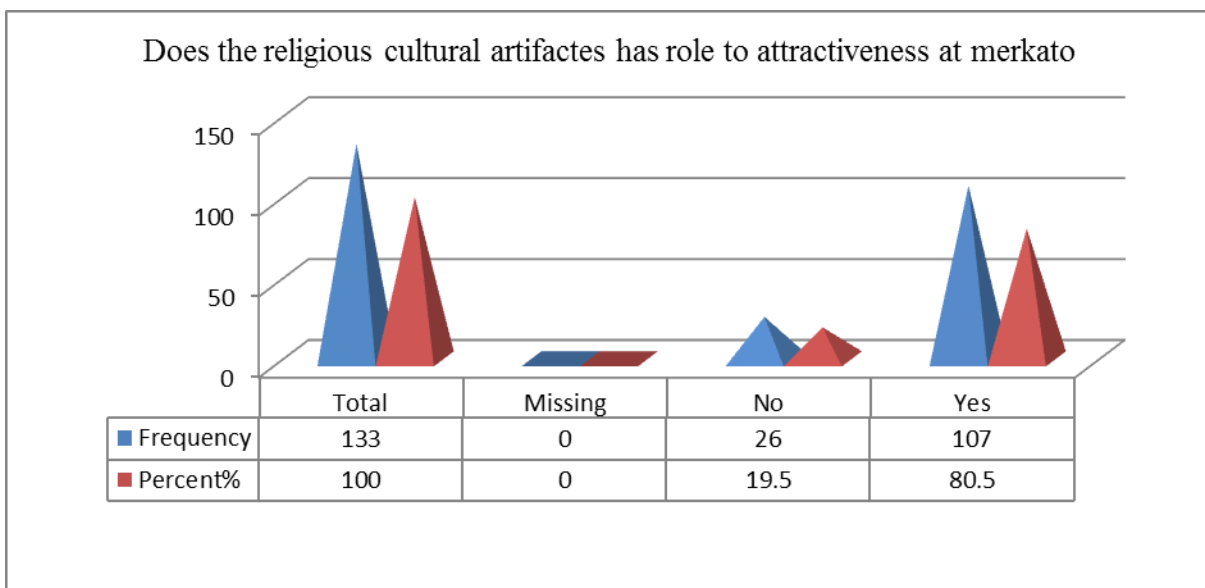
Figure 23 Cultural Artifacts More Attract Tourist in Merkato



Source: Own Survey, (March, 2020)

As indicated on Fig 4.23, 97(72.9) % of respondents have claimed were yes 36(27.1) % of while other respondents replied no. These finding implies that cultural artifacts and different craft works that found in Merkato are served at the center of tourist attraction and increases the country’s image towards the tourists.

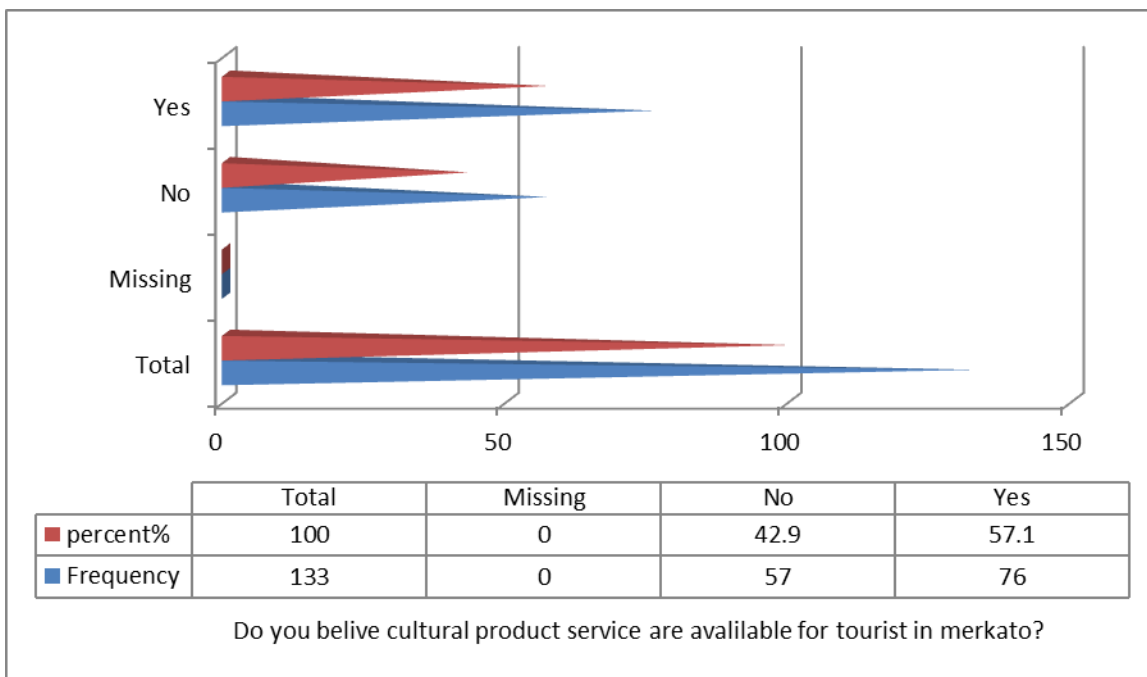
Figure 24 Religious Cultural Artifacts Role



(Source: Own Survey, March, 2020)

As indicated on Fig 4.24,) 107(80.5 % of respondents have claimed were yes 26(19.5 % of while other respondents replied no. towards the question that religious cultural materials attract tourists. from this result we understand that religious cultural materials had play major role in manifesting a country’s culture and religious background of the country. Most importantly the country which is reach in cultural and historical background and having long history like Ethiopia, religious materials had play an important role to practice their own religion through peace full way, as well as Merkato cultural market having with different nations and nationalities, strong cultural interaction, strong historical background with different religious group, cultural craft works and religious materials which are important tool to express their own identity and haveing benefit for country’s image and economic. There fore, it is important to keep propely that sustain the cultural of the market.

Figure 25 Cultural Product Services



(Source: Own Survey, March, 2020)

As indicated on Fig 425, 76(25.3% of respondents have claimed were yes 57(19.3) % of while other respondents replied no. towards the question that cultural products service available in Merkato cultural market. From this result we understand that Quality service for customers has strong impact for the development of the center. What kinds of products are produced by the local people, if they didn’t satisfy the customers the value of more product and also quality product become meaningless? According to the above ideas in merkato market center there are

many wonders and cultural artifacts that represent the country's cultural identity and historical back ground.

In line with this the above mentioned findings in interviews held with Addis Ababa culture and tourism office human resource manager, the interview made presented as follows.

“It is obvious that such cultural craft activities and religious material that are found in the Merkato expresses both the market and the country were the center of tourist attraction. To enhance the value of Merkato as the center of tourist attraction government are working in cooperation with different stake holders and motivating service providers and customers to increase the sector”
(February 2020)

in the same way, cultural ttraction and unique features of Merkato as tourism attractiveness the interview held with Ethiopia travel agency tour guides are presented as follows’

“Through ought my work life, traditional jewelries that are found in Merkato are very attractive and such kind of jewelries is not found in other parts of the world. On the other hand most of time tourists want to visit Ethiopia because of to see and visit indigenouse culture “it also responds that however, through time the cultural material that found in merkato loss their indigenouse identify he said” (February 2020)

In addition this findings Ethiopian tour operator company officer similarly the attractiveness cultural attraction and unique features of Merkato as tourism attractiveness the interview held presented as follows’

“The responses that when we observe Merkato there are a lot of attraction and wonder cultural material like traditional craft products that used for religious tools and also souvenirs shops and different pictures that express the identity of various countries like Lalibela rock hewen churches paintings and the likes mode the market more color full and served one of the destination areas for the tourists”. (February 2020)

In realition to the above findings, the researcher conducted observation of the study area and presented as follows’ during the study the researcher observed different traditional and different hand craft products like souvenirs shops, religious materials in Merkato highly expressed the Ethiopian culture in short.

Merkato market is well know by the societies in that it is unique because many materials are found in one area andalso the market also hold different occupational groups this means that as

a market it holds labor workers, visitors, traditional food, different tools and in short different craft products that shows the country's civilization and heritages which the ancient legacies of the country. Because of having the above cultural legacies many people made merkato as their destination.

These indigenous like day to day movement and the country's cultural materials served as the center of tourist attraction. In relation to this the people who are inhabitants to the country and the people who come from abroad, with in short period they were not enough time to visit the whole parts of the country, they were interested to visit Merkato to see different cultural products that are the direct expression of the whole Ethiopian culture.

Different traditional craft products which gather from the various country sides are presented Merkato. These products represent that different nation and nationalities their own traditional background. For instances cultural materials like horse activity clothes, cultural farming tools, cultural coffee ceremony, traditional food and drinks and the likes which are available in Merkato market that were produced by the diverse nation and nationalities had their own unique manifestation in one country.

The above traditional and cultural materials are found mostly in Ethiopia that means they are the result of indigenous product. Butnow because of lack of giving care about the indigenous products and traditional craft producers declined from time to time and replacement by modern technology materials that is why it is not focused by the government or other stake holders.

Regarding Religious institutions and craftsthat found in merkato,as we all know there are various religion in Ethiopia, the most well known were Christianity and Islam. These two religious are the old and were famous religions in Ethiopia with great followers and both had their own long history, cultural manifestations and worship this well known religious are serves one of the maintourist destinations in Merkato.

These two well known religions had their own cultural identity which represent the Ethiopian culture and exercise with their own worship through different styles. The churches had huge potentials and legacies that represent the Ethiopian culture and the sign of the old Ethiopian civilization that were recorded in the churches.

Despite Merkato several religious tools which are the result of the cultural hand work craft products to attract tourists.As the same time this cultural product they loss their originality and replacement by technological materials.

We know that proper attention with government has become very important in order to develop the tourism products and create the image of one country. Different cultural and traditional product found in Merkato market that represent the country’s potential in tourist products. Despite like Ethiopia there having various ways to renowned tourist attraction to creating image. Currently, merkato had adverse some problems according to the above revealed. (February 2020)

This is sub-sections deals about Cultural Attraction and unique features of Merkato as tourism attractiveness. The next sub-sections discusses about respondents’ Role of promotion Traditional medicine; cultural species and souvenir shop.

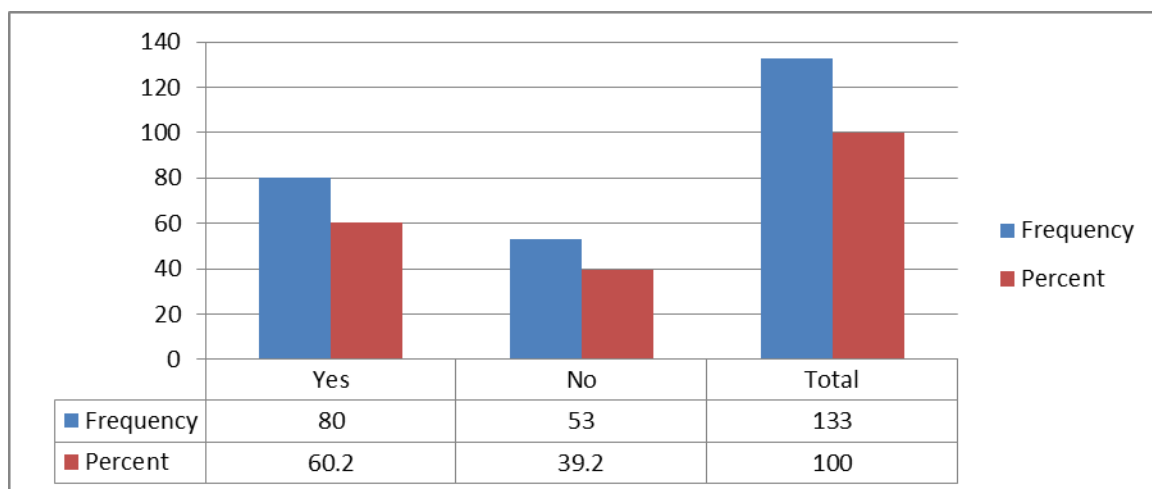
4.3.2 Role of Promotion Ontraditional Medicine; Cultural Species and Souvenir Shop

In one country cultural indigenous medicines and spices having traditional food represented that how the country become potentially rich in cultural products that become attract tourists from different part of the region.

In relation to this Ethiopian traditional food which was produced from different species and the feeding habit had its role in representing the Ethiopian image and Ethiopian gastronomy. Following this, the researcher asked some questioners to know the role of this indigenous product as follows.

Figure 26. Traditional Medicine in Merkato

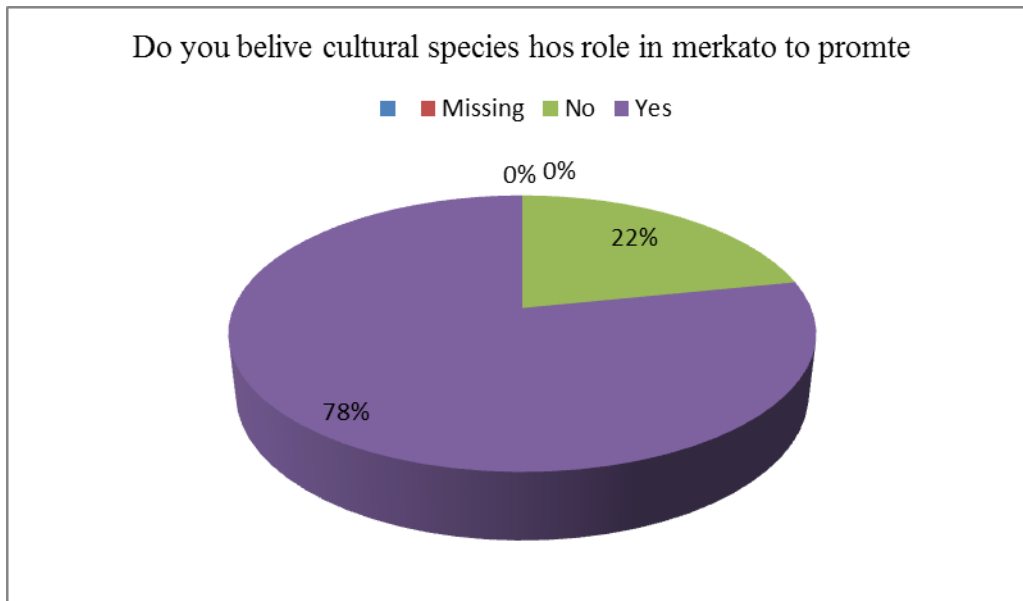
Do you believe traditional medicine in merkato have the role as a tourist attraction?



(Source: Own Survey, March, 2020)

As indicated on Fig 426, 80(26.7) % of respondents have claimed were yes 53(17.7) % of while other respondents replied no. towards the question that cultural medicine role in Merkato to promote Ethiopian culture. From this result we understand that the traditional Ethiopia culture medicine has found to sell in Merkato cultural market had a great role to representing the Ethiopian cultural medicine and have role to attract visitors.

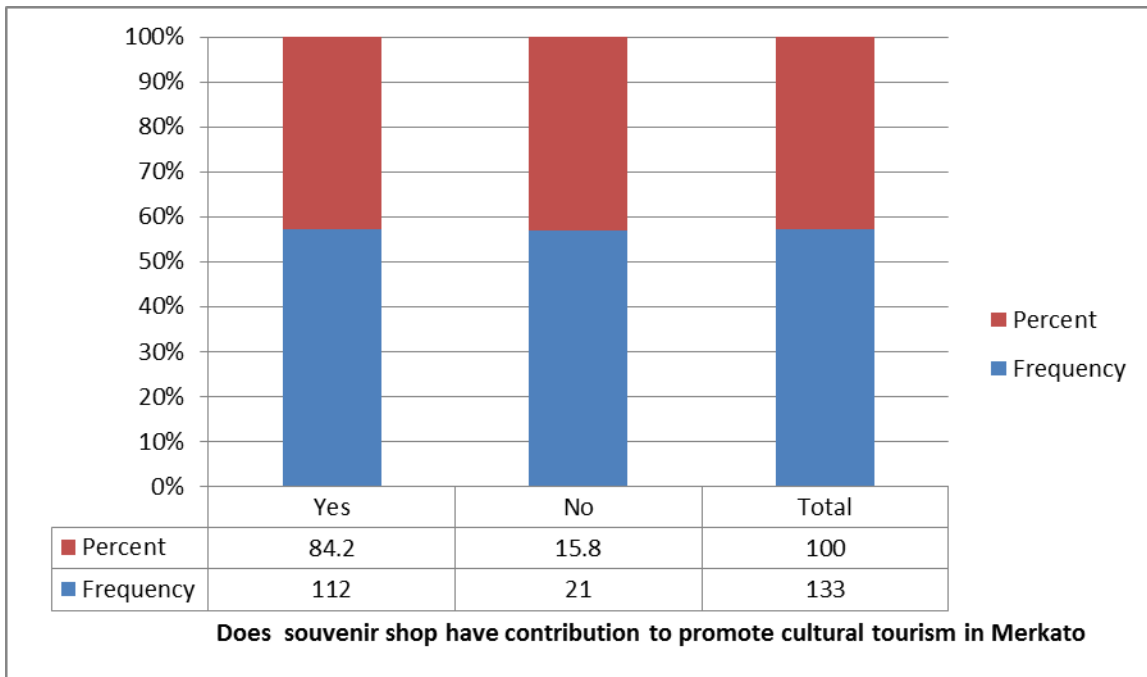
Figure 27 Cultural Species Role in Merkato



Source: Own Survey, March, 2020

As indicated on Fig 426, 104(34.7) % of respondents have claimed were yes 29(9.7) % of while other respondents replied no. towards the question that cultural species role in Merkato to promote Ethiopian cultural. From this result we understand that the traditional species has found to sell in Merkato cultural market had a great role to representing the Ethiopian life style and greater image of the country.

Figure 28. Souvenir Shop Contribution on Promotion



Source: Own Survey, March, 2020)

As indicated on Fig 428, 112(37.3) of respondents have claimed were yes 21(7.0) % of while other respondents replied no. towards the question that souvenir shop have contribution to promote cultural tourism in Merkato. From this result we understand that the traditional souvenirs shop providers create the country’s image in Merkato market. Different traditional product found in Merkato market that represent the country’s potential towards tourist products. Also this product helps to advertising in order to develop the tourism products and create the image of one country.

Merkto cultural market has various renowned tourist attractions that creating good image.this opperthunity has became unicque who needes to visit the place in line with this the above findings, the role of promotion traditional medicine; cultural species and souvenir shop in merkato interview held with Senayet tour operators companies tour guides, presented as follows’

“During interview time they responded that as we observed above 90% of visitors who come from different parts of the world are more interested in cultural interaction and the hand products which was produced by different nation and nationalities. And also different indigenes knowledge that sell in merkato like

traditional medicine. Souvenir shop and cultural species took a big role to attractiveness". (February 2020)

In addition the above finding dynasts tour operator company manger the interview held presented as follows' *"These cultural products and craft products and also species give clue for the visitors. That means that if the visitors had no enough time o visit the whole areas of the country, the visitors can easily understand about the Ethiopian culture, feeding habit and species by observing the Merkato market"* (February 2020)

Inrelation to the above findings, the researcher conductedObservation, of the study area and presented as follows', From Merkato such souvenirs shops, different craft products and different kinds of jewelers attract the visitors and the visitors also used these materials when they returned back to their homeland. Because. the materials are moveable that created access to the visitors to use the value of such products Those tourists who lack access or chance because of shortage of time to visit the whole parts of Ethiopia Merkato give a great chance or opportunity to understand the image of Ethiopia and it is easy to understand what kind of nation and nationalities in habited in which parts of Ethiopia and also what kind of traditional materials were produced by which nation.

In addition to that different species which were produced by different nations that made traditional food more delicious made unique features of Merkato market and the market of Merkato was the center to create the image of Ethiopia for outside world.

4.4 Explore Dimesnions Affecting the Development of Cultural Tourism

In this section, mostly the researchers look at the dimesnions that influence the development of cultural tourism, which contain three different concepts: 1. Construction of modern building 2. , it is a measure of thedimesnions that influence cultural development in Merkato open air market. 3. Building Capacity, each concept has different questions that measure the concept. In this section, it is a measure of the dimesnions that influence cultural development,

For being the largest market in the country and city, a variety of challengs have been noticed in the market as it maintains the trafficking of large number of peoples in and out of the market on a daily basis. Although working on a number of occasions to facilitate and mitigate these problems, the extents practiced to address these problems are limited. On top of this, the government's tactics to alleviate the problem are causing another problem in other direction.

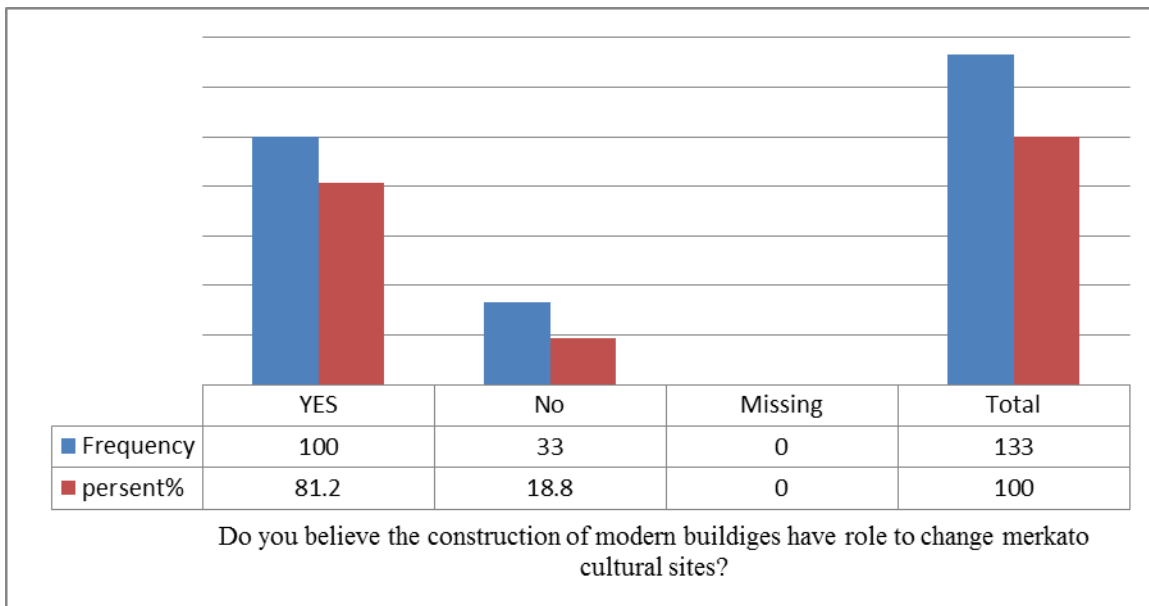
Specifically, a large market, like Merkato, which hosts many fascinating cultural events throughout the day, needs a large and careful implementation. To address the factors affecting the development of tourism, the researcher proposed and administered different questions to respondents of different backgrounds.

4.4.1 Construction of Modern Building

Development is known to play a major role for the development of a nation, especially as it is the primary task of the developing countries, but it is clear that good development will benefit the community and the country as well. However, sometimes noticeable developments lie on one side and the continuity is unacceptable. Any development represents progress or growth is widely accepted. In particular, developments in the tourism sector are highly sensitive and culturally sensitive, so it is important to pass on to the next generation without being censured and exploited. Since its inception, Merkato has been a large and vibrant open market place, embracing the cultural content of the country. Merkato has served as a museum for many and incorporates the multicultural tools and arts that make it unique.

Because of its large size and open space at the market place, Merkato hosts a significant population and high traffic congestion, but the government has seen place as a key part of the country's economy, and it is becoming a part of the solution to facilitate and accelerate this visible problem. Among other applications, it is replacing the area with open and large with new and modern buildings. Therefore, what effect does this change have on tourism visibility based on its cultural and historical content?

Figure 29. The Construction of Modern Buildings



Source: Own Survey (March 2020)

The (Fig 4.29) above revealed that 100(81.2) % of respondent were responded that yes and 33(18.8) .% of respondents were responded no. This finding shows that new construction taking place in Merkato have an effect on the uniqueness of the open air market in Merkato which in turn affected the tourism sector. According to the respondents, these buildings have affecting the tourism sector by changing the view of Merkato and changing the landscape of the area, which was served as a tourist attraction despite the fact that development and modernity are important. These buildings are constructed without giving attention to the social and cultural fabrics of the society so that the value of those attractions to tourism is reduced. To support the quantitative questioner the researcher asked different stake holder in interview under the effect of modern building in Merkato open air market. In line with this the above mentioned findings in descriptive responses, the interviews held with Addis Ababa culture and tourism office human resource manager, presented as follows,

“As it is known, although it is important for the growth of a country, it has two kinds of influence: those are negative and positive influence. For the Merkato’s cultural attraction, the main attraction is that the area is found at open and large area. However, because of the reasons for reconstruction in area, Merkato is losing its historical content and cultural elements. If it continues like that, personally have serious concerns because we do not think we should lose this value because of the modern architecture, which is not as much of a

concern for high-level officials in this issue, as we see in other countries, such as South Africa, Australia and Germany. While they construct these kinds of development, countries continue to use their cultural values for the attraction purpose, but at Merkato this is not noticed, but we fear that the overall attraction will vanish.”(February 2020)

Similarly, the above mentioned about the construction of modern building effect in merkato cultural tourism market the interview held with Senayet tour operators companies tour guides as presented as follows’

“As mentioned above, growth is known to be crucial for development, but the conditions and the way of reconstruction are crucial. This is because this great market is known for its large cultural open space, and the tourists who have been in the country were eager to see it. This open area was known primarily for attracting tourists. However, this site is rapidly becoming the replacement of a new modern building rather than an open-air market area, and it is reducing the number of tourists flow to Merkato” (February 2020)

In addition the above finding Ethiopian tour operator company officer the construction of modern building effect in merkato cultural market the interview held presented as follows’

“Merkato is considered as a one destination and we were made itinerary and sell because of the area has large and open market, in that regard the tourist wanted to visit Merkato. This historic market is also well-known as the Fan of African Museum, where the study area is an open-air market place. However, the replacement of the existing open space with building has drastically reduced the demand for tourists. As a result, it is common to notice that when they change, we sold itinerary access to other destination.” February 2020)

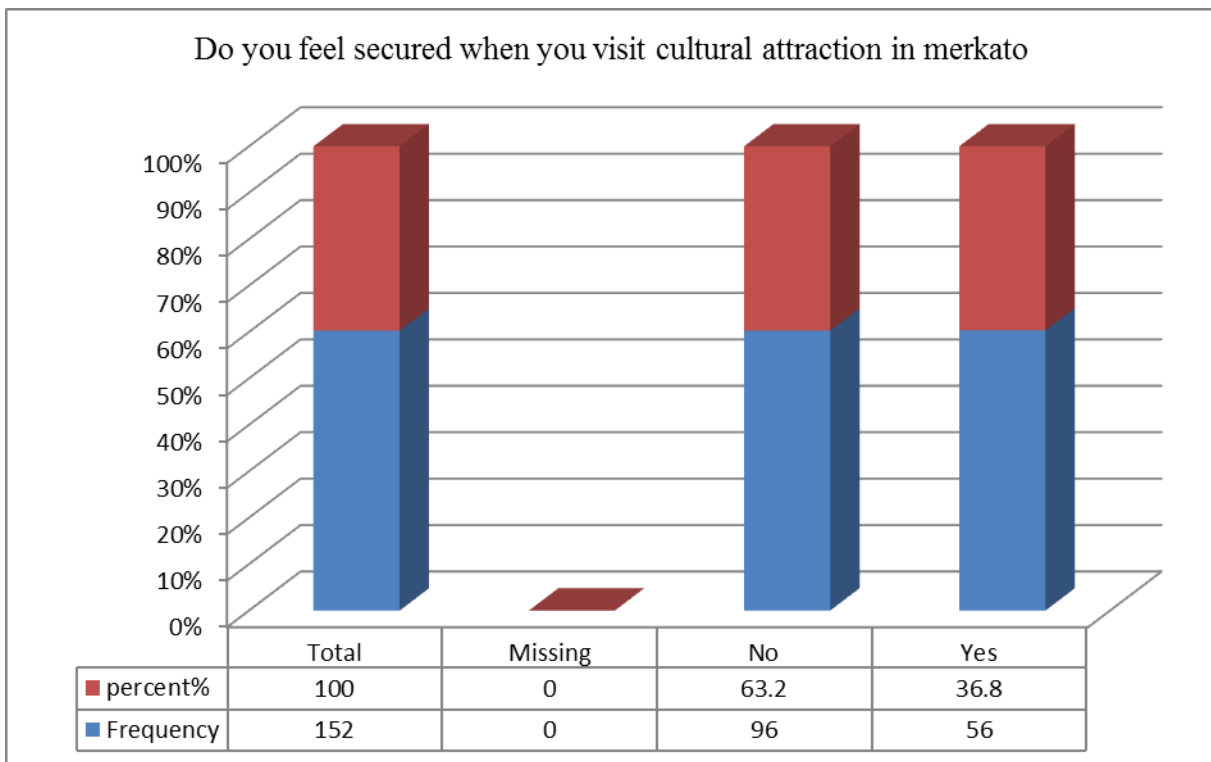
Our country is often known to have many culturally based attractions despite the fact that the attention that has been given by the government and other responsible bodies is very low. This limited attention is also extended to those attractions which are found in Merkato. It is known that visitors mainly come here to buy and explore the indigenous cultural activity and products/ of the unspoiled original and to explore and exchange knowledge about a particular society culture. Though large buildings are continually been constructing throughout the market, there

are still some open areas such as Minalesh tera, Sifiet Tera and Kimem Tera that attract tourists.

The next sub-sections discuss about respondents' the measure of the elements that influence cultural development in Merkato open air market.

4.4.2 Elements that Influence Cultural Development in Merkato Market

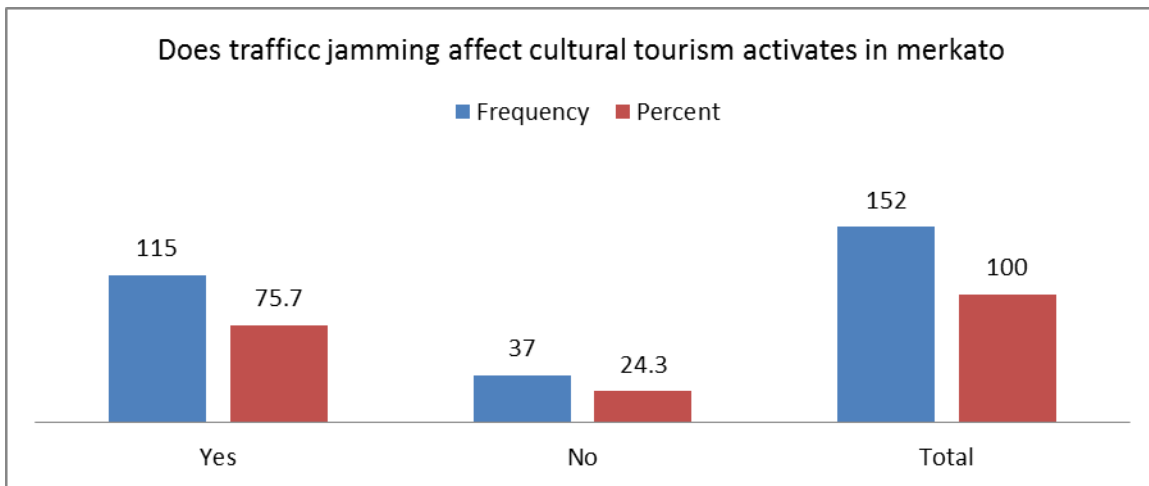
Figure 30 Safety and Securities



Source: Own Survey, March, 2020

As indicated on Fig 430, 96 (63.2%) of respondents have claimed were unsafe while the remaining 56 (36.8%) felt alright with respect to the security feeling they have experienced while visiting Merkato. This result indicates that majority of the tourists visiting Merkato for enforcement of laws and decrees and lack of efficient security force that can impede thieves and other disturbing bodies. Various purposes were uncomfortable as the place is extremely disturbing. They also said that the huge aggregation of peoples is another source of commotion which further is exacerbated by the low.

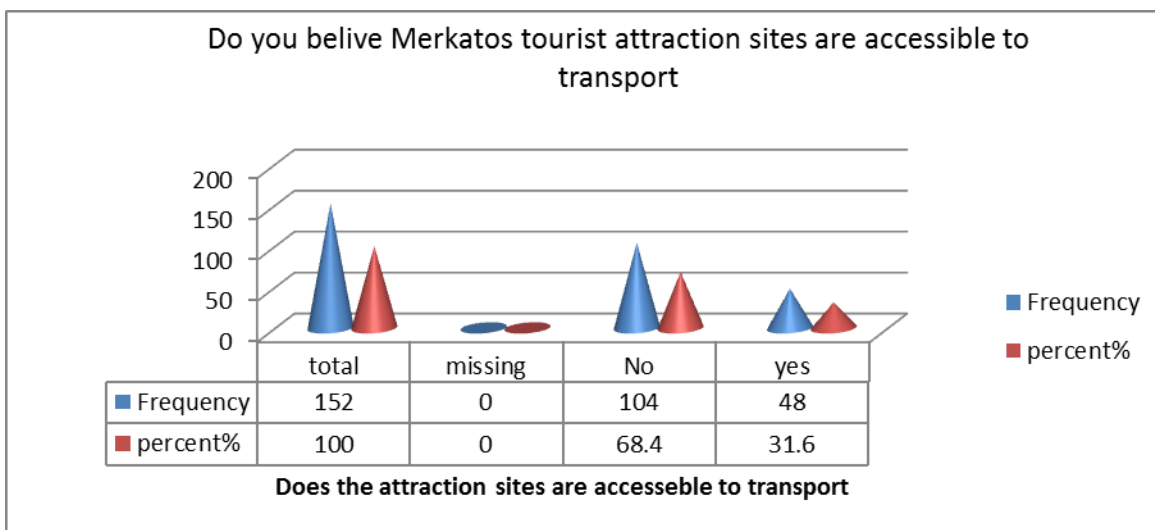
Figure 31 Traffic Jamming



Source: Own Survey, March, (2020)

As shown in the table above (fig 4.31.) 115 (75.7%) of the respondent said that traffic jamming has a significant impact on the tourism activities conducted in Merkato while the remaining 37 (24.3%) of them said that the tourism industry has not been affected by the traffic jamming. The respondents also said that, this traffic jamming impact will continue to affect the sector provided that the population size of the market has been increasing from day to day. Therefore; it is important to give attention for modern road construction and awareness creation on the societies at large.

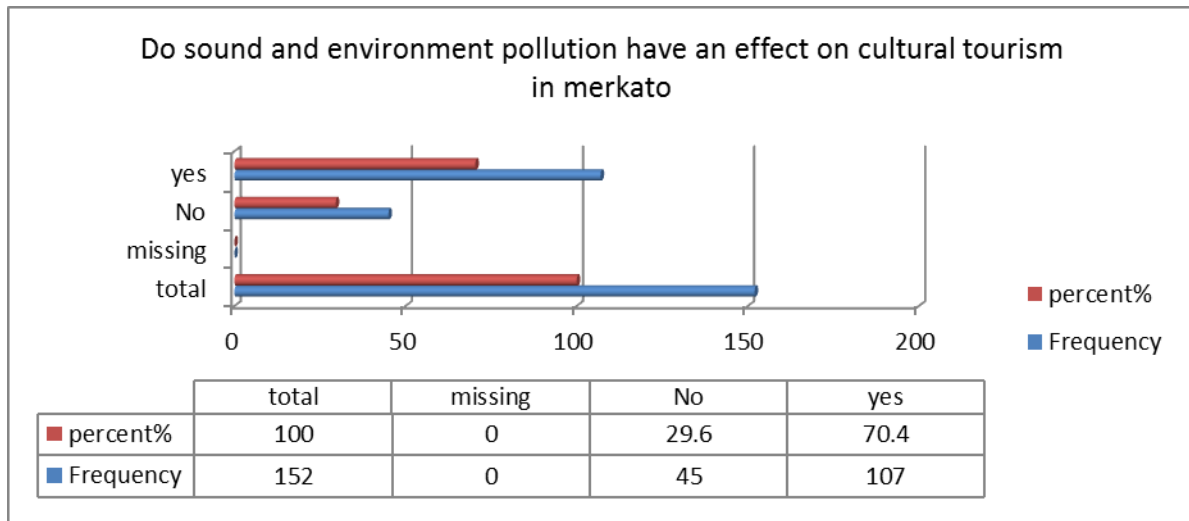
Figure 32 Attractions Sites are accessible to Transportation



Source: Own Survey, March, 2020

As shown in the table above (fig 4.32) 104 (68.4%) of the respondents said that the transportation service in Merkato is inaccessible while the remaining 48 (31.6%) of the said the transportation service is accessible. Since majority of the respondents said that the tourism service with riddled with problems of transportation inaccessibility, attention has to be given for the development of roads and awareness has to be created among the societies.

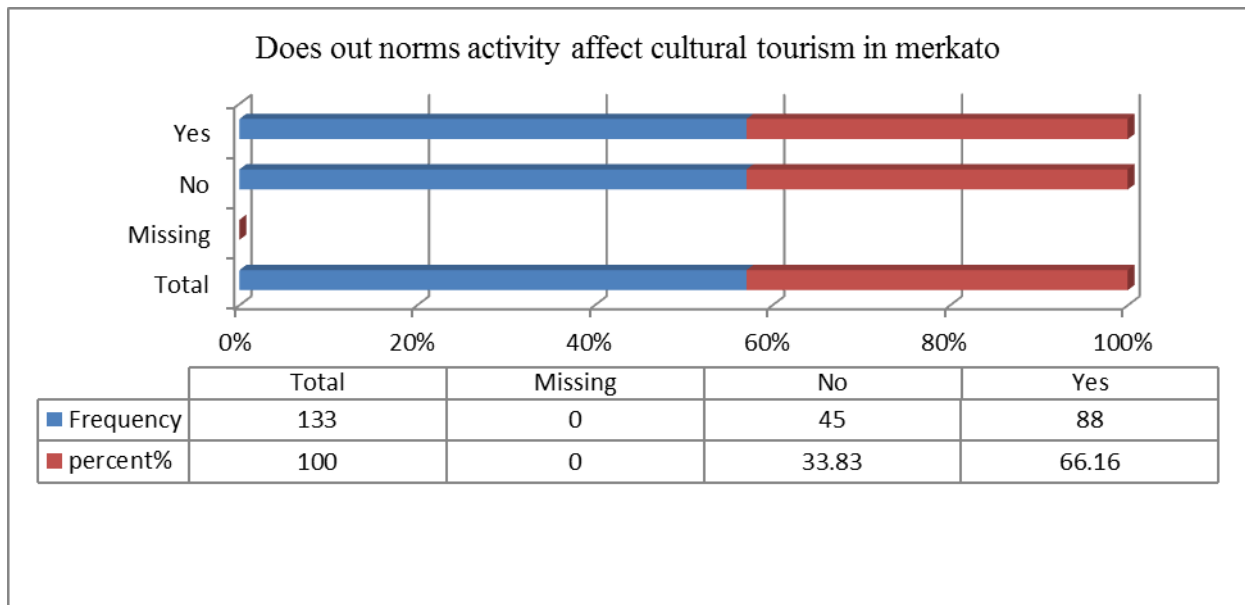
Figure 33 Environmental Pollution



Source: Own Survey,(March, 2020)

According to the above (fig 4.33) shows the effect of pollution on the development of tourism activities in Merkato. Majority of the respondent (70.4%) said that pollution sourced from sound and environment were the most serious problems affecting tourism development. On the other hand, the remaining 29.6% of the respondent said that the impact of pollution on tourism development is not significant. The presence of huge pollution in Merkato is hence corroborated with the presence of large population, huge number of cars. To alleviate this problem, the researcher suggests development of fundamental infrastructure that helps facilitate the tourism activities.

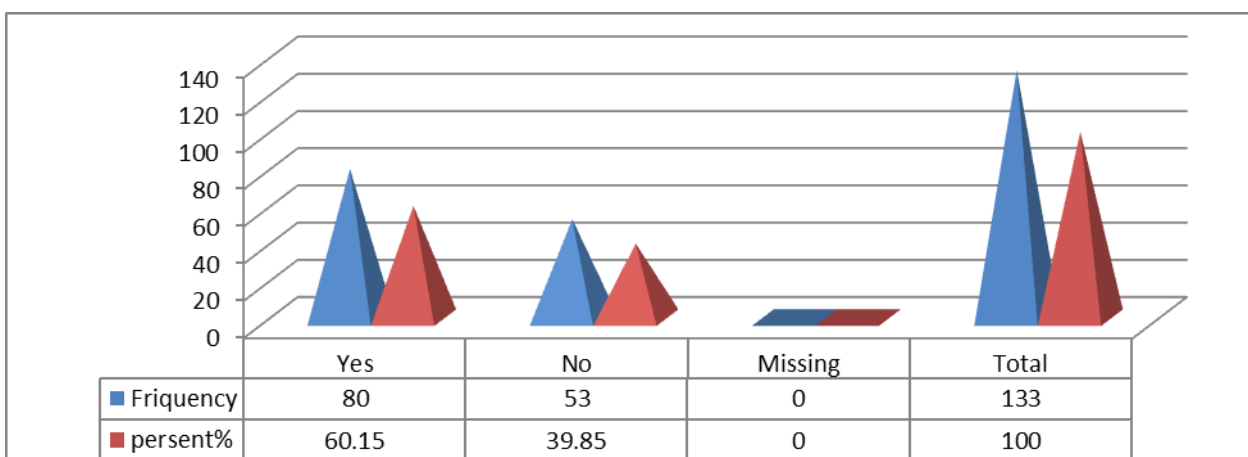
Figure 34. Out Norms Activity



Source: Own Survey, (March, 2020)

According to the above fig, 4.34, showed the effect of out norms activity on tourism development in Merkato. According to the respondents, the effect of misbehavior on tourism development in Merkato is significant and 66.16% of the respondent said misbehavior was serious problem whereas the remaining 33.83% of them said misbehavior was not a problem for tourism development in Merkato. For this result we understand that out norms activity in Merkatomarketare one ofthefmainproblem for area.

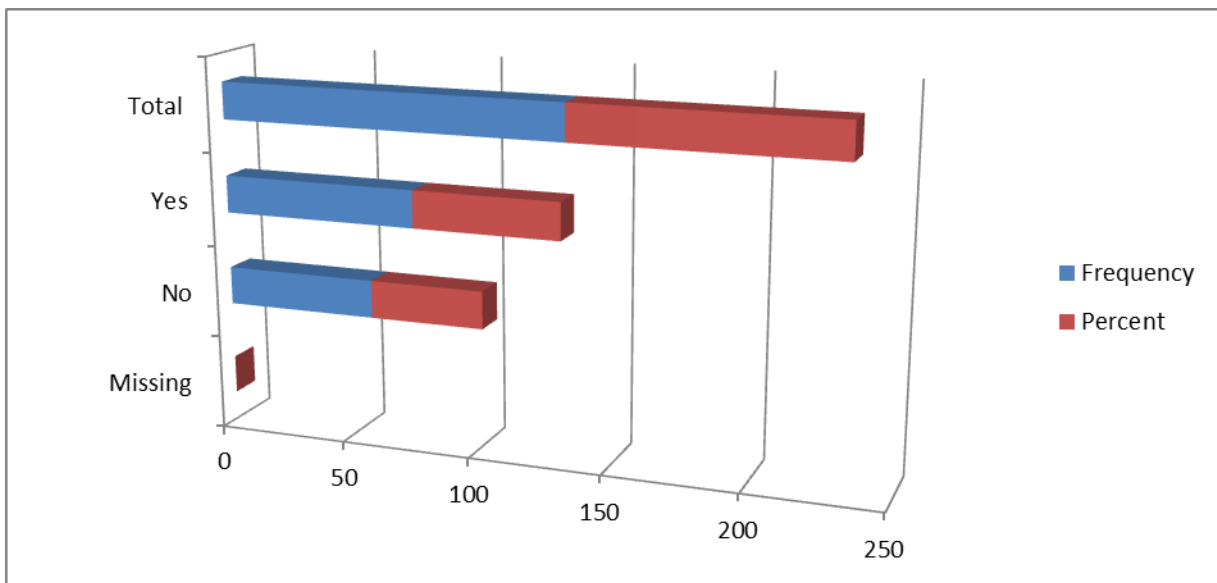
Figure 35, The Cultural product price of Fluctuation



Source: Own Survey, (March, 2020)

According to the above fig 4.30, shows the price fluctuation of cultural products on tourists and majority of the respondents (60.15%) said that the tourism industry and the ability of tourists to buy cultural products is affected by the frequent fluctuation of cultural products in Merkato. On the other hand, 39.85% of the respondents said that the tourists are not affected by the price fluctuation of cultural products in the market. The price of the cultural products are frequently changing due to the fact that the cultural products are handmade and therefore the price of input, the time taken to produce the goods are important.

Figure 36, Do you have any Challenges of in Your Profession to Sustain in the Market?



Source: Own Survey, (March, 2020)

As has been indicated the above fig 4.31, regarding to have any challenges of in your profession to sustain in the market? 54.4% respondent were Yes and 43.6% respondent were No, this findings indicates that vendors and sellers in traditional tourism face problems in their operations and even it is vary in size. It indicates that they have problems and, following this, responding to those who are asked what problems they have experienced in their work;

On the other hand there are also problems that affect firms to stay in the business and they mentioned that inappropriate taxes asked by the government, lack of sufficient space as the business needs large area and big store place, lack of capital investment, as a bottlenecks for expanding the business.

In line with this the above mentioned findings in descriptive responses, the interviews held with Addis Ababa culture and tourism officehuman resource manager, presented as follows.

“There are many things affecting cultural tourism in Merkato, and flood flowing through buildings and the cultural market is becoming a serious damage to the sector. Therefore; an environmental impact assessment should be done in order to reduce the impact and new buildings should be constructed in such a way that the cultural tourism is promoted. In addition, attention has to be given to establish adequate parking area” (February 2020)

Similarly, the above mentioned about the measure of the dimensions that influence cultural tourism development in Merkato open air market with interview held with senayet tour operators companies tour guides presented as follows’ *“They responded that lack of parking area and robbery are the two important problems affecting the tourism sector by deterring the tourists. In addition, the carrying capacity of the market is reached so that platforms should be there to reduce the impact of overcrowding on the tourism marke” (February 2020)*

With related from the above findings the researcher observation, presented as follows’, about the measure of the dimensions that influence cultural tourism development in Merkato open air market. The researcher observed that large number of peoples is gathering to the market which is a source of commotion and a fertile ground for thieves and others which in line is supported with lack of security. Poor management of peoples, cars and other livestock’s like horse and donkey carrying court discourages tourists to go into the market and purchase and visit cultural products in Merkato.

Price inflation has an impact on firms involved in the business of cultural products as visitors and tourists are becoming unhappy when the market price of products are fluctuating frequently. This price inflation is due to the nature of the products as they were handmade, so it is impossible to set a fixed price to the products.

The other problem the researcher observed was the government taxation system which discourages manufacturers from continuing in the business. Lack of machineries and sufficient production area along also are another problem affecting the sector from, development.

This sub-sections deals about respondents and communities Merkato open air cultural market capacity building trainings. The next sub-sections discuses about respondents’ studying the role of government institutions in regulating cultural tourism attractions in Merkato.

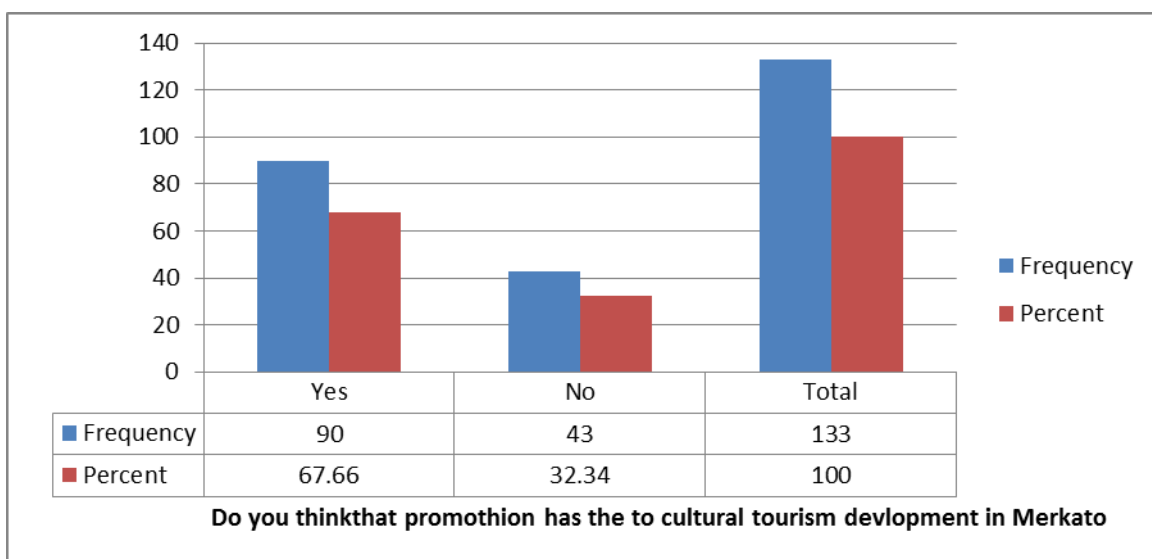
4.5. Role of Government Institutions in Regulating Cultural Tourism Attractions in Merkato

In this section, the researcher looks in to the role of government institutions in regulating cultural tourism attractions in Merkato and has contained three different concepts. These are; governments role of promotion, Service providing and recommendation. Each concept has been addressed with different question.

4.5.1 Considering Governments Role of Promotion

Promotion plays a vital role to advertise any destination and can help to modify the tourist behavior by ensuring a repeated coming of tourists to a particular destination than merely switching to other places. It is important to know that promotion in tourism helps to draw the attention of the potential tourists, modify the behavior of the existing buyers and influence them to visit a destination again and again (Mill & Morrison, 2009). Different promotional tools or strategies should have been used to reach potential users/customers. Despite a number of traditional and cultural materials/products with huge contribution for the development of the tourism sector are found in Merkato that were prepared for sell are available, the promotion and encouragement activities conducted by the government are insufficient. To examine the current status of promotional services doing in the tourism sector by the government, two different questions have been administered to respondents.

Figure 37 Role of promotion on Cultural Tourism Development

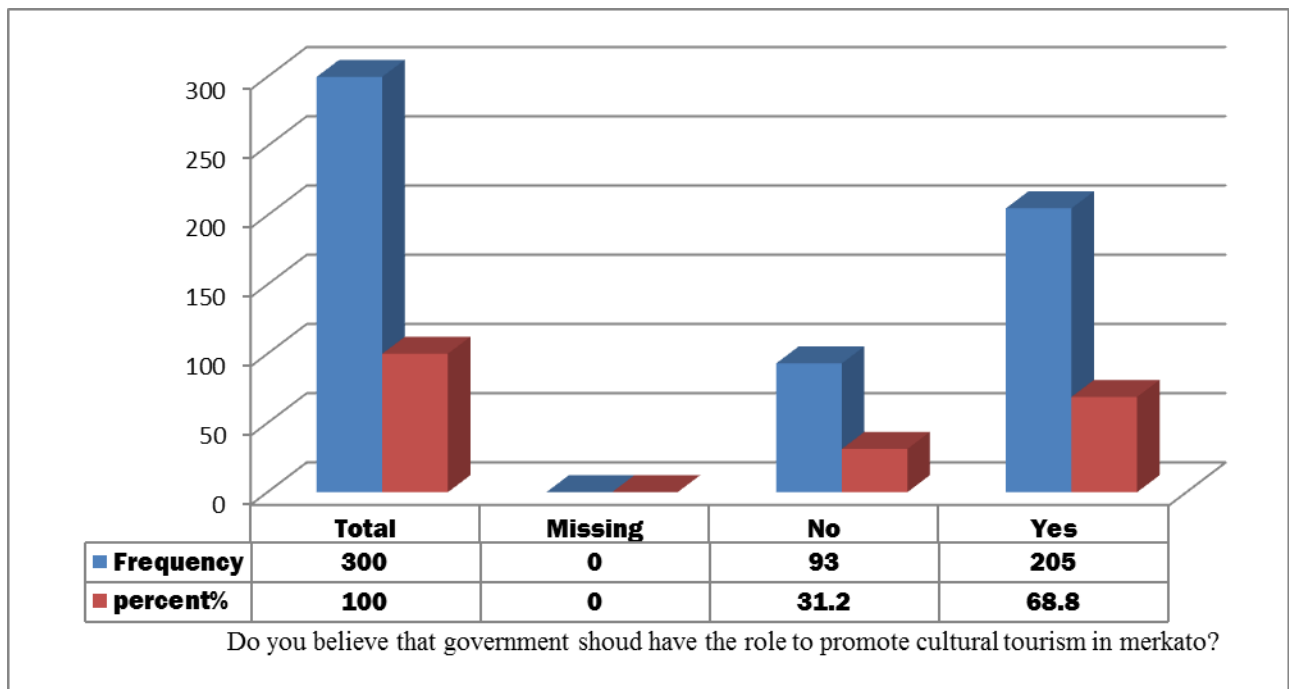


Source: Own Survey, (March, 2020)

Do you think that promotion has a role to cultural tourism development in Merkato?

As indicated on Fig 434, 90(67.66% of respondents have claimed were yes 4332.34% of while other respondents replied no. towards the question that promotion has a role to cultural tourism development in Merkato, from this result we understand that promotion activities would be an important item that helps the sector to get attention and generate the maximum benefit from the segment.

Figure 38 Government Role to Promote Cultural Tourism in Merkato



Source: Own survey, (March, 2020)

As indicated on Fig 435, 68% of respondents have claimed were yes 32% of while other respondents replied no. towards the question that Government should have the role to promote cultural tourism in Merkato, This finding is in line with other studies as government’s role in formulating policies that help develop the sector, maintaining peace and security to all involved in the business, developing infrastructures that are one of the bottlenecks in developing countries and promoting the sector using different media’s to attract the attention of international communities. in line with this the interviews held with Addis Ababa culture and tourism office human resource manager who were interviewed about Considering governments role of promotion, The interview made with them presented as follows.

“As we all know Merkato open air market is one of the attractions holding unique historical and social attractions. Due to this government has played a vital role to promote cultural tourism in Merkato such as preparing tourist map, magazine, flair and establishing collaborative work with the Ethiopian Airlines. In addition platforms have been there to utilize the opportunities available due to the diplomatic nature of the Addis Ababa city” (February 2020)

Similarly, the above mentioned about Considering governments role of promotion, the interview held with Senayet tour operators companies tour guides, are presented as follows’

“In developing country tourism is one of the major economic sectors for the government. Due to this, government should play a major role in promotion for becoming the major beneficiary of the sector. In addition the capacity of tour guides should be improved by giving different trainings and awareness creation programs as they are one of the backbones in the sector” (February 2020)

In addition this Ethiopian tour operator company, as the above mentioned about Considering governments role of promotion, the interview held presented as follows’

“Though governments have a big role in promoting the tourism sector, the capacity of our government to use media’s to promote the sector is very low. A good trend of promoting cultural tourism through BBC, CNN, Aljazeera by other countries should be adopted by our government too so that tourists will have access to information about what is present and what is not. We tour operators should also have a role in promoting the sector. Therefore we have to have information data base system that could help us to explaining major destinations along with their characteristics” (February 2020)

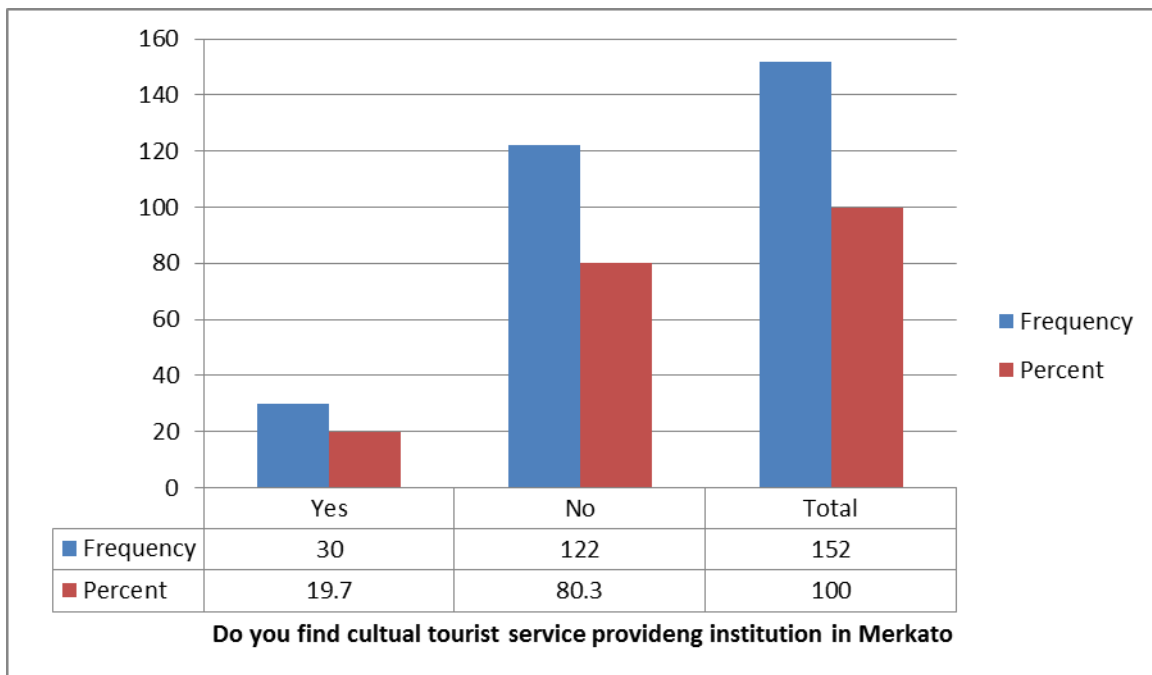
Similarly, the researcher noted his observation of the study area presented as follows’ promotional activities are important for development of tourism and all stakeholders found at different segment of the society have a responsibility to the promotion of the sector. Despite current efforts made by the ministry of culture and tourism in collaboration with Ethiopian airlines, the Ethiopian government did not do such an exemplary work to exploit the full potential of the country with respect to tourism attraction resources. In addition, an inclusive approach which considers tour guides, tour operators, local communities and the government authorities is required so as to generate benefit from the tourism sector.

This sub-sections deals about respondents and communities considering government’s role of promotion Merkato open air cultural market, the next sub- sections discuses about respondents’ Service providing institution in Merkato.

4.5.2 Service providing Institution in Merkato

Tourism sector services are very important for a wide range of tourism destinations. Service provider individuals and sectors vary in size and type, but being present wherever they are can make a significant contribution to the tourism sector. When a destination is selected as priority with visitor the service provider quality became important factor for selecting the area. Most people know that Merkato market is a large and preferred tourist destination, so the researcher used one question to quantify service provider in Merkato as follows;

Figure 39. Service providing Institution in Merkato



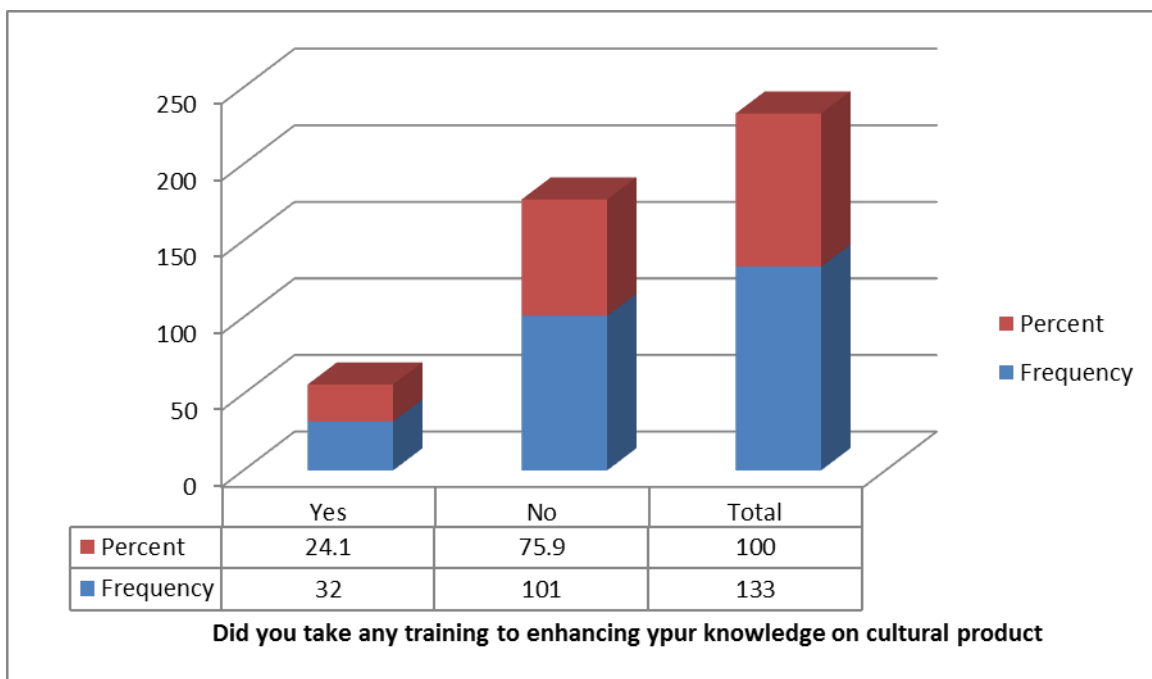
Source: Own Survey, (March, 2020)

As shown in the fig 19.7% of respondents said Yes and 80.30% of respondents said no This finding indicated that majority of the respondents do not know tourism service providers in Merkato and not able to play a significant role in tourism. The government left behind since there is a problem in information management as the service providers are not well registered and rated for their services.

4.5.3 Capacity Building

Capacity building is necessary and important for tourism service provider as it facilitates their ability to know the behavior of the tourists who are coming to the area from different places. Tourists and visitors are encouraged and feel comfortable when they feel recognized and their cultures are respected. Due to its huge importance, focus should be given to capacity building as it makes the tourism sector accessible and competitive. To examine the extent of capacity buildings in the market, the researcher has proposed and administered four different questions to respondents. The answers gathered from the respondents were listed below.

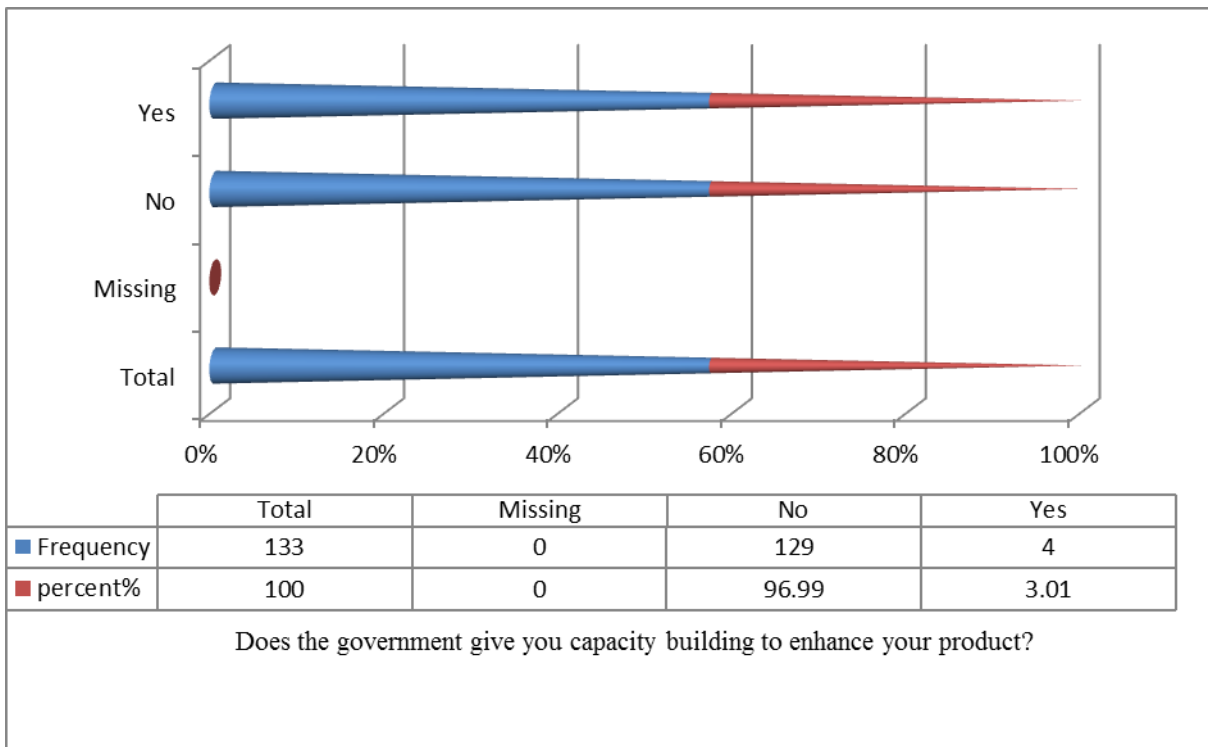
Figure 40 Training to Enhancing Cultural Product



Source: Own Survey, March, 2020

As shown in the table above fig 4.32, the extent of capacity building conducted in Merkato for different firms is low and majority of the respondents (75.93%) said that capacity building trainings have not been given to manufacturer's and sellers to improve their quality. On the other hand 24.07% of the respondents said that capacity building training have been given to them. plausible explanation for the under development of tourism in the country in general and Merkato in particular is due to lack of training given to producers that can have a significant impact for tourism development. The indigenous knowledge of the society has to be promoted.

Figure 41 Capacity Building to Enhance Cultural Product



Source: Own Survey, (March, 2020)

As shown in the table above (Table.4.33..), majority of the respondents (96.99) of them said that capacity building to producers to improve the quality of their product have not been given whereas only 3% of the respondents said trainings have given for producers for improving the quality of their product. It is known that such kind of trainings are important especially in a situations were majority of producers are uneducated and have only traditional knowledge. In line with thises findings, the interviews held with Senayet tour operator company manger responded the following.

“As they say capacity building trainings are essential to improve the sector. This is because it can bring a great deal of revenue to them and the country”. They reported that the tourism sector is dependent and requires strong collaborations among different stakeholders despite the current work done in this area in our context is very poor. This is in contrast with tourism sector activities working in different parts of the world where tourism is one of the most important segments of the economy” (February 2020)

In the same way, the interview held with Dynasty tour operators guide presented as follows’
“Capacity can contribute to the work it does, but in particular, in the cultural tourism sector,

capacity building can play a major role, but I have never personally seen the government as providing it to those in Merkato market” (February 2020) .

In addition this finding, the interviews held with, Addis Ketema Sub City wereda eight (8) culture and tourism office head presented as follows. “Despite it is not scientifically analyzed, the government has also working on various issues to support and transform the cultural tourist attractions into a better level”. *(February 2020)*

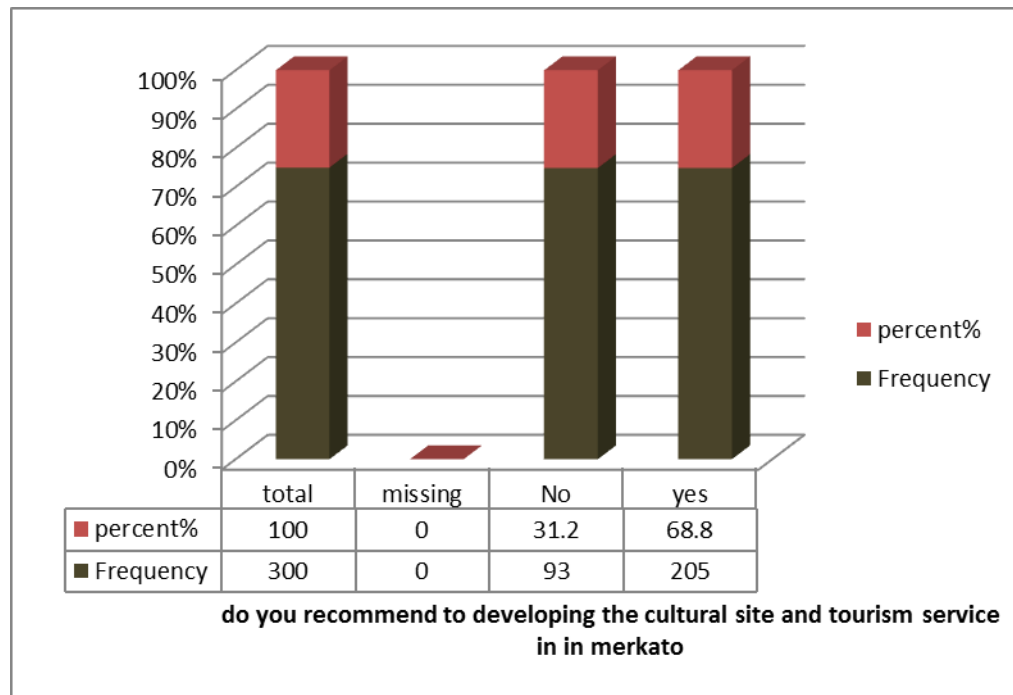
in line from the above mentioned idea the researcher observed as follows’, The researcher summarized from this questions and interviews in Merkato that collaborations among stakeholders are weak; government attention to increase the capacity of stakeholders are insufficient; despite the fact that success in tourism sector is achieved only when there is a sense of belongingness and the spirit of working together among different bodies.

4.5.4. Recommendations

Despite the fact, merkato open air cultural market that holding various unique of attraction to made motivated peoples to visit. But now, the market has adverse money problems that minimizing their attractiveness. As discussed the study the major problems that minimizing the market attractiveness are lack of government’s attentions, stake holder collaboration, safety and security, parking areas. Substitute of original materials with artificial, floding the new building. And lay out of the market Therefore, in this section based on the findings of the study the following general recommendation are forward to sustain or properly mange cultural tourism in the market for tourism development.

Recommendation is one of a key element to service provider to enhance their daily activities and solved the current problem that showed and that will help the sector to accelerate its own growth. Due to this, different stake holder that related with this study government body, tour operators, tour guide, visitors and sellers are recommended to sustain cultural tourism in the market for tourism development in the area as follows.

Considering to Recommendation



Source: Own survey, (March, 2020)

As above fig revealed 68.8% of respondent said whereas 31.20% of respondents said No. This finding indicated that the majority of services providers who serve in the Merkato Market as a destination for travel or other convenience indicate that they want to be better than their current status. The user explained that he/ she was unhappy with Merkato's current position and explained that the current problems in Merkato should be solved and that will help the tourism sector to accelerate its own growth. In Merkato, more complex problems are observed. Focus should be given to the inconvenient and overcrowded transportation, robbery, poor waste management, insecurity, sound pollution by all stakeholders to support the development of cultural tourism. In line with this finding, the interviews held with Addis Ababa Culture and Tourism Office Human Resource Manager was presented as follows. *“Merkato has many adverse problems that minimize its uniqueness like the open air market is surrounded by buildings. Lack of parking areas and others are affecting the sustenance of the area so the government must discharge its responsibility” (February 2020)*

Similarly, the above mentioned about the recommendation of to developing the cultural site and tourism service in Merkato, the interview held with senayet tour operators companies tour guides presented as follows’

“The replies from the people above answered with the same answer, but after the peace and cleanliness Merkato is now losing her full image. Although the development activities taking place at Merkato are good but I'm afraid it will change all the values that we have to pass to the next generation. Therefore; it has been recommend that the new buildings need to be constructed with good architecture in a way that reflect the values of culture and indigenous knowledge. (February 2020)

In addition different tour operator company manger like dynasty tour operator, about the recommendation of to developing the cultural site and tourism service in Merkato the interview held presented as follows’ *“As we know Merkato has holding many problems that affect cultural tourism development. However; this cultural attraction resources should be kept original because many tourist that attends in Merkato need cultural resources that maintain their originality and shows the different life styles of the country. (February 2020)*

Similarly the above mentioned the researcher findings when conducting this study, the basic recommendation forward to enhance cultural tourism in the study area. As we all now merkato open air cultural tourism market is serving wealth people daily, due to this, has showed in merkato money problems that affect the market attractiveness. the main problems are the crowdedness and traffic congestion with all the animals, people, vehicles, product distributers etc... using the same path, separated walk ways for tourists and walking buyers, animals as well as cars. Therefore, the stakeholders with related the sector should have attentions to minimizing the market problem.

CHAPTER FIVE

DISCUSSION

This chapter presents discussion and interpretation of results in light of research objectives and literature

5.1 Regarding the Role of open air market at Merkato as a Cultural attraction

As indicated on the subtopic, it is found appropriate to discuss how the findings of this research address the objectives set out at the beginning and literature. Accordingly, the following paragraphs present discussion about each objective with literature is addressed.

Now a day cultural tourism market are motivated peoples to visit a destination and also serving as a tools to become one of the way to know the country life style, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological and cultural market. Due to this the first objective of this research was to investigate the open-air market in Merkato as a cultural attraction. Accordingly, it is well recognized that Merkato is one of the inserting cultural attractions in Ethiopia. One fact that has to underline in this research is the fact that Merkato is known even without any significant marketing promotions as what is the case for other destinations. In addition, the researcher used the question under sub topics to quantify how people known merkato cultural open air market serving at one of tourism destination, regarding to this question when the respondent answered based on the question (82.2) % of respondent were answered yes while 17.8 No this findings indicate merkato cultural market to known and attractive.

As We all know Merkato Open Air Markets was founded in 1937 during Italian colonial for the purpose of trading for indigenous people. However, since then, Merkato has gradually grown and accelerated its marketing, today beyond the country, Merkato recognized as Africa's largest open-air marketplace and the Museum of Africa in addition it's become one of the country's largest and most exciting economic centers. Following this, to day Merkato has become a major tourist destination who needs to see the country and nationalist culture with its unique cultural attractions that reflect the unique beauty of the country. and serving a museum with holding major cultural attraction like business interaction, churches material, cultural species, cultural medicine, cultural artifacts, religious equality tolerance and the market social

interaction. this attraction become very strong and it had also cultural context. As attraction all the above presented comes also together the market has become one of the beautiful cultural tourism destinations that motivated peoples to visit with outstanding promotion.

To justify above findings how cultural market that motivated peoples to visit destination and those market serving as attractiveness with holding variety of social amenities, religious equality tolerance, and cultural activity. Based on studied Richards (2016) for the Amsterdam's Uit Buro (1996) included interviews with over 500 foreign tourists visiting the city. The research indicated that 70% of the visitors considered culture to be an important influence in their decision to visit the city.

Mentioning about the Social interaction in Merkato is also important.

In one country the presence of more than 80 diverse nations and nationality and more than 200 dialects strong social interaction become very important to the economic, political and social development of that country. The social interaction has play an important role in order to identify the societal identify, cultural norm, clothing style and cultural identity to transform for the future generation.

In Ethiopia there are many ways to develop the social interaction, one of the best ways to develop social interaction has chosen market place activity Equib, Edir, this are play significant role to create strong social interaction and served as the main tool for the society to develop social interaction and solidarity among themselves. Especially like Merkato open air cultural market has chosen in many ways to strengthen the social interaction because of gathers many people's from various areas to practice the culture of market. In line with this to quantify how merkato open air market to creates strong social interaction the researcher used various questions, based on the question when asked (84.2) % of respondents respond were yes while 15.8 No. This finding shows that Merkato open air cultural market has play to develop social interaction, It is obvious that markets in Ethiopia had many values. This means that many activities are performed in market centers. It gathers and meets the people; it is a place where exchange of goods and services and each and every people run its own daily life in market centers. So such all activities took place in Merkato open air cultural market there by Merkato as a cultural market become unique and wonder because it gathers different people from various regions with various dressing style and cultural background. While to develop strong social interaction and solidarity in the market

Likewise, Sophie Watson with David Studdert the Open University Published 2006 market a site for social interaction a study carried out for the UK included interviews with over eight markets in the city. “The research indicated that markets operate as social spaces in a number of different ways for different social groups. The social life of traders themselves played a significant role in helping to create a vibrant atmosphere in markets, at the same time as being of significance in forging links in that community itself. The interactions between traders and shoppers were also found to be a crucial component of the social life and interactions in the market,”

5.2 Regarding Traditional Cultural Artifacts and product in Merkato.

In order to understand the countrys civilizationcultural artifacts has play an important role in identifying cultural identity of that country, the work habit, Life style and the development level of that country. This traditional artifacts are serveing the signs of civealization of that community.

In addition under tradition artifacts many cultural identities, souvenirs shops and different craft works which are produced by the indigenous societies play a great role in developing the cultural identity of that country.

In relation to these Merkato open air cultural market as a center of market it play an important role in creating economic,social and environmental benefit. In MerkatoThere are shops that sell cultural and traditional craft works which are the result of different nation and nationalitiesthis provided materiare served as the center of tourist attraction and that shows the sign of the country development in line to this, to quantify how cultural artifacts more attract tourist in merkato the researcher used some questioners, Based on the question when asked the respondent 85.1% of respondent were answered yes this findings indicate idigious cultural artifacts to having a big contribution to attract visitor in merkato.

As we all know Merkato market has well know by the societies with holding many materials in one area, different occupational groups, labor workers, visitors, traditional food, different tools and different craft products that shows the country’s civilization and heritages which the ancient legacies of the country. Due to this to having the above cultural legacies many people made merkato as their destination.

These indigenous like day to day movement and the country's cultural materials served as the center of tourist attraction. In relation to this the people who are inhabitants to the country and the people who come from abroad, with in short period they enough time to visit the whole parts of the market , they were interested to visit Merkato to see different cultural products that are the direct expression of the whole Ethiopian culture.

Different traditional craft products which gather from the various country levels to the area are presented in Merkato; these products are that the result of different nation and nationalities and had their own traditional background. For instances cultural materials like horse be activity clothes, cultural farming tools, cultural coffee ceremony, traditional food and drinks and the likes which are available in Merkato market that were produced by the diverse nation and nationalities had their own unique manifestation in one country.

These traditional and cultural materials were found only Ethiopia that means they are the result of indigenous product. Generally the research revealed that cultural and different craft works are serving as a center of tourist attraction which in turn increases the country's image from the perspective of tourists. It is also noted note that religious cultural materials play major role in manifesting a country's culture.

To justification the above findings how cultural traditional materails that attract peoples to visit destination and those materials that serving as an important element of attractiveness based on the study Richards, G. (2001) revealed Cultural attractions an important element in the cultural life and the economy of many countries and regions.

5.3 Dimensions that underemine the Development of Cultural Tourism

The third objective of the research was to explore factors affecting the development of cultural tourism. Accordingly, construction of modern buildings is found to be one of the major factors affecting development of cultural tourism at Merkato. While openness was one of the values of Merkato, these new constructed buildings are affecting the tourism sector by changing the view of Merkato and changing the landscape of the area. Thus it is noted that though development and modernity are relevant and expected, the cultural value of Merkato is being affected.

Insecurity feeling and lack of parking area by the tourists who visited Merkato is found to be another factor affecting development of cultural tourism. The large size of population visiting Merkato daily for various purposes along with limited and systematic security system creates

an environment for tourists to feel unease. The other worth mentioning factor affecting development of cultural tourism is limited knowledge on cultural product. The research reveals that there is a great limitation in training to enhance your knowledge on cultural product. It is believed that, if there is such training it could enhance the quality of cultural products presented at Merkato.

In line with this, to support the above findings Sophie Watson with David Stoddert the Open University Published 2006 market a site for social interaction a study carried out for the UK included interviews with over eight markets in the city Indicate similry Parking area, safety and security, over carrying capacity of the market and under construction was seen as a major problem by shoppers due to this the factor becoming a major problem the development of cultural tourism in the area.

5.4 The Role of Government Institutions in Regulating Cultural Tourism attractions in Merkato.

The last objective set out was studying the role of government institutions in regulating cultural tourism attractions in Merkato. In relation to this the study shows that government's role through formulating policies, maintaining peace .security and promotion. Promotion plays a vital role to advertise any destination and can help to modify the tourist behavior by ensuring a repeated coming of tourists to a particular destination than merely switching to other places. It is important to know that promotion in tourism helps to draw the attention of the potential tourists, modify the behavior of the existing buyers and influence them to visit a destination again and again (Mill & Morrison, 2009). Different promotional tools or strategies should have been used to reach potential users/customers. Despite a number of traditional and cultural materials/products with huge contribution for the development of the tourism sector are found in Merkato that were prepared for sell are available, the promotion and encouragement activities conducted by the government are insufficient. To examine the current status of promotional services doing in the tourism sector by the government, the researcher asked that government should have the role to promote cultural tourism in Merkato. based on the question when asked; the majority of the respondents (67.66%) said that promotional activities would be an important item that helps to promote the sector. On the other hand, 32.34% of them said that promotional activities wouldn't have a role to the development of the sector. This study concluded that attention has to be given to the promotion of the sector and those involved in the business so as to generate the maximum benefit from the segment.

As we all know Promotional activities are important for development of tourism and all stakeholders found at different segment of the society have a responsibility to the promotion of the sector. Despite current efforts made by the ministry of culture and tourism in collaboration with Ethiopian airlines and event managers with conferences, the Ethiopian government did not do such an exemplary work to exploit the full potential of the country with respect to tourism attraction resources. In addition, an inclusive approach which considers tour guides, tour operators, local communities and the government authorities is required so as to generate benefit from the tourism sector. . In relation to this the study shows that government's role through formulating policies, maintaining peace and security, developing infrastructures and promoting the sector using different media's was underlined. Thus, this research also strengthens the understanding that government should play its role for tourism development. This is manifested through the recommendations of respondents to alleviate problems related to inconvenient and overcrowded transportation, robbery, poor waste management, insecurity, sound pollution and related issues. Thus it is clear that without the intervention of the central government, the cultural tourism attraction at Merkato is really in danger.

Likewise, Lenaoa (2019) who studied Challenges facing community-based cultural tourism development at Lekhubu Island, Botswana has shown that cultural tourism sector in the country is much challenged by inadequate marketing strategy and limited promotion, poor accessibility, limited income generation and heavy dependence on external donor funding, lack of capacity among the community, as well as unsatisfactory involvement and limited capacity among Technical Advisory Committee members in the cultural tourism management (Lenao, 2013)

.in addition, Similarly, another empirical finding from Tanzania by Ngonya (2015) shares a similar finding that cultural tourism much challenged by a lack of support from the government. Inadequate education and training, poor infrastructure, poor marketing strategies, lack of community support and awareness, insecurity, and poor customer care service (Ngonya, 2015).

CHAPTER SIX

CONCLUSION AND RECOMMENDATION

6.1 Conclusion

There have been no doubt that development of tourism plays a huge contribution to the development of a country provided that the country's government has understood the tourism potentials of the country and made some progresses toward enhancement, protection, promotion, preservation, and sustainable utilization of all natural, cultural, religious and historical resources that are found at the heart of the country. Having these in mind, Ethiopia is one of the countries which are blessed with a rich resources of natural, cultural, religious and historical dimensions with extremely huge potential for tourism development. However; the current potential of the government to exploit the whole potential of tourism resources in the country is limited and attention has been given to only a limited areas. Of the different places in the country where tourism attractions are found, Merkato's open air market has been considered as a focus area of this study.

In the present study, Merkato open air market has been investigated to its tourism attraction potential with particular reference to cultural based resources by employing different data collection tools.

Based on the analyzed data collected in the present study, the following conclusions have been made.

The Merkato's open air market served as a hub of different cultural and religious resources with tourism attraction potentials and also serving one of the biggest open air markets in Ethiopian as well as in Africa with holding unique different cultural based activities. Due to this activities money visitor has visit her every day to know Ethiopian culture. On the other hand, Merkato is moving out of its old-fashioned content and changing the marketplace and replacing it with buildings, the popularity of plumbing continues to diminish in the absence of adequate parking space and poor visibility of visitors. Instead, visitors began to choose and replace other places instead of Merkato, and reduced the flow of tourists.

Also different resources with potential to attractiveness for tourism are found in Merkato, the market is well know by the societies in that it is unique Different traditional craft products

which gather from the various country side these products represent that different nation and nationalities had their own traditional background. For instances cultural materials like horse be activity clothes, cultural farming tools, cultural coffee ceremony, traditional food equipment, traditional medicines and species, religious tools in short different craft products that shows the country's civilization and heritages which the ancient legacies of the country . in addition The above traditional and cultural materials were found only Ethiopia that means they are and the result of indigenous product. Because of having the above cultural legacies many people made Merkato as their destination. On the other hand merkato cultural attraction declined from time to time to substitute's modernity and loss their cultural values, based on less attention given by the government to utilize the resources.

- Merkato is undoubtedly one and the main attraction, but the current trend is significantly reducing the current flow of tourism. Our country is often known to most of the attraction are culturally based products, but it does not pay attention by the concerned governmental bodies, especially in places like Merkato, which are not found in other worlds easily. And realize that many of our heritages and many interesting attractions are in our country losing attention from the responsible body. It is known that visitors mainly come here to buy and explore the indigenous cultural activity and products/ of the unspoiled original and to explore and exchange knowledge about a particular society culture. While the Merkato Market is now partly surrounded by buildings, but there are some open spaces with narrow in appearance and content, these semi-vacant space Like: Min-Yalesh tera, Sifiet Tera, Kimem Tera still continue to be as a tourist attraction. This sounds great for the viewer if it is common to see foreigners everywhere in the Merkato market, but now they are limited to the places mentioned above only. This is a sign of how much damage, harming and threatening Merkato market for the tourism
- Shortage of parking areas, poor enforcement of law, shortage of security which favors robbers to attack tourists, poor management of humans, livestock's' and cars create a huge deal of commotions in the market that destruct tourists from the market As we now daily Merkato accommodates a very large population. However, this emotion has caused many people to feel uncomfortable and frustrated, as in Merkato the market is unmanaged and people and animals and car travel are separate and all travel in the same way, especially when visitors choose to not get out of the car. When it comes to parking crowded in addition in merkato

human and animals both used for transportation flow together in one street and have a significant negative impact on the traffic. This has made it difficult for traffic to buy and visit goods in Makato, as well as the fact to visit in Makato have serious problems and challenge with their work, and that the lack of parking as well is affecting the tourism sector and the activity.

- Capacity building programs conducted by the government to promote and enhance the sector was also limited. Promotional activities are important for development of tourism and all stakeholders found at different segment of the society have a responsibility to the promotion of the sector. Despite current efforts made by the ministry of culture and tourism in collaboration with Ethiopian airlines, the Ethiopian government did not do such an exemplary work to exploit the full potential of the country with respect to tourism attraction resources. In addition there has not been a strong collaboration among different stakeholders which could serve as a raw material for ensuring tourism sector development in the market.

6.2 Recommendation

Despite the fact, merkato open air cultural market that holding various unique of attraction to made motivated peoples to visit. But now, the market has adverse money problems that minimizing their attractiveness. As discussed the study the major problems that minimizing the market attractiveness are lack of government's attentions, stake holder collaboration, safety and security, parking areas. Substitute of original materials with artificial, flooding the new building. And lay out of the market Therefore, in this section based on the findings of the study the following general recommendation are forward to sustain or properly manage cultural tourism in the market for tourism development.

To keep "Open Air Market", Merkato hosts a significant population and high traffic congestion, but the government has seen place as a key part of the country's economy, and it is becoming a part of the solution to facilitate and accelerate this visible problem. Among other applications, it is replacing the area with open and large with new and modern buildings. Due to this, has minimizing the market attractiveness. Therefore, the governments to keep sub-market areas and those of which have especially cultural importance and which makes the Markato market unique should still stay open and continue to be used as tourist attractions. These may include: The spicy market, the basket market, the pottery market... (Min-Yalesh tera, Sifiet Tera, Kimem Tera, Chid Tera...).

- ✓ Those Items with traditional as well as cultural value should be well studied by the concerned body and preserved as a heritage. If possible an old building In Markato can be used as a place like a museum housing all these collections which were once found and being sold in Markato and which are now diminishing to be found due to substitutions by artificial Chinese items. The building can serve also as a tourist office, museum and exhibitions showing the historical development of Markato.
- ✓ Other solutions to be considered by the concerned body/government/ to use Markato for tourism development are: enough parking plot for tourists should be figured, as safety and security is found to be an issue a special tourism police in Markata has to be assigned and a clear price /tariff sheet should be prepared for tourists of some tourist items especially to avoid overcharging of tourists.
- ✓ Signage showing the direction to the most important marketing sites which mostly have cultural Value should be posted with a clear and understandable language. So that tourists who want to discover Markato in their own can make their visit easier and convenient.

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Annex



My name is Birhanu Birega; I am graduate student at Addis Ababa University College of Development Studies. Currently I am conducting my thesis entitled “Assessing the Role of Cultural Attraction at Merkato Market for Tourism Development in Addis Ababa Ethiopia” for partial fulfillment of the requirements for the degree of Master in Tourism Development and Management.

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For international Tourist

General Direction

Please tick (✓) or (X) in the appropriate place for the close ended question and write briefly for open indeed questions.

Contact person

Brhanu Birega

Postgraduate student, college of development Studies

Tel:- 0929 36 51 32

Email: BirhanuBirega1975@gmail.com

Close ended question for international and domestic tourist the role of cultural attractiveness of merkato for tourism development

NO	Questionnaires	Respondent response	
		YES	NO
1	Do you have an idea about merkato open air market as a tourist attraction?		

1.1 If yes what do you know _____

2 Which tourist cultural attraction attracts you to visit merkato?

S/NO	Item	Yes	No
1	Churches materials		
2	Souvenirs		
3	Business interaction		
4	Cultural medicine		
5	Cultural species		
6	Cultural artifact		

3.	Do you have an idea about any cultural tourism attraction in merkato?		
----	-----------------------------------------------------------------------	--	--

If yes out line most famous ones to you_____

		Yes	No
4	Do you think the interactions at merkato attract tourist?		

If yes which interaction more attract tourist?

- 3.3 Business
- 3.4 Religious
- 3.5 Social interaction Equeb Eder other
- 3.6 Cultural
- 3.7 Other specify

5.	Do you believe tinges makes merkato to be more colorful as a tourist attraction?	Yes	No

5.1 If yes which things are makes more_____

6	Does Merkato Market attraction increase your awareness about Ethiopian culture?		
7	Does merkato cultural attraction helps to improve the city's image creation?		
8	Do you recommend others to visit cultural attraction in merkato market?		

8.1 If no why _____

9	Do you feel secured when you visit cultural attraction in merkato?		
---	--------------------------------------------------------------------	--	--

9.1 If no why not. _____

		Yes	No
10	Do you find cultural tourist service providing institutions in merkato?		

10.1 If yes, which institutions are providing the service to tourist? _____

11	Do you believe merkato open air market is serving as a national museum for tourist?		
12	Do you agree merkato is unique to show different cultural representation?		
13	Do you believe Merkato's tourist sites are accessible to transport?		
14	Does merkato cultural attraction helps to strengthen people to people interrelationship?		

14.1 If yes how _____

		Yes	No
15	Does traffic conjunction affect on cultural tourism activates in merkato?		
16	Does merkato affect for cultural tourism by increasing noise and pollution?		

16.1 If so, how _____

17.	Does merkato culture attraction attract new investment opportunity as a tourist destination?		
-----	----------------------------------------------------------------------------------------------	--	--

17.1 If yes, how _____

18	What do you recommend to develop the cultural site and tourism service in merkato?		
----	------------------------------------------------------------------------------------	--	--

18.1 If yes _____

19	Did you have unique experience in merkato?		
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19.1 If yes what are your unique experience in merkato? _____



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For international Tourist

General Direction

Please tick (✓) or (X) in the appropriate place for the close ended question and write briefly for open indeed questions.

Contact person

Brhanu Birega

Postgraduate student, college of development Studies

Tel:- 0929 36 51 32

Email: BirhanuBirega1975@gmail.com

Close ended question for owners of shopping the role of cultural attractiveness of merkato for tourism development.

1. does the cultural products and services available in Merkato

If yes which.....

For domestic and international

2. Do you believe cultural artifacts more attract international tourist in merkato?

If yes Why

3. Does the religious cultural artifacts available at Merkato?

Indicate their numbers

4. Do you believe traditional medicine in merkato have the role as a tourist attraction?

5. Have the government ever give a capacity building to enhance cultural producer and supplier?

If yes.....

6. Do you have any challenges of in your profession to sustain in the market?

If yes.....

7. Does souvenir shop have contribution to promote cultural tourism in merkato?

8. Do you believe the government has responsible to promote cultural tourism?

9. Do you believe the construction of modern buildings and market complex in merkato have not good from the cultural attraction point of view?

10. Do you believemerkato is unique to hold different cultural tools?

11. Does the price of cultural product affectcultural tourists in merkato?

12. Do you recommend to developing the cultural site and tourism service in merkato?

If yes list

13. Does out norms activities affect cultural tourism in merkato?

If yes which kind

14. Does the government give you capacity building to enhance your product? If yes which kind.....

15. Doescultural speciescontribution to promote Ethiopian cultural gastronomy?

16. Do you believe these cultural products in your shop explain the Ethiopian life style?

If yes how

17. Did you take any training to enhancing your knowledge on cultural product?

18. Do you believe it has needs to be done by different stakeholders to enhancing cultural tourism attraction at merkato?



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For Government

General Direction

Please tick (✓) or (X) in the appropriate place for the close ended question and write briefly for open indeed questions.

Contact person

Brhanu Birega

Postgraduate student, college of development Studies

Tel:- 0929 36 51 32

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- Part1: This part only focus on personal details

1	What is your position?		
2	What is your profession		
3	How money years have on your experience on the position?		
4	What is your age?	20-29	
		30-39	
		40-49	
		50-59	
		More than 60	
5	Sex?	FEMALE	
		Male	
6	What is your marital states	Single	
		Divorce	
		married	
	What is educational level	LESS THAN GRADE 10	
		10-12	
		Level:-1-5	
		diploma	
		Degree	
		Masters	
		Masters above	

Open ended question for Government body the role of cultural attractiveness of merkato for tourism development

1. What are the tourist service providing institutions in Merkato? Indicate their numbers and types?
2. Are their standards to control quality of tourist service provider? If no why
3. What kinds of structure have to regulate the cultural tourist producer in merkato?
4. What kinds of technique government apply to enforce rule and regulation?
5. What kinds of promotion does government use to attract the tourist?
6. What activities are done by the government to promote merkato market as a tourist destination?
7. What has to be the government role to enhance cultural tourist producer and supplier in merkato?
8. What is the role of government to sustain merkato market as a cultural tourist destination?
9. What are the challenges to sustain cultural tourism in merkto?
10. What is the role of stakeholder enhancing merkato as cultural tourist attraction?
11. What needs to be done by different stakeholders to enhancing cultural tourism attraction at merkato?



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For tourist Guide

General Direction

Please tick (✓) or (X) in the appropriate place for the close ended question and write briefly for open indeed questions.

Contact person

Brhanu Birega

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Tel:- 0929 36 51 32

Email:-~BirhanuBirega1975@gmail.com

- Part1: This part only focus on personal details

1	What is the name of your company?		
2	What is your profession		
3	How money years have on your experience on the position?		
4	What is your age?	18-29	
		30-39	
		40-49	
		50-59	
		More than 60	
5	Sex?	FEMALE	
		Male	
6	What is your marital states	Single	
		Divorce	
		married	
	What is educational level	LESS THANGRADE 10	
		10-12	
		Level:-1-5	
		diploma	
		Degree	
		Masters	
		Masters above	

Open ended question for guide the role of cultural attractiveness of merkato for tourism development

1. Which places do you think in Merkato attract more of tourist?
Why.....
2. From where does tourist mostly come and what is the purpose of their visit?
3. What is their earlier experience?
4. How many tourists visit Merkato every day? Domestic and international?
5. What is the role of these cultural products to promote country s image in merkato for tourism development?
6. What are the cultural dressings as cultural tourist attraction in merkato?
7. What has to be does the government to enhance cultural producer and supplier?
8. What are the challenges in mekato to sustain it as a cultural tourist attraction?
9. What do youthinks the roles of tour guides enhancing cultural tourism practice at merkato?
10. What do you recommend as cultural tourism attraction?
11. What needs to be done by different stakeholders to enhancing cultural tourism attraction at merkat



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For Tour operators

General Direction

Please tick (✓) or (X) in the appropriate place for the close ended question and write briefly for open indeed questions.

Contact person

Brhanu Birega

Postgraduate student, college of development Studies

Tel:- 0929 36 51 32

Email:- BirhanuBirega1975@gmail.com

- Part1: This part only focus on personal details

1	What is the name of your organization?		
2	What is your profession?		
3	How money years have on your experience on the position?		
4	What is your age?	20-29	
		30-39	
		40-49	
		50-59	
		More than 60	
5	Sex?	FEMALE	
		Male	
6	What is your marital states	Single	
		Divorce	
		married	
7	What is educational level	LESS THANGRADE 10	
		10-12	
		Level:-1-5	
		diploma	
		Degree	
		Masters	
		Masters above	

Open ended question for tour operator.

1. What are the cultural tourism attractions in merkato market?
2. What are the benefits for cultural tourism in merkato?
3. What has to be done by the government to enhance cultural producer and supplier at merkato?
4. What kinds of promotion does a tour operator use to attract the visitors?
5. What is the role of operators and agents to promote cultural tourism in mekato?
6. What kinds of tourist interested to visit cultural tourism in merkto?
7. How do you see the stakeholder coordination on the use of cultural tourism at merkato?
8. What do you recommend to government community operators and tourist to promote the cultural tourism attraction and practice at merkato?
9. What needs to be done by different stakeholders to enhancing cultural tourism attraction at merkato?

በአዲስ ከተማ ክፍለ ከተማ አስተዳደር ባህልና ቴሪዝም ጽ/ቤት የቴሪዝም ልማትና ቅርስ አስተዳደር ኬዝ ቲም ከግንቦት 7

- 9/2004 ዓ.ም የተካሄደው የመንደሮች ስያሜና ዝርዝር መረጃ ምዝገባ የመጠየቅ ማጠቃለያ ቅጽ

ተ. ቁ	የመንደሩ ስያሜ	የተመሰረተ በት ዓ.ም	ስያሜውን ያገኘበት ምክንያት	የሚገኝ በት ወረዳ	መንደሩ የሚገኝበት ንዑስ ቀበሌ	የበታው ልዩ ምልክት
1	ምናለሽ ተራ	1935	በአካባቢው የትኛውም ሰባራ/አሮጌ የተፈለገው ዕቃ ስለሚገኝ	1	03 ወይም 23	ሰላም ባልትና መደብር
2	ጋዝ ተራ	1935	ጋዝ በቸርቻሮ በስፋት ይሸጥበት ስለነበር	1	ቀበሌ 03/23	ቁጥር 2
3	ብረት ተራ	1935	የተለያዩ የብረት ውጤቶች ስለሚገኙበት	1	ቦድሮ ቀበሌ 02	18 ፖሊስ ጣቢያ
4	ሸንኩርት ተራ	1934	የሸንኩርት ንግድ ስለሚካሄድበት	1	ቦድሮ 03	ድል በትግል አዳራሽ
5	ሸማ ተራ	1934	የተለያዩ የሸማ ውጤቶች ስለሚገኙ	1	ቦድሮ 03	ድል በትግል አዳራሽ
6	ዶሮ ተራ	1936	የዶሮና እንቁላል ገበያ ስለሚካሄድበት	1	ቦድሮ 03	የድሮ 23 ቀበሌ
7	ሸክላ ተራ	1934	የሸክላ ውጤቶች ስለሚሸጡበት	1	ቦድሮ 03/17	የድሮ 23 ቀበሌ
8	መርካቶ	1930	በጣሊያንኛ የገበያ ቦታ ሲሆን ገበያው ከአራዳ ተነስቶ ሲመጣ የተሰጠ ስያሜ	1	ቦድሮ 03/17	አጠቃላይ የገበያ ቦታ
9	መሶብ ተራ	1935	የስፌት ውጤቶች መሸጫ ስለሆነ	1	ቦድሮው 03/22	የድሮ 23 ቀበሌ
10	እጣን ተራ	1935	የተለያዩ እጣኖች ቡና መሸጫ ስለሆነ	1	ቦድሮ 03/18	ምዕራብ ሆቴል
11	ሲዳሞ ተራ	1934	የሲዳሞ ተወላጆች ስለኖሩበት/ንግድ ስለሚያካሂዱበት	1	03/19	ራስ ቲያትር አዳራሽ
12	ጎማ ተራ	1934	የጎማ ንግድ ስለሚካሄድበት	1	02/19	ተክለ ሀይማኖት
13	ሲኒማ ራስ	1929	ትያትር ቤት ስለሆነ	1	02/19	አንዋር መስጊድ ጀርባ
14	አደሬ ሰፈር	1906	የአደሬዎች መኖሪያ አካባቢ ስለሆነ	1	02/18	18 ፖሊስ ጣቢያ
15	ጆንያ ተራ	1935	ብዙ የንግድ እቃዎች በጆንያ ስለሚሸጡበት	1	02/18	የከተማ አውቶብስ ተራ
16	ጫት ተራ	1935	የጫት ንግድ ስለሚካሄድበት	1	02/19	ራስ ቲያትር

በአዲስ ከተማ ክፍለ ከተማ አስተዳደር ባህልና ቴሌዝም ጽ/ቤት የቴሌዝም ልማትና ቅርስ አስተዳደር ኬዝ ቲም ከግንቦት 7

– 9/2004 ዓ.ም የተካሄደው የመንደሮች ስያሜና ዝርዝር መረጃ ምዝገባ የመጠየቅ ማጠቃለያ ቅጽ

ተ. ቁ	የመንደሩ ስያሜ	የተመሰረተ በት ዓ.ም	ስያሜውን ያገኘበት ምክንያት	የሚገኝ በት ወረዳ	መንደሩ የሚገኝበት ንዑስ ቀበሌ	የቦታው ልዩ ምልክት
1	ቡና ተራ	1935	የቡና ንግድ ስለሚካሄድበት	1	02/18	ምዕራብ ሆቴል
2	ጌሾ ተራ	1934	የጌሾ ንግድ ስለሚካሄድበት	1	02/18	ምዕራብ ሆቴል
3	ቦንብ ተራ	1934		1	02/19	ሜትሮ ሆቴል
4	አር ተራ	1934	የአካባቢው የቀን ስራተኞችና ገብያተኞች ስለሚጸዳዱበት	1	02/19	ሜትሮ ሆቴል
5	ሱማሌ ተራ	1938	የሱማሌዎች የገብያ ቦታ ስለነበር	1	07	በላይ ተክሉ ኬክ ቤት
6	ጌሾ ጊቢ	1926	በአካባቢው የጌሾ ተክል ስለነበረበት	1	07	ከአልጋ ተራ ወረድ ብሎ
7	አሜሪካን ጊቢ	1936	የመጀመሪያው የአሜሪካን ኤንባሲ ስለነበረበት	1	07	አንዋር መስጊድ ፊትለፊት
8	አልጋ ተራ	1951	አልጋ በገላጣ ቦታ ተዘርግቶ ስለሚሸጥበት	1	07	ተ/ሀይማኖት አደባባይ ፊት ለፊት
9	ተክለ ሀይማኖት	1998	ተ/ሀይማኖት ቤተክርስቲያን ስለተሰራ	1	07	ኤደን ካፌ
10	ቆሎ ተራ	1951	ብዙ በቆሎ ንግድ የሚተዳደሩ ስለነበር	1	07	ሰላም አደባባይ
11	ሻንጣ ተራ	1935	በአካባቢው የሻንጣ ገብያ ስላለ	1	02/19	መስጊድ
12	አንባሻ ሰፈር	1945	በአንባሻ ንግድ የሚተዳደሩ ስለነበሩበት	2	ቀበሌ 15	ሻ/ደማ/ት/ቤት ፊት ለፊት
13	ቦርዴ ሰፈር	1930	ቦርዴ የተባለው መጠጥ የሚሸጥበት ስለነበር	2	ቀበሌ 15	ሻ/ደማ/ት/ቤት ፊት ለፊት
14	ጉራራ ሰፈር	1940	ጉራራ የሚባሉ ሰውዬ ታዋቂ ሹራብ ሰራ ስለነበርና እዚያ አካባቢ ስለሚኖሩ	2	ቀበሌ 15	ሻ/ደማ/ት/ቤት ፊት ለፊት
15	ቆሪጥ ሰፈር	1950	ጆሮ ቆሪጣ ቄስ አስተማሪ ስለነበሩ	2	ቀበሌ 15	ወጣት ማዕከል ጀርባ
16	ካሳ ገብሬ ሰፈር	1933	ካሳ ገብሬ ታዋቂ ሰው ስለነበሩ (የንጉሱ የቅርብ ተጠሪ)	2	ቀበሌ 16	7ኛ አካባቢ

በአዲስ ከተማ ክፍለ ከተማ አስተዳደር ባህልና ቴሪዝም ጽ/ቤት የቴሪዝም ልማትና ቅርስ አስተዳደር ኬዝ ቴም ከግንቦት 7

- 9/2004 ዓ.ም የተካሄደው የመንደሮች ስያሜና ዝርዝር መረጃ ምዝገባ የመጠየቅ ማጠቃለያ ቅጽ

ተ. ቁ	የመንደሩ ስያሜ	የተመሰረተ በት ዓ.ም	ስያሜውን ያገኘበት ምክንያት	የሚገኝ በት ወረዳ	መንደሩ የሚገኝበት ንዑስ ቀበሌ	የቦታው ልዩ ምልክት
1	ወሎ ሰፈር	1964	በጊዜው የወሎ ተወላጅ በብዛት ስለሚኖሩበት	ወረዳ 2	ቀበሌ 16	7ኛ ጀርባ
2	ጉልላት ግንብ	1930	በጊዜው በሰፈሩ ጉልላት የሚባሉ ታዋቂ ሰው ስለነበሩ	ወረዳ 2	21	አለም ዳቦ ቤት
3	ጉሊት ሰፈር	1927	ጉሊት ገበያ ስለነበረበት	3	14	ደጅ/ሀ/ተስፋዬ ት/ቤት ጀርባ
4	አለሙ ወላቦ ሰፈር	1940	አለሙ ወላቦ የሚባሉ ዝነኛ ሰው የሰፈሩ ነዋሪ ስለነበሩ	3	14	ጉሊት ገበያ
5	ጭላሎ ሰፈር	1930	ጭላሎ ተራራ ሆቴል አካባቢ ስለሆነ	2	16	ከ7ኛ ዝቅ ብሎ
6	አዲስ ከተማ	1933	ንጉሱ በድል ሲገቡ ለአካባቢው የሰጡት ስያሜ	2	21	ከ7ኛ ዝቅ ብሎ
7	ሞቢል	1930	ሞቢል የነዳጅ ማደያ ስላለበት	2	16	ከ7ኛ ዝቅ ብሎ
8	ትልቅ ድንጋይ ሰፈር	1930	ትልቅ ድንጋዮች ስለሚገኙበት	2	15	15/14/20 ቀበሌ
9	ደጅ አቻምየለህ ሰፈር	1930	ደጅ/አቻምየለህ አስተዳዳሪና ባለሀብት ስለነበሩ	2	16	ከ7ኛ እስከ ሻውል ደማ
10	ኩርኩር ወፍጮ ሰፍር	1949	ባካባቢው የመጀመሪያው ወፍጮ ቤት ስለነበረበት	2	16	7ኛ አካባቢ
11	ሰራተኛ ሰፈር	1950 ዎቹ	ቢላ፣ ማጭድ የመሳሰሉት ስለሚሰሩበት	2	16	7ኛ አካባቢ
12	አሪዎስ ሜዳ	1967	አንድ ጥላሽት እየተቀባ በወንጭፍ ልጆችን የሚያስፈራራ ሰው ስለነበረበት	3	14	ድላችን 2ኛ ደረጃ ት/ቤት
13	ጊሜራ ሰፈር	1962	ጊሜራ በሚባል የአካባቢው ነዋሪ ምክንያት	3	13/14	ከ13 ቶታል ጀርባ
14	ሸማኔ ሸፈር	1970	ሸማኔዎች በቦታው በብዛት ስለሚገኙ	3	13	13 ቶታል ዝቅ ብሎ
15	ደጃሌ ሜዳ	1962	የደጅ/ሀይሉ ተስፋዬ ት/ቤት ንብረት ስለነበር	3	14	ደጃ/ሀ/ተስፋዬ ት/ቤት
16						

በአዲስ ከተማ ክፍለ ከተማ አስተዳደር ባህልና ቴሪዝም ጽ/ቤት የቴሪዝም ልማትና ቅርስ አስተዳደር ኬዝ ቲም ከግንቦት 7

– 9/2004 ዓ.ም የተካሄደው የመንደሮች ስያሜና ዝርዝር መረጃ ምዝገባ የመጠየቅ ማጠቃለያ ቅጽ

ተ. ቁ	የመንደሩ ስያሜ	የተመሰረተበት ዓ.ም	ስያሜውን ያገኘበት ምክንያት	የሚገኝበት ወረዳ	መንደሩ የሚገኝበት ንዑስ ቀበሌ	የቦታው ልዩ ምልክት
1	ደጃ/ሀይሉ ተስፋዬ ሰፈር	1933	የደጃ/ሀይሉ ተስፋዬ መኖሪያ አካባቢ ስለነበር	ወረዳ 3	ቀበሌ 14	ከደጃ/ሀ/ተስፋዬ ት/ቤት ዝቅ ብሎ
2	ኮካ ማዘሪያ	1935	በኮካ ኩባንያው ምክንያት	3	13/14	ከአብነት አደባባይ ዝቅ ብሎ
3	አጂፕ ሰፈር	1937	በነዳጅ ኩባንያው ስም የተጠራ	3	14	አማኑኤል በተክርስቲያን
4	ላስታ ሜዳ	1968	በጊዜው ጎበዝ ኳስ ተጫዋች የነበረ የላስታ ልጅ ስለነበር	3	13	ኮንረዶሚኒየም ሰፈር
5	ገነት ቤ/ክርስቲያን	1958	ገነት ቤተክርስቲያን ስለነበር ከዚያው ስያሜውን አገኘ	3	14	ገነት በተክርስቲያን
6	ቶታል (13)	1930 ዎቹ	በነዳጅ ኩባንያው ምክንያት	3	13	አማኑኤል ቤተክርስቲያን
7	ዘውዴ ቢራቱ	1935	ዘውዴ ቢራቱ የተባሉ ለአካባቢው መንገድ በራሳቸው ወጪ ስለሰሩ	3	14	ተካ ሻይ ቤት
8	ኮንጎ ሰፈር	1969	የኮንጎ ጫማ ፋብሪካ ትርፍ ምርት የሚጣልበት	3	24	ከነጋሽ ባልቻ መኖሪያ
9	ጄሪ ሰፈር	1988	ጄሪ የሚባል ህንፃ ስላለ	3	14	ከሻ/ደማ ዝቅ ብሎ
10	እህል በረንዳ	1935	ባካባቢው እህል በረንዳ ስላለ	4	04/08	አማኑኤል ሆስፒታል
11	አማኑኤል	1905	ባካባቢው የአማኑኤል ቤተክርስቲያን ስለተሰራ	4	08/09	አማኑኤል ሆስፒታል
12	አህያ በር	1935	ከድሮ ጀምሮ የተጫኑ አህያዎች ስለሚመላለሱ	4	08/09	እሳት አደጋ ጀርባ
13	ሻንቅላ ወንዝ	1934	ሻንቅላዎች የሚኖሩበት አካባቢ ስለነበር	4	09	የሻንቅላ ወንዝ
14	ምዕራብ	1969	ምዕራብ ሚባል ጤና ጣቢያ ስላለ	4		ወረዳ 6 ጤና ጣቢያ
15	ሞቢል	1971	ሞቢል ነዳጅ ማደያ ስላለ	4	18	ወረዳ 7 ጤና ጣቢያ
16	በግተራ	1997	በጎች የሚሸጡበት ቦታ ስላለ	4	18	ቢላል መስጂድ

በአዲስ ከተማ ከፍለ ከተማ አስተዳደር ባህልና ቴሪዝም ጽ/ቤት የቴሪዝም ልማትና ቅርስ አስተዳደር ኬዝ ቲም ከግንቦት 7

– 9/2004 ዓ.ም የተካሄደው የመንደሮች ስያሜና ዝርዝር መረጃ ምዝገባ የመጠየቅ ማጠቃለያ ቅጽ

ተ. ቁ	የመንደሩ ስያሜ	የተመሰረተበት ዓ.ም	ስያሜውን ያገኘበት ምክንያት	የሚገኝበት ወረዳ	መንደሩ የሚገኝበት ንዑስ ቀበሌ	የቦታው ልዩ ምልክት
1	መሳለሚያ	አልታወቀም	አራት መንታ መንገድ ስለሆነ(አደባባይ)	ወረዳ 4	08/09	እሳት አደጋ
2	ሰፈረ ሰላም	1949	ሰላማዊ ሰፈር በመሆኑ	4	08/09	አዲሱ ሰፈር
3	ጭማድ	1968	የተለያዩ የጭነት መኪናዎች ስምሪት ድርጅት ስላለ	4	08/09	በግተራ/ሰፈረ ሰላም
4	18 ማዘሪያ	1988	በበሬቱ 18 ቁጥር አውቶቡስ ስለምታዘርበት	4	08/09	18 ድልድይ
5	ከሰል ተራ	1975	በሰፈሩ ከሰል ስለሚሸጥበት	4	01/26	ፍርድ ቤት/አህል በረንዳ
6	ቢትወድድ ሰፈር	በኃ/ስላሴ ዘመን	ቢትወድድ ቢሻ የሚባሉ ሰው ባካባቢው ባለርስት ስለነበሩ	7	29	
7	ሬሳ ማውጫ ሰፈር	በኃ/ስላሴ ዘመን	የጳውሎስ ሆ/ል ሬሳ መውጫ የአሁኑ መኖሪያ አካባቢ ስለነበር	7	29	
8	ጠቅላይ ቢሮ ሰፈር	በኃ/ስላሴ ዘመን	የአካባቢው ወጣቶች ጠቅላይ ቢሮ የሚል ማህብር ስለነበር	7	29	
9	አያልነሽ ሰፈር	በደርግ ጊዜ	ወ/ሮ አያልነሽ የሚባሉ ባለሱቅ ስም የተሰየመ	7	29	
10	ራስ ሀይሉ ሰፈር	በኃ/ስላሴ ዘመን	ራስ ሀይሉ የተባሉ ባለርስት ባካባቢው ስለነበሩ	5	06	
11	ግሪን ሰፈር	በኢህአዴግ	ግሪን ሆቴል የሚባል ስለተከፈተ	5	13	
12	አበበ ቢቁላ ሰፈር	በኢህአዴግ	አበበ ቢቁላ ስታዲየም ሲገነባ ስያሜው ተሰጠ	5	13	
13	ራስ መስፍን ሰፈር	በኃ/ስላሴ ዘመን	ራስ መስፍን የተባሉ የአካባቢው የመሬት ባለርስት ስም	5	14	
14	ኳስ ሜዳ ሰፈር	በኃ/ስላሴ ዘመን	ወጣቶች ኳስ የሚጫወቱበት ሜዳ ስለነበር	5	14	
15	ምድረ ገነት ሰፈር	በደርግ ዘመን	በአካባቢው ለየት ያለ ቤት ተሰርቶ ስለነበር ቤቱ ገነትን ይመስላል ከሚል አባባል የተገኘ	5	13	
16	ፊላንስ ሰፈር	በደርግ ዘመን	የፊላንስ ፖሊሶች መኖሪያ አካባቢ ስለነበር	5	06	

በአዲስ ከተማ ክፍለ ከተማ አስተዳደር ባህልና ቴሪዝም ጽ/ቤት የቴሪዝም ልማትና ቅርስ አስተዳደር ኬዝ ቲም ከግንቦት 7

– 9/2004 ዓ.ም የተካሄደው የመንደሮች ስያሜና ዝርዝር መረጃ ምዝገባ የመጠየቅ ማጠቃለያ ቅጽ

ተ. ቁ	የመንደሩ ስያሜ	የተመሰረተበት ዓ.ም	ስያሜውን ያገኘበት ምክንያት	የሚገኝበት ወረዳ	መንደሩ የሚገኝበት ንዑስ ቀበሌ	የቦታው ልዩ ምልክት
1	ታይዋን ሰፈር	በደርግ ዘመን	የተለያ የታይዋን ዕቃዎች ገበያ ባካባቢው ስላለ	ወረዳ 5	ቀበሌ 06	
2	ጨው በረንዳ	1939	በአካባቢው ጨው ስለሚራገፍ	ወረዳ 6	33	መጋዘን / በግ ተራ
3	ጉሊት ሰፈር	1938	በአካባቢው ጉሊት ስላለ	6	33	አራት መንታ
4	ፓስተር	አይታወቅም	ፓስተር /ላብራቶሪ/ ያለበት አካባቢ ስለሆነ	6	23	
5	ጎዳው ሰፈር	1942	የጎዳ ተወላጆች ስለነበሩበት	6	33	ሚካኤል ቤተክርስቲያን
6	አባ በራ ሰፈር	1939	በአካባቢው አባቦራ የሚባሉ ሰው ስለነበሩ	6	33	መስጊድ
7	ጉብስ ሰፈር	1956	በአካባቢው የጉብስ ቆሎ ስለሚሸጥ	6	23	ፓስተር አካባቢ
8	ሚካኤል	አይታወቅም	ሚካኤል ቤተክርስቲያን ስላለ	6	24	ወረዳ 7 ፖሊስ
9	ቁጠባ ሰፈር	1937	በአካባቢው የቁጠባ ማህበር ያላቸው የደቡብ ተወላጆች ስለሚኖሩ	6	33	ሚካኤል ቤ/ክ
10	ቁጠማ ተራ	1934	የቁጠማ ንግድ ስለሚካሄድ	6	33	ፓን አፍሪካ ሆ/ል
11	24 ሰፈር	አይታወቅም	አይታወቅም	6	24	ወረዳ አስተዳደር
12	ጉብስ ሜዳ	1933	በአካባቢው በጉብስ ንግድ የተሰማሩ ስላሉ	6	23	ፓስተር
13	አለምፀሀይ ድልድይ	1929-34	ወ/ሮ አለምፀሀይ በተባሉ የአካባቢው ታዋቂ ሴት ስም	6	23	ግርማ ንዋይ ህንጻ
14	አሰገደች ሰፈር	በሀ/ስላሴ ዘመን	አሰገደች የተባሉ ሴት ሀኪም በአካባቢው ስለነበሩ	7	32	
15	ላሞች ሰፈር	በደርግ ዘመን	አቶ መንገሻ የተባሉ ላሞች ያረቡ ስለነበር	7	32	
16	ዳኛቸው ግቢ ሰፈር	በደርግ ዘመን	አቶ ዳኛቸው የተባሉ ታዋቂ ግለሰብ በሰፈሩ ስለነበሩ	7	32	

በአዲስ ከተማ ከፍለ ከተማ አስተዳደር ባህልና ቴሪዝም ጽ/ቤት የቴሪዝም ልማትና ቅርስ አስተዳደር ኬዝ ቲም ከግንቦት 7

- 9/2004 ዓ.ም የተካሄደው የመንደሮች ስያሜና ዝርዝር መረጃ ምዝገባ የመጠየቅ ማጠቃለያ ቅጽ

ተ. ቁ	የመንደሩ ስያሜ	የተመሰረተበት ዓ.ም	ስያሜውን ያገኘበት ምክንያት	የሚገኝበት ወረዳ	መንደሩ የሚገኝበት ንዑስ ቀበሌ	የቦታው ልዩ ምልክት
1	ቀርሽ መንደር	በኃ/ስላሴ ዘመን	የአካባቢው ባላባት ወ/ሮ ቀርሽ የሚባሉ ስለነበሩ	ወረዳ 7	34	
2	አዲሱ ሰፈር	በደርግ ዘመን	ደን የነበረው ሰፈር ተመንጥሮ ኗሪዎች ሲገቡበት የተሰየመ	7	34	
3	ስሜ ሜዳ	በኃ /ስላሴ ዘመን	አቶ ሰሜ የተባሉ ሰው አካባቢውን በመጠበቅ ይኖሩ ስለነበር በሳቸው የተሰየመ	7	34	
4	ኮረንቲ ሰፈር	በደርግ ዘመን	አካባቢው የሚጠቀምበት የኮረንቲ ጋን በቦታው ስለነበር	7	34	
5	ላስቲክ ቤት ሰፈር	በደርግ ዘመን	የተለያዩ ሰዎች ከአካባቢው በስደት መጥተው በላስቲክ ቤት ይኖሩ ስለነበር	7	34	
6	ቅጠል ተራ ሰፈር	በደርግ ዘመን	የአካባቢው ሰው የማገዶ ቅጠል የሚገዛበት ቦታ ስለሆነ	7	34	
7	ጨፌ ሰፈር	በኃ /ስላሴ ዘመን	አካባቢው ሳር የበዛበትና በውሀ የተሞላ ስለነበር	7	30	
8	ጉግሳ ግቢ ሰፈር	1960	የአካባቢው ባላባት ስም ጉግሳ ይባል ስለነበር	7	32	የቀበሌው ወፍጮ
9	ጉራጌ ሰፈር	1970	ነዋሪዎቹ በአብዛኛው የጉራጌ ብሄረሰብ ተወላጆች ስለሆኑ	7	32	ጉሊት አካባቢ
10	ቅቅል ሰፈር	1970	በአካባቢው በቅቅል የታወቀ ምግብ ቤት ስለነበር	7	32	ጉሊት አካባቢ
11	ጫካ ሜዳ ሰፈር	በኃ /ስላሴ ዘመን	በአካባቢው ጥቅጥቅ ያለ ጫካ ስለነበር	7	32	ቀበሌ ጽ/ቤት
12	አልጋ ግቢ ሰፈር	በደርግ ዘመን	አልጋ የሚያድስ ሰው በአካባቢው ስለሚኖር	7	32	ፋሲል ፋርማሲ አካባቢ
13	ዋንጫ ገብረየስ	በኃ /ስላሴ ዘመን	ዋንጫ ገ/የስ የሚባሉ ሴት ቡና ቤት ስለነበር	7	32	አሰፋ ገለታ ሆቴል
14	ነፍጠኛ ሰፈር	በኃ /ስላሴ ዘመን	ነፍጠኞች ይኖሩበት ስለነበር ስያሜውን አግኝቷል	7	32	
15	ነጋሽ ቢርቢስ ሰፈር	በኃ /ስላሴ ዘመን	የአካባቢው ነጋዴ በነበሩ ሰው ስም የተሰየመ	7	32	
16	ቦርጋ ሰፈር	በኃ /ስላሴ ዘመን	በአካባቢው ይኖሩ የነበሩ ቦርጋ የሚባሉ ነጋዴ ስለነበሩ	7	34	ቄጠማ ተራ

በአዲስ ከተማ ክፍለ ከተማ አስተዳደር ባህልና ቴሪዝም ጽ/ቤት የቴሪዝም ልማትና ቅርስ አስተዳደር ኬዝ ቲም ከግንቦት 7

– 9/2004 ዓ.ም የተካሄደው የመንደሮች ስያሜና ዝርዝር መረጃ ምዝገባ የመጠየቅ ማጠቃለያ ቅጽ

ተ. ቁ	የመንደሩ ስያሜ	የተመሰረተበት ዓ.ም	ስያሜውን ያገኘበት ምክንያት	የሚገኝበት ወረዳ	መንደሩ የሚገኝበት ንዑስ ቀበሌ	የቦታው ልዩ ምልክት
1	ሞጣ ሰፈር	1985	የአካባቢው ነዋሪዎች የሞጣ ተወላጆች ስለነበሩ	7	34	ጎጃም በረንዳ
2	መርጦ ለማሪያም ሰፈር	1974	የመርጦ ለማሪያም ሰዎች ብዛት ይኖሩ ስለነበር	7	34	ጎጃም በረንዳ
3	ጎጃም በረንዳ	በኃ/ስላሴ ዘመን	የጎጃም ተወላጆች ብዛት ይኖሩበት ስለነበር	7	34	መስጊድ አካባቢ
4	ሻሼ ሰፈር	በኃ/ስላሴ ዘመን	ጠጅ በመሸጥ የሚተዳደሩ ወ/ሮ ሻሼ የሚባሉ ሴት ይኖሩ ስለነበር	7	34	ይርጋ ሀይሌ ህንጻ ፊት ለፊት
5	ማሪያም ሰፈር	በደርግ ዘመን	ብዙ ሴት ልጆች ያለገደቁት የተሰጠ ስያሜ	7	32	
6	ፈርጎ ሰፈር	በደርግ ዘመን	የአካባቢው መኖሪያ ቤቶች እንዳባቡር ፋርጎ የተያያዙ ስለሆነ	7	30	
7	ገነጫ ሰፈር	በኃ/ስላሴ ዘመን	ደጃ/ገነጫ የተባሉ ታዋቂ ሰው ይኖሩበት ስለነበር	7	29	
8	መነሀሪያ ሰፈር	በኃ/ስላሴ ዘመን	የመኪና መኖሪያ በአካባቢው ስለተመሰረተ (አውቶብስ ተራ)	7	29	
9	ሰባተኛ	በኃ/ስላሴ ዘመን	በጊዜው በአካባቢው 7ኛ ወረዳ ፍ/ቤት ስለነበር	8	6/11	ሸንኮራ በረንዳ
10	ሸንኮራ በረንዳ	በኃ/ስላሴ ዘመን	በአካባቢው ሸንኮራ ስለሚሸጥ	8	6/11	ሸንኮራ በረንዳ
11	ፈረጃ ወንዝ	በኃ/ስላሴ ዘመን	አይታወቅም	8	6/11	ፈረጃ ወንዝ
12	ሻውል ደማ	በኃ/ስላሴ ዘመን	በኃ/ስላሴ ጊዜ የአካባቢው አስተዳዳሪ በነበሩ ሰው	8	6/11	ሻውል ደማ ት/ቤት
13	አማኑኤል	በኃ/ስላሴ ዘመን	በአካባቢው አማኑኤል ቤ/ክርስቲያን ስለሚገኝ	8	10	አማኑኤል ቤ/ክ
14	አህያ በር	በኃ/ስላሴ ዘመን	በአካባቢው እህል ለመጫን የሚመጡ አህያዎች የሚቆሙበት ቦታ	8	10	እህል በረንዳ
15	እህል በረንዳ	በኃ/ስላሴ ዘመን	ከእህል በረንዳ አቅራቢያ ስለሆነ	8	10	እህል በረንዳ
16	አስፋው ተክሌ	በኃ/ስላሴ ዘመን	በአካባቢው አስፋው ተክሌ የሚባል ሆቴል ስላለ	8	10/11/12	አስፋው ተክሌ ሆቴል

በአዲስ ከተማ ከፍለ ከተማ አስተዳደር ባህልና ቴሪዝም ጽ/ቤት የቴሪዝም ልማትና ቅርስ አስተዳደር ኬዝ ቲም ከግንቦት 7

- 9/2004 ዓ.ም የተካሄደው የመንደሮች ስያሜና ዝርዝር መረጃ ምዝገባ የመጠየቅ ማጠቃለያ ቅጽ

ተ. ቁ	የመንደሩ ስያሜ	የተመሰረተበት ዓ.ም	ስያሜውን ያገኘበት ምክንያት	የሚገኝበት ወረዳ	መንደሩ የሚገኝበት ንዑስ ቀበሌ	የቦታው ልዩ ምልክት
1	ሸራ ተራ	በኃ/ስላሴ ዘመን	በአካባቢው የሸራ መሸጫ ሱቆች በብዛት ስለሚገኙ	ወረዳ 8	10/11/12	
2	አመዴ	በኃ/ስላሴ ዘመን	በፊ/አመዴ ለማ የተሰየመ የገበያ ማዕከል ስላለ	ወረዳ 8	10/11/12	
3	ቧንቧ ተራ	በኃ/ስላሴ ዘመን	ቧንቧ መሸጫ ሱቆች በብዛት ስለሚገኙ	ወረዳ 8	10/11/12	
4	ወንበር ተራ	በኃ/ስላሴ ዘመን	ወንበር መሸጫ ሱቆች በብዛት ስለሚገኙ	ወረዳ 8	10/11/12	
5	መስጊድ	በኃ/ስላሴ ዘመን	በአካባቢው አንዋር መስጊድ ስላለ	ወረዳ 8	10/11/12	
6	ዱባይ ተራ	በኃ/ስላሴ ዘመን	በአካባቢው የዱባይ ዕቃ በብዛት ስለሚሸጥ	ወረዳ 8	10/11/12	
7	ሚሊተሪ ተራ	በኃ/ስላሴ ዘመን	በአካባቢው የወታደሮች ዩኒፎርም ይሰራበት ስለነበር	ወረዳ 8	10/11/12	
8	ራጉኤል	በኃ/ስላሴ ዘመን	በአካባቢው የራጉኤል ቤ/ክ ስለሚገኝ	ወረዳ 8	10/11/12	
9	ሳጥን ተራ	በኃ/ስላሴ ዘመን	በአካባቢው ሳጥን መሸጫ ሱቆች በብዛት ስላሉ	ወረዳ 8	10/11/12	
10	አራተኛ	በኃ/ስላሴ ዘመን	አራተኛ ፖሊስ ጣቢያ የሚገኝበት ስለሆነ	ወረዳ 8	10/11/12	
11	ምስር ተራ	በኃ/ስላሴ ዘመን	ምስር በብዛት ይሸጥበት ስለነበር	ወረዳ 8	10/11/12	
12	በርሜል ተራ	በኃ/ስላሴ ዘመን	በርሜሎች በብዛት ስለሚሸጥበት	ወረዳ 8	10/11/12	
13	ወለባ ተራ	በኃ/ስላሴ ዘመን	ሌቦች ብዛት የሚገኙበት ስለሆነ ወለባ ማለት በስልጠና ጅብ ማለት ነው	ወረዳ 8	10/11/12	
14	አብዶ በረንዳ	በኃ/ስላሴ ዘመን	በአካባቢው አብዶ የተባሉ ግለሰብ ጫት ይሸጥበት ስለነበር	ወረዳ 8	10/11/12	
15						
16						

በአዲስ ከተማ ክፍለ ከተማ አስተዳደር ባህልና ቴሪዝም ጽ/ቤት የቴሪዝም ልማትና ቅርስ አስተዳደር ኬዝ ቲም ከግንቦት 7

– 9/2004 ዓ.ም የተካሄደው የመንደሮች ስያሜና ዝርዝር መረጃ ምዝገባ የመጠየቅ ማጠቃለያ ቅጽ

ተ. ቁ	የመንደሩ ስያሜ	የተመሰረተበት ዓ.ም	ስያሜውን ያገኘበት ምክንያት	የሚገኝበት ወረዳ	መንደሩ የሚገኝበት ንዑስ ቀበሌ	የቦታው ልዩ ምልክት
1	አዳራሽ	በኃ/ስላሴ ዘመን	በአካባቢው በኃ/ስላሴ ጊዜ የተሰራ የገበያ ማዕከል ስላለ	ወረዳ 8	10/11/12	አዳራሽ
2	ሸዋ ዳቦ	በኃ/ስላሴ ዘመን	በአካባቢው ሸዋ ዳቦ ቤት ስለሚገኝ ነው	ወረዳ 8	10/11/12	ሸዋ ዳቦ ቤት
3	ሲቲ ሆቴል	በኃ/ስላሴ ዘመን	በአካባቢው ሲቲ ሆቴል ስላለ	ወረዳ 8	10/11/12	ሲቲ ህንጻ
4	አለም ጤና	በኃ/ስላሴ ዘመን	አካባቢው ሰላም የሰፈነበት በመሆኑ	ወረዳ 8	10/11/12	ሲቲ ህንጻ
5	ኳስ ሜዳ	በኃ/ስላሴ ዘመን	በአካባቢው ሰፊ የእግር ኳስ ሜዳ ስለነበር	ወረዳ 9	16/17	እሸት ት/ቤት
6	አበበ ቢቂላ	በኃ/ስላሴ ዘመን	በአካባቢው በአበበ ቢቂላ የተሰየመ ስታዲየም ስላለ	ወረዳ 9	16/17	እሸት ት/ቤት
7	ገነሜ	በኃ/ስላሴ ዘመን	በአካባቢው በደጅ/ገነሜ ስም የሚጠራ ት/ቤት ስላለ	ወረዳ 9	16/17	ገነሜ ት/ቤት
8	አደሬ መፍጮ	በኃ/ስላሴ ዘመን	በአካባቢው የአደሬ ተወላጅ የሆኑ ግለሰብ ወፍጮ ቤት ስለነበር	ወረዳ 9	16/17	
9	ሳንባ ነቀርሳ	በኃ/ስላሴ ዘመን	በአካባቢው የሳንባ ነቀርሳ ሆ/ል ስለሚገኝ	ወረዳ 9	18	ሳንባ ነቀርሳ ሆስፒታል
10	ከፍተኛ ሰባት	በደርግ ጊዜ	በአካባቢው ከፍተኛ 7 ቴ/ሙ/ተቋም ስላለ	ወረዳ 9	18	
11	ዘይት ፋብሪካ	በደርግ ጊዜ	በአካባቢው በደርግ ጊዜ ዘይት ፋብሪካ ስለተገነባ	ወረዳ 9	18	
12	መርቂ ሜዳ	1964	ሁልጊዜ ውሀ ስለማይጠፋበት የተሰጠ ስያሜ	ወረዳ 10	05/04	ቴሌ ጀርባ
13	አጠና ተራ	1945	አጠና በአካባቢው ስለሚሸጥ	ወረዳ 10	05/04	ቀለበት መንገድ
14	እፎይታ	1985	ሰልባጅ ጨርቅ በቀላል ዋጋ ስለሚሸጥበት	ወረዳ 10	05/04	አጠና ተራ
15	ሚሊኒየም መናፈሻ	2000	በሚሊኒየም ዋዜማ ስለተመሰረተ	ወረዳ 10	02	ጴጥሮስ ቤተክርስቲያን
16	አበራ ሆቴል	1987	አበራ ሆቴል የሚል ስላለና በሰውየው ስም ስለተሰየመ			