



ADDIS ABABA UNIVERSITY

COLLEGE OF DEVELOPMENT STUDIES

CENTER FOR ENVIRONMENT AND DEVELOPMENT

PROGRAM IN TOURISM DEVELOPMENT AND MANAGEMENT

TOURISM PRODUCT DEVELOPMENT PRACTICES IN KERSA MELIMA  
WOREDA, SOUTH WEST SHOA ZONE, OROMIA REGIONAL STATE

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FEBRUARY, 2022

ADDIS ABABA, ETHIOPIA

TOURISM PRODUCT DEVELOPMENT PRACTICES IN KERSA MELIMA WOREDA,  
SOUTH WEST SHOA ZONE, OROMIA REGIONAL STATE

A THESIS SUBMITTED TO THE CENTER FOR ENVIRONMENT AND DEVELOPMENT  
STUDIES OF THE COLLEGE OF DEVELOPMENT STUDIES, ADDIS ABABA  
UNIVERSITY, IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE  
DEGREE OF MASTER OF ARTS IN TOURISM DEVELOPMENT AND MANAGEMENT

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**Addis Ababa University**  
**College of Development Studies**  
**Center for Environment and Development**  
**Program in Tourism Development and Management**

This is to certify that the thesis prepared by Ayansa Ebsa; entitled “**Tourism Product Development Practice in Kersa Melima Woreda, South West Shoa Zone, Oromia Regional State**” is a product of my work and that all sources of materials used for my thesis have been appropriately acknowledged. It was submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Tourism Development and Management. The work complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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## **Declaration**

I, the undersigned, declare that this thesis “**Tourism Product Development Practice in Kersa Melima Woreda, South West Shoa Zone Oromia Regional State**” is my original work. It has not been submitted for any program for any other university, and that all sources of materials utilized in this thesis have been properly acknowledged.

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**Confirmed by the Advisor: -----**

Date -----Signature -----

## **Acknowledgements**

The writing of this thesis was not possible without the moral and material support of many scholars, and I would like to forward my thanks and appreciation to all of them. Firstly, I would like to give due thanks to the Almighty for his uncountable and valuable support throughout my life. Everything is impossible without his will and support. Secondly, I would like to express my sincere appreciation and gratitude to my advisor, **Desalegn Amsalu (PhD)**, for his guidance and constructive comments during doing my thesis. I am also extremely thankful to Dr. Tesfaye Zeleke, Dr. Tamirat Terefa, Dr. Shiferaw Muleta, and Dr. Efrem A. Haile for their encouragement to me while giving different courses during my MA program. Some of them gave me a course on research methods and encouraged me to select the current topic for my thesis. Thirdly, I would like to thank Addis Ababa University for giving me a fieldwork grant for data collection. Fourthly, I would like to express my gratitude to the Culture and Tourism Offices of the South West Shoa Zone and Kersa Malima Woreda for sharing information with me during the conduct of my study.

Last but not least, I extend my gratitude to my beloved family and friends for their invaluable support and encouragement when I was doing my thesis, and also I would like to express my gratitude to Ambo University for giving me the chance to learn for my MA degree by covering all the necessary material during my studies.

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## **Acronyms and Abrevaitions**

ATP	Africa Tourism Potential
COMCEC	Standing Committee for the Economic and Commercial Cooperation of the Organization of Islamic Cooperation
CTOSWSZ	Culture and Tourism Office of South West Shoa Zone
ETC	European Tourism Commission
ETMP	Ethiopian Tourism Master Plan
GDP	Gross Domestic Product
IGAD	Inter Governmental Authority on Development
ILO	International Labor Organization
KMW	Kersa Melima Woreda
MICE	Meeting Incentive Convention and Exhibition
MoCT	Ministry of Culture and Tourism
OCTB	Oromia Culture and Tourism Bureau
OECD	Organization for Economic and Cultural Development
QTIC	Queensland of Tourism Industry Council
SSA	Sub Saharan Africa
SSP	Statistical Package for Social Science
SWSZ	South West Shoa Zone
UNESCO	United Nation Educational Scientific and Cultural Organization
UNWTO	United Nation World Tourism Organization
WTO	World Tourism Organization
WTTC	World Travel and Tourism

## Abstract

In this study, tourism product development is mainly undertaken to understand the potential resources and existing products and for the improvement of tourism products. The tourism product development practice was supported with basic tourism infrastructure and services through improving and establishing accommodation in and around the destination. This study was conducted to assess tourism product development practices in Kersa Melima Woreda of the South West Shoa Zone. To achieve the intended objective of the study, a cross-sectional descriptive research and exploratory research was employed where both qualitative and quantitative approaches were employed. The study's target population included households in Godeti Wambera, Muti Alibo, Adadi, and Kersa Werko; expert and head of Culture and Tourism Office; and office head of Woreda, Zone, and Kebele leaders. Proportionate stratified sampling and simple random sampling techniques were employed for the households, and 202 samples were selected out of the 404 households for questionnaire. 14 face-to-face interviews were conducted with heads and experts of culture tourism office, as well as Zonal and Woreda head office, and Kebele leaders. Analysis of survey data was undertaken using SPSS version 23. Descriptive and factor analysis were employed to analyze the relationship between the variables. The results of the analysis were presented by using descriptive statistics of frequencies, mean, and standard deviation. The findings of the study show that the study area is well endowed with both natural and cultural tourism resources, but those resources are not well documented and developed into tourism product. Moreover, conservation and protection, accommodation, accessibility, promotion, and amenity practices are less developed. Development of the existing resources into products is negatively affected by political, economic, environmental, socio-cultural and infrastructural factors. It is recommended that government tourism offices at various levels and stakeholders should give attention to the tourism resources of the area. Some recommended measures for the tourism development in the area were: exhaustive identification and documentation of the resources; and the development of these resources into tourism products that need to be visited by local, regional, and international visitors as may be appropriate.

**Key Word:** Potentials, Factors, Practice, Tourism, Tourism Product, Product Development and KersaMelima

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Tourism is the all-encompassing umbrella term for the activities and industry that create the tourist experience, the UNWTO (2020) defines travel as the activity of moving between different locations often for any purpose but more so for leisure and recreation (Hall & Page, 2006). According to UNWTO (2015), tourism is a bundle of a wide range of products and services and a diversified industry that makes use of the great economic and employment benefits derived from tourism and other related sectors. It has become one of the fastest growing focal economic sectors across the globe. It contributes to 10% of the world's GDP (direct, indirect, and induced), 10% of job creation, and 30% of service exports (UNWTO, 2018).

In 2017, tourism's contribution to the African economy was 8% of the continent's GDP valued at US \$177 billion, i.e., 9.7% of the continent's total exports and 6.5% of total employment were created from tourism (UNWTO, 2018). Tourism is also made up of experience achieved from the combination of a diverse range of products and services that are created by numerous providers across several industries and economic sectors (Gursory et al., 2015). It is also used to stimulate the development of basic infrastructure through the provision of financial services and the construction of roads, ports, and airport facilities from which the economy as a whole can benefit.

The Ethiopian Tourism Master Plan defined the tourism product as a combination of five elements that can draw tourists to the destination. Those elements include: attractions, which include natural and manmade attractions primarily for tourism or manmade attractions, facilities at the destination, accessibility of the destination, the image of the destination, and price to the consumer (Ministry of Culture and Tourism, 2015). According to UNWTO (2011), tourism products are designed to meet what tourists need and want and to exceed their expectations of that product so that the destination can enjoy the benefits to their full potential and be used as the backbone of a destination's tourism sector operation. However, if the tourism products are not attractive, tourists will not visit the destination, which results in a decline in needed forex revenue from tourists.

In addition to this, the tourism product is comprised of three responses from the tourists: the physical environment, which includes infrastructure, natural resources, accommodation, restaurants, and shops; emotional responses like human, culture, history, and hospitality; and experiential responses like festivals, activities, community, dining, entertainment, etc. (COMCEC, 2013). Tourism product development is necessary because visitors are sensitive and they expect different factors when visiting a destination, such as the availability and diversity of attractions, the availability of accommodations, safety, and other facilities (Binyam, 2012). It is the prerequisite for tourism development by making the resources ready for presentation and interpretation (Smith, 1994). Modification of existing tourism products and inventory of new tourism products are important elements in tourism product development.

A tourist product, according to Alemshet (2013), is the sum of the perception and presentation of attractions and transit amenities, as well as standard services. As a result, indicators of tourism product development include indicators of natural, cultural, and archaeological attractions and transportation services that are appropriate for attraction sites, as well as acceptable and appropriate accommodation, accurate and timely information, and desirable food and beverage products. As a result, according to the author, tourism product development attracts and boosts the flow of tourists to the area, significantly increasing the revenue of tourism service providers and diversifying tourism products around the destination.

Ethiopia has great potential for tourism, which can drive tourists to the destination and fulfill the customers' needs and wants, like attractive cultural and historical heritage, hospitable people, favorable weather conditions, a unique landscape, and a geographical location in the Horn of Africa. It is the origin of mankind and human culture, the original home of coffee, and home to a myriad of untapped cultural and natural attractions (Mulgeta, 2017). According to the Ethiopian Tourism Master Plan (2016), the tourism product of the country has high potential for the GDP of the country, and the primary economic activity is generated from the tourism, accommodation, and amenities sector, such as hotels, travel agents, airlines, and transportation services. The total contribution of travel and tourism to GDP was 4.3% in 2014. The total GDP contribution is forecasted to rise by 4.9% by 2024 (WTTC, 2014). This is due to the major role that tourism plays in the development of societies and countries, both socially and economically. Thus, most

countries focus on tourism, especially developing countries, due to its role in developing and supporting the national economy (UNWTO, 2018).

Oromia Regional State is one of the eleven regions of Ethiopia and an area that is blessed with various natural, cultural, and historical attractions. In many sites of the Oromia Region, particularly the South West Shoa Zone, tourism resources like Wonchi Creater Lake, Awash Melka Kunture Archeological Site, and Adadi Mariam Rock Hewn Church are some of the tourist destinations in the zone, as well as the Kersa Melima Woreda. However, it did not benefit from this tourism resource because the potential tourism resources of the woreda were not well identified and the tourism products of the woreda were not enough to meet the tourists' needs and wants. Therefore, the aim of the study was to assess the existing and potential of the tourism resources in Kersa Melima Woreda and factors that affect tourism product development.

## **1.2. Statement of Problem**

A tourism product is a product that is designed to satisfy tourist needs and wants (Pyke et al., 2016), and it is a key card that can attract tourists to the destination (Benur and Bramwell, 2015). Tourism product development is the amalgamation of different products like attractions such as natural, paleontological, cultural, historical, and archeological with standard services like accommodation, restaurants, shops, visitor information, tour and travel operations, money exchange, medical facilities, postal services, etc., and transportation facilities. According to Smith (2010), tourism product development is not only the development that is seen in the area of a tourist destination but also includes the service delivered to tourists to make a wise choice of tourism products.

According to Fabian W. et al., (2017) tourism destinations have a great contribution and responsibility for product development because it covers all the activities and facilities needed for destination development. Sustainable product development can have great potential for the longevity of a destination by supporting local, environmental, social, and economic aspects. However, it requires a coordinated destination approach so that sustainability is perceived by guests as a tangible and recognizable product. Hence, UNWTO (2014), tourism in Africa: a tool for development. Tourism product development does not start from nothing as destinations have

existing institutional infrastructure, plans, policies, and procedures into which development in the tourism sector can fit. However, there are limitations in financial resources and intellectual capabilities.

Most developing countries have already developed strategic plans to develop the tourism sector as a source of economic opportunity and a driver of development. However, tourism in developing countries is still at an early stage of development and strongly connected with more general and longstanding development challenges, including infrastructure and security (Ndivo, 2020). According to Ndivo (2020) on the African tourism strategic framework, tourism in Africa is diversified and attractive due to natural landscapes, culture, and heritage, which have great potential to stimulate tourists to the attraction sites. However, due to underdeveloped and limited diversified tourism products, inadequate preservation efforts of ecosystems, biodiversity, and cultural heritage, and limited investment in world-class hotel infrastructure and other related facilities, the continent's tourism products have failed to bring the country economic development.

In addition, the IGAD region is also well endowed with alternative tourism products that have remained relatively underexploited. In 2008, for instance, there were 12.2 million international tourist arrivals to Egypt, compared to 330, 000 in Ethiopia (UNWTO, 2012). The success of any tourism destination is dependent, to a large degree, on the nature of the facilities and service infrastructure that are available to the tourists. Therefore, a key component of the tourism infrastructure is the accommodation infrastructure, yet this remains a major challenge in the IGAD region (United Nations Economic Commission for Africa, 2015).

In Ethiopia, the concept of tourism product development got emphasis inline with increment of tourism contribution for economic development. However, (MoCT, 2015) stated that tourism product development faces different challenges like poor management of both natural and cultural heritage; poor and uneven distribution of tourist services and facilities for the visitor (toilets, shops, resting areas, etc.); a lack of clear standards for all types of tourism accommodation and implementation; and a lack of access roads in and around the destination. But, the efforts for tourism product development also affected by potential tourism resources

include natural, cultural, and historical tourist attractions, and Ethiopia has numerous tourist attractions as well as a visitor-friendly population that is aware of the country's historical, cultural, and natural heritage; it is a country with significant tourism potential (Sintayehu, 2017). Although physical facilities and services play an important part in the development of tourist potential, the identification of such tourism resources is utilized to attract more people to the area and produce revenue for the local and national economies (Aynalem et al., 2015).

On the other hand, tourism potential is not a single resource or product that a location provides, according to the Southeast Asia office of the School of Travel Industry Management (2005), and its attractions have a strong competitive edge over other attractions. There is also tourist infrastructure and facilities to support tourists in the area, such as lodging, restaurants, local transportation, attraction information, and so on. Similarly, environmental sustainability practices such as water supply, energy conservation, and waste management are critical for enticing visitors to a place (Lami, 2019).

In addition to the potential and practice, many researchers have suggested numerous factors which affect product development; political, economic, environmental, and socio-cultural factors, are some of the influential factors that affect tourism product development (Marina, 2014). Accommodation facilities, road conditions, and transportation systems are examples of tourism infrastructure. The key determinants of tourism development include water availability, electricity, communication, and road density (Imikan, 2012). Local community demand and attitudes have also had a significant impact on product creation in a specific area (Fernando, 2015). According to Ayana et al. (2020), the natural environment, historical and cultural resources, infrastructural, political, and local community characteristics, on the other hand, are some of the factors that determine Ethiopia's tourist competitiveness. Accessibility, security, and peace, as well as a lack of advertising, are all factors that stymie tourism development (Selemon and Alemken, 2019). Accordingly, a huge portion of Ethiopia's potential tourism resources remain unexplored, and tourism in Ethiopia is based on a few internationally recognized tourist attractions (Seyoum, 2019). Consequently, the issue of tourism product development required attention from different tourism stakeholders. As a result, Alemshet D. (2013) made an assessment on tourism product development. The study shows that the study area has high

tourism potential and weak tourism product development activity. This is attributed to the fact that attractions are not data-based, not mapped, and packaged.

Straddling across the very heart of Ethiopia, Oromia Regional State is blessed with an abundance of cultural and natural assets of high tourism value and it has a high potential for tourism resources (OCTB, 2016). The South West Shoa Zone has diverse physical environments and cultural resources that are significant for the nation, tourists, and the community. The existence of many historical and archeological sites within the zone, like the Wenchi Crater Lake, Awash Malka Kunture, and Adadi Mariam rock hewn church, makes that zone one of the richest tourism resources in Oromia Regional State (SWSZCTO, 2016). However, as a number of tourism resources are found in the region but have not yet converted into tourism products.

According to the data from the South West Shoa Zone Culture and Tourism Office (2018), Kersa Melima Woreda is one of those areas that have huge tourism potential that can benefit the local community. However, most of the Woreda's tourism potential has gone unexplored, and few tourists have visited the area. Tourism's contribution to the destination or the country is also very low when compared to the income generated from that area. The tourist flow to the woreda is lower and increases at a lower rate from year to year than it should be. As a result the income generated from these areas within five years (2015–2019) was 385,889 Birr and the number of tourists who have visited the destination is 257,741. This shows the number of tourists who have visited the area and the income generated is less than what the local tourism office expected from both domestic and international tourists visiting the tourist destination of the Woreda. As a result of these factors, tourism destinations have encountered a variety of obstacles that can influence tourists' decisions to visit the area and indicate that the area's tourism product has not been grown.

As per the reports of SWSZCTO (2018), there is little effort by the Culture and Tourism Office of South West Shoa Zone and Kersa Melima Woreda to develop the tourist destination through promoting the tourist attraction, but this is not enough to attract tourists to the destination. However, the development of tourism products necessitates the quality of tourism resources, the supply and quality of human capital, and the modification and re-establishment of tourism

resources. Most of the studies conducted in the Woreda were focused on limited tourism resources. Beside this, practice of tourism product development enhances tourist experiences at an area, but it was overlooked. By neglecting this, different studies have been undertaken. Diribi (2019) studied the involvement of local communities in tourism planning and development and the results of the study shows that, the study identified that socio-demographic, economic characteristics and institutional factors affected local community involvement in tourism planning and development. Gallotti *et al.* (2014) conducted research on Garba XIII (Melka Kunture, Upper Awash, and Ethiopia): A new Acheulean site of the late Lower Pleistocene in Awash Melka Kunture Archeological Site. Consequently, Samuel and Degsew (2011) studied Adadi Mariam Church, an Ethiopian historical jewel in Adadi Mariam Rock Hewn Church. This rock-hewn church provides several values including architectural, historical, archaeological, economical, political, spiritual, and so on. However, the church was not well conserved and it is deteriorated from time to time.

Therefore, limited studies on the area, current attention of the government for tourism product development and increasing tourist flows to the country, as well as the position of the woreda that is found on the southern tourist route and its short distance from the capital city, Kersa Melima Woreda was chosen by the researcher to conduct the study. As a result, the main objective of the study was to assess tourism product development practices in Kersa and Melima woredas of the South West Shoa Zone.

### **1.3. Objectives of the Study**

#### **1.3.1 General Objective**

The general objective of this study is aimed at assessing tourism product development practice in Kersa Melima woredas of the South West Shoa Zone.

#### **1.3.2 Specific Objective**

This study had sought to achieve the following specific objective:

1. To assess potential tourism resources in the Kersa Melima Woreda
2. To identify the existing practice of developing tourism resource into tourism product by Kersa Melima Woreda

3. To investigate the factors that affect tourism product development in the Kersa Melima Woreda

## **1.4 Research Questions**

This study was intended to answer the following research questions:

1. What are the potential tourism resources in the Kersa Melima Woreda?
2. What is the status of existing tourism product development in the Kersa Melima Woreda?
3. What are the factors that affect tourism product development in the Kersa Melima Woreda?

## **1.5. Significances of the Study**

This study assessed the tourism product development of the Kersa Melima Woreda. Many efforts have been made by the government of Ethiopia to develop tourism in all parts of the country and they have created awareness among the country's people, especially in the urban centers of the country. However, due to a lack of community understanding of the benefits of tourism, there is still a dearth of tourism product development at the zonal and woreda levels, as well as in the country's rural areas of tourism destination. Therefore, the findings of this study were important to give awareness, identify and make decisions and prepare a plan for the development of tourism products.

### **Academic Significance of the Study**

This study was used for a lot of things for the government or private institutions. As it is discussed under the statement of problem in the above section, the area is an undeveloped area of tourism in the Kersa Melima Woreda. Therefore, this research is used as a baseline for any academic institution to work more in the area, and it gives awareness of their expertise.

### **Research Significance**

The study can serve the Zone or Woreda Culture and Tourism Office, Experts, Tourists, and other scholars as a secondary source for further research in the area. It also opens the area for any researcher to contribute his/her knowledge in addition to what has been done on this research and be used as a benchmark for those who would like to carry out further studies in this area.

### **Policy Significance**

It is critical to motivate various policymakers and planners to participate in tourism product development, as well as the tourism sector as a country, region, or at Zonal or Woreda levels in promoting and developing tourist products. It is also used to identify and suggest methods for tourism products to bring a clear policy in the development of tourism products.

### **Development Significance**

This study has a great contribution to the development of tourism products and the tourism sector in relation to other sectors like the service and infrastructure sectors and the agricultural sector in order to develop and bring economic growth to the country.

## **1.6. Scope of the Study**

This study has been conducted in the Kersa Melima woreda and is delimited by five parameters: the thematic, geographical, target group or unit of observation, temporal or time dimension, and methodological scope.

### **Thematic Scope**

The study focused on the assessment of tourism product development in the destination of the Kersa Melima Woreda. The study aimed to assess the potential tourism resources of the South West Shoa Zone and the existing status of those tourism products. The finding of this theme is emphasized by the tourism products of the Kersa Melima woreda.

### **Geographical Scope**

Geographically, the coverage of the study was focused on the Kersa Melima Woreda, SWSZ in Oromia Regional State. It is located closest to the capital city of Ethiopia, and it has been a great opportunity to develop the tourism resource and its products. One of the location advantages of the Kersa Melima Woreda is its geographical proximity to large market centers like Addis Ababa, because the Woreda is simply visited and the products are also simply demanded by

domestic or international tourists. However, the tourism product of the Woreda is still not developed.

### **Scope by the Unit of Observation**

In this study, the unit of observation is the participant of the study from which data is collected. They serve as a primary source of data for the study. The target group for this study includes the Culture and Tourism Office, the administration of the Zone, Woreda and Kebele, and the local community of the study area.

### **Temporal Scope**

The temporal delimitation basically depends on the time dimension when the data has been collected from the study area. Therefore, the data for this study has been collected from the area starting from May to August 2021.

### **Methodological Scope**

Methodologically, the study used three instruments of data collection methods, i.e., questionnaire survey, semi-structured interview, and field observation by the researcher.

## **1.7 Limitation of the Study**

The work of writing this study has been quite challenging for the researcher. It was quite difficult to find material about the development of tourism products, which the study focused on; even though it was challenging to locate informants with the necessary site expertise. There was also a lack of access to organized and important data from the government office, as well as statistics and pertinent information from the cultural and tourist offices.

## **1.8 Operational Definition of Terms**

**Tourism:** defined as anyone who travels for at least 24 hours for the aim of meeting their needs and desires through the use of various tourism products, whether for business, education, or pilgrimages purposes.

**Product:** everything supplied to the market that can be utilized or consumed directly or indirectly for the users' delight and also expresses a person, place, good, service, and so on Kotler et al., (2006).

**Tourism Product:** From the time a tourist leaves home until he or she returns to their original house, the tourism product is everything he or she sees, buys, experiences, and feels.

**Product development:** it encompasses idea generation, business analysis, testing the market, and commercializing to develop or satisfy once the customer needs and want.

**Tourism product development:** it encompasses all aspects of a destination's visitor experience, including infrastructure (e.g., transportation, utilities), service employees, housing, attractions and activities, facilities and amenities (UNWTO, 2011).

**Potential:** Tourism requires two things: a worthwhile destination and people with adequate disposable income and free time to pursue their passion for traveling. You have the possibility, or potential, for tourism once these requirements are met.

**Practice:** in terms of tourism, practice means the ways in which the particularities of tourism might inform our understanding something what we have develop and it brings together a variety of approach to develop resource.

**Factor:** in the case of tourism factor means something that can affect or influence to the development of the tourism and related activities

## **1.9 Structure of the Thesis**

This study has been organized into four chapters. Chapter one deals with the introductory part, which includes the background of the study, the statement of the problems, the objective of the study, research questions, significance of the study, scope of the study, limitations of the study, operational terms, and organizational structure of the study. Chapter Two represents the relevant literature related to the issue of tourism product development. Specifically, tourism, tourism products and their concepts, tourism products in rural and urban centers, characteristics of tourism products, tourism product development, sustainable tourism product development, tourism product development potentials, tourism product development practice, influence of

tourism destination development to attract tourists, factors affecting tourism product development, tourism product development in the Ethiopia and conceptual framework.

Chapter three adressed the research methodology that addresses the study area, which includes: description of the study area, research approach and design, target population and selection criteria of the target population, sampling technique, sampling size determination, data collection methods, methods of data analysis, validity and reliability of the data, and ethical consideration. The fourth chapter deals with discussion, results and interpretation of data. Chapter five is about the the conclusion and recommendation of the study.

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## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

#### **2.1. Tourism**

Tourism is a most important economic sector as globally and locally, and provides real prospects for enduring and inclusive economic growth. The tourism industry creates foreign exchange, propels regional development, directly supports a wide range of employment and enterprises, and serves as the backbone of many local communities. Recent trends point to continued strong growth around the world, and this illustrates the leadership role that governments are playing to optimize the potential benefits, and mitigate the associated costs OECD (2020). According to QTIC (2013), Traditional tourism developments, such as resorts, hotels, airports, and highways, as well as 'areas of activity,' such as tours, marketing, branding, and positioning, are all part of tourism that attract tourists to a destination. Hallmarks of tourism that all have planning dimensions include: all types of accommodation, visitor attractions, natural and built assets, systems for visitor information, transport, supporting infrastructure, retail activities, and community and sporting infrastructure.

#### **2.2. Tourism Product and its Concepts**

Product and tourism product are defined and described in different ways by the different scholars. As (Burkart et al.) quoted in the Koutoulas (2015), research paper, the tourist product is a combined product consisting of many components like attraction accommodation, amenities and accessibility, labeled as a package, an amalgam or a bundle of tangible and intangible components and these elements of tourism products are interdependent to each other. Tourism product can be defined as combination of activities, service, attractions and experiences. According to Maraf (2009) described that products can be any service offered to the tourists or consumers to satisfy their needs and wants. He described on his work products to consist several components including; physical goods, services, experiences, events, persons, places, properties, organizations, information and ideas.

Furthermore, Suradnya (2011) has suggested three main elements of tourist products which draws tourists to visit a destinations and offered to tourists at a destination include; firstly, the key elements of a tourism products which offered to tourists that include geographical location, climate and natural conditions in the region, etc. Secondly, a primary destination that means natural elements that can be attract tourists to the destination such as the native and their everyday life and thirdly, man-made products which include accommodation, restaurants, entertainment venues, transport facilities and other commercial conveniences which can provided to target customers who wants to use the tourist products.

In addition, according to the International Labour Organization (ILO) (2012), a tourism product is a collection of assets and services arranged around one or more attractions to suit the needs of visitors. The following are essential components of a tourism product: Attractions- these are the raw materials of the tourism offering and are located inside the business's jurisdiction. Facilities and services - tourist facilities are the infrastructures, equipment, and services that enable tourism to take place. The traveller is able to enjoy the sites while remaining safe. Accessibility- this refers to the infrastructure, transportation, and communication facilities that make it easier for guests to get to the tourist site.

According to Candela and Figini, (2012), tourism product is the main feature that can differentiate between a good destination which have good views and a memorable destination which have experiences the tourists at destination. Gupta et al. (2015),stated that a tourism product is any product that is demanded by a country or institution from tourists in order to encourage them to visit the destination. These scholars further describe that a tourism product consists of a mixture of different important elements which includes objects and attractions, transportation or accessibility, accommodation and entertainment etc. However, each element of tourism product are provided by an individual or organization and offered separately to tourists (consumers).

Grzinic and Zanketic (2008) described tourism in the same way, as a sum total of available tourism resources, services, and facilities that tourists can utilize in a certain location and at a specific moment to meet their needs. On the same aspect, Arunmozhi and Panneerselva (2014) described that a tourism product is an object or service that can draws visitors and normally has

the following elements: hospitality, accessibility, service and facilities as well as attractions and tours. These elements are prepared to satisfy tourists all around the world and to give the holiday experience of the tourism product.

On the other hand as Smith (1994), cited by Alemshet (2013), tourism product is not only depending on developing destination; but also a matter of combination of many elements to meet the needs and wants of tourists. He prepared different five elements of tourism products which can fulfill the needs and wants, namely, physical plant, service and facilities, hospitality, freedom of choice, and involvement.

As Smith stated that, each element of tourism product is described as follow: firstly, Physical plant is a destination site that can be includes of a natural and cultural resource and physical environment which includes weather and infrastructure design to meet tourist needs and wants etc. Secondly, services is a add value to the physical plant or are values designed to meet the needs and wants of tourists at a destination. Thirdly, hospitality is a something extra that can be offered to the customers and relates to the welcoming with which the task is performed. Fourthly, Freedom of choice refers to providing a wide range of option to the tourists to make the experience satisfactory and varies depending on the purpose of travel and how they choose to travel. Fifthly, involvement is the combination of the above four elements and the participation by consumers.

According to the UNWTO (2011), tourism product is the driving force for a tourist destination as well as the tourists to be recognized as a better destination, when viewed in comparison to other tourist destinations and used to understand the main elements that influence tourists to visit a tourist attraction site. Verma (2016), identify five important elements that should be present for a destination to have a better tourism product and to attract more tourists which are: attractions, accessibility, destination facilities/amenities, image and price. A destination that can be offers better tourism products tends to attract more tourists and enjoys the benefits of offering a good tourism product (UNWTO, 2011). These benefits include ensuring the longer periods of staying of tourist at the destination, ensure tourist experience and engaging in variety of activities.

Nur Adilah and her colleagues (2015) mentioned that tourism products are the collection of tangible and intangible features that attracts tourists the destination and to join or participate during their visit at the particular country or destination. Tangible features include physical plant such as beaches, natural resources, and cultural resources while intangible features relate to hospitality, services, peoples as well as the communication among tourists and the residents. Tourism providers, in fact, are offering tangible and intangible features for tourists since both features complement each other and influence the travel experiences.

### **2.2.1 Tourism Product in Rural and Urban Centers**

Tourism product has been provided in different ways at a different destination and it can be provided whether at urban or rural area. According to Lo *et al.*, 2012, rural tourism product is one of the types of tourism that can be offers differentiated products to the tourism and other industry. As Bramwell and Lane, 1994 quoted in Su, (2011), rural tourism product can be includes; education, arts and heritage taking place in rural not only farm-based activities but also multi-faceted activities that can be attract tourists to the area. Aref and Gill (2009), tourism products are provided to visitors a personalized contact, a taste of physical and human environment of countryside and as far as possible and allow them to participate in and appreciate the various activities, traditions, and lives of the community.

According to Dejan (2019), rural tourism include vacations and stays in rural areas, as well as events, festivals, recreations, and the production and sale of handicrafts, crafts, and agricultural products. Rural tourism is especially suitable for the revitalization of degraded rural areas especially around the natural areas, ensuring their sustainability in the future to bring the development of the destination, through creating new work places, increasing the diversity of occupations, rural crafts, and also preserving the landscape and nature to developing of the area.

The heritage of the traditional rural and urban area represents a rich base for the dynamic development of rural and urban tourism, because some of the tourist destination have been preserved their landscape and numerous traditional features of the area, such as architecture design of the area, traditional crafts and services which provided for the customers, a diverse and rich offer of local specialties and especially cultural and historical diversity. For instance, promotion of a destination in different promotional materials like newspapers and networks,

attracting consumers with competitive prices, and making products ready in more places through multiple channels are the most important thing to develop the tourism product (JIA and Xiaobing, 2017).

The most important things in the rural and urban tourism is having a with good marketing and it is possible to obtain considerable potential economic value including economic diversification in and around the destination, ensure long-term economic stability, a trend to higher spending of the tourists and a longer stay in rural areas with practicing different activities, a demand for local goods and services, infrastructure improvement, and an increase in farmers' income PAVEL (2013).

### **2.2.2 Characteristics of Tourism Product**

Tourism industry products are all goods and services that can be offered to the tourists when they leave their normal residence and also needed by tourists until they are backing home. Most tourism products that could be provided for the tourist are services, so they have different characteristics from products produced by customer goods industries Bintang M (2018).

According to Koutoulas (2015), tourist products are characterized by their complex in its nature. They consist of various components and amalgam of tangible and intangible element. These elements are complementary to one another, i.e. they are interdependent as each one provides only a part of the total sum of benefits sought by tourists when they travel to the area. These components of tourism product are come in various forms (Koutoulas, 2001:394): Integral items that can be marketed on their own on the market (such as hotel accommodation, air transport, admission to attraction for visitors etc.).Scheuch, (1982) and Leiper, (1990) described that free or public goods that means a natural gifts, such as the climate and the scenery that can be used or consumed by tourists without putting something else on it.

According to Rashid F (2019), tourism products are mainly described as a service products or services that have several characteristics. For example, in business tourism, conference planning and management is a service offered by large hotels and convention centers to fulfill customers' needs and want. There are cultural and natural products which tourists consume like; fairs and festivals are offered for enjoyment only at a particular time of the year and these are perishable

and variable and natural product like wildlife, and flora and fauna are natural products. Rashid 2019 analyzed six different characteristics of tourism product in a different way. Some of the characteristics are: intangible, highly perishable, composite nature; absence of ownership, heterogeneous and marketable.

### **2.3. Tourism Product Development**

Tourism Product Development is defined as the process by which the tourism resources both natural and man-made resources of any destination are developed to meet the requirements of both international and domestic visitors and customers with and without destination. This covers everything from man-made facilities or attractions but also the natural resources, to activities requiring varying levels of physical input, and organized events such as festivals and conferences. This tourism product can be whether attraction, accommodation, service and facilities and transportation related service COMCEC (2013).

According to (UNWTO, 2014), the amount of effort that has been made into tourism product development has historically been much less, being limited to the UNWTO/European Travel Commission (ETC) Handbook on Tourism Product Development. As ETC proposed that, two elements are inter-dependent: tourism products and services that are linked with market tastes and trends and that ensure maximum benefits for the host destination are the requirements of successful development of tourism. On the other tourism product development can be defined as combining of all elements with which the visitor to a destination comes into contact and specially provided to those visitors to meet their wants and needs. This includes infrastructure includes; the service personnel like transport utilities, places of tourists take lodging service, attractions and activities, facilities and amenities needed for visitors. One thing what we have known is that without infrastructure to support the development of the attraction, tourism product creation will not be totally successful unless visitors have a clear idea of what they want to see and do during their visit.

The UNWTO/ETC Handbook on Tourism Product Development outlines the essential elements of tourism product development is tourism product development planning and implementation, e.g. coordination, consultation, collaboration and coo-petition (UNWTO and ETC. 2011).

Individual attractions, events, and facilities are only a small part of a destination's entire tourism package; they are rarely the only thing that tourists see or do while they are there. The tourism product of a destination is made up of several diverse factors, including the provision and access to, which the tourist expects to be fully in line with his or her needs.

A destination's tourism product can be includes; the lodging facility used, the places visited, the museums, parks, restaurants, the journey to, from, and around the location, as well as the businesses and/or theaters visited. Tourism product development is designed to increase the income in the sector which can be gained from the users and providers of tourist facilities and service. It ensure that tourism product development involves implementation of a comprehensive plan of action that will guide towards dealing with estimated increase in business over the short, medium, and long terms ILO (2012).

Therefore tourism product development can be playing a significant role in sustainable tourism development and in the development of economy of the country. As the World Tourism Organization suggests that sustainable tourism is not a discrete or special form of tourism but, it is all forms of tourism should strive to be more sustainable (WTO, 2005). Making tourism more sustainable, on the other hand, is about more than just reducing and managing its negative consequences, but it asks development of a service and facility in sustainable way to ensure tourist satisfaction.

## **2.4 Sustainable Tourism Product Development**

Sustainable tourism development is defined by the United Nations World Tourism Organization (UNWTO) (2005) as development that meets the needs of current tourists and host regions while protecting and enhancing future opportunities, and it directs the management of all tourism resources to meet the economic, social, and aesthetic needs of tourists while maintaining cultural integrity, essential ecological processes and biological diversity.

According to Budeanu et al., (2016) the development of tourism product both in tangible and intangible are very complex and it takes time to develop such products in a sustainable ways. In general, sustainable development concepts are based on several aspects of tourist development, such as environmental, economic, and socio-cultural factors, and a suitable balance must be

achieved between these three dimensions to ensure its long-term sustainability. It should generate income and employment opportunities for workers without negatively impacting the tourist destination's environment or culture, and it should ensure the viability and competitiveness of destinations and enterprises in order for them to continue to prosper and deliver benefits in the long run, as well as the destination's sustainability.

Fabian & Barbara (2017) suggests that tourism destinations have to great contribution and responsibility on the sustainable development because it covers all the activities and facilities need for the destination development. Sustainable product development can have great potential for the longevity of a destination by supporting local, environmental, social and economic aspects. However, requires a coordinated destination approach so that sustainability is perceived by guests as a tangible and recognizable product. Destinations depend on their tourism products as key pull factors which draws tourists to the destination. The development of such products is very complex Benur and Bramwell, (2015).

All COMCEC countries have been share different requirement for their tourism product developments to be sustainable in all dimension of sustainable tourism development. The categories of tourism product that COMCEC member countries are seeking to facilitate: nature based tourism, cultural heritage both in tangible and intangible, community based, sports and activities, urban/city, business and MICE, medical, health & wellness, events and festivals, cruise and inland waterways and beach and marine are some of tourism are that needs to be sustainable (COMCEC, 2013).

## **2.5 Tourism Product Development Potentials**

Tourism has great potential to contribute to the economic and social development of a destination and also for the country development; there are characteristics of the industry, which limit its potential as a development tool. It was also suggested that tourists have complete faith in themselves and their demands, rather than changing their consumption habits to maximize the benefits of tourism for Yimer (2016).Tourism has many features that make it valuable as an agent for development of a destination through enhancing a destination's potential and attracting many tourists to the destination. It also boosts trade-related productive capacity and job

development potential in the tourism value chain as a crosscutting sector. According to World Travel and Tourism Council (2010) in specifically, the natural environment, a rich cultural heritage and plentiful human resources, which often give developing countries a comparative advantage and it thrives on feedback.

The potentials of tourism product development have been different notion, especially in a nation socially, environmentally, and economically. Without identifying peoples by race, gender, and age, we can benefits cut across peasants, artisans and even professionals at a society levels. At an environmental level, tourism has the potentials to conserve and preserve the physical environment, preserve antiquities, historical monuments and culture, food, language, heritage, arts and crafts. Lastly, at the economic levels, tourism has the potential of generating the revenues, job opportunities by creation of motivation among stimulating both domestic and foreign visitors (Kester, 2003).

As an economic sector like; natural endowments, low cost labor and abundance of land are the main potentials for tourism product development that can offered as key comparative advantages for countries in Africa and these potential product are needs to transform in to practice. However, to ensure the benefits of potential tourism there have been better connections to and among markets to improve productivity and for reaping the benefits of recent trends of tourism uptake. As mentioned by the World Economic Forum, the most important for the success of the potential tourism product are governance and infrastructure the deployment of a combined strategy of spatial and economic development called growth poles (WTTC, 2013).

Even though, it is important for one who have interest to actively engage in tourism and its related activities. The local investors or workforce can be support through provision of transport, services, and food in order to assist in alleviating local poverty by engaging in and encouraging the use of local companies. While several small-scale efforts that integrate tourism and poverty reduction have been devised, on a large scale this requires the implementation of effective national poverty reduction strategy plans to develop tourism at a national or international levels (ILO, 2010).

## **2.6 Tourism Product Development Practice**

Anup K (2018) proposed that tourists traveling in any location receive cash rewards that aid in conservation and overall development of the destination they came to see. Even the cultural heritage and old buildings of different countries of the world and other important destinations are attracting more international and domestic tourists which are often enhanced by constructed infrastructure. According to Patricia et al., (2019), cultural heritage and nature-based tourism present essential benefits to as a country levels, individuals, communities or society and there by contribute to continuous benefit. When tourists are visited to outside of their home, they engaging in active recreation at a place visited and visiting natural attractions provide opportunities for people to learn about natural systems. Konsola (2013) cultural tourism through the growth of local cultural activities around the destination, it contributes largely to a longer tourist stay, helps improve the rate of employment opportunities and used as a positive catalyst for the revitalization of regional and demographic development of the country.

Anna S.(2010) suggested that sub Saharan country, reveal how important the enabling of tourism product is to attract and support the most responsible and commercially successful tourism investors. Political and economic stability, an established or developing tourism industry, easy access (e.g. foreign planes, highways, and so forth.), appropriate attractions (e.g. wildlife, culture), availability and reasonable cost of suitable and attractive sites for development, availability of communities to work with; and capacity to have a positive impact on the long-term sustainability of biodiversity are some of the elements that must be in place in the country. According to World Bank tourism industry analysis (2010), in SSA some policies can be counter-productive when growing sustainable tourism. For example, there is a tendency for strategies to focus on increasing the volume of tourists that come to a country or destination, mistakenly assuming that this will translate into more income and more jobs. This has been the case in Zanzibar, the Seychelles, and Mauritius, 16 where aggressive targets for increased arrivals have been set.

However, this approach often fails to take into consideration the infrastructure and human resources requirements needed to capitalize on greater volume. A more effective approach is to increase the amount of money each tourist spends in the destination, by making it easier for them

to stay longer, and to purchase more local goods and services. This should be coupled with trying to use tourism to improve the wellbeing of people living in tourism destinations.

European Communities, (2002) and UNESCO, (2003), suggest their ideas in the relating to tourism resource and on the way they can develop those tourism resources as international levels and there are usual disparities and inequalities between center and periphery country. While developing natural resources and cultural heritage on a local, national and international level have been used to attracting funds needed for the maintenance, preservation and display the tourism resource.

Having appropriate policies and plans alone is not enough to develop and promote the tourism product. It is not unusual for countries in SSA to have excellent strategies, policies, master plans and well-crafted legislation. External technical expert consultants have sometimes designed them, and these consultants have taken a collaborative approach to their creation. However, if they are not enforced or regulated, they can simply become expensive glossy documents that gather dust on shelves. These may include be zones for particular types of land use in certain areas, which are adopted and approved by government (Anna S, 2010). Therefore, according to this author, to develop the tourism product there should be infrastructural development, promotion of tourism resource, even accommodation and its quality should be properly developed and the necessary product that used for the tourism development could be developed.

## **2.7 The Influence of Tourism Destination Development to Tourist Attraction**

The UNWTO (2011), states that little effort has been done in enhancing the attractiveness of the tourism product especially around the most tourist destination. However, not all tourism destination have get emphasize to develop their tourism product, but the only a handful of destinations place adequate emphasis on the development and delivery of the various attractions and activities that comprise the tourism product and fulfill tourist satisfaction. Morrison (2013) stated that attractions are playing a significant role in the tourists to visit the area and it have great role in influencing the decision of tourists. It also representing a unique asset of interest people to visit the tourist destination, and an important part of tourist destination products is the interaction of people and guests in the location.

In addition to attractions, the image of tourism destinations also plays a role in influencing the decisions of visiting tourists to the destination. According to Morrison (2013), past tourism research has demonstrated that the image of a location has a direct impact on the choice of destination and the number of tourists who visit to that location. According to Kotler and Armstrong in Nurwitasari (2015), tourist products consist of several actions that include the type of goods, their form, and brand, the number of vendors, and the timing and manner of payment. They identified six consumer decisions that are made: product selection, brand option, channel distribution options, timing option, visit rate, and payment method.

Mathieson & Wall in Ismayanti (2010), the tourists who has been visit the destination always influenced by the following things:

1. Tourist Profile includes age, education, income, previous travel experience, and motivation.
2. Travel awareness, such as the image of facilities and services based on the tourist destination's reliability.
3. Characteristics of tourism locations, such as tourist attractions and tourist items
4. The nature of travel, which takes into account distance, time, and risk.

A destination that can be offers better tourism products tends to attract more tourists to the area and enjoys the benefits of offering a good tourism product to satisfy them (UNWTO, 2011). These ensure the benefits of tourism product include longer periods of staying of tourist as well as engaging in variety of activities. However, having an appealing tourism product does not ensure an increase in visitor numbers to a tourist site; it is also critical to identify which aspects of the tourism product impact a tourist's decision to visit a destination. As a result, the destination will be able to improve its tourism product based on the perspectives of tourists on the key features of the tourist product that affect their decision to visit the place.

## **2.8 Factors that Affect Tourism Product Development**

Due to rapid growth in nature-based and man-made visitation can lead to challenging changes in local communities through overuse of local infrastructure and facilities create competition for scarce resources. These can be lead to unwelcome marketing of indigenous products and loss of

traditions, and it opens the areas to nonlocal workers, business owners, and amenity migrants from unknown area. Conflicts can arise when benefits do not balanced between the local investors and jobseekers Steven et al., (2019).

According to Philip (2017), factors affecting tourism product development may be either internal or external factors. External factors means that outside of tourist destination that affect the development of tourism product like weather, safety, access to amenities, peace, and security (Becken, 2010). Likewise, internal factors that affect development of tourism in the destination like inadequate infrastructures, weak human resources, low marketing and promotion strategies (Mekonen, 2016; Selemon and Chiranjib, 2018), and a lack of connections with international organizations and national tourism organizations might stymie the growth of the tourism sector and product in a specific location (Tadesse, 2015 and Yimer, 2016).

### **Political Factors**

According to Ninela K. et al., (2015) the tourism market is sensitive to political instability within a destination and significant decline in tourist arrivals occurs during the periods of warfare or other conflict. Singh, (2020) sated that political factors consist of the laws, regulations and governmental policies that facilitate or affect direct marketing of tourism product. Political factors influence tourism industry of any country in many ways through distribution of the government law and regulation that can be no mediate the development of the tourism resource especially on the less attention on the security of tourist attraction. Changes in the political and security climate affect tourism, particularly in terms of war and terrorism threats (Mata-Lima et al., 2013).

The lack of integration and acknowledgment of the tourism industry on governmental agendas has also hampered the industry's development (Dodds, 2007; Telfer and Sharpley, 2008). Lack of cooperation and commitment among government entities, limited stakeholder involvement, low community awareness, and poor communication between authorities has all hampered the tourism industry's good development (Ardahaey, 2011; WTTC, 2012 and Yimer, 2016).

## **Economic Factors**

Tourism has a significant economic potential for a destination that wants to promote their tourism business, according to Stainton H, (2021). Tourism can bring money into a place in a variety of ways, including employment, currency exchange, imports, and taxes. Both the local government and the taxpayers may incur costs as a result of tourism development. The tourism industry's private sector has evolved over time, and having a business in the private sector can be immensely profitable, resulting in a positive economic impact of tourism. Many sites with little or no experience with tourism and economy may be unaware of the problems that can arise if tourism is not properly managed. Tourism growth, as well as the resulting surge in real estate demand, might drive up construction costs and land values considerably. This frequently means that local residents will be forced to relocate from the tourism-dependent area.

## **Environmental Factors**

Sustainable tourism should maintain vital ecological processes and contribute to the conservation of natural heritage and biodiversity, respect the socio-cultural authenticity of host communities, and give economic benefits to all stakeholders, according to new UNEP guidelines (UNEP, 2007). When protected areas are used as tourist destinations, for example, the sustainable use of environmental resources is highlighted (Sarinen, 2006). It also recognises that by supporting local and indigenous communities in host nations, ecotourism gives great chances for biodiversity conservation, protection, and sustainable use of natural areas, as well as tourists, to preserve and appreciate the natural and cultural heritage" (Glenn H, 2013).

The tourism product and its development rely heavily on the environment. Tourists are environmental consumers who travel to the producer's site, which is also the tourist's destination, to consume the product. As a result, tourism is reliant on a destination's environment, which includes the primary resources of climate, landscape, and wildlife (Yuzbasioglu, 2000). Unattractive natural landscapes, disturbance of the natural environment and environmental degradation, and a lack of conservation and protection of the natural environment are some of the factors that influence tourists' decision to visit a tourism destination, as well as the development of tourism products in a given area. The main source of environmental deterioration is incorrect tourism development practices and a lack of responsibility on the part of national, regional, and

municipal governments, which prioritize short-term profit above long-term development advantages (Petric, no date).

### **Socio-cultural Factors**

Tourism, according to (Dumitru and Slapac, 2009), is a powerful driver of social integration, fostering contact with other cultures, places, customs, and, most importantly, people: it would be impossible for people to meet, talk, and acknowledge one another as fundamentally equal, yet culturally different, without travel, holidays, and tourism. In terms of products and services, social tourism can provide unique responses to these new social and demographic models, and it must be acknowledged as a participant in the social and mutually beneficial economy. For both tourists and people who receive them in their home environment, cultural interchange and leisure time enjoyment are significant means of personal development. Tourism promotes cultural exchange, which benefits young people by increasing their intellectual growth and broadening their worldview. Inequitable benefit sharing stems from inadequate participation of locals in the ecotourism development process. The simple supply of incentives as a tool to exploit resources and marginalize a certain segment of a society may encourage resource exploitation, loss of trust in ownership, and marginalized group discontent with ecotourism development (Teresa, 2015).

### **Infrastructural Factors**

Infrastructure investment surrounding the tourism attraction goes hand-in-hand with improvements in public goods provision. Power and water supply, trash management, and transportation are all necessary investments (Signé, 2018). When individuals go away from home, whether for pleasure or business, they require accommodations that provide all of the amenities of home. They require lodging as well as food and drink. According to Yuzbasioglu, (2000) no country, or even a region within a country, can hope to attract large numbers of tourists unless it has a sufficient supply of lodging and dining options.

As mentioned by Ali, (2017), there is a shortage in number and type of tourist facilities and service at existing and potential tourist destinations and vicinities; interpretations and presentation of tourist attractions are not rely on facts and expertise that you can trust. Handicrafts, local creative products, performing arts, and entertainment services, which can help visitors stay longer and spend more money, are not available in sufficient variety, quantity, or

quality at every place (Tadesse, 2015 and Yimer, 2016). Moreover, there are inadequate trained human resources in a tourism industry and this can affect the development of the products (Ali, 2017 and MoCT, 2012).

## **2.9 Tourism Product Development in Ethiopia**

Werner Van (2020) described that many of the other countries of the worlds have similar tourism products with little variations, but they are all aimed at attracting tourists and generating income for the countries from the tourism attraction. In some countries, a government agency provides support for the development of tourism products to attract more tourists and generate income from the area. The Department of Industry, Tourism and Investment in the Northwest Territories, for example, has a Tourism Product Diversification and Marketing Program that provides financing for business planning, product and product package development.

According to Africa, (2015), STMP tor IGAD regions stated that, tourism product development is the focal area towards enhancing the capacity of the industry in order to maintain their productivity and competitiveness. Product development consists of enhancing the physical, experiential and emotional elements of a place which contribute to the overall destination's experience. The tourism product is made up of five primary elements i.e. attractions, facilities at the destination, accessibility of the destination, the image of the destination as well as the price to the consumer.

The product development process is the molding of such assets to meet the needs of customers. It is largely focused around the creation of new tourism products or the revitalization of existing ones Sustainable (Africa, 2015). The development of such tourism products is commonly referred to as the production of positive and memorable experiences. Tourism product development should be sustainable and product-led, as opposed to being market-led. The product-led approach comprises the creation of products that a destination believes are necessary to achieve its competitive advantage and development priorities. This leads to the development of unique tourism products.

According to Ministry of Culture and Tourism, (2015) on the Ethiopian Tourism Master Plan, (2016), tourism product of the country has been widely acknowledged that Ethiopia possesses remarkable tourism potential in its cultural, historical, archaeological, and environmental riches are unique and relatively unexplored. Those resources are important to attract visitors and are the

basis on which to build a strong tourism industry. Ethiopia is a land of numerous traditional performing arts, such as music and dancing, as well as a wealth of unique musical instruments from the country's various nations, nationalities, and peoples. These potentials are not properly developed or integrated in the tourism product of the country so far.

## **2.10 Empirical Evidences on Tourism Product Development Practice**

Based on the contribution of product development to the tourism industry, this section highlights the contributions of various individuals to the development of tourism products. Although there is little literature reflecting on the areas of practice of tourism product development, to the researcher's knowledge, there has been some research and study on the field of tourism product development in different parts of the world under different circumstances in connection with potential, practice, and its factors on product development. However, the work of those individuals was presented based on international and national levels, respecting chronological order.

Anna S. (2010) suggested that sub Saharan country, reveal how important the enabling of tourism product is to attract and support the most responsible and commercially successful tourism investors. Political and economic stability, an established or developing tourism industry, easy access (e.g. foreign planes, highways, and so forth.), appropriate attractions (e.g. wildlife, culture), availability and reasonable cost of suitable and attractive sites for development, availability of communities to work with; and capacity to have a positive impact on the long-term sustainability of biodiversity are some of the elements that must be in place in the country.

In addition to this, International Labour Organization (ILO) (2012), were studied a tourism product is a collection of assets and services arranged around one or more attractions to suit the needs of visitors. The following are essential components of a tourism product: attractions, facilities and services and accessibility. Gupta et al. (2015) stated that a tourism product is any product that is demanded by a country or institution from tourists in order to encourage them to visit the destination. These scholars further describe that a tourism product consists of a mixture of different important elements which includes objects and attractions, transportation or

accessibility, accommodation and entertainment etc. However, each element of tourism product are provided by an individual or organization and offered separately to tourists.

Moreover, UNWTO, (2014), tourism in Africa: a tool for development. The amount of effort that has been made into tourism product development has historically been much less, being limited to the UNWTO/European Travel Commission (ETC) Handbook on Tourism Product Development. Tourism product development does not start from nothing as destinations have existing institutional infrastructure, plans, policies and procedures which development in the tourism sector can fit, however there are limitations in financial resources and intellectual capabilities.

In addition to this, Koutoulas D. (2015), studied that understanding of tourism product. The aim of this paper is to propose a marketing-oriented definition of the tourist product as well as a classification system of its components based on an extensive review and analysis of tourism marketing literature. The methodology applied for that purpose comprises the critical and comparative analysis of literature, the codification of the scientific discussion regarding the tourist product and the formulation of analytical theoretical principles for the definition of the tourist products and its components. The study revealed that identifying the tourist products is most helpful for social scientists interested in understanding the aforementioned transactions and the benefits derived from consuming these products. This proves to be a challenging task, though, due to the lack of a common understanding among the authors who have explored this issue, as well as to the different levels of tourist products and their complex nature.

Fabian & Barbara (2017) studied on the tourism destination under pressure. The aim of the study was to analyse cases in countries with different tourism contexts and to derive principles for the successful management of tourism destinations under pressure. They used comparative case study for their studies. The study suggests that tourism destinations have to great contribution and responsibility on the product development because it covers all the activities and facilities need for the destination development. Sustainable product development can have great potential for the longevity of a destination by supporting local, environmental, social and economic aspects. However, requires a coordinated destination approach so that sustainability is perceived by guests as a tangible and recognizable product.

Anup K (2018) carried out his work on the tourism and its role in environmental conservation. Researchers have used direct observation, questionnaire surveys, focus group discussions and key informant interviews to collect the primary data and different published documents, journals and books for collecting secondary data on ecotourism issues. Also, they have used different analytical techniques based on tabular representation, graphical presentations and statistical methods. He proposed that tourists traveling in any location receive cash rewards that aid in conservation and overall development of the destination they came to see. Even the cultural heritage and old buildings of different countries of the world and other important destinations are attracting more international and domestic tourists which are often enhanced by constructed infrastructure.

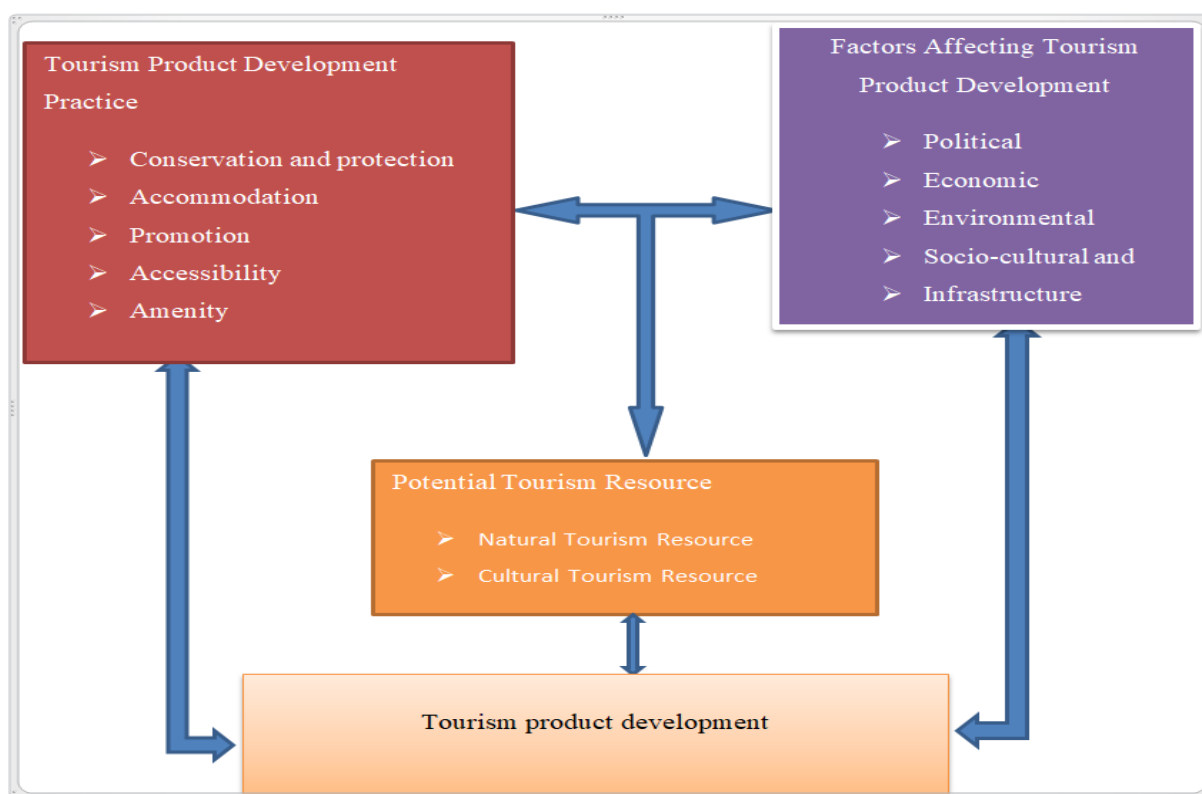
Besides this, Alemshet D. (2013) studied assessing tourism product development. The main objective of this study is to assess the tourism product development of Mekelle city in order to come up with diversified tourism products so as to improve visitor experiences in the city. The study has employed both quantitative and qualitative research methods as well as stratified sampling technique throughout the research study. The collected data from questionnaires were analyzed through SPSS version 16 using descriptive statistics and frequencies, while the qualitative data from the concerned bodies and the data obtained through observation were analyzed using descriptive and interpretive methods. The study shows that the study area has high tourism potential. However, the tourism product development activity is very weak. This is attributed to the fact that attractions are not data-based, not mapped, and packaged.

## **2.11 Conceptual Framework**

In this study, after reviewing several literatures, conceptual framework has been adopted as illustrated in figure I below. This framework shows that tourism product development depends on the potential available in the destination, current practice or status and also factors that affect the development of the tourism product development. To develop as a tourism product, the potential tourism resource has been a direct impact on the success tourism product development and also to develop the available or potential tourism resource, assessing the current practice or status has been impact on the development of resources as a tourism product. By assessing the current practice of the tourism product through focusing on the elements of tourism product and

it's possible to assess it depending on the potential tourism resource. However, if the potential tourism resource is well identified and the current practice are good at the destination, the product development is comes improved. There are different factors like political, economic, environmental, socoi-cultural and infrastructural factorsthat affect the available tourism resource and its practice on the tourism destination by influence the tourism product development

Therefore, the frameworks show that how potential of tourism resource and its existing status have been impacts on the tourism product development and the factors that can affect those tourism potentials and its product development are described as the following.



Source: Own Compilation, 2021

Figure 2.1: Conceptual Framework for Tourism Product Development

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Description of the Study Area**

Kersa Melima Woreda is one of the eleven woredas found in the South West Shoa Zone in the Oromia Region of Ethiopia. It is located south of Addis Ababa at a distance of sixty kilometers (60km) on the way to Butajira. Part of the south-west Shoa Zone, Kersa Melima is bordered on the south by the Southern Nations, Nationalities and Peoples Region, on the west by Kokir, on the northwest by Tole Woreda, on the northeast by Alem Gena Woreda, and on the east by the East Shoa Zone; the Awash defines the boundary between this woreda and Alem Gena and the East Shoa Zone. After separating from Sodo Dachi and becoming an independent woreda in 1998, Ethiopian Calendar, the Kersa Melima Woreda received the current administrative structure. The woreda has 35 rural kebeles and one (1) administrative town, and the major town of Kersa Malima woreda is Leman (CTOKMW, 2018).

##### **3.1.1 Topography and Climate**

Topography of the Kersa Melima Woreda is characterized by plain, valley and plateaus. The dominant climatic condition of Kersa Melima Woreda is "Woyina Dega," which constitutes 58 percent, while the remaining 42 percent is characterized by the "Dega" climate condition. The woreda is found at an elevation of 1850m–3360m above sea level. It gets an average of 18–25°C and 900–1400 mm of rainfall annually.

##### **3.1.2 Demography**

According to the 2007 national census (CSA, 2008), this woreda had a total population of 81,015, with 41,366 men and 39,649 women; 6,536 people, or 8.07 percent, lived in cities. The majority of the population claimed to follow Ethiopian Orthodox Christianity, with 98.23% claiming to do so, and 1.48 percent claiming to be Protestant. The Oromo (94.01 percent), Amhara (3.21 percent), and Soddo Gurage (2.44 percent) were the three largest ethnic groups in Kersana Kondaltiti; all other ethnic groups made up 0.34 percent of the population. 93.86 percent spoke Oromiffa as their first language, 3.21 percent spoke Soddo, and 2.8 percent spoke Amharic, with the remaining 1.13 percent speaking all other primary languages reported. The

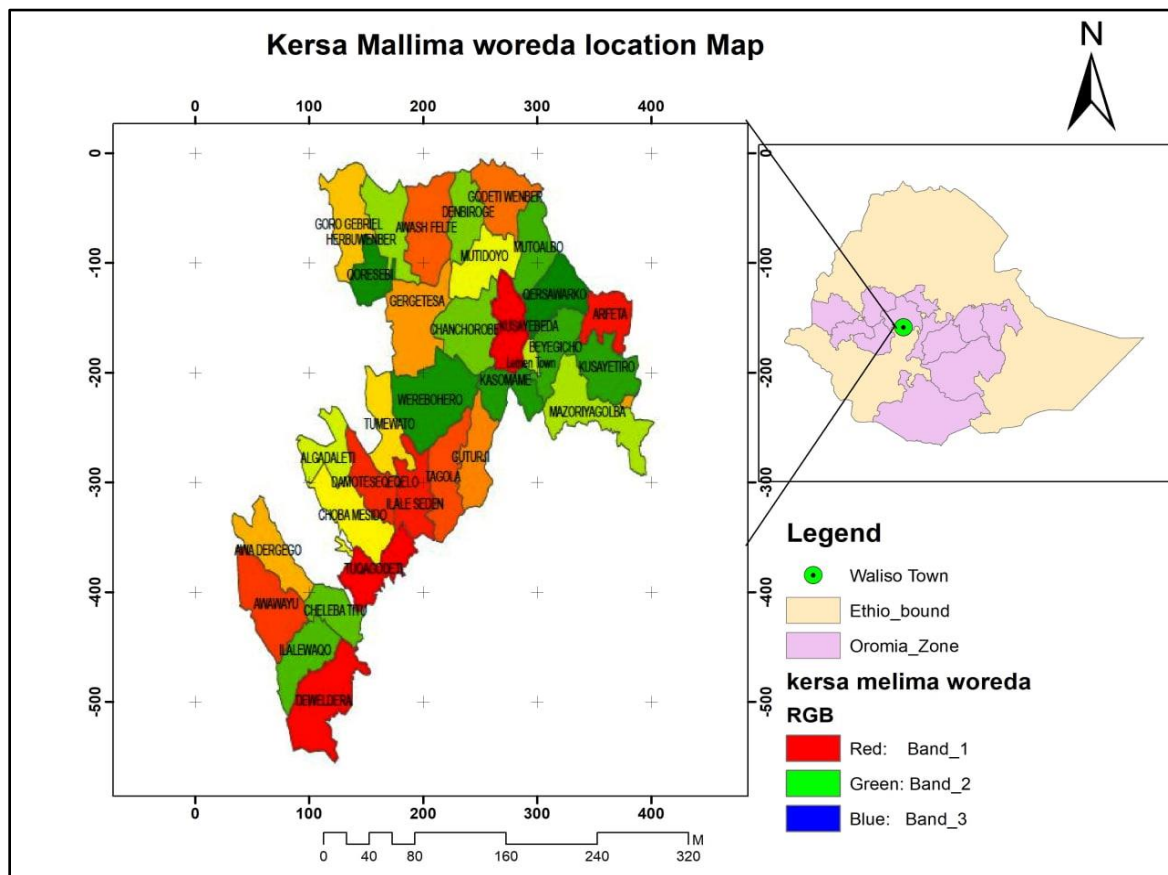
majority of the population practiced Ethiopian Orthodox Christianity, with 99.22% of the population claiming to be believers.

### **3.1.3 Economic Activities**

The agricultural cultivation of wheat, sorghum, teff crops, and maize, which are the most cultivated crops in the woreda, dominated the kersa melima woreda. Oxen, cows, heifers, sheep, goats, horses, and poultry are found in the majority of rural households. Furthermore, the local community benefits from the sale of fuel wood and charcoal. As a result, those economic activities contribute significantly to tourism development by providing locally produced products to tourists and can indirectly generate revenue for the community.

### **3.1.4 Administrative Division of Kersa Melima Woreda**

Kersa Melima woreda is one of the woredas of the South West Shoa Zone, Oromia Regional State. Likewise, other woreda of the zone, like Kersa Melima, have thirty-five (35) rural kebeles and one (1) administrative town, which means Lema town. From the kebeles of the woreda, Godetti Wambera, Muti Alibo, Adadi, Kusaye Tiro, Goro Gabriel, Warabo Haro, Alga Galeyi, Kersa Warko, and Ta'a Gola are diversified with both cultural or man-made and natural resources that make the woreda one of the richest woreda in the south west shoa zone. The woreda may have attracted tourists to the area. Having those resources, the community as well as the government may have benefited somewhat from the selected destination of the woreda.



Source: Own Compilation, 2021

Figure 3.1: Kersa Malima Location Map

### 3.2 Research Approach and Design

To meet the objectives of the study, the researcher used cross-sectional descriptive, which is the most commonly used study type (Olsen and Marie, 2004) and can also be used to evaluate the relationships between variables (Hulley et al., 2007). Exploratory research were also used, which means when a study is conducted with the goal of either learning more about a topic about which little is known or determining the feasibility of conducting a certain research study (Swaraj, 2019). The study also employed a mixed research approach, which is both qualitative and quantitative; to answer the research questions (Creswell, 2014). Qualitative methods were employed for the key informant interview, observation, and document analysis. The quantitative method was to analyze data gathered through surveys from the study area.

### **3.4 Target Population**

The population is a set of factors on which research is concentrated and from which test results should be extrapolated. Maria, citing Bless et al. (2015). In statistics, a population, according to Banerjee and Chaudhury (2010), is an entire group about which some information must be obtained. The target population of the study was households in Kersa Melima Woreda, the experts and head of the South West Shoa Zone and Kersa Melima Woreda Culture and Tourism Office, the office head of the South-West Shoa Zone and Kersa Melima Woreda, and selected kebele leaders. The selected target groups were based on their knowledge, experience, position, and roles in tourism and related activities.

### **3.4 Sampling Techniques**

The study used probability sampling techniques for households and non-probability sampling for key informants or experts to get appropriate information about the area and to select a sample size of the population from the study area. The study was conducted in the Kersa Melima Woreda, but the researcher selected four kebele based on the potential tourism resources they have based on the data from the Kersa Melima Woreda Culture and Tourism Office. The selected kebeles were: Godeti Wamber, Muti Alibo, Adadi Mariam, and Kersa Werko. The researcher used proportionate stratified random sampling for households in the study, and a simple random sampling method was used to select the house head from each household. Purposive sampling was used to select experts and office heads of the Zone and Woreda Culture and Tourism Offices, and the office heads of Zone and Woreda, as well as Kebele leaders.

### **3.5 Sample Size Determination**

According to Kersa Melima Woreda administration office reports (2018), there were 135, 115, 100, and 54 households found in Godeti Wambera, Adadi, Muti Alibo, and Kersa Werko kebele, respectively. The total number of households that the researcher selected was 404 households from the study area. To determine the sample size of the total number of households from the mentioned kebeles, the researcher applied the formula of Yamane (1967), cited in Israel (1992), to calculate the sample size for a survey questionnaire that is 95% trustworthy and has a deviation factor smaller than 0.05. According to Derbew (2009), social scientists usually establish a cut-off point at a 5% chance of sampling error.

To determine the required sample size at 95% of confident level based on the following formula:

$$n = \frac{N}{1 + N(e)^2} \quad N = 404 \quad e = (0.05)^2$$

$$n = \frac{404}{1 + 404(0.05)^2}$$

$$= \frac{404}{1 + 404(0.0025)}$$

$$= \frac{404}{1 + 1.0225}$$

$$\mathbf{n = 202}$$

Where N= Total number of population

n= sample size

l= constant

e= error

**Table 3.1 : Sample Size Determination Based on the Household of the Study Area**

Name of Kebele and Town	Number of Household	Sample size of Respondents
Godeti Wambera	135	67
Adadi	115	58
Muti Alibo	100	50
Kersa Werko	54	27
<b>Total</b>	<b>404</b>	<b>202</b>

**Source: Kersa Melima Woreda Administration Office, Reports on 2020**

The above tables show the number of households and sample size of the respondents. Hence, 202 sample sizes were selected from 404 total households in four kebeles, and fourteen (14) key informants were selected from concerned offices for the interviews. As a result, a total of 216 respondents were selected for this study.

### **3.6 Data Collection Methods**

Depending on the nature of the research, methods of data collection include document review, field observation, questioning, interviews, or a combination of different methods. The primary data for this study was gathered through observation, interviews, and questionnaires. Similarly, secondary data was also collected from different published and unpublished documents. The

researcher used both open-ended and close-ended questions with the help of the five-point likert scale to obtain the data from the selected sample household. Qualitative data were collected semi-structure interviews and observation whereas quantitative data were through questionnaires.

### **3.6.1 Questionnaires**

This instrument was used as one means of extracting information from households. The researcher prepared questionnaires for the households in the study area. The questionnaires contain the factors that affect the tourism product development of the Kersa Melima Woreda. There are two types of questions: open-ended and closed-ended. An open-ended question requires the respondent to come up with his own response, whereas a closed-ended question requires the respondent to choose from a set of possibilities.

The questionnaire has two sections, namely, demographic characteristics of respondents and factors that may affect the development of tourism products. The responses to the questions were based on five-point Likert scales with 1 = strongly disagree, 2 = disagree, 3 = undecided, 4 = agree, 5 = strongly agree. According to Kamilah et al. (2018), the usage of the Likert type scale in tourist research could result in high validity. The questionnaire had been prepared in English, and it was translated into the local community's native language, Afan Oromo, and the responses of those respondents were guided by the researchers during the study.the sample respondents. All the responses of the respondents were transcribed into English.

To verify that participants understood the aim of the questions and replied appropriately, a pilot survey was used for the study's pre-testing survey, with fifty (15) randomly selected participants from the woreda's two kebele. Minor changes would be applied to the pre-testing survey, and the final revised questionnaire had been prepared for the grand research.

### **3.6.2 Semi Structured Interview**

A key informant involves interviewing the identified individuals who are likely to provide the required information and concepts on particular subjects when solicited by an investigator (Kumar, 1989). The interviewees were: office head of zone and woreda and kebele leaders, experts, and the head of the south-west Shoa zone and Kersa Melima Woreda Culture and

Tourism Office because they have full responsibility for developing the tourism products of the area.

**Table 3.2: Key Information Interviews**

No	Organization	Number of Key Informants	Position
1	South West Shoa Zone Administration Office	1	Office Head
2	Kersa Melima Administration Office	1	Office Head
3	Kebele Leaders	4	1 from Each Kebele
4	South West Shoa Zone Culture and Tourism Office	3	1 Office Head 2 Experts
5	Kersa Melima Woreda Culture and Tourism Office	5	1 Office Head 4 Experts

**Source: Survey, 2021**

### 3.6.3 Field Observation

Field observation was undertaken through recording important information from the key informants, note taking, camera capturing, etc. concerning the potential tourism resource of the woreda and the overall activities that can be undertaken in and around the attraction site of the woreda. The researcher were guided by the expert of culture and tourism of the kersa melima woreda and tried to observe the attractions, as well as other facilities and services that were utilized to cross-check the information gathered through questionnaires and interviews.

### 3.7 Method of Data Analysis

Data analysis is the process of explaining and trying to make sense of the data received and reducing it to meaningful accounts of that data (Bernard, 2006). Data analysis was undertaken after collecting the necessary data from the selected area and analyzing it based on the Statistical Package for Social Science (SPSS) 20 version for analysis. The study used factor analysis in order to analyze the factors that are affecting the tourism product development of the study area by analyzing the KMO and Bartlett's tests, total variance explained, scree plot, and rotated component matrix based on the nature of the research. The researcher presented the data by using descriptive statistics of frequencies, mean, standard deviation, and tabulated it into tables with its

description. The qualitative data obtained through interviews and field observations was analyzed in narrative form.

### 3.8 Reliability and Validity of the Data

The most important criteria in evaluating any measurement instrument or tool for successful research are reliability and validity. According to Altheide and Johnson (1994) (as stated in Mohajan, 2018), reliability refers to the consistency of results, whereas validity refers to the accuracy of study findings. Any other independent researcher may reproduce the study and come up with the same results, which is referred to as reliability (Yin, 2003). In order to ensure the reliability of the data, the questionnaire was pre-tested by using 20 respondents before the actual survey, and the findings were subjected to the Cronbach alpha to test the internal consistency for the factors that affect tourism product development in the study area,  $\alpha = .740$ . Therefore, as Cronbach's alpha of more than 0.7 shows reliability, this research instrument shows internal consistency reliability. This study takes into account the aforementioned considerations and approaches the task with caution. According to Brown (2011), the reliability of Likert scales should be checked using Cronbach's alpha or another appropriate reliability estimate. Therefore, the reliability tests for the factor are as follows:

**Table 3.3: Reliability Statistics**

Variable	Cronbach's Alpha	N of Items
Political factors	.749	3
Economic factors	.748	3
Environmental factors	.877	4
Socio-cultural factors	.842	4
Infrastructural factors	.845	5

**Source: Survey, 2021**

The above table shows the reliability statistics on the variables for factors affecting the tourism product development in the case of Kersa Melima by using Cronbach's alpha. The Cronbach alpha of the factors affecting the tourism product development was 0.70; for a political factor, it

was 0.749; for the economic factor, 0.748; for the environmental factor, 0.877; for the socio-cultural factor, 0.842; and for an infrastructural factor, 0.845; were explained.

### **3.9 Ethical Consideration**

According to Creswell (2014), the research code of ethics is made up of ethical rules and regulations created by professional groups to guide scholarly study in the fields. All of the participants in this study were informed about the goal of the study before being asked a question to collect data, and the researcher received a clearance letter from Addis Ababa University and the administration of Kersa Melima woreda outlining the legality of the research. The participants were told and agreed that the information they provided would be kept private and used solely for the purpose of this study. The issue of research integrity is taken very seriously. It also required the researcher to avoid causing harm to the participants, such as breaching their privacy or misleading them about his or her objectives (Uwe, 2006).

## CHAPTER 4

### DATA PRESENTATION, RESULTS AND DISCUSSION

This chapter deals with the presentation, analysis and interpretation of data collected from the study's respondents as well as the study observation to assess the tourism product development, tourism product development practice and factors that affect tourism product development of the kersa melima woreda. Data was presented sequentially under separated topics. This discussion has been four parts: First part of the studies discusses about the general back ground of the respondents whose involved in the study. Second part has been discusses about the assessment of the potential tourism resource of the kersa melima woreda. Third part has been discusses about the practice of tourism product development and the fourth is talks about the factors that affect tourism product development of the kersa melima woreda. Both quantitative and qualitative data were separately analyzed.

#### 4.1 Distributed and Returned Questionnaires

**Table 4.1: Distributed and Returned Questionnaires**

Questionnaire	Total	Percent
Distributed	202	100%
Returned	184	91.08%
Not Returned	18	8.91%
Invalid	12	5.94%
Valid	172	85.15%

**Source: Survey, 2021**

As the result of the study shows in table 4.1, out of 202 questionnaires distributed to the respondents, 184 (91.08%) were returned and 18 (8.91%) were not returned. Of the returned questionnaires, 12 (5.94%) were invalid because of the required variables were missed by enumerators during data collection and it was difficult to get households a second time out of their busy schedule, and 17 (85.15%) were valid and entered in the analysis.

## 4.2 Demographic and Socio-economic Characteristics of the Respondent

According to Susan (2012), race, ethnicity, gender, age, education, profession, occupation, income level, and marital status are in survey research, all factors of the research population are used. When planning a survey, this author believes it is vital to determine who to poll and how to break down overall survey response data into meaningful groups of respondents.

### 4.2.1 Demographic and Socio-economic Characteristics of Household of the Study Area

This section of the study analyses the basic demographic and socio-economic characteristics of the sample households that have been involved in the research during the data collection, such as code, sex, age, and marital status, as well as the educational background, occupation of the respondent, and kebeles of the respondent. So, the background characteristics of the study area are essential and their detailed descriptive statistic data analysis is presented in Table 4.2.

**Table 4.2: Demographic and Socio-economic Characteristics of the Respondent**

---

<b>Sex</b>	<b>Frequency</b>	<b>Percent (%)</b>
Male	132	71.7
Female	52	28.3
Total	184	100.0
<b>Age</b>		
18-30	66	35.9
31-45	92	50.0
above 46	26	14.1
Total	184	100.0
<b>Marital Status</b>		
Single	31	16.8
Married	141	76.6
Divorced	12	6.5
Total	184	100.0
<b>Educational Status</b>		

Elementary Complete	47	25.5
High School Complete	82	44.6
Diploma	27	14.7
Degree & above	28	15.2
Total	184	100.0
<b>Occupation</b>		
Government Employee	45	24.5
Farmer	83	45.1
Trade	37	20.1
Other	19	10.3
Total	184	100.0
<b>Kebele</b>		
Godeti Wambara	58	31.5
Adadi	53	28.8
Muti Alibo	42	22.8
Kersa Werko	31	16.8
Total	184	100.0

**Source: Survey, 2021**

As has been seen from the result of the study, from the above table 4.2, 132 (71.7%) of sample households are male and the remaining 52 (28.3%) are female. This suggests that males are the majority of household leaders, with only a few females in charge, which has an economic impact on the development of tourism products. This problem can be solved by giving women more job opportunities, boosting their participation in tourism product creation, and lowering their community's economic dependence. Regarding the age structure of the sample house households, the majority of household heads are under the age of 31 to 45 years old (50.0%), but 66 (35.9%) are between 18 and 30 years old, and 26 (14.1%) are over 46 years old. Generally, most sample households (85.2%) are under the age of the economically productive range of 18 to 45 years old. This shows that there is an opportunity for labor access for tourism product development.

When it comes to marital status, the majority of sample homes (76.2 percent) are married, but just 31 (16.8%) and 12 (6.5 percent) are single and divorced, respectively. This shows that 76.2% of the sample household is married and they have a family. Therefore, to survive their lives, those who have gotten married are highly using the tourism resources of the area without conserving their originality and with high exploitation of natural and cultural tourism resources. The development of tourism products can minimize these situations since their main target is to assess the tourism product development of the study area.

Regarding educational status, the high school completion rate of sample households is found at a high level of 82 (44.6%). The remaining 47 (25.5%) have graduated from high school, 28 (15.2%) have a bachelor's degree or higher, and 27 (14.7%) have a diploma. In the study areas sample houses; no one was illiterate or did not attend school. From the point of study, the educational background of the study area is 70.1% of the sample household is elementary and high school completed. This shows that the sample household of the study area is underprivileged, which could have a drawback for developing tourism products in the study area unless they get basic training like language and communication skills, safety and security issues, and other specialized skills such as guiding skills, food and beverage preparation and service.

Concerning the occupation of the respondents, the majority of the households were farmers, 83 (45.1%), but only 37 (20.1%), 19 (10.3%) government employees, trade, and others were counted separately. The majority of the respondents have participated in agricultural farming. Regarding the kebeles of the sample household, 58 (31.5%) of the respondents were from Godeti Wamber kebele, 53 (28.8%) were from Adadi kebele, 42 (22.8%) were from Muti Alibo kebele, and the remaining 31 (16.8%) were from Kersa Werko.

#### **4.2.1 Informant Background Data**

The background data of respondents of the crucial informant interview includes gender, educational level, and position at the government office, which were described and presented in Table 4.3 accordingly.

**Table 4.3: Key Informant Background**

	Frequency	Percentage	Code for participants
<b>Gender:</b>			
Male	13	93	
Female	1	7	
<b>Educational levels</b>			
Diploma	3	21	
Degree	10	72	
Post Graduate	1	7	
<b>Distribution of organization</b>			
<b>Office Head</b>			
South West Shoa Zone	1	7	Anonymous 1
Kersa Melima Woreda	1	7	Anonymous 2
<b>Kebele Leader</b>			
Godeti Wambera	1	7	Anonymous 3
Adadi	1	7	Anonymous 4
Muti Alibo	1	7	Anonymous 5
Kersa Werko	1	7	Anonymous 6
<b>Culture and Tourism Office</b>			
South West Shoa Zone	3	21	Anonymous 7 Anonymous 8 Anonymous 9
Kersa Melima Woreda	5	36	Anonymous 10 Anonymous 11 Anonymous 12 Anonymous 13 Anonymous 14

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**Source: Survey, 2021**

According to the above table, the total number of the participants was fourteen, and among the key informant respondents interviewed, the majority of the informants were male (93%), and the rest (7%) were female. This shows that female participants' rates are very low when compared

with the male key informants from the selected informants. Concerning the educational levels, the majority of the key informants (72%) held a BA degree, 21% had a diploma and the rest (7%) had a master's degree. The majority of key informants (57%) came from the South West Shoa Zone and Kersa Melima Woreda's culture and tourist departments, while only 43% came from the Office head of the South West Shoa Zone and Kersa Melima Woreda and the community, according to the organization's allocation.

### **4.3 Potential Tourism Resources**

The researcher viewed the potential tourism resources of Kersa Melima Woreda and its surroundings in terms of nature-based resources, culture-based resources, or historical tourism resources. The study result that the researcher got from the key informants of Kersa Melima Woreda is that the Woreda has plentiful and unutilized potential tourism resources. The study area has various kinds of historical resources, wild animals and forests. Moreover, the cultural and historical sites and values of the Woreda can also be used as potential tourist resources. In Kersa Melima Woreda, there are more than twenty tourist destinations that each has their own description that represents a resource. Most of these tourism resources of the woreda are located in remote areas, which mean they are inaccessible to tourists. However, due to the inaccessibility and problems with security in the Kersa Melima Woreda, the researcher was unable to explore all the tourist resources of the Woreda.

According to informant comments and field observations, the district's rural community has vibrant cultural values. The other tourism potential of the woreda is the agro-pastoral activities carried out by the local community of the study area. Generally, the woreda has high potential for cultural tourism resources but is limited in its natural potential for tourism resources. Therefore, from the information the researcher got from the informants of the Culture and Tourism Office of the South West Shoa Zone and Kersa Melima Woreda, some of the potential tourism resources of the Kersa Melima Woreda have been discussed as the following.

**Table 4.4: Potential Tourism Resource of Kersa Melema Woreda**

No	Name Resource	Natural or Man-made Resource	Kebele
1	Adadi Mariam Rock Hewn Church	Man-made	Adadi Kebele
2	Awash Melka Kunture Archeological Site	Natura/Man-made	Godeti Wambera
3	Muti Alibo Stelea	Man-made	Muti Alibo
4	Bifa Hot Spring	Natural	Kersa Warko
5	Gibzina Cave	Man-made	Adadi

**Source: Survey, 2021**

#### **4.3.1 Adadi Rock Hewn Church**

The rock-hewn church of Adadi Mariam is located in Kersa Melima Woreda in the Oromia National Regional State. The church is located 55 kilometers to the south of Addis Ababa on the main road of Butajera, after passing the Melka Kunture Pre-Historic Archaeological Site, and before reaching the World Heritage Site of Tiya, 12 kilometers from the main road to the south west. The whole road is 67 kilometers, and the last 12 kilometers are not asphalted. Before reaching the church, there is a small bridge over the Adadi Mariam River, and there is a market place near the river. Then, Adadi Mariam Rock Hewn Church is found on the north-west side of the market, not more than 100 meters (KMCTO, 2018).

According to Anonymous 4 (May, 2021), the founding of the Adadi Mariam church is connected with the arrivals of prominent saints Abune Gabre Menfes Qedus, the Ethiopian Orthodox Tewahido Church, from Egypt and a visit made by King Lalibela. The monastery of Mount Zuquala in Southern Shoa is supposed to have been founded by the Abune Gabre Menfes Qedus. The saint is reported to have arrived in Ethiopia after King Lalibela finished building churches at Roha. The tradition adds that before the journey of Saint Gabra Menfes Qedus to southern Shoa, he stayed in Lasta with King Lalibela. He then proceeded to Mount Ziquala, where he established his monastery. After a few years, King Lalibela went to Abune Gabra Menfas Qedus for a benediction. While they were both touring the monastery, Lalibela noticed a tent in the light

with Saint Mary on top of it, as well as white doves flying up and down for missions from the monastery to the west, which is now the site of the Adadi Mariam rock-hewn chapel.

According to him King Lalibela suddenly went to establish the church in the area and started the work. It is said to have happened during the last quarter of the 12<sup>th</sup> century and early 13<sup>th</sup> century. Starting from the 12<sup>th</sup> century to the late 15<sup>th</sup> the church was normally delivering the service to the community. However, for the three century means 15<sup>th</sup> century to the 18<sup>th</sup> century the church were closed due to the war of Ahmed Grangn. During these periods, the church's tabot and other materials were transported to the Ziway. Finally, he placed the tabot of Saint Mary in the church, and it was instantly consecrated. It is also said that Lalibela did not finish the construction of the church, and that the unfinished part of the church is still observable. This church's excavation is supposed to have taken three years to finish.

The name 'Adadi' was given for two reasons Anonymous 2, 4 and 6 (May, 2021). One is derived from the name of a tree, known as elephant grass, which is up to one and a half to three meters high, white, and grows on the acme of the church. The name of the tree is "Anfar" in Amharic and "Adi 'Adi" in the Oromiffa language. Since the local people were Oromiffa language speakers, they used the term "Adi 'Adi", which gradually became Adadi. Second, during the church's excavation, the Oromo community in the neighborhood saw white doves coming up and down and remarked, "Addi Nama," which means "there is a white person," and connected them with angles. As a result, they began to refer to themselves as "Adadis." Before the church was built, the location's name was unknown.

The Adadi Mariam Rock Hewn Church differs from the other rock hewn churches in different ways. Firstly, the construction of the church can't be finished. Secondly, the rock on which the church was constructed is sand stone, not basaltic stone. Thirdly, King Lalibela, before he built the church, first excavated the road for the flood. Finally, Grahegn Ahmend devastated this cathedral more than any other. This rock-hewn church is one of the tourist attractions of the worda, as well as being used as a religious place for the local community and both domestic and international tourists. However, this tourism resource was not developed as a product due to different problems facing the site, like lack of management of the resource, problems related to

conservation and protection of the site, lack of continuous infrastructure that was used for the destination, like power, water, and others, and lack of ownership because everyone who traveled the site used the site as his/her views. For example, few of the travellers used the site as a political market (Anonymous 4, May, 2021)



**Source: Photo taken by Researcher, May 2021**

**Figure 4.1: Adadi Mariam Rock Hewn Church**

#### **4.3.2 Awash Melka Kunture Archeological Site**

Awash melka kunture is located between two zones, the South West Shoa Zone and the Oromia Unique Zone, as well as two woredas, Sebeta Hawas and Kersa Melima, and is one of Kersa Melima woreda's tourist resources. It covers an area of around ten (10) radiuses, or ten

kilometers squared (10km<sup>2</sup>). The word Awashmelka kulture comes from the name of the Awash River, which is located southwest of Awash town, according to Bulgarelli and Piperno (2000). In 1963 G.C, a Dutch scientist named Gerard Dekker found the Awash Melka Kulture Archeological Site for the first time.

Kersa Melima Woreda and the Kella locale in particular were first described in the 1930s by Father F.B. Azais when presenting his survey between Addis Ababa and Butajera (Azais and Chabard, 1931). Ethiopia's Emperor, Haile Selassie, is informed about the situation by Gerard Dekker to investigate on the area. Following his reports in 1963, the Emperors dispatched two scholars to investigate the area: Gérard Bailloud in 1964 and Jean Chavaillon's French expedition (1965–1982/93–95). Thanks to an Italian mission directed by Marcello Piperno for the Italian Ministry of Foreign Affairs and the University of Rome La Sapienza, an agreement with the Ethiopian Ministry of Culture and Tourism's Authority for Research and Conservation of Cultural Heritage has been in existence since 1999. It is bordered on the north by the Wachacha and Furi volcanoes and on the south by the Boti and Furi volcanoes. Melka Kulture's archaeological deposits represent a one-of-a-kind archive of human evolution, spanning more than 1.7 million years, from Oldowan layers of a very long and complex Anonymous 3 (personal communication, May, 2021).

The archeological site opened to tourists in 1965, and several researchers visited the area. The survey and the Melka Kulture Prehistoric Site have the potential to provide scientific information to humanity for over fifty years. The location was formally opened to tourists for the first time in 2000 G.C. by completing the essential items such as tickets. From an archaeological standpoint, Melka-Kulture has exceptional value because it is the only site in the world that has archaeological evidence for the four successive phases of stone tool technological traditions known as the Oldowan, Acheulean, Middle Stone Age, and Late Stone Age, dating from at least 1.7 million years ago to historic times (Anonymous 2 and 3, May, 2021). There are 65 attractions sites in and around the Awash Melka Kulture Town, including the main archeological site of the Awash Melka Kulture. From the 65 sites, 30 of them are already surveyed and the rest are in progress. Kella, Gombore, Garba, Simbiro, and Ateballa sites are known from the surveyed sites (KWCTO, 2019).



**Source: Photo Taken by Researcher, May, 2021**

**Figure 4.2: Awash Melka Kunture Archeological Site**

#### **4.4.3Muti Alibo Stelae**

Megalith monuments can be found throughout Ethiopia, with the majority of megalith sites being found in the Southern Nation Nationalities and Peoples Regional State. Ethiopia is noted for its many historical, cultural, and environmental attractions; it is home to thirteen world heritage sites and numerous fossils attesting to its status as the cradle of humanity, and its cultures are diverse, making it ideal for tourism growth. The country has a lot of potential for anthropological and archaeological tourism, photo and hunting safaris, bird watching, desert mountain hiking, camping, and general ecotourism, thanks to its diverse range of attractions and historical monuments.

According to crucial information from the Kersa Melima woreda's Culture and Tourism Office, the woreda is one of the woredas in the Oromia region's south-west shoa zone, where various megalithic sites may be located. According to the information the researcher got from the key informants, there are more than six stelae and they are located in the four kebeles of the woreda. Most of the locations of the stelae are far from the main road that crosses the woreda, but four

stelae are still standing from six. Most of the stelae are located in the Muti Alibo, Mute, Alibo, and Ta'a Gola. From the listed stelae, Muti Alibo stelae are the most well-known stelae from the Kersa Melima woreda, and they are located about 55km, 134km, and 8km from the capital city of the country, Addis Ababa, town of the zone Woliso, and town of the woreda, respectively.

The stelea are located in the south of Addis Ababa in Muti Alibo kebele, and they have been displaced from their original location for an unknown period of time; however, in the early days, the stelea were stood by white people who came from foreign lands from the lying ground, but now the stelea are standing. The Muti Alibo Stelae is only accessible in the winter season to any visitor destined for or passing by it, as it is a few kilos off the road from the main paved road of Addis Ababa–Butajira before reaching the town of the woreda leman. The site can be accessed from the main highway through a gravel access road about 8 km away, leading to the location of the stelae.

The Muti Alibo Megalithic Site is among the most important stelae archaeological sites discovered so far in the south of Addis Ababa. Local residents refer to the stelae as Yegragn Dingay, or Gragn Stone. This is in reference to the ruler of the Adal Sultanate, Imam Ahmad ibn Ibrahim al-Ghazi. According to him, Gragn was a powerful man, and he held the stelae in his one hand and used it as a place where his horse would stay. There are two carved stelae covered with symbols of different types, and the decorations of the stelae are difficult to decipher. The size of the steale were 2.5 meters high and only in the middle there is two (2) meters of width, but all parts of that stelea don't have the same width. They are the remains of an ancient Ethiopian culture whose age has not yet been precisely determined.

The Muti stones, also known as stelae, are relatively recent, spanning from the 15th to 18th century. Remarkably, there is nothing known about the Muti stelae, beyond descriptions of their physical appearance. When these stelae were created, they most certainly had some cultural importance, but their meaning is unknown, and no attempt has been made to decipher the meaning of these remarkable stelae. The current conservation status of the sites is very poor in many ways. The sites were destroyed by human interference and it looks like the children were playing on the top of the stelae with only their names left in the documents. On the side of the

stelae, there is a river that passes through the stelae, and the area around the stelae is degraded due to the lack of conservation efforts by the concerned body. There is also deforestation around the site, which is also one of the most important challenges in the area. Even the experts of the culture and tourism office of the woreda and the zone didn't know about the stelae whether the name of it.

Development activities like agricultural activities, livestock, and population pressure are some of the major challenges for these sites. There are no tourist facilities or services existing in the area, and potential tourist destinations are also not identified. There is no service and the site is also unsatisfactory to tourists due to low conservation of the area. Still, the area is not researched and it is only listed under the tourism resources of the woreda. Pictures of the site were captured before the last five years by the culture and tourism office of the Zone and Kersa Melima Woreda, but those who captured those stelae are not there today in the Culture and Tourism Office of the Woreda. Therefore, the site seeks tourist-related infrastructures to widen its permanent collections, such as natural, archaeological, and cultural heritage, and it needs urgent restoration unless the site is in danger of destruction.



**Source: Photo Taken by Researcher, May, 2021**

**Figure 4.3: Muti Alibo Stelae**

#### **4.3.4 Bifa Hot Spring**

Bifa Hot Spring is located in the Kersa Melima Woreda, Kersa Warko Kebele, and it is streaming from the earth's underbelly, surrounded by the mountains and highlands. The name of Bifa Hot Spring comes from the water fall of the Awash River, which is located around Kersa Werko Kebele. They are located 65km, 134km, and 5km from Addis Ababa, the capital city of Ethiopia, in Woliso town in the South West Shoa Zone and Leman, the town of Kersa Melima Woreda, respectively. The hot spring is bounded to the north by Awash, to the south, west, and east by the Kesra Warko kebele and to the west by the Sebeta Hawas Woreda on the Awash River's edge.

According to the key informant of culture and tourism office of Kersa Melima Woreda, the hot spring is bubbling from the ground and is six meters wide, three meters deep, and it has the shape of an egg. However, the width and depth of Bifa Hot Spring have decreased over time as a result of Awash Rivers carrying large and small stones and delta from various areas and depositing them on the hot spring. Bifa hot springs are viewed as a large steaming pool and are used by the cultural sector for fitness, relaxation, and leisure tourism. It has been recorded as the only hot water source in Kersa Melima Wereda and is very good treatment for several diseases.

People of the woreda and others who come from surrounding areas take baths and drink the water to get relief from their ailments, and the water is believed to be a medicine to heal skin and other diseases. This hot spring is not kept in one place, but it is invading the Awash River because of this reason: the hot spring doesn't store any dirty water and the people who live around that area can't be affected by the waste of the hot spring. The hot spring is not used only for the bath, but also as a health tool for people that have different health problems, and anyone who uses this hot spring has used it frequently, at least up to five days.

Another key informant explained that, Visiting Bifa Hot Spring, the local community and some other customers in and around the Kersa Melima Wereda who travel to the area feel pleased with the presence of the hot spring here. To create good conditions for the hot spring to become a

favorite area for both local and international visitors, the culture and tourism office of the woreda, zone and relevant sides are step by step investing in this huge tourism potential area and creating the best services that are helpful and useful for visitors on Kersa Melima travel.

In addition to this hot springs have potential for resorts. There is no investment made on the land area of the hot springs for the development of swimming pools, spas, accommodation, and tourist services to make Bifa Hot Spring a favorite resort and wellness tourism destination for both international and domestic visitors. The investment process is just beginning with the aim of developing the area without causing any harm to the ecological environment or the natural landscape. In the near future, Bifa hot springs will become a valuable site not only for health treatment but also for tourism development Anonymous 10 (personal communication, May, 2021).



**Source: Photo Taken by Researcher, May, 2021**

**Figure 4.4: Bifa Hot Springs**

#### **4.3.5 Gibzina Cave**

Gibzina cave is located in Adadi Mariam kebele of the kersa melima woreda. About 18km from the town of Woreda Leman, 150km from the town of the zone of Woliso, and 69km from the capital city of the country, Addis Ababa. These are historical caves that are located around the

Adadi Mariam rock-hewn church and burial places. According to Anonymous 2 and Anonymous 5 ( May, 2021), the Gibzina cave can be assumed to have been used as a fortress for the warrior groups during the wars of Ahmed Geragn. They could also be excavated by the order of Grazmach Wolde Giorgis for the purpose of staying tabot and other liturgical objects during the war of Ahmed Geragn.

During the period of the 15<sup>th</sup> century to the 18<sup>th</sup> century, for three hundred years (300), Ahmed was controlled around the Adadi Mariam rock-hewn church, and it was closed during the wars. During the period of Ahmed, Gibzina caves might have been used as a temporal church until the re-excavation of Adadi Mariam rock-hew church. There are also different historical caves that can be found around the church, like: Gibzina cave itself, Kirstana cave, Tibebu cave, Zena Markos cave, and Tulu Lemen cave. As the researcher interviewed the local guide of the experts of the culture and tourism office, Kersa Melima Woreda, on the Gibzina cave, there is no research conducted on these caves and the area itself is not accessible for visitors. And also, the area is not conserved by the local community and the other concerned bodies.





**Source: Photo Taken by Researcher, 2021**

**Figure 4.5: Gibzina Cave**

#### **4.4 Current Practice of Tourism Product Development**

This part deals with the response of the administration of the south-west shoa zone, Kersa Melima woreda, and selected kebele, the south-west shoa zone, and Kersa Melima culture and tourism head office, and the site management of the selected destination. Those stakeholders who have been directly or indirectly involved in the interview of the current practice of tourism product development in the area say that their responses are similar and that it is common at the Kersa Melima woreda. In order to analyze the current practice of the area, the researcher used

various indicators, divided into different categories.

Tourism product development activities include a wide range of activities, ranging from the development of tourism products and services to the actual selling of products and services to visitors, with other activities in between, such as attraction, heritage conservation, and protection. Accommodation (eco-lodge design and management, village-based accommodation, use of local produce and traditional dishes, and handicraft production), amenity (water and electricity supply in and around the destination, mobility and information services, visitor guide services, and accessibility), and amenity (eco-lodge design and management, village-based accommodation, use of local produce and traditional dishes, and handicraft production) (transportation infrastructure to and from the destination, quality of road that connects the tourist destinations of the area) the tourism products of the Kersa Melima woreda were less developed, and some of them were as follows:

#### **4.4.1 Attraction**

According to Goeldner & Ritchie, (2003), attractions are the most important tourism asset that a destination may have. These attractions provide the framework through which travelers can enjoy their vacation while away from home. Tourist attractions include natural and man-made resources, culture, history, customs, architectural characteristics, music, crafts, traditional art work, and gastronomy. Attractions are, by far, the most important and compelling reason for visitors to choose a particular place, and they are also one of the tourism products that may meet tourist demands and needs. As a result, any tourism product development endeavor must prioritize the development of attractions in a destination. Identification of tourism potential is not an easy task, whether at a national, regional, or local level, but the studies focus on the local level. It demands the active participation of stakeholders from all sectors directly or indirectly involved in or connected with tourism. Therefore, the analysis of the current situation of tourism products in this paper is conducted with the aim of having a basis for future tourism research activities to develop the tourism destination.

Despite the fact that the Kersa Melima resources are identified as a part of the economy with potential in the documents of the south West Shoa Zone's Culture and Tourism Office (2007–2012), tourism analysis shows that it is still a sector of the economy that contributes less to GDP

and has a lower participation in job creation and development than other Woreda. The Woreda's diverse natural and cultural assets have a lot of possibilities for establishing the woreda's target-oriented tourist offer. According to the findings, the woreda lacks clearly defined tourism products. Without any guidelines or help from policymakers, the tourist offer is established on the fly by tourism service providers. As a result, the tourist offer consists mostly of basic tourist products, with no development of more appealing services or tourist arrangements.

*An attraction is not only a place that tourists can visit and enjoy, but also our culture, like language, ways of dressing, ways of eating, materials that we can use (traditional materials), our products, ways of dancing or music, are the most important tourist attractions that can push tourists to the area. In addition to the cultural representation of the area, its natural tourism resources have also been prominent tourist attractions (Anonymous 1, May, 2021).*

### **Conservation and Protection**

Tourism is, to a large part, a resource-based activity that interacts with natural and cultural heritage while also having the ability to affect long-term changes in that heritage. Tourism conservation and protection is a difficult endeavor. The net economic, social, and environmental contributions of conservation tourism enterprises, either individually or collectively, are largely unknown: first, due to incomplete information on the set of enterprises to be included; second, because there is no well-established accounting protocol for measuring, comparing, and aggregating the social and environmental contributions; and third, because raw data for such accounting exercises is rarely available (Christopher Buckley, 2011). As a result, heritage protection and management have become a vital component of tourism product development in all locations, whether developed or emerging, as well as a fundamental basis for tourism development sustainability. This is due to the fact that there is a long catalogue of heritage damage caused by various inappropriate tourism development activities.

*According to the rule that was approved as a regional state by the house of people representatives of Ethiopia, in 2014, releases on the conservation and ways of using the tourism attraction, the work of conservation, preservation, and maintenance of the immovable tourism resources were somewhat limited. They tried it, but it didn't change*

*in practical ways and in a continuous way. Therefore, the resources of the country as well as the region or locality are under stress.*

As the researcher reviewed the responses of the interviewed informants of the Anonymous 1 and Anonymous 2 (May, 2021) zones, the woreda has high tourism potential as a tourist resource that could be used for the country, region, and even the woreda's development. Those with tourism potential, on the other hand, have not received enough attention and awareness from the government and the experts of the woreda and south-west shoa zone's culture and tourism office on the conservation and protection of their resources. According to them, the Awash Melka Kunture Archeological Site was well conserved, especially to bring back the ancient image of the area regarding wildlife and plant species. Nowadays, the area is surrounded by beautiful natural scenery and there are more than 300 plant species and more than 50 bird species in the area around the archeological site. In this area, there is no problem regarding the conservation and protection of the site, especially in the core zone, but in the buffer zone, some of the sites are located near the farmers' land, and there is a problem with conservation and protection of that area.

In addition to this, the Adadi Mariam Rock Hewn Church was also somewhat conserved by the community of the area, with little attention from the Culture and Tourism Office of the Woreda and the Zone. However, the church was excavated from the rock, which means sandstone, not basaltic rock, which is easily broken and, due to a lack of conservation and protection from the government, some parts of the church started to break, like-wise the Lalibela rock-hewn church. Inside the church, there is a large tree, and the fallen branches of these trees also affected the churches in different ways, and it's open to everyone who wants to enter the church at any time. There is a problem with power, security from the government body, and the environment of the church is also not cleaned as a tourist destination (Anonymous 4 (May, 2021)).

The responses that the researcher got from the key informants are almost similar, but one informant from the Culture and Tourism Office of the woreda narrated that:

*Without the Culture and Tourism Office in the Woreda, nobody knew about the tourism resources of the woreda, except for both Awash Melka Kunture Archeological Site and Adadi*

*Mariam Roch Hewn Church. Even the expert from the Culture and Tourism Office of the Woreda only had the lists of the resources rather than what those resources represented, and they didn't know the history of those resources. In addition to this, we are conserving the tourist resources of the woreda in simple ways, but other professional studies were not conducted. Those tourism resources were conserved by the local community of the Woreda who lives around the destination, and they were also conserved by the rule of the Gada elders, who represent the community of the woreda. Until now, from the government body, no one could try to practice the conservation and protection of the tourism resources, and most of those resources are now in a dangerous situation, especially Adadi Mariam Rock Hewn Church and other unknown destinations. Therefore, there is less attention and awareness creation among the government body and community to conserve and preserve the tourism resources of the area (Anonymous 10, May, 2021).*

#### **4.4.2 Accommodation**

According to Nurhssen (2016), tourism is an ever-expanding service business with enormous growth potential, and it has therefore become one of a country's largest and most actively developing sectors. Product development increases the amount of products and services offered to tourists as well as the number of visits, boosting the profitability of tourism firms (M.I. Hussain & Ucam, 2015). Tourists interact with a huge number of service staff in hotels and motels, restaurants, stores, and tour guides who accompany tourists and regular citizens in the country they are visiting. These service workers live in the area where tourists buy their souvenirs. Various services do not normally attract or lure travelers, but their absence causes significant damage. The lack of tourism services leads to avoidance (Alberta, 2017).

In the case of the kersa melima woreda, the woreda can be very appealing, but if tourists do not feel good, for example, owing to a lack of hospitality around the destination, it is likely that they will depart, or at the very least avoid returning to that particular location. This is a factor that influences whether tourism grows or declines. At the same time, the tourist product includes a variety of services that travelers may not be aware of, but which have an indirect impact on the tourist service. The banking industry, health sector services, wholesale and retail sales sector, utilities sector, public security sector, and so on are all examples of such services.

One key informant of Kersa Melima Woreda Culture and Tourism Office and Woreda administrator explained the accommodation status as:

Accommodation capacities in the Kersa Melima woreda have a low basis, and there is a need for the creation and increase of the accommodation capacities in the areas (hotels, motels, camping sites, and private accommodation). Any tourist, whether international or domestic, who comes to our woreda, either takes a day trip or is an en-route tourist. As a result, the majorities of tourists who visit the area do so for a day trip and want to see the tourist attractions in the woreda and surrounding area, such as Tiya Stalea and Dambel or Lake Ziway. The other is the tourists who visit most of the tourist destinations in the country and en-route. When they arrive at the woreda, they take the trip to the tourist attraction of the woreda for no more than one hour. The main reasons for this are: first, the locations of the woreda that means tourists visit the woreda tourism destination and go back to Addis Ababa because of the nearness of the area to the city. The second and most important one is the absence of lodging services, hotels, restaurants, entertainment venues, local products that tourists can consume, etc.

According to the expert of the Culture and Tourism Office, we have especially tried to provide the supply of locally produced products and lodging services, especially around the Awash Melka Kunture Archeological Site, but the practice has not been successful due to the absence of tourists. In this area, the community and employees of the archeological site worked together for short periods of time in the delivery of the locally produced traditional and modernized materials. They also tried to establish small lodges where tourists can refresh themselves after and before seeing the area around the site, but to no avail. There are no customers or tourists who buy the locally produced materials. As a result, the communities that supply the locally produced materials have lost faith in the site and decided to halt their work on it Anonymous 3(May, 2021).

In addition to this, the people of Kersa Melima have been known for their handicraft skills for a long period of time. Currently, the most dominant handicrafts in Kersa Melima are house materials like Gube, Qori, Quna, Waciti Koda, Xaba Marqa, and Erbo, pottery (cultural cooking materials like pots and kettles), and woodwork (cultural chairs, tables, and beds). These rich

handicraft tourism resources of Kersa Melima are attention-grabbing for cultural tourism, buying handicrafts, watching handicrafts, and rural tourism (to have local people experience). However, the locally produced materials cannot be changed into products and delivered to the tourists, especially around the other tourism destination of Woreda like Adadi Mariam Rock Hewn church Anonymous 2 (May, 2021).

According to Kebele leaders and Culture and Tourism Office, as narrated by

*In Woreda, accommodation practiced around the tourist destination is not given more attention due to the fact that anyone who visits Kersa Melima Woreda can't stay around the area. The reasons are that, first, the tourism resources of the area couldn't be identified and promoted as much as possible. Secondly, not only tourists, the Woreda Culture and Tourism experts didn't know the area as well as the history of those resources. Thirdly, for the local community as well as any private investors who have an interest in developing tourism products in the area, the given training and awareness-creation programs are low, as the researcher observed the views of the respondents. At the woreda level, in Leman town, there are small-scale enterprises like hotels that can provide service at the standard of the local community, not for tourists or travellers (Anonymous 3, May, 2021)*

#### **4.4.3 Accessibility**

As noted by Zhou (2005), accessibility is also one of the important tourism elements of a tourism product. Accessibility, like the other characteristics of the tourism product outlined previously, is critical since it is the factor that influences tourists' decisions about which destinations to visit depending on how much it costs to get there. Tourists will explore for alternate destinations if the destination is inaccessible, hence the tourism offering must not be difficult to access (Gupta et al., 2015). Furthermore, the accessibility of the destination is determined by the location where the tourist product is found. This indicates that if the tourism product is placed in an inaccessible location far from the tourist-generating region, the destination's value will decline since fewer visitors would visit because of the higher transportation expenses. One of the most basic requirements for visitors is transportation. It is impossible to attract guests without a decent transit system and facilities (M.I. Hussain & Ucam, 2015).

According to the responses researcher got from the informants, it is important for the Kersa Melima Woreda tourism product to make sure that the destination is not easily accessible as this is one of the critical factors that can affect the destination's development in the Woreda and tourists visiting the destination. In addition, Kersa Melima tourism products can also make sure that the destination is physically accessible but not accessible through telecommunications and the internet. As tourists use technology to gather information about the destinations they want to visit. However, if the destination is technologically inaccessible, it may have a negative outcome on the tourism product. Hence, the accessibility of the destination is very crucial as it influences the tourists on the destination to visit Kersa Melima Woreda.

A road to the area has a somewhat good road network, making it easily accessible because there is a main road that crosses the woreda to the southern route of Ethiopia. Public service vehicles and motorcycle and bicycle taxis are available in town but not in the rural areas. In addition to this, the transportation of the woreda is not allocated as a tourist wants to visit the area and depends on the time shift, which means the morning up to 04:00 and the afternoon up to 09:00 local time. To visit that tourist destination, the woreda, is only somewhat accessible in the winter season. As the respondents raised concerns to the researcher regarding the quality of the road that goes to the destination, the quality of the road is very poor and it needs rebuilding or reconstruction. Because it is a gravel road, it is extremely difficult to travel, especially during the summer season. To the poor nature of the transport and the remoteness of these areas rich in tourist resources, transport to the attraction sites of the woreda was also a challenge.

#### **4.4.4 Promotion**

Promotion is one of the marketing mix and awareness creations that contributes significantly to conservation efforts and increased tourist traffic to the attraction location. Written reports on the state of heritage are used to communicate information so that the local community and the general public can better comprehend the heritage. Promotion of natural and cultural heritage, on the other hand, should be a collaborative effort between the public, scholars, governmental and non-governmental groups, and the community, just like any other heritage management activity. It is the combined efforts of various groups and the general public that finally result in greater

cultural site promotion. They are looking for various sources of information on various attractions and destinations all around the world in this regard.

Kersa Melima Woreda as tourist destination within broader frames shows less results and there is a lack of consistent and well-designed promotion on the regional or national tourist market. There is no delivery of information that has a complete description of accessibility, facilities and infrastructure, and objects and attractions that can be done to do), can be seen, can be purchased should be given. Promotional activities should be done through media but not continuously (Anonymous 11, May, 2021).

Depending on the information the researcher get from the respondents, the response of the respondent are narrated into two parts. Firstly, from the management of the Anonymous 5, 7 and 10 (May, 2021) are narrated as the following:

*We tried to promote some of the tourism resources of the woreda by inviting different media as much as possible, especially on the Awash Melka Kunture and Adadi Rock Hewn Church. But on the other resources of the woreda, there is still no movement of promotion among the government body and the local community enforcement who live around the tourism destination. Due to the fact that there is a lack of awareness creation among the experts in culture and tourism of the zone and woreda on the promotion of the unknown tourist destination.*

On the other hand, the expert of the Culture and Tourism Office of the Woreda and Zone narrated that:

*The culture and tourism office doesn't have websites to inform and promote the attractions found within the woreda yet. Before now, promotion of the unknown tourism resource of the Kersa Melima Woreda has not been done by the CTO of SWSZ and KMW, but now (in 2014E.C) they have planned to promote our resource through awareness creation among the community by giving training time to time and preparing promotional materials like brochures, folders, and newspapers and inviting the media from the*

*country. Even though there are no banners that show the direction and location of those tourist resources.*

Nowadays, most of the tourist destinations in the Kersa Melima Woreda are not commonly marketed and promoted by both government bodies and private tourism sectors and the community by using both printed and audio-video media like television, radio, magazines, brochures, folders, fliers, etc; social media like Facebook, Twitter, YouTube, etc; websites; attending and displaying products at exhibitions, trade fairs, workshops.

#### **4.4.5 Amenity**

The current infrastructure, signalization, and lodging facilities are insufficient to support the growth of the area's tourism resources. This is especially true when it comes to the growth of certain types of tourism, such as rural tourism, eco-tourism, cultural tourism, and so on. The situation is particularly concerning when it comes to roads and other infrastructure (water, power, and waste management) in remote locations with tourist potential, but it also highlights the need for further infrastructure investment in well-known tourist attractions. Furthermore, there is a lack of, if not complete absence of, effective tourism signalization.

Electricity is available to some of the inhabitants of the surrounding rural areas, though management indicated frequent rationing. According to the experts of the Culture and Tourism office of the Woreda, communication facilities like telephone services and e-mail were accessible in some towns in the woreda, but in the areas where tourism resources are found, there was no such access. These were found to be available and reliable in areas near the town but not in the remote areas where the tourist destinations of the woreda are located. The water supply was occasionally unreliable due to rationing, and the sewage systems were poorly maintained or absent in some areas.

#### **4.4.6 Shopping and Market Place**

Shopping is one of the most popular forms of tourist spending, and it provides a considerable source of revenue for national economies, both directly and through its various interconnections with other industries. As a result, it is a critical component of tourism supply since it influences

the area's success as a tourist destination. Souvenir shopping, art, handicrafts, local products, and the farmers' market are all becoming more important parts of the tourism value chain. Shopping has evolved into a deciding element in destination selection, an integral part of the whole travel experience, and, in some circumstances, the primary reason for travel.

An interview was conducted with the head of culture and tourism office Anonymous 7 and 10 (May, 2021), in an attempt to know what kinds of tourism products are being shopped in the case of Kersa Melima Woreda. According to her, there are lots of markets in Kersa Melima Woreda and many products can be produced in the area, like local traditional goods, cloth, and handy craft items. The markets are Leman shopping town and Adadi market place, which are located near the tourist attraction of the woreda. Kersa Melima Woreda and its surroundings are characterized by sparse settlement. But currently, in the woreda, the settlement is at an increasing level when compared to the surroundings. Thus, it seems that the Rock Hewn Church of Adadi Mariam and the other tourist attractions like Awash Melka Kunture Archeological are playing a major role in the increment of settlement and the marketing of different products in the area.

However, the expansion of settlements and urban-like activities are recent phenomena. Besides the church, the market place is located not more than one hundred meters (100m) from the church. And also, it is important for the development of the rock hewn church as well as to attract tourists to the area, especially those who travel to the rock hewn church to buy products that can be produced in the area. Leman is also one of Kersa Melima Woreda's market places, where various products are transported from markets such as Sebeta, Alem Gena, Addis Abeba, and the surrounding area.

Therefore, these two market places of the Woreda have played a significant role through providing different necessary materials that have been produced in the woreda and the surrounding area, which tourists can easily access and products. However, due to a lack of government funding, a lack of community awareness about the production of locally produced goods, and a lack of control from culture and tourism experts in the Woreda, those tourism products could not be purchased by visitors, even at the local level. For this reason, the community itself has little interest in producing and supplying those resources for the market.

#### **4.4.7 Tourist Flow, Income Receipt and Tourist Information Center**

##### **Tourist Information Center**

In terms of institutional establishment, the researcher asked the respondents about where tourists get information to visit Kersa Melima Woreda or the information center about the tourist attraction of the woreda and what the cost and benefit of the information center in the study area. According to the chairman of Culture and Tourism Office Anonymous 10, (May, 2021), it was assessed that most of the tourist destinations in the study area had no active information with and without the destination that provides information to tourists, except for Awash Melka Kunturee Archeological Site and Adadi Mariam Rock Hewn Church. These two destinations are assessed well and tourist can get information whether online by using different media and there is a written documents regarding with the tourism resource.

In addition to these, the other potential tourist resources of the woreda had not been well captured; there was no description that was written as a document, no video or audio recorded, and there was only the list of the resources. For this reason, tourists could not easily access information about the tourism resources of the woreda. According to Anonymous 12 (May, 2021), within our office or on the social media, there is no tourist information center that can give information to tourists and those who want to travel to the unknown tourist destinations of the woreda can directly contact the employees of the culture and tourism office of the woreda as well as the zone. Even though most of the employees of the culture and tourism offices of the woreda and zone did not have enough information about the potential tourism resources of the study area.

##### **Tourist Flow and Income Receipt**

Kersa Melima Woreda is endowed with a myriad of tourism resources and it is an actual and potential tourist destination in Ethiopia like Awash, Melka Kunture Archeological Site and Adadi Mariam Rock Hewn Church are the most dominant and well-known tourist destinations in the woreda. These resources can possibly attract foreign and domestic tourists to visit and spend more, which is likely to boost the benefits for the local poor. The tourist flow and income receipt

of the Kersa Melima woreda, especially on these two well-known tourism resources, are presented in the following tables.

**Table 4.5: Tourist Flow and Income Receipt on the Tourism Destination**

Year	Tourist Flow				Income Receipt			
	Domestic tourist flow	Foreign tourist flow	Sum	Percent (%)	Domestic Receipt	Foreign Receipt	Sum	Percent (%)
<b>2015</b>	7265	431	7696	3%	60,344	20,000	80,344	21%
<b>2016</b>	112,375	620	112,995	44%	82,550	24,745	107,295	28%
<b>2017</b>	3500	88	3588	1.2%	37,400	8500	45,900	12%
<b>2018</b>	57,480	110	57,590	22.3%	53,200	14,700	67,900	18%
<b>2019</b>	75,622	250	75,872	29.4%	65,500	18,950	84,450	22%
<b>Total</b>			257,741	100%			385,889	100%

**Source: Data from SWSZCTO, 2019**

Table 4.5 estimates the tourist flow and income receipt at the selected tourism destination of the woreda. Over the last five years, the growth rates of tourist arrivals and woreda income receipt at the tourism destination have been variable. The degree of tourist arrival from the domestic and foreign tourist growth rate per year seems to fluctuate and quite slow. In 2016, the number of tourists and income receipts from the destination were higher than in any other given year, i.e., 44% of tourist flow and 28% of income were generated. The estimated growth of tourist flow was (3% in 20015), (44% in 2016), (1.2% in 2017), (22.33% in 2018) and (29.3% in 2019), and the woreda income receipt growth rate was (21% in 2015), (28% in 2016), (12% in 2017) and (18% in 2018) and (22% in 2019) (SWSZCTO, 2019).

However, in other tourist resources of the area, there is no recorded tourist flow or income receipt because of weaknesses in exploiting the resources of the woreda, lack of profession, lack of awareness creation among the government and community, infrastructural problems, and lack of visitor information centers. Therefore, the other potential tourism resource of the woreda cannot be visited by the tourist some times it can only visited by the local community of the area for the purpose of religion, health and any other.

## **4.5 Factors Affecting Tourism Product Development**

This part identifies the factors that affect the development of tourism products in the case of Kersa Melima Woreda. The tourism product development of the study area was measured by asking the households of the study area to mark their level of agreement with the provided statements on a five-point likert scale. Based on the responses of the households in the area, these driving factors for tourism product development were described in the following subsequent parts.

### **4.5.1 Descriptive Statistics for factors Affecting Tourism Product Development**

The study used descriptive statistical analysis to assess factors that affect tourism product development by using descriptive data analysis methods. The factor analysis was used to determine the most prominent factor in the tourism product development at the Kersa Melima Woreda. The analysis was based on likert scale measurements of the responses of the respondents. According to Harry and Deborah (2012), a likert scale with a series of individual questions that have Likert response options that participants are expected to answer and combine to describe a given trait, using means and standard deviations, is recommended. In the case of this study, mean and standard deviation were chosen as analysis tools to effectively describe the factors by combining them into a single composite score/variable.

#### **Political Factors**

As it's illustrated in literature reviews, political impacts on the efficiency and effectiveness of the tourism industry in any country, no matter its size or its area of operation, are significant. Whether this industry is large or small, the political factors of the country it is located in will always have an impact on it (Gurmeet S., 2015). Most of the Kersa Melima Woreda tourism resources cannot be considered a destination that has advantages for the development of tourism as well as the local economy, despite the fact that the government strategy is aimed in that direction. The reasons why the woreda as a destination has difficulty in developing tourism products and weaknesses in terms of political factors are the following: Political instability in and all over the country, power struggles between the ruling party and the opposition, Corruption and disorganized state legal regulation Political problems as a legacy of the Patriotic War (trials,

persecutions, etc.) and the recession in the country, the consequences of war and changes of government, have slowed development and have contributed to the political crisis.

**Table 4.6: Descriptive Statistics on the Political Factors**

Items		SD	D	Undecided	A	SA	Mean	Std. D
Poor political leadership	Frequency	1	5	6	72	100	<b>4.44</b>	<b>.737</b>
	Percent	.5	2.7	3.3	39.1	54.3		
Security problem of sites	Frequency	2	3	2	58	119	<b>4.57</b>	<b>.705</b>
	Percent	1.1	1.6	1.1	31.5	64.7		
Political instability	Frequency	-	11	-	75	98	<b>4.41</b>	<b>.777</b>
	Percent	-	6.0	-	40.8	53.3		
<b>Group Mean</b>							<b>4.47</b>	

**Source: Survey, 2021**

& standard deviation were computed based on numerical values assigned the responses: Strongly Disagree=1, Disagree = 2, Undecided = 3, Agree = 4 & Strongly Agree = 5

The above table reveals the responses of the households to the political factors that affect the tourism product development of the study area. According to this table, among the surveyed on the poor political leadership, security problems around the attraction site and political instability were the most widely considered factors, scoring the mean of 4.44, 4.57, and 4.41, respectively, in the kersa Melima Woreda. The group mean of political factors is 4.47. Therefore, the highest mean score is ranked as the most common factor that affects the indicators.

Based on the average mean values of the above tables, security problem of attraction sites, poor political leadership, and political instability were the first three ranked, respectively. The majority of the households 119 (64.7%) responded that they strongly agree with the security problem of the attraction sites in the woreda, and many of the respondents 58 (31.5%) responded that they agree. Contrarily, 1.6%, 1.1%, and 1.1% of the respondents responded that the poor security of attraction sites was disagreed upon, strongly disagreed upon, and undecided upon,

respectively. The positive responses show that the tourism product development was mostly affected by political factors due to the poor security around the attraction sites in the study area, which can play a key role in tourism product development.

Poor political leadership is one of the factors affecting the woreda's tourism product development. About 100 (54.3%) respondents responded that poor political leadership is highly visible, which means they strongly agree, and 72 (39.1%) agreed. Among the surveyed households, 3.3%, 2.7%, and 0.5% responded undecided, disagreed, and strongly disagreed with poor political leadership in the development of the tourism product. This indicates that some of the tourist destinations were secured by the local community that lives around them.

Thirdly, less studied factors of tourism product development are political instability in the study area. More than half of the households (53.3%) said political instability was strongly agree in and around the area. From the surveyed households, 75 (40.8%) of the responses indicated that there is significant (agreed) political instability in the woreda, and 11 (6.0%) were responses that there is no political instability in and around the destination. Therefore, according to the above tables, security problems at attraction sites commonly affect the product development of the study area following poor political leadership and political instability.

### **Economic Factors**

As discussed in the literature reviews, the state's (society's) economic development level, as measured by GDP, is the most important indicator of economic development destination product, followed by employment, investment climate, encouraging foreign investment, tourism development incentives, inflation, and so on (Marina G., 2014). The favorable environment for the development of tourism products and economic development emphasizes public-private partnerships and private investment, and encourages foreign companies to partner with local companies or state institutions to jointly invest in a variety of industries, primarily trade, education, and tourism.

Tourism demand is also influenced by the cost of lodging, food, shopping, and entertainment. Food in Switzerland, for example, is normally expensive, whereas it is inexpensive in India. The

impact of exchange rates on tourism demand is equally significant. It's helpful to distinguish between demand for travel to a destination and demand for travel to a destination for a better understanding of tourist the demand for particular tourism related products or services within the destination, e.g. hotel rooms, restaurant meals, tours, etc (Joe David, 2020).

Kersa Melima Woreda is in an economic crisis, with high unemployment, a lack of investment activity in the tourism industry, as well as low income in tourism compared to other sectors (particularly trade and finance), and is characterized by seasonal activity and a short duration of the tourist season (KMWCTO, 2019). In addition to this, the local community has no clue about tourism and its importance to the economic development of the area as well as their woreda, and there is low awareness among the society due to low awareness creation from the concerned body regarding tourism product development, especially from the culture and tourism office. The following are some economic factors that influence the development of tourism products.

**Table 4.7: Descriptive Statistics of the Economic Factors**

Items		SD	D	Undecide d	A	SA	Mean	Std. D
Limited tourism demand	Frequency	3	16	3	104	58	<b>4.08</b>	.908
	Percent	1.6	8.7	1.6	56.5	31.5		
Small budget allocated from government	Frequency	2	8	15	84	75	<b>4.21</b>	.850
	Percent	1.1	4.3	8.2	45.7	40.8		
Low private investment in tourism	Frequency	3	6	8	68	99	<b>4.38</b>	.847
	Percent	1.6	3.3	4.3	37.0	53.8		
<b>Group Mean</b>							<b>4.22</b>	

**Source: Own Survey Data, May, 2021**

*Note:* the Mean & standard deviation were computed based on numerical values assigned the responses: Strongly Disagree=1, Disagree = 2, Undecided = 3, Agree = 4 & Strongly Agree = 5

As can be seen in table 4.6, among the identified economic factors, low private investment in the tourism destination of the area is first ranked with the highest mean score of 4.38. The small budget allocated by the government for the development of tourism destinations has a mean score of 4.21, and the limited tourism demand among the community around the destination has a mean score of 4.08. Therefore, the group mean for the economic factor is 4.22.

The majority of the households 99 (53.8%) that responded concerning the low private investment in tourism around the destination strongly agreed, as 68 (37.0%) of the respondents responded. This indicates that the tourism product development of the woreda has been mostly affected by the poor private investment around the tourism destination and woreda. It is not stimulating and motivating for foreign investors to invest in the area. Contrarily to these, 4.3% and 3.3% of the household's responses were undecided, disagreed with, and strongly disagreed with, respectively. Less than 8% of the responses show that poor private investment in tourism doesn't affect the tourism product development of the study area. About 1.6% of the responses were neither accepting the factors nor rejecting them. Therefore, the responses of these households were undecided.

Regarding the small budget allocated by the government for the tourism destination, about 84 (45.7%) and 75 (40.8%) of the responses were agreed and strongly agreed, respectively. It reveals that there is a small budget allocated by the government for tourism product development, and according to the Kersa Melima Woreda, most of the tourism resources were not identified as resources. For these reasons, the government doesn't invest in the budget for those tourism destinations. About 8.2% of households responded that the small budget allocated by the government would not affect tourism product development in the area, which means undecided. 4.3% and 1.1% of the responses were disagreeing and strongly disagreeing, respectively. This shows that households' decisions on the small budget allocated by the government did not affect the tourism product development of the area.

In addition to the above indicator or items of the economic factor of tourism product development, limited tourism demand was responded to by about 104 (56.5%) and 58 (31.5%) agreeing strongly. It indicates that there is low tourism demand among the community and other

sectors to see or visit the tourism destination of the woreda due to the cost of transportation, accommodation, and unattractiveness of the destination. At the same time, about 8.7% and 1.6% of respondents disagreed and strongly disagreed. This demonstrates that a small number of households were ignoring limited tourism demand as an economic factor in the development of tourism products. 1.6% of the households were still unknown, which means undecided.

### Environmental Factors

Environmental conservation and management, according to Janusza & Bajdora (2013), comprises taking actions to reduce pollution of the air, land, and water, as well as protecting biological diversity and natural heritage. The environment contributes to substantial tourism product development. Tourism is inextricably linked to the environment, in terms of the attractions it offers to tourists, the quality of experience that can be provided, and the industry's impact from the use of resources to sustain it. This section presents and analyses the environmental factors that affect tourism product development at the Kersa Melima Woreda. To analyze the environmental factors of the Woreda, the researcher utilized four indicators of environmental factors: environmental degradation, illegal land use around the tourism site, disturbance of fauna and flora, and unattractive natural scenery and land scape by using the degree of agreement from the households in the study area.

**Table 4.8: Descriptive Statistics of Environmental Factors**

Items		SD	D	Undec ided	A	SA	Mean	St.D
Environmental degradation	Frequency	15	14	4	79	71	<b>3.95</b>	1.225
	Percent	8.7	7.6	2.2	42.9	38.6		
Illegal land using around the tourism site	Frequency	4	13	8	84	75	<b>4.16</b>	.954
	Percent	2.2	7.1	4.3	45.7	40.8		
Disturbance of fauna & flora	Frequency	5	10	8	106	55	<b>4.07</b>	.897
	Percent	2.7	5.4	4.3	57.6	29.9		

Unattractive natural scenery and landscape	Frequency	8	12	4	59	101	<b>4.27</b>	1.076
	Percent	54.9	32.1	2.2	6.5	4.35		
<b>Group Mean</b>							<b>4.11</b>	

**Source: Own survey data (May, 2021)**

*Note:* The Mean & standard deviation were computed based on numerical values assigned the responses: Strongly Disagree=1, Disagree = 2, Undecided = 3, Agree = 4 & Strongly Agree = 5

Table 4.8 shows the the maximum mean values of the environmental factors are 4.27 for the unattractive natural scenery and landscape, 4.16 for illegal land use around the tourism destination, and 4.07 for the high disturbance of the fauna and flora, while the minimum mean values are 3.95 for environmental degradation, respectively. The overall mean value is 4.11, which is at an important level for the environmental factors that affect the tourism product development of the Kersa Melima Woreda and can affect the attractiveness of the area.

The responses of the households reveal that the majority of them, 101 (54.9%), strongly disagree regarding the unattractive natural scenery and landscape, and 59 (32.1%) of the households disagree. This indicates the Kersa Melima Woreda has a naturally attractive and beautiful landscape that attracts tourists to the woreda, while 2.2% responded undecided. Contrarily, 12 (6.5%) and 8 (4.3%) were placed as unattractive natural scenery and landscapes in "agree" and "strongly agree" respectively. Less than 10% of the respondents did not agree with the impacts of the unattractive natural scenery and landscape on the environment.

Next to the attractive natural scenery and landscape, the most important factors are illegal land uses around the tourism destination, with a mean score of 4.16. About 85 (45.7%) of responses were agreed upon and 75 (40.8%) were strongly agreed upon. More than 85% of the respondents agreed with the responses on the illegal land use around the tourism destination, and it has great impacts on the environment, especially around unknown tourism destinations in the woreda. 4.3%, 13 (7.1%), and 4 (2.2%) were responded to as undecided, disagreed, and strongly disagreed, respectively. It indicates that illegal land use around tourist destinations is one of the factors that affect the environment.

The third-ranked environmental factor was disturbance of fauna and flora, with a mean score of 4.07. Disturbance of the natural environment is highly visible in the area, with 106 (57.6%) agreeing and 55 (29.9%) strongly agreeing. It shows that Kersa Melima Wereda has low conservation of natural environments, especially regarding the fauna and flora of the area. In contrast, 4.3%, 5.4%, and 2.7% were undecided, disagreed with, and strongly disagreed with, respectively. About 6% of respondents said that in the Kersa Melima Woreda there is no disturbance of fauna and flora.

On the other hand, environmental degradation is also one of the environmental factors that affect the tourism product development of the area, with a mean score of 3.95. Nearly half of the respondents (42.9%) agreed, and 71 (38.6%) strongly agreed. The results reveal that conservation and protection of the environment as a kersa melima woreda are very low. In other words, 2.2% of the households neither accept the factor nor reject it, and their response is undecided. 7.6% and 8.7% of respondents disagreed and strongly disagreed with the given factor on the environment.

### **Socio-Cultural Factors**

The ability of a tourist location to preserve socio-cultural components while matching worldwide standards in terms of service quality, lodging, and professionalism is critical to its success (Agnew & Demas, 2013). Kersa Melima Woreda has the potential for resources and a rich social life and lifestyle that are thought to attract tourists to the area, which can be applied in the tourism industry in a way that specifically educates and motivates employees modeled after developed tourism countries to make tourists feel welcome throughout their stay and at all levels, KMWCTO (2019). However, this is not considered a resource and less attention is created by the community, as well as a culture and tourism office. To analyze the socio-cultural factor, the researcher utilized four items as follows:

**Table 4.9: Descriptive Analysis of the Socio-Cultural Factors**

Items		SD	D	Undecided	A	SA	Mean	Std. D
Conflict of interest on ownership of tourism resource	Frequency	4	3	3	69	105	<b>4.46</b>	.802
	Percent	.5	1.6	1.6	37.5	57.1		
Poor culture of visiting attractions	Frequency	1	3	2	59	119	<b>4.59</b>	.655
	Percent	.5	1.6	1.1	32.1	64.7		
Low economic standard of society	Frequency	1	8	2	89	84	<b>4.34</b>	.759
	Percent	.5	4.3	1.1	48.4	45.7		
Loss of cultural authenticity	Frequency	2	4	3	69	106	<b>4.48</b>	.739
	Percent	1.1	2.2	1.6	37.5	57.6		
<b>Group Mean</b>							<b>4.45</b>	

**Source: Survey (May, 2021)**

*Note:* the Mean & standard deviation were computed based on numerical values assigned the responses: Strongly Disagree=1, Disagree = 2, Undecided = 3, Agree = 4 & Strongly Agree = 5

Table 4.8 shows that the group mean value for all items of the socio-cultural factor of the Kersa Melima Woreda is 4.47, with the highest mean poor score of 4.59 for poor culture of visiting attractions, 4.48 for loss of cultural authenticity, 4.46 for conflicting interests in the ownership of tourism resources among society, and the lowest, 4.34, for the low economic standard of society. This implies that socio-cultural factors are better ranked and have a driving force for the development of tourism products.

From the above table, the poor culture of visiting attraction sites is the highest ranked, with a mean score of 4.59, and 119 (64.7%) of responses were strongly agreed upon, as 59 (32.1%) were agreed upon. This indicates that woreda society has no interest in visiting their woreda's tourism resources, which is why the woreda's tourism resources have received less attention.

1.1% were undecided and about 2.1% disagreed and strongly disagreed. Almost greater than 95% responded that there is a poor culture of visiting attractions.

In addition to the poor culture of visiting the attraction, the loss of cultural authenticity takes second place as a socio-cultural factor. About 106 (57.6%) responses were marked "strongly agree" and 69 (37.5%) were marked "agree." This implies that whether cultural dress, cultural food, or any other products that are produced in that woreda have not been practiced to deliver for the tourists, especially around the attraction sites. 1.6% was undecided, and 3.3% of the households disagreed strongly with the given factor.

The other socio-cultural factor for the development of tourism products is conflict of interest in the ownership of the tourism resource in society, with a mean score of 4.46. The majority of the households, 105 (57.1%), strongly agreed and 69 (37.5%) agreed on the give factor. It shows most of the tourist destinations in the woreda were not bound by boundaries and were located on farmers' land without any conservation, so if tourists traveled to the area, the community who lives around the resources came up with conflict to benefit sharing. About 1.6% were undecided, and less than 3% were not agreed on the factor.

Lastly, the low economic standard of society got the fourth place with a mean score of 4.34. 89 (48.4%) of the responses were agreed upon and 84 (45.7%) were strongly agreed upon. As the results indicate, the economy of the society depends on only agriculture, and although they have many tourism resources, they have not benefited from them because most of the tourism resources of the woreda weren't identified and promoted either. 5% of the households did not agree on the factor.

### **Infrastructure Factors**

Infrastructure is an important aspect that includes transportation and tourism services like hotel rooms and car rental services, which play a vital role in travel and tourism competitiveness, serving as the arteries of the industry (Maksim S., 2019). Infrastructure is the basis for the tourism product development and utilization of existing destination resources through enhancing the cultural, historical, and natural resources as well as building the overall image of the

destination. According to Grzinic & Saftic (2012), there are many actions which can ensure adequate tourist and related infrastructure: ensure accessibility to and within the destination; improve the communal infrastructure; develop new accommodation capacities; advance the service quality of the provided services; develop the necessary infrastructure; upgrade the existing accommodation capacities; and ensure that the destination is safe and clean. It is also the key to successful tourism product development and destination development through attracting more tourists to the destination, but structuring and delivering modern infrastructure is very complex, especially in the countryside.

According to KMWCTO, 2019, Kersa Melima woreda is well-endowed with tourism resources that attract tourists to the area, but the woreda is at a low point in terms of infrastructure development. Most of the tourist resources in the woreda are located far from the main road that crosses the woreda on the southern side, and even the two well-known destinations, Awash Melka Kunture and Aadadi Mariam Roch Hewn Church, do not provide the infrastructure that is required. Therefore, almost all the tourist resources in the woreda lack needed infrastructure like roads, water, electricity, and other services and facilities. To analyze these factors, the researcher used the following general infrastructure factors that affect tourism product development:

**Table 4.10: Descriptive Statistics of the Infrastructure**

Items		SD	D	Unde cided	A	SA	Mean	Std. D
Lack of transportation links and quality	Frequency	4	3	3	69	105	<b>3.41</b>	1.324
	Percent	.5	1.6	1.6	37.5	57.1		
Poor quality of road	Frequency	1	3	2	59	119	<b>3.73</b>	1.040
	Percent	.5	1.6	1.1	32.1	64.7		
Lack of water and electricity supply	Frequency	1	8	2	89	84	<b>3.89</b>	.958
	Percent	.5	4.3	1.1	48.4	45.7		

Limited accommodation variety and quality	Frequency	2	4	3	69	106	<b>4.18</b>	1.065
	Percent	1.1	2.2	1.6	37.5	57.6		
Unavailability of recreation facilities	Frequency	7	10	10	55	102	<b>4.28</b>	1.048
	Percent	3.8	5.4	5.4	29.9	55.4		
<b>Group Mean</b>							<b>3.89</b>	

**Source: Survey, 2021**

*Note:* the Mean & standard deviation were computed based on numerical values assigned the responses: Strongly Disagree=1, Disagree = 2, Undecided = 3, Agree = 4 & Strongly Agree = 5

As demonstrated in table 4.9, infrastructure like unavailability of recreation facilities, limited accommodation variety and quality are rated as better ranked compared with other lack of water and electricity, poor quality of roads and lack of local transportation links and quality, with a mean score of 4.25, 4.18, 3.89, 3.73, and 3.41 respectively. The overall mean score of the general infrastructure is 3.89.

In the above table of infrastructure factors, unavailability of recreation facilities has the highest mean score at 4.28 and 102 (55.4%) of households strongly agreed, whereas 55 (29.9%) strongly agreed. It implies that in the Kersa Melia Wereda, the development of infrastructure to develop tourism products is very low. Not only in Kersa Melima Woreda in Ethiopia, where tourist infrastructure and activities are not well developed to attract tourists. While 5.4%, 5.4%, and 3.8% of the responses were undecided, disagreed, and strongly disagreed, respectively.

Secondly, limited accommodation variety and quality have a mean score of 4.18. From the surveyed respondents, 107 (57.7%) strongly agreed and 69 (37.5%) agreed. Of course, accommodation variety is one of the crucial components of tourism product development and it directly affects the product development of the destination. The result implies that there is limited accommodation variety and quality around the tourist destination of the woreda. Thirdly, lack of water and electricity supply is a better element of the general infrastructure factor that affects product development in the given area, with a mean score of 3.89. About 89 (48.4%) of households agreed, and 84 (45.7%) strongly agreed. More than 90% of the responses show that

around the tourist destination of the woreda there is no water and electricity supply available for use for tourism product development.

Fourthly, poor quality of roads is a very important general infrastructure factor of the tourism product's development with a mean score of 3.73. According to the above table, 64.7% of respondents said they strongly agreed, while 32.1% said they agreed. This indicates that Kersa Melima Woreda has poor quality of roads that goes to the tourist destinations and some of the tourist resources in the area are difficult to visit. Lastly, lack of local transportation links and quality are also an important factor for the development of tourism products with a mean score of 3.43. 57.1% were strongly agreed on the absence of the local transportation and quality.

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1 Conclusion**

In this thesis, a study was carried out on the Kersa Melima Woreda in terms of the tourism product development of the area. The main objectives of this research were tourism product development: potential, practice, and factors that affect its development. The cross-sectional descriptive, exploratory research design and a mixed research approach were used in the study. Various data were obtained from households in the study area, the administration of the Zone, Woreda, and Kebele, and experts from the Zone and Woreda's Culture and Tourism Office through a questionnaire survey, key informant interview, and field observation in the area for this thesis. The following sections were discussed based on the study's findings:

Kersa Melima Woreda played a significant role in attracting tourists to the area, and it was endowed with more tourism resources than other tourism destinations in the South-West Shoa Zone. The Woreda was gifted with diversified potential tourism resources that pulled both domestic and international tourists to the woreda. Awash, Melka Kunture Archeological Site, and Adadi Mariam Rock Hewn Church, the most visited tourism destination in the woreda, were the study area's primary prospective tourism resources. Whereas, the other potential tourism resources of the woreda that the researcher was focused on were Muti Alibo Stelae, Qalu Gifti Foka Doro, Bifa Hot Spring, and Gibzina Cave, which were some of the potential tourism resources in the area. However, these potential tourism resources were not well documented, identified, and exploited as tourists, local communities, and the woreda expected.

In spite of the potential, the study also identifies the existing practice of tourism product development in the study area. The study results indicate that the current practices of tourism product development in Kersa Melima Woreda are at a low stage. Despite this, the attractions of the study area through conservation and protection practice indicators were very low in the most potential tourism resources of the area. In addition to conservation and protection practices, accommodation practices did not currently exist in a destination, resulting in the need for the

creation and increase of accommodation capacities in the areas (hotels, motels, camping sites, and private accommodation). The area was only physically accessible, but most of the resources were not technologically accessible. In promotional practice, there is no delivery of information that has a complete description of accessibility, facilities and infrastructure, and objects and attractions. The infrastructure practices of the study area, like electricity and water supply, were found to be available and reliable in areas near the town but not in the remote areas where the tourism destinations of the woreda are located, and there is low tourist flow and income receipt from the area.

The researcher also tried to analyze the factors that affect tourism product development in the study area. These factors were discussed in different ways: Political factor: this factor commonly not only affects the tourism resources of Kersa Melima but also the country's levels. According to the responses from the households in the study area, poor security at the attraction sites commonly affects the tourism product development of the study area following poor political leadership and political instability. In Kersa Melima, the economic factor is an essential factor that affects tourism product development through poor tourism demand, small budget allocated by the government and poor private investment. This shows that households in the study area decided that the poor private investment and small budget allocated by the government were more affected by the tourism product development than the poor tourism demand.

Environmental Factor: The environmental factors of the Woreda were based on four indicators: environmental degradation, illegal land use around the tourism destination, disturbance of fauna and flora, and unattractive natural scenery and land scape. However, from the given items of environmental factors, attractive natural scenery and land scapes are highly affected by illegal land use around the destination and high disturbance of fauna and flora.

Socio-cultural Factor: Kersa Melima Woreda has the potential for resources, a rich social life, and a lifestyle that is considered to be attracting tourists to the area. The socio-cultural factors that affect tourism product development are: poor culture of visiting the attraction, loss of cultural authenticity, conflicting of interests in the ownership of tourism resources in society, and low economic standards in society. The woreda is well-endowed with tourism resources that

attract tourists to the area, but infrastructure development is at a low level as the woreda is at a low level. There is less access to services such as:unavailability recreation facilities, limited accommodation variety and quality, lack of water and electricity, poor quality of roads and lack of local transportation, and poor quality of road.

Generally, Kersa Melima Woreda is well diversified by potential tourism that attracts tourists to that area, but the tourism resources of the area are not well identified and are low in current practice in and around the tourism destination. According to the conclusions of the study, tourism product does not now assist inhabitants living around the area in terms of developing economic standard of the society.

## **5.2 Recommendation**

Based on the findings of the study and conclusions drawn with respect to the tourism product development potential, practice, and factors that affect its development in the Kersa Melima woreda, the researcher suggested the study area. For the future improvement of the tourism product development in Kersa Melima Woreda, several recommendations were also provided for the Administration of the Zone, Woreda and Kebele, the Culture and Tourism Office of the Woreda and Zone, and the local community of the study area.

- Tourism products are being developed through training and initiative programs for culture and tourism personnel. So, government officials should be educated and informed about the benefits of tourism. A tourism product development and awareness-creation program should be launched
- Professional skills should be needed in the Culture and Tourism Offices, and this is the key problem facing the culture and tourism offices of the Woreda.
- Creating a positive work environment to improve the management style and ownership of the resource should be undertaken by the culture and tourism office and the local community of the area
- Ensure that the local community benefits from tourism resources by providing locally produced products that represent the area, as well as other necessary services and facilities such as guiding services
- The tourism product development should be supported with basic tourism infrastructure

and services through improving and establishing accommodation in and around the destination.

- Quality of road and transportation system that leading to the tourism resource of the woreda should be upgraded to the asphalt and some the destination is not accessible.
- Local and international investors must be invited on developing of the tourism product and involving them on the management and operation of the tourist facilities and service
- Tourism services and facilities should be expanded and improved in order to provide a safe, convenient, and quick tourism service to guests and tourists.
- Culture of visiting to the attraction site should be practice among the community who live around the tourism destination and the community should be develop, promote and encourage their culture as the tourism product
- A strong fund should be needed to develop tourism products, identify the resources, and promote and fulfill the necessary tourist services and facilities
- Ensuring the conservation and protection of the tourism resource through establishing strong association among the community of the tourist site.

As a result, more research is needed to determine and ensure the benefits of tourism products. And also, more research into the link between tourism and tourism product development at the community level, with a focus on the potential tourism resources of the area, should be needed.

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## APPENDIX



**Addis Ababa University**

**College of Development Studies**

**Center for Environment and Development**

**Tourism Development and Management Program**

**Interview Guides for the employees of the Culture and Tourism Office and Site Management of the Area**

**Dear Respondents**

I'm Ayansa Ebsa and a MA student in Tourism Development and Management at Addis Ababa University under College of Development Studies. The title of MA thesis research “**Tourism Product Development Practice in Kersa Melima Woreda, South West Shoa Zone Oromia Regional State.**” The main aim of the study is to assess the tourism product development experience in the selected woreda. I appreciate your participation in this interview. I would like to assure you that all the information you will present will be strictly confidential. Since the quality and success of this study depends on your kind and genuine information, please take your time to give your answers to the given questions.

Thank you in advance for your cooperation for providing accurate information

Ayansa Ebsa

Phone Number: +251940618219

Email: ayansaebbsa08@gmail.com

**Part I: Background information of the Interviewee**

- a) Identification Number (code):-----
- b) Name: -----
- c) Gender:-----
- d) Education: -----
- e) Position: -----

**Part II: Assessing the Actual and Potential Tourism Resource of the Kersa Melima Woreda**

1. What are the potential tourism resources of the Kersa Melima Woreda?

What are the potential (existing currently visited) tourism resources?

- ❖ Natural tourism resources
  - Description of each site
  - Features or types of natural tourism resource
- ❖ Cultural tourism resources
  - Description of each site
  - feature of cultural tourism resource of the area

What are the potential (existing but not currently visited) tourism resources?

- ❖ Natural tourism resources
  - Description of each site
  - Features or types of natural tourism resource
- ❖ Cultural tourism resources
  - Description of each site
  - feature of cultural tourism resource of the area

- 2. Do you think that all its natural, cultural historical and special event resources are used for tourism activities?
- 3. What are the factors that affect tourism product development of the kersa Melima Woreda and the opportunities your organization face during its activities with developing tourism destinations of the area?
- 4. What do you think about the solutions to those factors?



**Addis Ababa University**

**College of Development Studies**

**Center for Environment and Development**

**Tourism Development and management Program**

**Interview Guides for Kebele, Woreda and Zone Administrator of Kersa Melima Woreda**

**Dear Respondents**

I'm Ayansa Ebsa and a MA student in Tourism Development and Management at Addis Ababa University under College of Development Studies. The title of MA thesis research "**Tourism Product Development Practice in Kersa Melima Woreda, South West Shoa Zone**". The main aim of the study is to assess the tourism product development experience in the selected woreda. I appreciate your participation in this interview. I would like to assure you that all the information you will present will be strictly confidential. Since the quality and success of this study depends on your kind and genuine information, please take your time to give your answers to the given questions.

Thank you in advance for your cooperation for providing accurate information

Ayansa Ebsa

Phone Number: +251940618219

Email: ayansaebbsa08@gmail.com

## Part 1: Background information of the Interviewee

- a) Identification Number (code):-----
- b) Name of Interviewee: -----
- c) Gender:-----
- d) Level of Education: -----
- e) Position: -----

## Part II: Identifying the existing practice of tourism product development in the case of Kersa Melima Woreda

1. Does the Kebele, Woreda and Zoneadministrator know all tourism resource of the area?
2. How do you explain the existing status of the tourism product of your area?

### + Attraction:

- ✓ Conservation and Management the environment
- ✓ Protection of fauna and flora

### + Accommodation:

- ✓ Eco-lodge design and management
- ✓ Village based accommodation
- ✓ Use of local produce and traditional dishes
- ✓ Handcraft production

### + Promotional practice

### + Accessibility of the area

- ✓ Transportation infrastructure to and from the destination
- ✓ Quality of road that connects the tourism destination of the area

### + Amenity

- ✓ Water and electricity supply in and around the destination
- ✓ Mobility services and information services

### + Tourist flow, income recipient and tourist information center

3. Are the existing tourism infrastructure facility and service adequate to carry out effective tourism development?
4. What activities are practiced currently to develop the tourism product in this area?
5. What kind of working structure is there to do with Oromia culture and tourism bureau and MoCT in order to achieve tourism product development of your area?



**Addis Ababa University**

**College of Development Studies**

**Center for Environment and Development**

**Tourism Development and management Program**

**Survey Questionnaires for the Experts of Culture and Tourism Office the Zone and Kersa Melima Woreda**

**Dear Respondents**

I'm Ayansa Ebsa and a MA student in Tourism Development and Management at Addis Ababa University under College of Development Studies. Currently, I'm conducting research on the title of "**Tourism Product Development practice in Kersa Melima Woredain South West Shoa Zone, Oromia Reional State.**" The main aim of the study is to assess the tourism product development experience in the selected woreda. I appreciate your participation in this questionnaire. I would like to assure you that all the information you will present will be strictly confidential. Since the quality and success of this study depends on your kind and genuine information, please take your time to give your answers to the given questions.

Thank you in advance for your cooperation for providing accurate information

**By: Ayansa E.**

**Email: [ayansaebbsa08@gmail.com](mailto:ayansaebbsa08@gmail.com)**

**Phone: +251940618219**

**Part I. Background information: please circle on a given choice**

No	Variable	Response categories
1	Sex	a) Male b) Female
2)	Age	a) 18 -30 b) 31-45 c) above 46
3	Marital Status	a) Single b) Married c) Divorced d) Widowed
4	Education	a) Didn't go to school b) Elementary Complete c) High School Complete d) Diploma e) Degree & above
5	Occupation of household head	a) Government employee b) Farmer c) Trade d) Other
6	Kebele of Respondent	a) Godeti Wambera b) Muti Alibo c) Adadi d) Kersa Werko

**Part II: Factors Affecting the Tourism Product Development in Kersa Melima Woreda, South West Shoa Zone**

In assessing the tourism product development of the area, the study will investigate the factors that affect tourism product development by using the traditional 5-point Likert scale by the following options and responses:

Strongly Disagree = 5                      Disagree = 4                      Neutral = 3  
 Agree = 2                                      Strongly Agree= 1

Please choose and tick (√)the most suitable response to the statements on the respective spaces provided for you.

No	Parameters	Levels of agreement				
		5	4	3	2	1
1	Political factor					
	a) Poor political leadership					
	b) Security problem of the attraction site					
	c) Political instability					
2	Economic factor					
	a) Limited tourism demand					
	b) Small budget allocated from government					
	c) Low private investment in tourism					
3	Environmental factor					
	a) Environmental degradation					
	b) Illegal land marketing around the destination					
	c) Disturbance of fauna and flora					
	d) Unattractive natural scenery and landscape					
4	Social-cultural factors					
	a) Conflict on interest on ownership of tourism resource					
	b) Poor culture of visiting attractions					
	c) Low economic standard of society					
	d) Loss of cultural authenticity					



**Maxxantuu**



**Yuunivarsiitii Finfinneetti**

**Kollejjii Qorannoo Misoomaa**

**Gidduu Gala Misoomaa fi Naannoo**

**Mummee Barnoota Misoomaa fi Bulchiinsa Turiizimii**

**Sagantaa Digrii Lammaffaa Misoomaa fi Bulchiinsa Turiizimii**

**Gaaffii Afaanii Haayyuu Biiroo Aadaa fi Turiizimii Aanaa Qarsaa Maallimaa**

**fi Godina Shawaa Kibba Lixaa fi Hooggansa Hawwata Turiizimii**

**Kabajamoo Deebii Kennitan:**

Ayyaansaa Ibsaan jedhama Yuunivarsiitii Finfinneetti barataa digrii 2<sup>ffaa</sup> Muummee Barnoota Misoomaa fi Bulchiinsa Turiizimiiti. Yeroo ammaa kana, ani qorannoo mata- duree “**Haala Qabatamaa Misooma Turiizimii**”: **Aanaa Qarsaa Maallimaa, Godina Shawaa Kibba Lixaa Mootummaa Biyyoolessa Naannoo Oromiyaa** irratti haayyuu biiroo aadaa fi turiizimii aanaa qarsaa maallimaa fi godina shawaa kibba lixaa fi hooggansa hawwata turiizimiiirraa odeeffannoo gahaa funaanuu ilaala. Kaayyoon qorannoo koo: Misooma Turiizimii qorachuu irratti kan xiyyeeffateedha. Duraan dursa hirmaanna isin gaafannoo kanaaf gootaniif isinin galateeffadha. Qorannoo kana bu’aa qabeessa gochuudhaaf, deebiin keessaan gaaffiiwwan kennamaniif kennitan baay’ee barbaachisaadha. Deebiin keessan qorannoo kanaaf qofa kan ooluu fi iciitiidhaan kan eegamuudha. Kanaafuu yeroo keessan kennaatii gaaffii kanneeniif deebii laadha.

Deebii sirrii naaf kennuuf hirmaanna isin naaf gootaniif baay’ee galatoomaa!

**Ayyaansaa Ibsaa**

**Email: ayansaebesa08@gmail.com**

**Lakk. Bilbilaa: +251940618219**

### Kutaa I: Seenaa duubaa gaafatamaa

- a) Lakkoofsa gaafatamaa adda baasu:-----
- b) Maqaa Gaafatamaa:-----
- c) Saala:-----
- d) Sadarkaa barnootaa:-----
- e) Gahee Hojii:-----
- f) Guyyaa: -----

Kutaa II: Qorannaa bakkeewwan hawwata turiizimii kan yeroo ammaa tajaajila kenna jiraaniifii kan tajaajila jhin kennine adda baasuu irratti xiyyeeffateedha

1. Bakkeewwan hawwata turiizimii kan yeroo ammaa tajaajila kenna jiran

Qabeenya turiizimii uumaamaan nama hawwaachuu danda'an

- ✓ Ibsa waa'ee tokko tokkoon qabeenya uumaamaan nama ofitti hawwaatan
- ✓ Gosoota isaanii

Qabeenya Turiizimii kan nam-tolchee

- ✓ Ibsa waa'ee qabeenya
- ✓ Amaloota yookaan gosoota isaa

2. Bakkeewwan hawwata turiizimii kan yeroo ammaa tajaajila kenna hin jirre

Qabeenya turiizimii uumaamaan nama hawwaachuu danda'an

- ✓ Ibsa waa'ee tokko tokkoon qabeenya uumaamaan nama ofitti hawwaatan
- ✓ Gosoota isaanii

Qabeenya Turiizimii kan nam-tolchee

- ✓ Ibsa waa'ee qabeenya
- ✓ Amaloota yookaan gosoota isaa

3. Qabeenyi turiizimii aanaa Qarsaa Mallimaa keessa jiru guddina turiizimiif oolaa jiraa?
4. Wantoollee Misooma Turiizimii irratti dhiibbaa geessisuu danda'an akka Aanaa Qarsaa Maallimaa maal isaan?
5. Furmaatni dhiibbaa kanneenii hoo maal?



**Yuunivarsiitii Finfinneetti**  
**Kollejjii Qorannoo Misoomaa**  
**Gidduu Gala Misoomaa fi Naannoo**  
**Mummee Barnoota Misoomaa fi Bulchiinsa Turiizimii**  
**Sagantaa Digrii Lammaffaa Misoomaa fi Bulchiinsa Turiizimii**  
**Gaaffii Afaanii Hayyuu Duree Biiroo Aadaa fi Turiizimii, Hoogganaa**  
**Hawwata Turizimii fi Bulchiinsa Ganda, Aanaa fi Godinaa**

**Kabajamoo Deebii Kennitan:**

Ayyaansaa Ibsaan jedhama Yuunivarsiitii Finfinneetti barataa digrii 2<sup>ffaa</sup> Muummee Barnoota Misoomaa fi Bulchiinsa Turiizimiiti. Yeroo ammaa kana, ani qorannoo mata- duree “**Haala Qabatamaa Misooma Turiizimii**”: **Aanaa Qarsaa Maallimaa, Godina Shawaa Kibba Lixaa Mootummaa Biyyoolessa Naannoo Oromiyaa** irratti hayyuu duree biiroo aadaa fi turiizimii, hoogganaa hawwata turizimii fi bulchiinsa gandaa, aanaa fi godinaairraa odeeffannoo gahaa funaanuu ilaala. Kaayyoon qorannoo koo: Misooma Turiizimii qorachuu irratti kan xiyyeeffateedha. Duraan dursa hirmaanna isin gaafannoo kanaaf gootaniif isinin galateeffadha. Qorannoo kana bu’aa qabeessa gochuudhaaf, deebiin keessaan gaaffiiwwan kennamaniif kennitan baay’ee barbaachisaadha. Deebiin keessan qorannoo kanaaf qofa kan ooluu fi iciitiidhaan kan eegamuudha. Kanaafuu yeroo keessan kennaatii gaaffii kanneeniif deebii laadha.

Deebii sirrii naaf kennuuf hirmaanna isin naaf gootaniif baay’ee galatoomaa!

**Ayyaansaa Ibsaa**

**ayansaebso08@gmail.com**

**+251940618219**

## **Kutaa I: Seenaa duubaa gaafatamaa**

- a) Lakkoofsa gaafatamaa adda baasu:-----
- b) Maqaa Gaafatamaa:-----
- c) Saala:-----
- d) Sadarkaa barnootaa:-----
- e) Gahee Hojii:-----

## **Kutaa II: Haala qabatamaa yeroo ammaa kan misooma turiizimii Aanaa Qarsaa Maalimaa**

1. Hoogansi sadarkaan jiru qabeenya tuurizimii aanaa Qarsaa Maallimaa beekaa?
2. Haala qabatamaa misooma turiizimii naannoo Qarsaa Maallimaa akkamin ibsituu?

Bakkeewwan Hawwaata turiizimii

- ✓ Eeguumsaa fi bulchiinsa naannoo
- ✓ Kunuunsaa biqilootaa fi Bineeldootaa

Bakka keessummaa itti boqotu

- ✓ Qajeelcha fi bulchiinsa loojii naannoo hawwaata turiizimiitti
- ✓ Simannaa ganda sanirratti hundaa'e
- ✓ Itti fayyadama oomisha naannoo fi nyaata aadaa
- ✓ Oomisha ogummaa harkaa

Misooma

- ✓ Dhiyeessii bishaanii fi human ibsaa bakka hawwata turiizimii fi naannoo isaa
- ✓ Tajaajila salphaa fi madda odeeffannoo
- ✓ Tajaajila qajeelcha tuuristootaa

Haala Ga'uumsa ykn Geejiba

- ✓ Misoomaa geejibaa gara hawwaata turiizimii fi achiirraa gara biraatti
- ✓ Qulqullinaa daandii kan bakkeewwan hawwaata turiizimii aanaa wal qunnamsiisu

3. Misooma turizimii kana guddisuuf yaalii maal fa'aatu taasifame akka aanaa kanaatti?
4. Misooma turiizimii Aanaa Qarsaa Maalimaa guddisuuf walitti hidhaamiinsi Biiroo Aadaa fi Turiizimii Oroomiyaa fi Miniisteera Aadaa fi Turiizimii Federalaa gidduu jiraa?



**Yuunivarsiitii Finfinneetti**  
**Kolleejjii Qorannoo Misoomaa**  
**Gidduu Gala Misoomaa fi Naannoo**  
**Mummee Barnoota Misoomaa fi Bulchiinsa Turiizimii**  
**Sagantaa Digrii Lammaffaa Misoomaa fi Bulchiinsa Turiizimii**  
**Gaaffii Qorannoo Abbootii Yookaan Haadholii Warraa Aanaa Qarsaa**  
**Maallimaaf**

**Kabajamoo Deebii Kennitan:**

Ayyaansaa Ibsaan jedhama Yuunivarsiitii Finfinneetti barataa digrii 2<sup>ffaa</sup> Muummee Barnoota Misoomaa fi Bulchiinsa Turiizimiiti. Yeroo ammaa kana, ani qorannoo mata- duree “**Haala Qabatamaa Misooma Turiizimii**”: **Aanaa Qarsaa Maallimaa, Godina Shawaa Kibba Lixaa Mootummaa Biyyoolessa Naannoo Oromiyaa** irratti abbootii yookin haadholii warraa irraa odeeffannoo gahaa funaanuu ilaala. Kaayyoon qorannoo koo: Misooma Turiizimii qorachuu irratti kan xiyyeeffateedha. Duraan dursa hirmaanna isin gaafannoo kanaaf gootaniif isinin galateeffadha. Qorannoo kana bu’aa qabeessa gochuudhaaf, deebiin keessaan gaaffiiwwan kennamaniif kennitan baay’ee barbaachisaadha. Deebiin keessan qorannoo kanaaf qofa kan ooluu fi icciitiidhaan kan eegamuudha. Kanaafuu yeroo keessan kennaatii gaaffii kanneeniif deebii sirrii ta’e guutaa.

Deebii sirrii naaf kennuuf hirmaanna isin naaf gootaniif baay’ee galatoomaa!

Ayyaansaa Ibsaa

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**Kutaa I: Odeeffannoo Seenaa Duubaa Deebii Kennitootaa: Deebii Sirrii Ta'e Irratti Maraa  
Fakkeenyaaf: Yoo filannoon keessan C ta'e bifa kanan ibsa ©**

<b>Lakk.</b>	<b>Jijjiiramaa</b>	<b>Qoodiinsa Deebii</b>
1	Saala	a) Dhiira b) Dhalaa
2	Umrii	a) 18-30 b) 31-45 c) 46 ol
3	Haala Fuudhaa fi Heerumaa	a) Kan Hin Fuune Ykn Hin Heerumne b) Kan Fuudhe Ykn Heerume c) Kan Wal Hiike Ykn Hiikte d) Kan Jalaa Du'e Ykn Duute
4	Haala Barnootaa	a) Gonkumaa garaa mana barnootaa kan hin deemne b) Sadarkaa 1 <sup>ffaa</sup> kan Xumure/tte c) Sadarkaa 2 <sup>ffaa</sup> kan Xumure/tte d) Diiploomaa e) Digrii fi isaa ol
5	Haala Hojii	a) Hojjataa mootummaa b) Qotee Bulaa c) Daldalaa d) Kan biraa
6	Ganda Keessa Jiraattan	a) Godeettii Wambaraa b) Muxxii Aliboo c) Adaadii d) Qarsaa Warqoo

**Kutaa II: Qorannaa wantolee Misooma Turiizimii irratti dhiibbaa geessisuu danda’an akka Aanaa Qarsaa Maallimaa Godina Shawaa Kibbaa Lixaatti**

Misooma Turiizimii qorachuu dabalatee, waantoolee dhiibbaa Misooma Turiizimii irratti geessisuu danda’an kallatti baramaa filannoo Shan qabuun adda baasuuf kan qophaa’edha.

Isaaniis: 5= Baay’een walii gala                      4 = Walii gala              3 = Hin murteessine

2= Walii hin galu    1 = Baay’ee walii hin galu

Yeroo deebii kennitan kan gaaffii sanaaf deebii ta’a jettanii itti amantan sana jalatti mallattoo (√)kanan deebii keessan agarsiisaa.

Lakk.	Gaaffii Turiizimiin akka hin misoomne wantolee taasiisan irratti kan xiyyeeffate	Sadarkaa walii galtee abbootii warraa				
		5	4	3	2	1
1	Dhiibbaa Siyaasaa					
	a) Ga’uumsa dhabuu hooggansaa					
	b) Bakkeewwaan hawwata turiizimiitti eeguumsi jiru gadi aanaa ta’uu isaa					
	c) Gagaa’amni siyaasaa jiraachuu isaa					
2	Dhiibbaa Dinaagdee					
	a) Fedhiin turiizimii hawaasa gidduu jiru gadi bu’aa ta’uu isaa					
	b) Maallaqni mootummaan misooma turiizimiif ramadu gadi aanaa ta’uu isaa					
	c) Hirmaannan investimeentii dhuunfaa gadi aanaa ta’uu isaa					
3	Dhiibbaa Naannoo					
	a) Qabiinsi naannoo laafaa ta’uu isaa					
	b) Babal’achuu bittaa fi gurguurtaa lafaa karaa seeraan alaa naannoo hawwata turiizimiitti					
	c) Baay’inan babal’achuu mancaasa bosoonaa fi bineeldootaa					
	d) Haalli teessuma lafaa mijaataa ta’uu dhiisuu isaa					
4	Dhiibbaa haala hawaasaa					

	a) Galtee hawwata turiizimii irraa argame qooddachuu irratti hawaasa keessatti walitti bu'iinsi jiraachuu					
	b) Aadaan deemnee naannoo keenya ilaaluu gadi bu'aa ta'uu isaa					
	c) Haalli dinaagdee hawaasaa laafaa ta'uu isaa					
	d) Dhabamuu agarsiiftuu aadaa naannoo sanaa					
5	Misooma walii gala					
	a) Jiraachuu fi qulqullina dhabuu geejiba naannoo					
	b) Karaan ykn daandii qulqullina dhabuu isaa					
	c) Dhiyeessiin bishaanii fi humna ibsaa gadi aanaa ta'uu isaa					
	d) Bakki keessummaa itti simatan gahaa fi qulqullina dhabamuu isaa					
	e) Meeshaaleen bashaananaaf oolaan jiraachuu dhabuu isaa					

7. Furmaatni dhiibbaa kanneenii hoo maal?

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