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ADDIS ABABA UNIVERSITY  
SCHOOL OF GRADUATE STUDIES

THE SOCIO-ECONOMIC IMPACTS OF  
TOURISM : THE CASE OF LALIBELA

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June 1998

**THE SOCIO-ECONOMIC IMPACTS OF  
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**A Thesis**

**Presented to**

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**In Partial Fulfillment**

**of the Requirements for the Degree of**

**Master of Arts in Geography**

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The Socio-Economic Impacts of Tourism  
in Lalibela: Impact Assessment

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*cross-cultural contacts were found to be low. On the other hand, negative impacts of tourism such as increasing loss of historical resources, drop-out rate of students, seasonality problem and increasing alcoholism were found to be high. In general tourism's overall positive impacts outweigh the negative ones. About 78.2% of the household heads support the tourism activity in Lalibela. They also believe that the tourism industry was improving the image of the town and the economy of the area. Furthermore, the community does not only support the present magnitude of tourism but also favor its expansion. The study concludes by providing some relevant suggestions which could be used to strengthen the existing positive socio-economic benefits and lessen the negative ones.*

# 1. INTRODUCTION

## 1.1 The problem

Until quite recently tourism was principally a feature of, and was largely confined to, developed countries. Later, however, many of the developing countries, including Ethiopia, have seen the possibilities in tourism development programmes. They have tended to consider tourism as offering a quick and easy way of promoting economic development and solving their balance of payment difficulties. Most of the tourism programmes in developing countries have been carried out without sufficient and careful consideration or appreciation of the various benefits and costs involved (Robinson, 1979:142). Concerning tourism in developing nations, Louis Turner (quoted in Lea, 1988:1) commented by saying that "it is the most promising, complex and under-studied industry impinging on the Third World".

Tourism is classified as an invisible export industry for two reasons: firstly, it brings no tangible product and secondly, tourists travel to any destination to make personal use of the facilities they desire. So, due to this unique characteristic, it has complex relationships with the economic, social, cultural and environmental elements of a region and bringing about a complex of socio-economic and environmental impacts on host societies (Lea, 1989:9;). As a result, a failure to consider the wide range of the socio-economic impacts and peculiar influences of tourism would have a far-reaching consequence on the overall development in the developing countries (Inskip:1991:360; Shaw and Williams, 1994:83).

Ethiopia is one of the developing countries known for its unique and numerous natural, historical and cultural heritages, which are of great potential for tourism development. Among the many wonders of Ethiopia perhaps, one of the most famous historical sites registered as "world heritage" by UNESCO, are the rock-hewn churches of Lalibela. One of the most remarkable aspects of the churches in Lalibela is that "centuries after the inspired vision that led to their construction, they are still places of active worship" (Selamta, 1992:5). Those who visited these churches, beginning from the past to the present, have great admiration.

At present, Lalibela is one of the top tourist sites in Ethiopia. Despite a number of socio-economic and infrastructure problems, the number of tourists visiting Lalibela is constantly

increasing. With the rising number of tourists in the area, the various socio-economic impacts of tourism are also expected to increase too. Except some studies that were made by tour consultants (from market point of view), no comprehensive impact assessment has ever been taken in Lalibela. No efforts have ever been made to identify the perception of the community on the economic and socio-cultural impacts of tourism.

In order to maximize the various socio-economic benefits that can be accrued out of Lalibela, it is necessary to evaluate the present stage of its progress and identify some of the major socio-economic impacts such as the extent of the economic benefits (income, employment, infrastructure and social services), contribution towards the preservation of cultural heritage, developing cross-cultural exchange and its impact in increasing loss of historical resources, prostitution, alcoholism, sanitation and so on.

Therefore, the assessment of these and the like impacts and problems would help us devise appropriate strategies so as to make the tourist sites at Lalibela environmentally sustainable, economically sound and socially acceptable. Therefore, this study attempts to assess some of the above stated problems. By doing so, it will hopefully contribute its share to make tourism sustainable not only in Lalibela but also at different levels in Ethiopia.

## **1.2 Objectives of the study**

The main objectives of the study are:

1. To identify the major problems (infrastructure, services) that have decelerated tourism development in Lalibela.
2. To assess the major socio-economic impacts of tourism in Lalibela.
3. To examine the extent of the socio-economic linkages between tourism and the host community (residents of Lalibela).
4. To propose some possible suggestions that could enhance the value of the tourist sites to the community.

The study will answer the following major research questions:

1. What are the major problems (bottle-necks) that have hindered the development of tourism in Lalibela?

2. What are the socio-economic impacts of tourism in Lalibela? To what extent have the communities in Lalibela benefited from tourism?
3. What mechanisms should be drafted to make Lalibela a viable tourist site in socio-economic context?

### 1.3 Significance of the study

The economy of Lalibela, including Bugena *wereda*, depends largely on subsistent agriculture. Even in times of good harvest the overall output does not meet the needs, and, as a result relief food distribution is common. There has never been a single year which has been free from structural food deficit in the region. The region, in general, is highly degraded and has a poor agricultural potential.

On the other hand, Bugena *Wereda* in general and Lalibela in particular have great potentials for tourism. The eleven rock-hewn churches at Lalibela and the other ones (more than fifteen in number) that are found in Bugena *Wereda* are testimonies to this effect. In addition, the good natural scenery and the rugged terrain of the region are additional enhancing factors. Despite such huge potentials, the region failed to fully utilize these resources. Despite the fact that there are a number of socio-economic and environmental problems that seriously affect tourism in the area, no effort has so far been made to assess the problems in a comprehensive manner.

If efforts are made to maximize the various socio-economic gains that can be accrued from the sector, there is a good possibility to raise the role of tourism in the overall regional and local development. In order to realize such a potential, a comprehensive assessment of the basic socio-economic issues and problems, which will be the main theme of this study, becomes indispensable. This can be of a great help for planners and concerned organizations in promoting sustainable tourism both at local and regional level. Thus, this study, which aims at assessing the socio-economic impacts of tourism, may provide some basic findings that could help to achieve the goals in developing sustainable tourism in Lalibela. The findings could with care be extrapolated to other identical tourist sites in the country.

## 1.6 Definition of Key terms

**Tourist** -All types of travelers engaged in tourism are designed as visitors. A visitor is any person who travels to a country other than that in which he has his usual residence outside his usual environment for a period of not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited. The term visitor include two distinct types of travelers: 1) Tourist - a visitor who stays at least one night in a collective or private accommodation in the country visited and the purpose of his journey can be classified as: (a) Leisure (i.e. recreation, holiday, health, religion, or sport); (b) Business; (c) Visiting relatives and friends and (d) Conference and (e) Mission. 2) Excursionists - temporary visitors staying less than 24 hours in the destination visited and not making an overnight stay (Source: World Tourism Organization, 1981).

**Tourism** - Tourism has been defined in various ways but may be thought of as the relationship of phenomena arising out of the journey and temporary stays of people traveling for leisure, business, conference visiting relatives and friends. It is a multi-faceted activity and geographically a complex one as different services are sought and supplied at different stages from the origin to the destination (Pearce, 1995:2).

## 2. REVIEW OF RELATED LITERATURE

So far there is no a detailed study made on the socio-economic impacts of tourism in Ethiopia either at regional or local level. There are, however, a number of tourism master plans studies that are made by many foreign consultants. These studies have tended to focus on assessing the various tourism potentials so as to expand tourism in the country. In general, all of the available studies have confined themselves in projecting and describing the annual tourist flow and foreign exchange earnings at a national level and not the various socio-economic impacts of tourism. Therefore, due to the absence of adequate literature on the socio-economic impacts of tourism in Ethiopia in general and in Lalibela in particular, studies made in some other developing countries have been taken into consideration.

The review of related literature relevant to this study is divided into two major parts. The first part looks closely at the historical background of tourism development in general (at global level) and the development of modern tourism in Ethiopia in particular. In addition, the various tourism development plans are assessed. Understanding the historical background of tourism helps us in two ways. First, to appreciate the various stages in the development of modern tourism and second, to examine impacts in respect to its developmental stages. As Inskeep (1991:3) has suggested, it is important to appreciate the historical development of tourism, including the motivations for travel, so as to understand the trends and prospects of tourism and to come out with a proper plan. The second part of the review would focus on the socio-economic impacts of tourism at global, regional and national levels.

### 2.1 The development of tourism

#### 2.1.1 Background

Modern tourism went through a long series of development processes to reach the present stage. These development processes range from the early crude and limited forms of travel, usually made to fulfill basic needs, to the modern diversified and specialized forms of travel.

The early forms of travel in relation to the historical development of tourism are well articulated by Robinson (1976), Inskip (1991), Shaw and Williams (1994) and others. All of them have more or less followed similar approaches in describing early travels and the historical development of tourism. In general, they have tried to see the historical developments in four aspects : the early travels; travels during the middle ages; travels from the Renaissance period till to World War II and the development of modern tourism after World War II.

In the early period, people traveled for a number of reasons such as satisfying basic needs, escaping from enemies, achieving territorial expansion, trade, satisfying curiosity of the unknown lands, pilgrimage etc. However, besides some common grounds, all the early forms of man's travel did not fully fit in with today's concept of tourism. From the tourist definition point of view, as set by the World Tourism Organization ( quoted in Inskip, 1991:35), "all travelers are not tourists while all tourists are travelers". Concerning the early forms of travel and tourism Robinson (1979:1) has stated that

Travel, from the early historical period has had a fascination for man: the urge to discover the unknown, to explore new and strange places, to seek changes of environment and to undergo new experiences. Travel to achieve these ends is not new, but tourism, as we understand the term today, is of relatively modern origin.

Tourism, as has been indicated above, is a modern concept which is distinguished by its mass character from that of travels undertaken in the past. Mass movement of people from their home to some other temporary sites, mainly for leisure and recreational activities, for a few days or week has been seen especially after World War II. This has clearly been stated by Shaw and Williams (1994:174) as follows:

One of the most spectacular growth sectors in leisure activities after World War II has been tourism. Especially in the developed countries, tourism becomes a marker of status in modern societies. Not to go away is like not possessing a car or a nice house.

Such a change of attitude, which is the basis for the emergence of tourism, is the outcome of many factors such as high standard of living and greater disposable income for travel; less

working hours, annual vacation and a large number of employees who receive paid holidays; higher education levels; rapid and dispersed economic development; the development of speedy means of transportation and communication (Robinson, 1975:91; Shaw, 1994: 174; Inskip, 1991: 9). Furthermore, the demand for tourism is also influenced by the image-makers who effectively create tourist attractions, such as designers of hotels and attraction sites, media and travel writers. Together they generate what Shaw (1994:176) has called “the promises of the paradise seller”.

### **2.1.2 The Development of Tourism in Ethiopia**

The first tourism enterprise known as Ethiopian Tourism and Hotels Investment Corporation (ETHIC) was established in 1963. Later, through order No. 30/1964, the Ethiopian Tourism Organization (ETO) was established in 1964. Finally, under the proclamation no.182/1979 ETO was upgraded to the status of Ethiopian Tourism Commission (ETC) in 1980 (Ayalew, 1992:10). Some of the main objectives of the Commission are:

1. to develop and promote tourism at home and abroad with a view to fostering contacts and mutual understanding among people;
2. to expand and develop accommodation and recreational facilities; to classify and standardize, co-ordinate and supervise hotels and other tourist facilities with a view to contributing to the social and economic development of the country and
3. to preserve and develop Ethiopia's natural and cultural heritage in co-operation with the concerned government offices and institutions (Ayalew, 1992:10).

#### **2.1.2.1 Tourism Development Plan**

To expand and promote the tourist industry in the country, the former ETO as well as the present ETC came out with a number of master plan studies. According to Micelles Curlier (1987:5) and Ayalew (1992: 12), there are around four Master plan works with comprehensive approaches and a number of other regional and local tourism development plans. The known master plan works with comprehensive approaches were,

- (i) Ethiopian Tourism Development Plan prepared by Italian consulting firm IANUS in 1967.
- (ii) Plan for Developing Tourism in Ethiopia prepared by a United States consulting firm Arthur D. Little in 1968.
- (iii) Feasibility Study for Hotels and Lodges prepared by Swiss consulting firm These Rheinstahl Technik GMBH/Tourist consult in 1983 and
- (iv) Regional Tourism Development Plan, prepared by Tourconsult International S.A. in 1995.

These master plan studies, in general, differ from one another in terms of their approach, depth of analysis, and scope. The paper will deal on three of them.

#### **(i) Ethiopian Tourism Development Plan (1967)**

Based on the technical co-operation agreement signed between Ethiopia and Italy, the first tourism development plan was prepared by an Italian tourism consulting firm called IANUS in 1967. This team began its work in 1965 and submitted the final copy in 1967 (Ayalew, 1992:14). By taking the numerous historical, natural and cultural attractions available in the country on one hand, and the financial status of the country on the other, the team had proposed that:

Ethiopia has only limited resources to devote to the development of tourism. The spreading of these resources over many different areas of the country would bring very few visible results, in fact no real improvement. To be used efficiently, resources devoted to tourism should be concentrated on the development of major tourist attractions.(IANUS, 1967 quoted in Ayalew, 1992:14).

According to this study six 'poles of tourist development' and eight 'tourist itineraries' were selected. The six poles, according to their order of importance were the Addis Ababa weekend areas, the Lake Tana area, the Massawa and the Dahlak islands, the Assab area, the Harar and Dire Dawa areas. The eight tourist itineraries (routes) were; the Historical, the Eritrean, the Kombolcha - Assab, the Harar, the Southern Ethiopia, the Addis Ababa - Jimma and the Addis Ababa - Nekmte route and the Tourist Air itineraries.

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In this plan, the total number of foreign visitors to Ethiopia for the year 1972 -1977 was estimated at 105,000 generating a revenue of 68 million birr. The team also suggested that from 1966 to 1972 the annual average number of tourists could increase by 3,400 per year while for the years between 1972 and 1977 by 12,000. Comparing the figures proposed by the Italian team with that of the actual number of foreign tourists in the same period, the figures proposed by the former were exaggerated.

#### **(ii) Plan for Developing Tourism in Ethiopia (1968)**

When the Italian Master plan was submitted to the government it was realized that the infrastructure and hotel projects proposed by the Italian team required lots of investment which were not affordable by the government alone. Thus, the IANUS study was suggested to be revised in a project or feasibility study form. This was given to a consulting firm Arthur de Little in 1968 (Ayalew, 1992). The study has selected eight major tourist concentration areas in the country. These areas, according to their order of importance, were: Addis Ababa, Bahir Dar, Gonder, Simian mountain, Lalibela, Axum, Asmara and the Rift Valley areas.

Arthur de Little estimated the total foreign visitors in 1980 to be 83,150 and the total tourist revenue to be 33.5 million birr. However, because of different economic and social problems neither the total tourist arrivals nor the expected total revenue were realized with the actual number of foreign tourists in 1980 being only 39,000 and a total tourist revenue of 14.7 million birr (Ayalew, 1992). Put the other way, of the total figure proposed in the plan, only 45% of the number of tourists and 43% of the total expected revenue were actually achieved.

#### **(iii) Regional Tourism Development Plan (1996)**

With the request of the government of Ethiopia, Tourconsult International prepared a Regional Tourism Development Plan for North, East and West Ethiopia in 1995. The final report of the plan was submitted in March, 1996. The plan had, among the other things, the following: Ethiopia must base its tourism strategy on those resources which are unique and only found in Ethiopia.” By doing so, it can avoid the fierce competition with the potential

competitor countries such as Egypt, Kenya, Tanzania.(Tourconsult, 1995:20). Thus, after assessing the various tourist attractions the team selected twelve areas as destinations for tourists. These areas, according to their order of importance, were Addis Ababa, Lalibela, Mekele, Axum, Gonder, Bahar Dar, Gambella, Hararghe, Assayta, Dessie, Bale Mountain and Mago. In addition, the consultants recommended to develop six zones as best sites for international market on holidays.

As indicated above, the Historic route is one of the top tourist sites In Ethiopia. According to the consulting team, the number of international tourists that will be arriving to see the historic route in the year 2000 will climb to 65,000. In general, with the exception of the newly prepared master plan by Tourconsult International (1995), most of the other master plan studies failed to be realized because of the various reasons mentioned earlier.

## **2.2 An overview of the socio-economic impacts of tourism**

Tourism, as is widely known, has complex relationships and impacts with economic, social and cultural elements of a societies. The impacts on the receiving end, depending on their consequences, can be divided into two broad divisions: positive and negative ones. These would, however, depends, partially on objective criteria, such as foreign exchange earnings and income earned, and partially on the perceptions of the host community.

According to Shaw and Williams ( 1994:44) ; Lea ( 1988:36), and Inskeep (1991:365), some of the major positive socio-economic impacts of tourism include: economic benefits, cross cultural exchange, renewal of cultural pride, conservation of historic sites and improvement of infrastructure while the negative impacts economic and employment distortion, and a negative effect on the host society's culture and moral behavior. It should, however, be born in mind that the type and extent of these impacts (positive and negative) depend on the type and intensity of tourism development; the socio-economic characteristics of the tourist sites; how tourism is planned, developed and managed; the tourist typology (the type of tourist) and general outlook of the visitors for the host societies.

### 2.2.1 Economic impacts

Most of the available literature on the economic impacts of tourism in developing countries have tended to give higher emphasis on the economic benefits than on costs incurred. That is why, Lea (1988:1) had stated that “the economic benefits of tourism outweigh other consideration in developing countries”.

The economic benefits of tourism, according to Inskip (1991:368) and Lea (1988:37), can be divided into two broad categories: direct and indirect. The direct economic benefits of tourism include contribution to foreign exchange earnings, generation of employment and income whereas the indirect economic benefits of tourism include multiple contributions towards the development and expansion of various economic sectors and activities. Meaning, tourism’s role in serving as a catalyst for the development of other economic sectors such as agriculture, construction, handicraft, entertainment, improvement of infrastructure, encouragement of entrepreneurial activity and its contribution for local and regional development. The extent and depth of the economic impacts on the host society, however, differs from place to place because of a number of socio-economic and environmental factors. Lea (1989:45) pointed out the following seven factors as “most important factors” governing tourism’s economic impacts in the Third World :

Nature of the tourist facilities and their attractiveness; Volume and intensity of tourist expenditure; Economic development of destination area; Government involvement in providing infrastructure and incentives; Degree of foreign ownership and employment of foreigners in senior tourism jobs; Degree of re-circulation of tourist expenditures and Degree to which destination is adjusted to the seasonality of demand.

Of all the benefits that are accrued from tourism a brief expose of two of them i.e. foreign exchange earnings and employment generation will be made hereunder.

**(i) Tourism as a source of foreign exchange earnings and income**

In most of developing countries including Ethiopia the search for hard currency has out of necessity put international tourism high on the agenda of development priorities. Concerning this point, WTO (1990:10) had forwarded the following fact:

Currently, second only to oil and almost certain to become the biggest sector in international trade by the year 2000, tourism is increasingly providing a large number of developing countries an avenue of escape from the quagmire of the international commodity markets.

In 1990, international tourism receipt (excluding transportation) represented about 7 per cent of the world' trade and 25 to 30 per cent of the international exchange of services. As a result, it became one of the three leading categories of international trade along with oil and motor vehicles (Shaw, 1994:260).

Taking the four decades (1950 - 1990) since international travel started to become accessible to the general public, tourist activity has risen each year at an average rate of 7.1 per cent in terms of international arrivals and 12.5 per cent in terms of international tourist receipts (excluding international transport fees) (WTO, 1995 statistics).

The total receipt from international tourism, excluding international air fares, climbed from 2.1 billion dollars in 1950 to 11.6 billion in 1965, 40.7 billion in 1975, 115 billion in 1980, 260.3 billion in 1990 and 425 billion dollar in 1996 (The Courier, 1997:20). On the basis of the average growth rate observed from 1980 - 1989, the WTO (1997) has forecasted the world's total tourist flow and expected tourist receipts by the year 2000 to be 637 million tourists and 527 billion US dollars respectively. Out of the expected 527 billion US dollars income generation Europe would receive 39%, Asia and Pacific 30.5%, America 27.8 and Africa 2.7%.

In the case of Africa, both the number of international tourist arrivals and international tourist receipts show an increasing trend. Based on WTO (1996) statistics, Africa's percentage share in international tourist arrivals has increased from 2.07% in 1950 to 3.41% in 1995. By the same token, the percentage share in international tourism receipts shown an increment between

1991 and 1995 from 1.8% to 2%. However, the distribution of tourist arrivals and with it foreign exchange earnings in Africa is highly uneven. For example, in 1996 the Republic of South Africa, Tunisia, Morocco and Egypt were the top four destinations of international tourists and accounted for about 50 % Africa's share in International tourist receipts. Out of the total world's tourist arrivals in 1996, Ethiopia accounted for only 0.016% and received 0.001% of the tourist money receipts. During the same year, its share in Africa's total international tourist arrivals and international tourist receipt was 0.56% and 0.60% respectively (refer to table 3).

Table. 3 International tourism receipt (In million US \$)

	1988	1990	1995	1996
World wide	197712	254816	393278	425047
Africa	6347	6802	6980	7621
Ethiopia	19	26	36	46

Source: Ethiopian Tourism Commission, 1997

Despite the fact that Ethiopia is known for its unique and numerous natural, historical and cultural assets, the performance of the tourism sector, compared to some of tourist receiving neighboring countries, is relatively weak (Ayalew, 1992; Zena Tourism, 1997; Tourconsult, 1995). Different attempts were made to increase both the numbers of international tourists and the amount of foreign currency earnings that could be obtained from tourism. For example, in the Third Five Year plan (1968 to 1972), it was aimed at increasing the annual number of foreign tourists from 36,000 in 1968 to 106,000 in 1972. For some reason or the other, however, the target had not been achieved. With the total number of foreign tourists in 1972 being only 63,940. In the following consecutive years (1972 to 1980), the number of foreign tourists had gradually dropped from 63940 in 1972 to 29,000 in 1977. The reasons for the decline of the tourist numbers has obviously been related to the political instability that prevailed in the country then. Based on tourist statistics compiled by the Statistical Department of the Tourism Commission, the number of foreign tourists has shown a slight improvement as of 1980. In that, the average annual foreign tourist flow from 1981 to 1990 was 65,620 while it rose to 94,170 during the period 1991 to 1996. The increment in the size of tourist arrivals has, however, been not accompanied by a commensurate increase in revenue. As shown in table 2,

taking 1990 as base year, the calculated rate of change in international tourist arrivals and tourist receipt for the year 1991 was 2.79 per cent and -30 per cent respectively. The same was true for 1993 where the rate of change in tourist inflow and tourist receipt was 11.85 percent and -6.09 percent respectively (refer to Table 4).

Table. 4 Annual inflow of foreign tourists and foreign exchange earning

YEAR	No. of tourists	Rate of change in % Base year (1990)	Total Receipt in (000) US \$	Rate of change in % Base year (1990)
1990	79346	-	26000	-
1991	81581	2.79	20000	-30.00
1992	83213	1.96	23000	15.0
1993	93072	11.85	21600	-6.09
1994	98070	5.37	27800	22.30
1995	103336	5.09	35900	29.14
1996	108885	5.40	46000	28.13

Source: Ethiopian Tourism Commission , 1997

The total amount of foreign currency received from foreign tourists is largely determined by their number, length of stay and their rate of expenditure. In the case of Ethiopia where the number of foreign tourists is limited, the amount of foreign currency received is also small. Even though the number of foreign tourists increased beginning from 1990, the total amount of foreign currency received from tourism, in most cases, did not increase proportionally. This is related to the fact that large number of tourists entered the country for business, conference and transit and as a result their average length of stay is very short. For example, from the year 1991 to 1996 those who entered Ethiopia for business, transit, conference and visiting relative purposes accounted together, on the average, for more than 60 per cent of the total number of tourists while those who entered for vacation purposes for only 19.3 Per cent.

Besides its contribution in providing foreign exchange earnings usually at a national level, tourism also generates income for a number of people. This is, nonetheless, not easy to evaluate. Due to the multiplier effect it has tourist expenditure supports not only the tourist industry directly but also numerous other industries which supply goods and services to the sector. In this way, money spent by tourists may revolve several times and spread into various sectors of the economy. Concerning the multiplier effect of the sector, Robinson (1979:126) has stated that :

Every time the money changes hands it provides new income and the continuing series of conversions of the money spent by the tourist forms what the economist terms the multiplier effect. The more times the conversion occurs, the greater is its beneficial effect on the economy.

One of the major indirect economic benefits of tourism is that it serves as a catalyst for the development and or expansion of other economic sectors, such as agriculture, construction, certain types of manufacturing and handicrafts etc. Furthermore, the improvements made in infrastructure facilities and services for tourism also serves the community which could be considered as an indirect economic benefit of tourism.

### **(ii) Generation of Employment**

The fact that the tourist industry is a labour-intensive service industry and makes it a valuable source of employment. Large number of people with a wide range of jobs which extend from the unskilled to the highly specialized personnel are tied up with the sector.

According to Lea (1988:46), the type of employment in tourism could be divided into three broad divisions: (a) direct employment in tourism industry, (b) indirect employment in business related to tourism in a secondary way like local transport, handicrafts and banking sector and (c) induced employment arising from the spending of money by local residents from their tourist incomes.

According to an estimate made by the WTO (1991), tourism generates, directly and or indirectly, some 74 million jobs in the world. Of these, America accounted for 20%, East Asia and the Pacific 17.5%, Europe 15%, Africa 10% and South Asia 7.5% .

Employment estimation in the tourism sector is, however, problematic for two major reasons. The first is the absence of a clear-cut boundary between tourism related employment (especially indirect and induced type of employment in tourism) and non-tourism employment. Due to the absence of such a clear-cut boundary, there is more or less an error of over-estimating or under-estimating jobs in tourism. Concerning this problem Shaw and Williams (1994:139) have stated that

The error of overestimating jobs in tourism is also seen in the global estimates of employment provided by the World Tourism Organization. As the report acknowledges, the primary data are highly aggregated, which makes it difficult to obtain those most directly related to characteristic tourism activities.

The second problem is the prevalence of the informal economy in tourism. There are sites where goods and services are informally produced, exchanged and consumed. Under such conditions, there is a large labour force engaged in the production of different goods and services to the tourism industry. But, these do not, however, appear on most of the statistical bulletins (Shaw and Williams, 1994:140).

In Ethiopia, except those people that are employed in government and some private hotels, the total tourism sector employment is not known. According to the figures released from the Ethiopian Tourism Commission (1995), the number of persons employed in the country's hotels totals 6028 with 75.9% of them engaged in government owned hotels and the remaining 24.1% in the privately-owned ones.

Tourism can also bring about or generate some economic costs on the host community. Some of the major negative economic impacts from the developing countries' perspective are loss of potential economic benefits, employment distortion, leakage and seasonality of production (Shaw , 1994; Lea, 1988; Inskeep, 1991:371). Loss of potential economic benefits and employment distortion to the local tourist attraction area can occur and resentment can sometimes be generated first, if many tourist facilities are owned and managed by outsiders, second if there is heavy emphasis on imported goods and services to be utilized by the tourist industry, and third if the tourism industry is not integrated with the local economic activities (Inskeep, 1991:371).

The degree of ownership of tourism institutions by local residents greatly varies from region to region in most developing countries. In most cases, ownership of tourism institutions depends upon the kind of industry found in a particular economy. Matthew (1978:46) has stated that, "so long as growth in the industry is based on large luxury hotels, then it seems almost inevitable that ownership will remain in foreign hands".

In the case of Ethiopia, the situation is quite different from what Matthew has stated. Here, big hotels had been nationalized during the past regime and still are under government control. As a result, the situation is some what different from what has been observed in other developing countries. In Lalibela, for instance, except the two government hotels, all the other hotels are owned and run by Ethiopians.

The absence of linkages between tourism and the local economic sectors is widely observed in many tourist receiving developing countries. For example, in the case of Lalibela it was found out that tourism's role in stimulating agricultural production is extremely weak. There are many factors that affect the linkages of tourism with the local economic activities and the utilization of locally produced goods and services. This has been pointed out by Lea (1989:48) who stated that, "the linkages between the hotel sector and local businesses will depend upon factors like the types of suppliers required, the capacity of local suppliers and the type of tourist development".

On the other hand, tourism's dependence on imported goods and services is one of the other negative economic impacts of tourism. As is widely seen today, the tourism industry in most developing countries including Ethiopia, is dependent on imported goods and services. Unless an effort is made towards developing the "Localization" of tourism, the sector will remain unprofitable. Concerning the importance of "localization" of tourism Matthew (1978:49) had something to say

localization of tourism would mean greater utilization of local talent, goods and services and beauty. Localization would not only reduce this dependence upon foreign items and reduce monetary leakage, but it would create a meaningful experience for the tourist by putting him in greater contact with the host cultures.

Based on the sample survey in Lalibela, the linkages between tourism and the agricultural sector was found to be low. Even tourism's contribution in stimulating the production of local handicraft is unexpectedly low.

### 2.2.2 Social impacts

Tourism brings into contact peoples of different nationalities, languages and social values. As a result, it has both positive and negative impacts. There are, however, practical problems of distinguishing the impacts of tourism from other impacts that came as a result of other modernizing influences. This makes the impact assessment of tourism somewhat complicated.

In a recent work, Inskip (1991:367) tried to identify the bases of the social impacts of tourism in three different ways. The first type of impacts can be a product of normal change where stresses can result from any kind of economic development; the second can result from socio-economic differences between residents and tourists of either the same or different cultural backgrounds whereas the third type can result from substantial cultural differences between residents and tourists.

While examining the social impacts of international tourism on the host society in developing countries, Lea (1988:62) Shaw and William (1994:84) pointed out three broad and complementary ways. The first way has portrayed the tourist-residents encounters as an identifiable event with a number of positive and negative outcomes, the assessment of which depends on how the observer views the correct path towards development; the second aspect has treated the functional view of various elements of the third world society which may experience changes as a direct result of tourism, such as moral behaviour, language, and health and the third perspective considered aspects of cultural change that came through tourism's influence in reviving traditional skills and customs like handicrafts and dance. These three forms of social impacts are very fundamental in examining the social impacts of tourism but, in many cases, they do overlap and making it hard to distinguish one from the other aspect.

#### 2.2.2.1 Tourist -host encounter

Tourist-host encounter is one of the methods employed in assessing the social impacts of tourism. But, classifying the outcomes as positive and negative is highly subjective. In general, the outcome of the tourist-resident encounter depends on the stage of development of the

tourism industry and the context where the encounters take place. The later aspect is treated by Inskip, (1991: 367) who stated that

Tourist-host encounters, in general, can occur in three main contexts First, where the tourist is purchasing some goods or services from the host. Second, where the tourist and host find themselves side by side (for example, on a beach or at a night club) and third, where the two parties come face to face with the object of exchanging information or ideas.

In the case of Lalibela, the first type of encounter is the most common. The second and the third type of encounters could be common in some parts of Ethiopia such as Addis Ababa where the tourism infrastructure is better developed and the cross-cultural contacts and international understanding of the host community had reached at a better level than in Lalibela.

#### **2.2.2.2 Tourism and social change**

One of the simplest but most widely used frameworks for describing the effects of tourism on a host society is Doxey's "index of irritation" (Shaw and Williams, 1994:87). This index represents the changing attitude of the host population to tourism in terms of linear sequence of increasing irritation as the number of tourists grows. Shaw and Williams (1994:87) have explained the stages by saying that

host societies in tourist destinations pass through five stages: Beginning with initial euphoria, then apathy, increasing irritation, outright antagonism and finally a stage when cherished values are forgotten and the environment is destroyed by mass tourism.

The progression through this sequence is determined both by the growing incompatibility of each group, which is related to culture and economic status, as well as by the sheer number of tourists. As commonly noticed in many developing countries, one of the most important factors in the growth of hostility to tourism relates to the physical presence of large number of tourists. This impact would, however, depend on the size and spatial distribution of

the host population. In other words, the impact is more significant in a small country with a small population than in a large country with much larger population. As the ratio of tourist-resident increases so does the hostility for tourists. For example, as evidenced in Maldives, where tourist-residents ratio is 1:3, the hostility for tourists is found much stronger compared to Samoa, where tourist-residents ratio is 1:7 (Shaw and Williams, 1994:87).

Applying Doxey's index of irritation to Ethiopia's condition, where tourist-resident ratio both at national and regional level is extremely low, there can be minimum or no hostility to tourism. For example in Lalibela, outside the religious festivals in December and January, the tourist-resident ratio ranges from 1:20 to 1:30. Such a low ratio may have lowered the hostility towards tourism. This is testified by the field survey where more than 75% of the people in Lalibela have a positive attitude towards tourists.

### **2.2.2.3 Tourism and Conservation of cultural heritage**

Experiences from many developing countries including Ethiopia have shown that, tourism is one of the major factors in stimulating the conservation of historical and cultural heritage of an area. This is done mainly to upkeep and possibly increase the flow of tourists into the area. The conservation of cultural heritage could be effected in various ways as stated by Inskeep (1991:370):

The conservation of cultural heritage include three major aspects. First, conservation of historic and archaeological sites. Second, conservation and sometimes revitalization of traditional arts, handicrafts, dance, music and ceremonies. Third, financial assistance for the maintenance of museums, cultural facilities and activities.

Today, some of the historic sites in Ethiopia are registered by the UNESCO and receive material and financial assistance, of which the rock-hewn churches of Lalibela are one. They are registered as "World Heritage" by the UNESCO and, as a result, there is a plan to make large scale restoration works for the churches in the coming few years. In addition to the UNESCO's aid, there are also a number of Non-Governmental Organizations (NGOs) that are engaged in up-grading the historic sites and improving the livelihood of the population. One of them is the

Lalibela FINNIDA project which has built a huge shelter for the biggest rock-hewn church, St. Medhani Alem, at the cost of more than one million birr in the mid of 1996.

#### 2.2.2.4 Tourism and cultural Effects

There are two main group of views concerning the value of cross-cultural exchange. The first group sees the cross cultural contacts as an opportunity while the second group as a threat to cultural identity. The increasing presence of international tourists in the Third world is accepted by anthropologists as an important element in the process of acculturation whereby people in contact borrow from each others' cultural heritage (Lea, 1988:71). Shaw and William (1994) stated that

Assimilation of stronger western ideas and practices, introduced by tourism, with that of weaker host culture is an advantage. Further more, cross-cultural exchange develops international understanding and familiarity among peoples who otherwise might not be exposed to cultures other than their own.

The above Shaw and William's idea is highly biased. They tried to show the western culture as stronger and the host as weaker, which is unrealistic in many cases. The domination of the western cultures, in many cases, does not bring about cultural acculturation but rather cultural imperialism. There are persons and organizations taking cross-cultural exchange in general and the western cultures in particular as a threat to cultural identity of the local people. This is because, through such contacts there is an imposition of foreign values and tastes upon the host society, which could gradually destroy the traditional culture. That is why many powerful Islamic countries such as Malaysia and Indonesia have taken active steps to resist the forces of assimilation (Lea, 1988:71).

Concerning the material culture, as observed in many developing tourist receiving countries including Ethiopia, the growth of tourist handicrafts market has stimulated local production both positively and negatively. The former includes the financial success of traditional art and artifact production and signs of cultural reawakening where as the latter the

fall in the quality of local handicraft products because of their mass production. Lea (1988:72) has also commented on this by stated that

The sheer pressure caused by a ready market for handicrafts has also led to a fall in the quality of workmanship and the manufacture of cheap imitations known as “airport art”. Some observers claim that traditional designs are degraded in this way and old skills lost. As a result, accusations abound with the existence of “fake art” on sale

It should in the last resort be stated that the financial success gained through the sale of local handicraft products, the constant fall in the quality of local handicraft products has become a serious problem.

#### **2.2.2.5 Tourism and its effect on moral behaviour**

An extensive literature covering the main tourist regions of the world have indicated that tourism is closely related to increases in the sale of sex (prostitution), crime of various kinds, and organized gambling (Lea, 1988:69). Testifying this aspect Matthew (1978:51) has stated that “In the Caribbean and some South East Asian countries, such as Thailand and the Philippines, a large number of tourists travel with the objective of attaining the four S’s of tourism: Sun, Sea, Sand and Sex.” This image of tourism, at first, persisted in some tourist destinations, like Thailand and Haiti. But now demands for such services is increasing almost everywhere. For example, in Africa, Gambia is deeply affected by tourism’s negative impact on peoples’ moral behaviour. Harrell Bond (quoted in Lea, 1988:70) described the situation there by stating that “while female prostitution is common in Gambia, male prostitution among young Gambian is rampant.” In Ethiopia too, in 1995, there were about 5000 Arab tourists who came to the country for specific forms of recreation: sex, alcohol and chat (SNV Ethiopia, 1995:8).

The degree or the extent of impacts of tourism on moral behaviour is not uniform throughout the Third World but rather varies from place to place depending on four major factors (Lea, 1988:64). First, the socio-economic background of the host population (the

structure of the community, its openness to other cultures and its traditions of hospitality), second, the number of tourists ; third, tourist typology, and fourth, how tourism of an area is managed and developed. Furthermore, the ability of host residents to copeing with these kinds of feelings and perceptions and the way they sort out valid objections from the spurious ones determine the image which the tourist leaves behind. Matthew (1978:9) had also stated that

International tourism leaves its mark more distinctly on those societies where the volume of tourism is high in comparison to the size of population; or where the community's attitude and its openness to other cultures is very high; or where the overall economic level of the host country is extremely below that of the tourist sector; or all !

Here, it must be recognized that even if tourism is closely related to increases in the sale of sex (prostitution), it is not the only industry responsible for the expansion of prostitution in developing countries including Ethiopia. Lea (1988:69) has elaborated this aspect by saying that

Although causal connections exist, it is very difficult to find hard evidence about the role played by tourism, given the fact that similar effects have been experienced in countries like Nigeria, possessing low levels of tourism.

It is, thus, wrong to make tourism as a scapegoat for changes accompanying increasing modernization unless they are directly attributable to the industry.

This review of related literature has attempted to present some of the studies that have been conducted on socio-economic impacts of tourism in the host developing countries. Nowadays, impact assessment studies are not only concerned with development which has already occurred, but also include tourism planning processes (Pearce, 1995:184).

In Ethiopia, except the master plan studies and some reports, no comprehensive impact assessment has been done on tourism at national, regional or local levels. In all of the available studies, the socio-economic impacts of tourism and the perception (opinion) of the local community are not covered. Thus, this study would assess the socio-economic impacts of tourism and the perception of the community on the on-going tourism activity in Lalibela. It may, hence, contribute in filling the gap by providing some basic findings that could help

planners in devising an appropriate strategy to mitigate some of the existing socio-economic negative impacts so as to maximize the various benefits of tourism.

### 3. BACKGROUND TO THE STUDY AREA

#### 3.1 Location and Physical setting

Lalibela is found in Region 3, Northern Wollo Zone in Bugena *Wereda*. It is located at 12° 01' North latitude and 39° 05' East longitude. The distance between Lalibela and Addis Ababa via Dessie is 650 Km while it is 410 km from Bahir Dar (refer to Figure 1). A new all weather road from Alem Ketema to Sekota, passing through Lalibela is under construction and is expected to be completed at the end of 1990 E.c. The new Air port, 10 km away from the town, is completed at the beginning of this year.

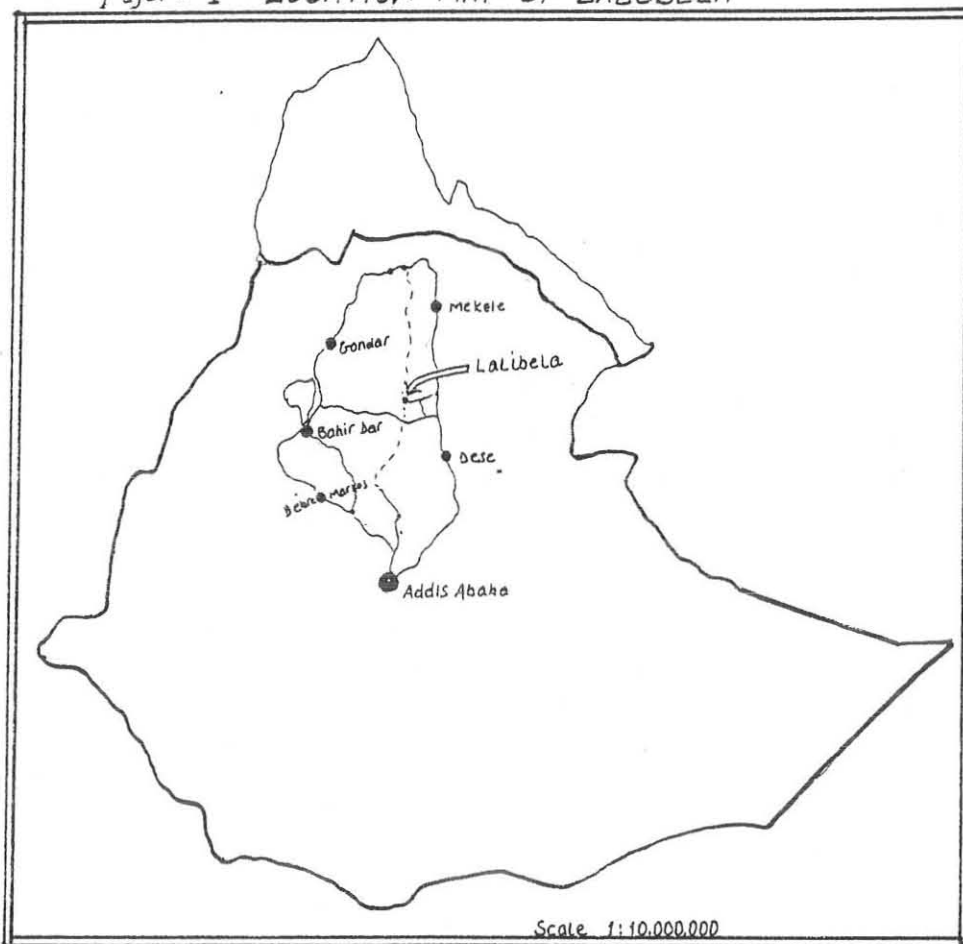
The physical setting of the town and its surrounding area is characterized by mountains, high plateau and hills. The altitude of the town is between 2260 and 2690 m above sea level. The mean annual temperature obtained from four years record (1993 - 1996) ranges between 11.5°C and 27.4°C of daily temperature whereas the mean annual rainfall ranges between 186.7 and 258.3 mm (Lalibela Finnida Project, 1996:3).

At present, the town consists of two *kebeles* designated as 01 and 02. Each *kebele* has both urban and rural areas and all of them together occupy 307 ha of land. The town is structured into seven localities or *Sefers*: *Geterghe*, *Shimberma*, *Tebeber*, *Chifregoch*, *Sebat Weyra*, *Addi shadi* and *Kedemt* (refer to Figure 2). The first three occupy the outer part of the town and are, hence, sparsely populated whereas the latter four occupied the inner part of the town. These are relatively very densely populated. Altogether they accounted for more than 70% of the settlement.

#### 3.2 A Brief History of Lalibela

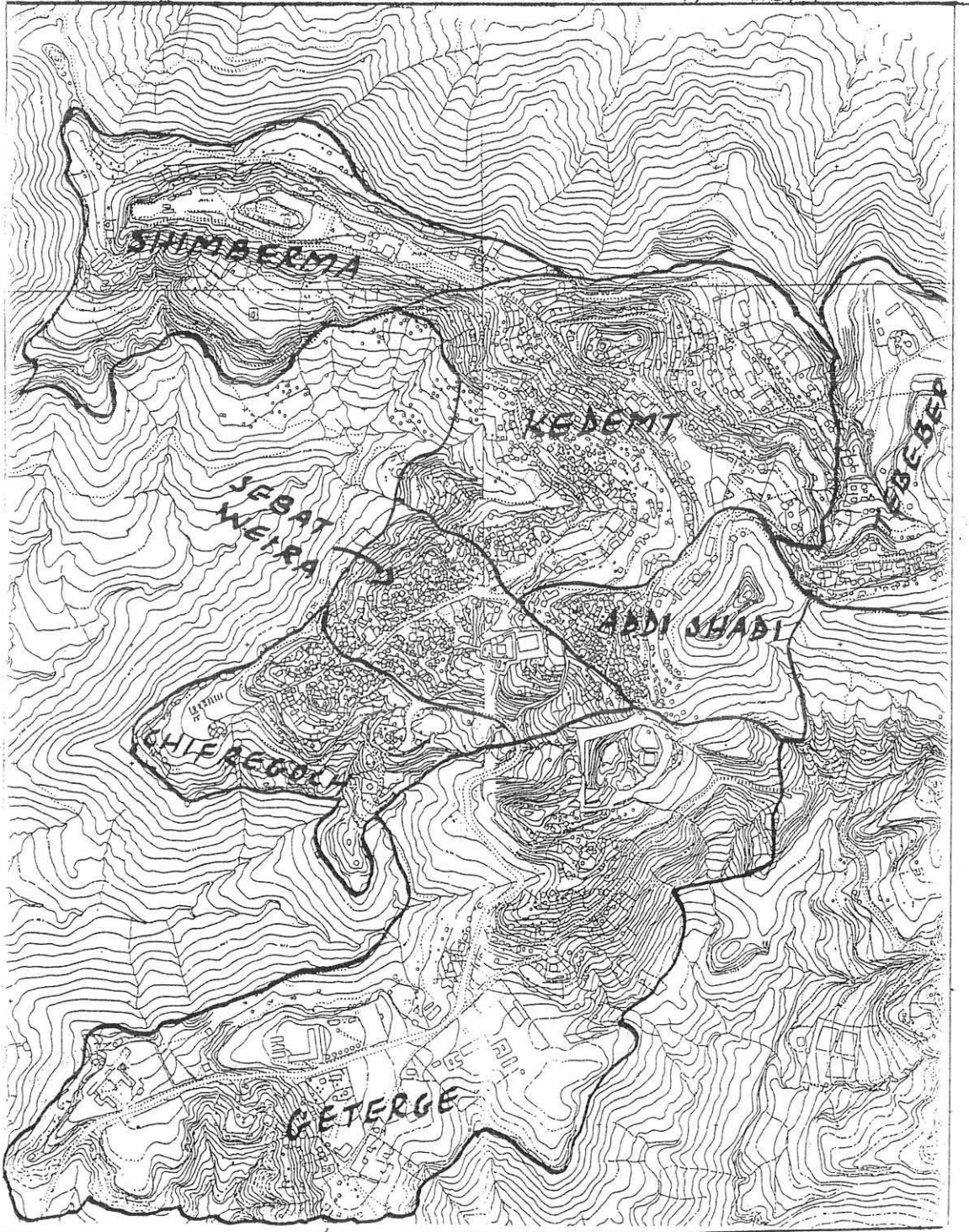
After the decline of the Axumite kingdom, in the 9th century, a new dynasty called Zagwe came into power in the early 12th century. This dynasty which reigned until 1270 A.D, was of Kushitic Agew origin and its homeland was in the region of Lasta, some 200 to 300 km south of Axum. Its new capital was established at Roha, later called Lalibela.

Figure 1 LOCATION MAP OF LALEBELA



Source : National Atlas of Ethiopia  
by Ethiopian Mapping Agency, 1988

Figure 2 THE SEVEN LOCALITIES (SEFER), LALIBELA



Scale 1: 5000

Source : Lalibela MUNICIPALITY, 1996

The most outstanding of the Zagwe kings was Lalibela, whose reign lasted for about forty years spanning 1170 until his death at around 1210. After his death he was canonized by the church in recognition to his work to strengthen the role and significance of Christian faith in Ethiopia.

Emperor Lalibela received church education in Lasta and Gojam. At the age of 20 he traveled to Jerusalem where he spent several years developing his theological thinking. Some years after his return to Lasta he was crowned Emperor.

Large scale construction of rock churches in Roha (Lalibela) is assumed to have started in 1180 and lasted for about 30 years. The town bears the name of emperor Lalibela (1181 - 1221) to whom the inspiration of the churches is ascribed (Tourconsult, 1994:66; Finnida Project, 1996:5; SNV Ethiopia, 1995:12; Ayalew, 1992).

### 3.3 Population characteristics

Based on the 1984 population and housing census of Ethiopia, the total population of Lalibela in 1984 reached 5,112. Of this, 40.7% were males and 59.3% females. The total number of households and average household size was 1475 and 3.47 respectively. Ten years later, in 1994, the total population of the town grew to 8484 with the males accounting for 43.6% and females for 56.4%. The population of Lalibela in between the two census periods (1984 - 1994) grew up at a rate of 5.2% per annum. This high growth rate, which is more than by about 2% of the national average, is largely a result of high in migration rate. For example, of the total population in 1994, migrants accounted for about 33.4% (C.S.A, 1994).

In the mid 1996 the Lalibela Finnida project, in collaboration with the two *Kebeles* administration and the Municipality, carried out an intensive population survey in the town of Lalibela. Based on this survey, the total population was estimated to be 9730, of this 5515 (57%) were females and 4215 (43%) males (see Table 5). During the same year (1996) the total household heads were 2703 with male-headed households being , 1635 (60.5%) and female-headed 1068 (39.4%). Of the total number of household heads, about 66.3% are engaged in non-business activities and 33.7% in business activities of all types.

Table 5. Distribution of population by *kebele*

<i>Kebele</i>	Male		Female		Total	
	No.	%	No.	%	No.	%
01	2202	52.24	2969	53.83	5171	53.14
02	2013	47.76	2546	46.17	4549	46.86
Total	4215	100.0	5515	100.0	9730	100.0

Source: Lalibela Finnida Project 1996

### 3.4 Socio-economic Aspects

Although Lalibela has a great potential for tourism, it has failed to utilize its potential due to a number of socio-economic problems. Until recently, Lalibela was almost inaccessible by road during the rainy season (June - August ). In addition, there were no telephone lines (only radio communication), adequate power supply and adequate health services. However, in the past three years a number of basic infrastructure have been laid down so as to upgrade the town and facilitate conditions that could promote tourism. For example, the construction of the modern air port and telecommunication have greatly reduced the inaccessibility problem. Since about 80% of the tourists who have visited Lalibela used air transport, the construction of the modern airport has contributed a lot in stimulating the tourism environment of Lalibela. Furthermore, the construction of an all-weather road that connects Lalibela with Addis Ababa via Alem Ketema, the construction of a medium-sized hospital and the utilization of the hydro electric power station will have a greater contribution for the development of tourism in the area. The Culture and Tourism Bureau of Region 3 has plans to open up a modern tourist information office in Lalibela in the near future.

### 3.5 Tourist attractions

Lalibela is one of the famous tourist sites in the Northern Circuit. Nowadays, the Northern Circuit (previously called the historic route ) is interconnected by air and road transport. Since the region is interconnected, tour operators have begun handling the Northern Circuit as one package for tourists and as a result the tourism development of the region would be interconnected (Tourconsult, 1995:30).

The historical route which is now called “the northern circuit” is known by its various historical attractions and natural beauty (refer to Figure 3). It is called ‘historical route’ simply because it covers most of the ancient historical sites and buildings such as the pre-Christian stales and palaces at Axum, Yeha temple (from 5th century B. C), Debre Damo monastery (from 7th century AD), Mekele rock-hewn churches (from 4th century AD), Lalibela rock-hewn churches (from 12th and 13th century AD), Lake Tana churches and monasteries (13th, 14th, and 17th century AD), Gondar castles (17th and 18th century), the Simien mountains, the Blue Nile water falls and others. Most of the resources are unique and even some of them, such as the rock-hewn churches of Lalibela, are registered as “world heritage” by UNESCO (Tourconsult, 1995; Finnida Project, 1996). This region, as assessed by many tourism consultants, has a great potential for the development of tourism. Therefore, to widen its market share as well as to overcome the potential competition from neighboring countries, Ethiopia must base its tourism strategy on those resources which are unique and only found in Ethiopia.” (IANUS, 1967:10; Tourconsult; 1995:26). Based on the assessment made by Tourconsult (1995:20), amongst the top twelve tourist destinations in Ethiopia, the best one out side Addis Ababa is Lalibela. Therefore, resources devoted to tourism should be concentrated on the development of major tourist attractions such as Lalibela.

### **3.5.1 The rock-hewn churches**

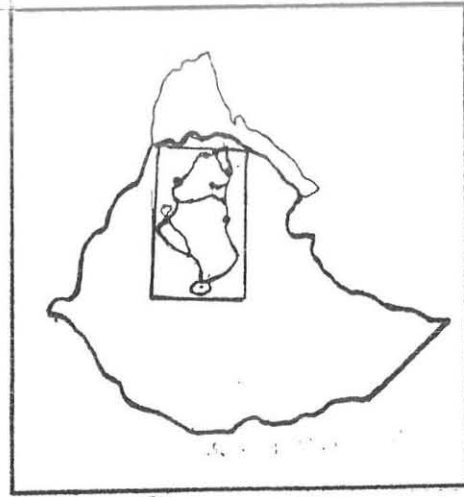
One of the most popular historical attractions in the northern circuit are the rock-hewn churches of Lalibela. Among many wonders, perhaps the most remarkable aspect of Lalibela stands on the fact that centuries after the inspired vision that led to their construction, they are still places of active worship. This has succinctly been put by Selamta as follows:

More than mere monuments, the Lalibela churches constitute a living link with the past; not only the recorded facts of bygone years, but also the spirit, the outlook, and the very atmosphere of another era (Selamta: 1992:9).

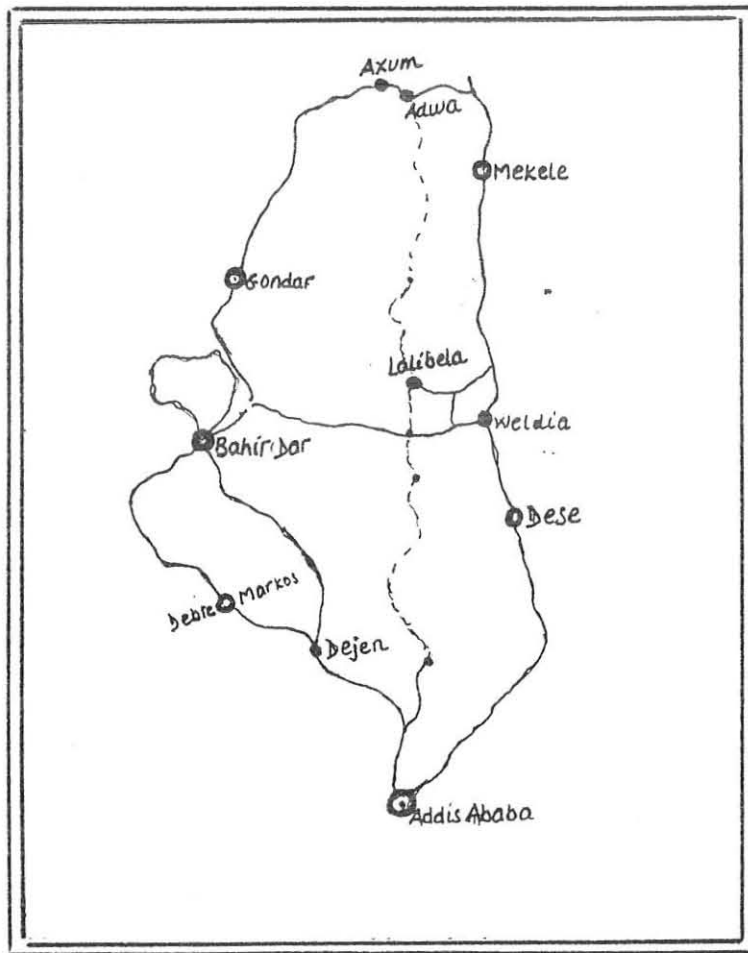
The first European to describe the rock-hewn churches of Lalibela was a Portuguese priest named Francisco Alvares who wrote in the early 16th century about one of the churches,

Figure 3

THE HISTORIC ROUTE



Scale 1:15,000,000



Scale 1:5,000,000

Source: Ethiopian Tourism Commission  
by Ethiopian Mapping Agency, 1988

Golgotha stating that "its walls were worked in a fine fashion, also the window and the doors with all the tracery that could be told, so that neither a jeweler in silver, nor a worker in wax, could do more work" ((Selamta: 1992:6). Later, having described all the other churches in succession, he concluded by saying that:

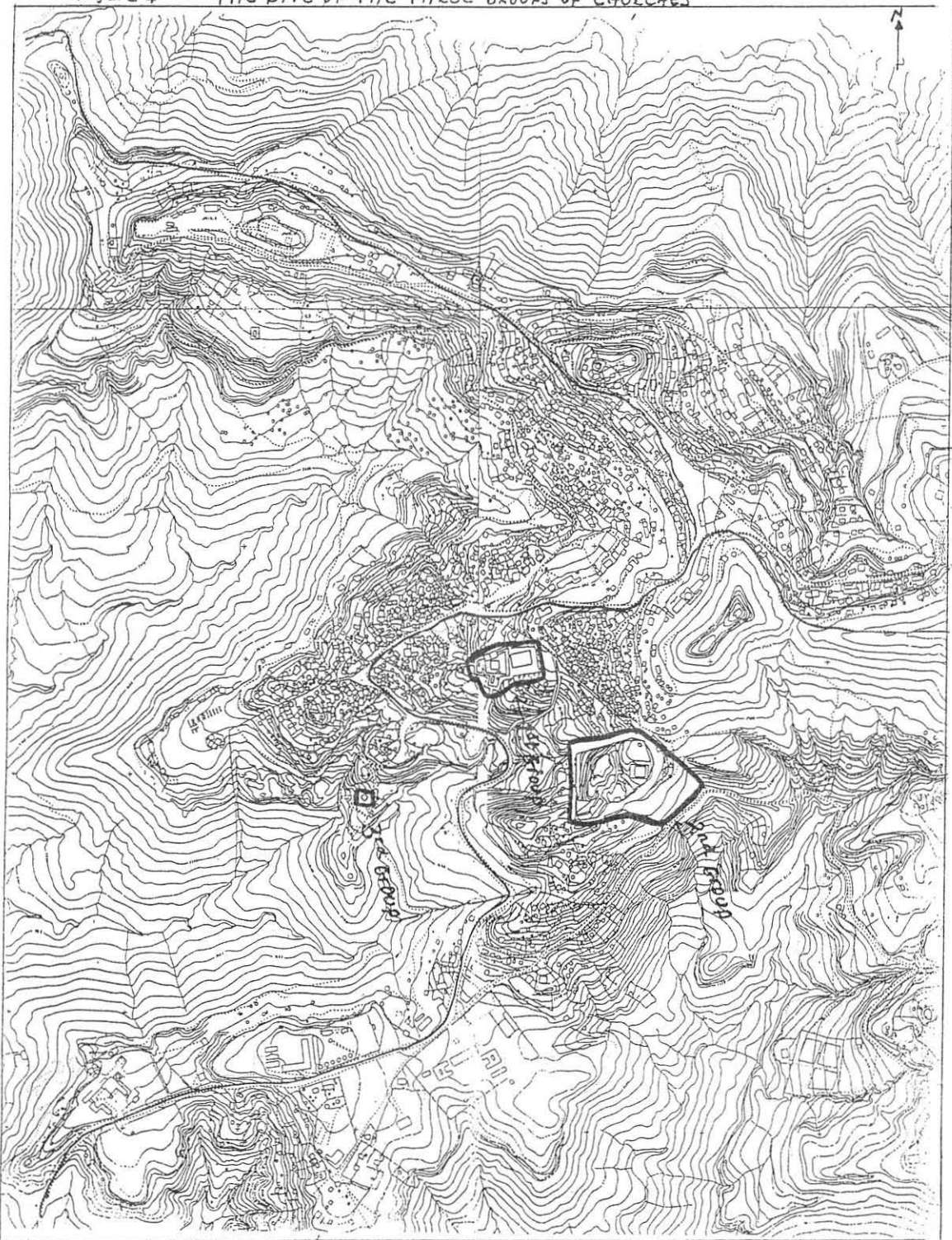
It worried me more of these works, because it seemed to me that they will not believe me if I write more, and because as to what I have already written they will accuse me of untruth. Therefore, I swear by god, in whose power I am, that all that is written is the truth, and there is much more than I have already written, and I have left it that they may not tax me with its being falsehood (Selamta, 1992:6).

Since then, the churches were visited by many foreigners and got world wide admiration. However, it is still difficult to believe that such churches could be constructed without the use of modern technology. Selamta had something to say on this

Carved by hand out of the solid mountainside hundreds of years ago, the rock-hewn churches of Lalibela are Awe-inspiring in their beauty. But, how the ancient were able to construct these monoliths using only rudimentary tools remains a mystery (Selamta:1992:5).

In the town of Lalibela alone, there are a total of eleven rock-hewn churches. Since two of them share the same roof, they are actually 10 (refer to Table 6). Based on their relative location, the churches are divided in to three groups (refer to Figure 4). The church compound covers a south and south-westward sloping hill side area of about 25 hectares, which is about 20% of the town's area (refer to Figure 5). It is surrounded on the western and northern side by densely built residential areas of Lalibela town. The site is further dissected by a small seasonal stream called River Jordan, which serves as a main drainage channel for the underground churches and their excavated courtyards. In the new tourism master plan made by Tourconsult International ( 1995:66) a number of structures were proposed to be constructed in the church compound. These include: guide office, museum, information center, handicraft market, restaurant, coffee bar, Bank, Post office and others (refer to Figure 6). However, the construction

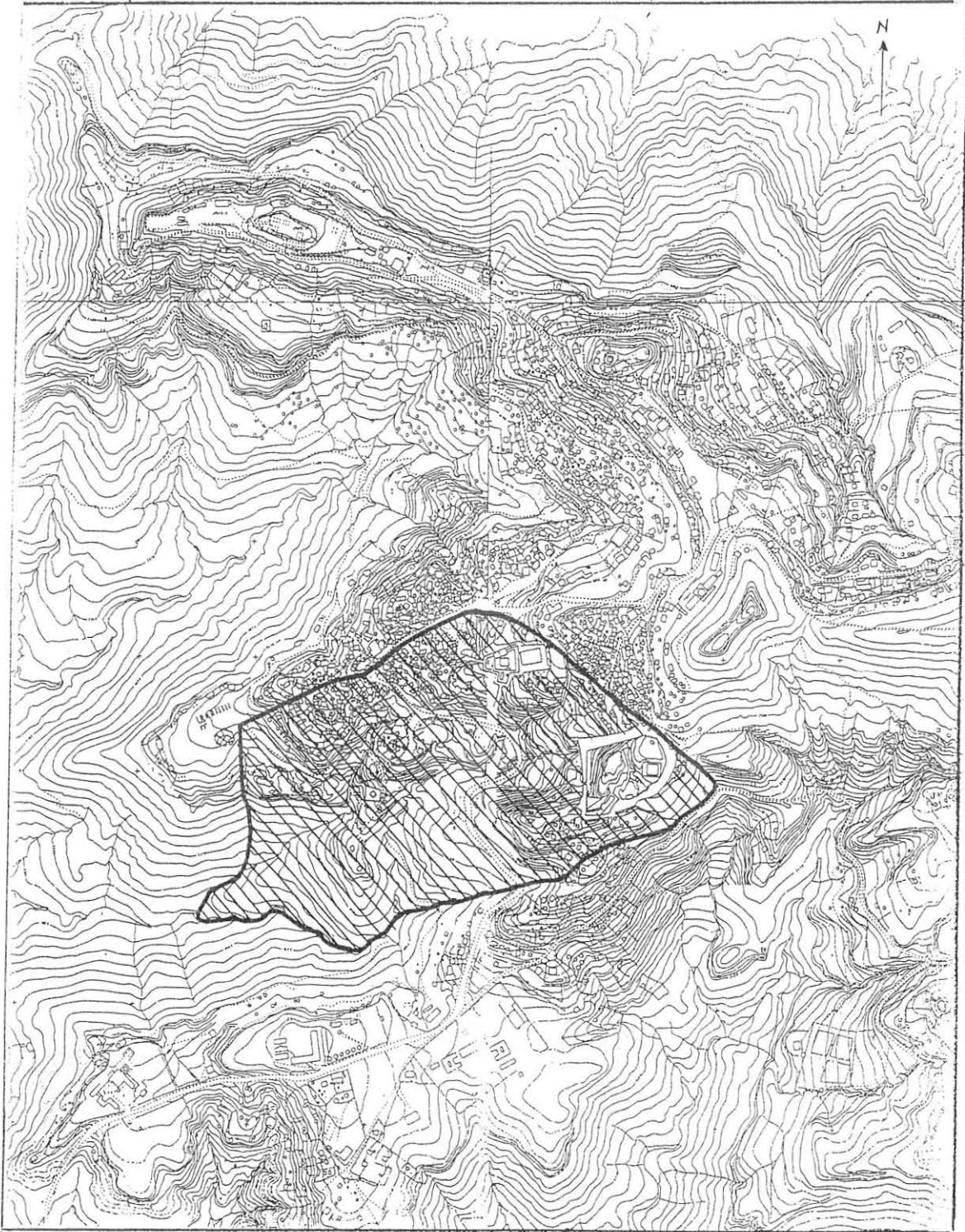
THE TOWN OF LALIBEBA AND  
Figure 4 THE SITE OF THE THREE GROUPS OF CHURCHES



Scale: 1:5,000

Source: Lalibela Finiida Project, 1996

Figure 5 THE PROPOSED CHURCH COMPOUND



Scale. 1:5,000

Source. Lalibela Finmida project, 1996

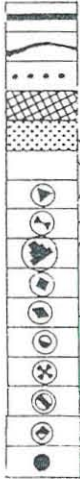
LEGENDA

Arheological sites:

- A - Medhane Alem
- B - Biet Mariam
- C - Adam's Tomb
- D - Selassie - Golphatha Mikael
- E - Biet Danagel
- A - Biet Emanuel
- B - Biet Mercurios
- C - Abba Libanos
- D - Crypts
- E - Gabriel Raphael
- A - Biet Ghiorghis
- Present Situation*
- Road to airport
- Cerimonial road
- Park boundaries



Project



- New road to airport
- Pedestrian network
- Underground Paths to be reopered
- Parking area
- Areas to be forested against erosion
- Green areas
- Entrance
- Guide office
- Museum
- Service centre (information, etc.)
- Handicraft market
- Restaurant - coffee bar
- Historical manuscripts restoration c
- Centre for handicraft training
- Change
- Post office

Fig. 6

REPUBLIC OF ETHIOPIA

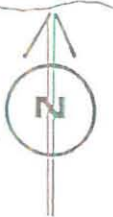
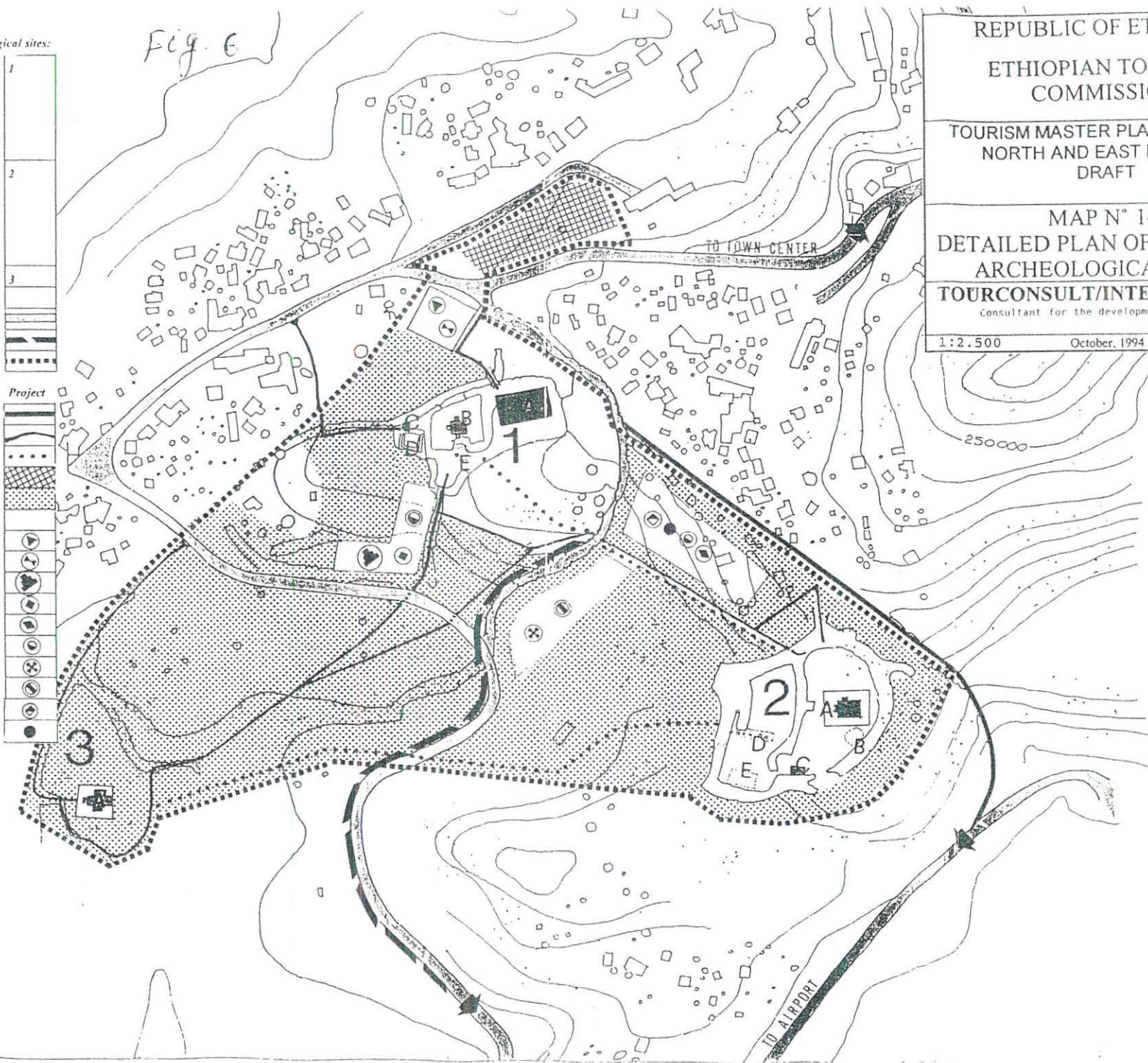
ETHIOPIAN TOURISM  
COMMISSION

TOURISM MASTER PLAN FOR WEST  
NORTH AND EAST ETHIOPIA  
DRAFT

MAP N° 14:  
DETAILED PLAN OF LA LIBELA  
ARCHEOLOGICAL PARK  
TOURCONSULT/INTERNATIONAL  
Consultant for the development of tourism

1:2.500

October, 1994



of all these structures in the church compound will have an impact in affecting the religious atmosphere.

Table 6. List of the rock-hewn churches

Group	Name of the church
I	<i>Bete Medahane Alem</i> ( House of the savior of the World)
	<i>Bete Mariam</i> ( House of Marry)
	<i>Bete Dengel</i> (House of the Virgin)
	<i>Bete Mikaeal</i> ( House of St. Michael)
	<i>Bete Meskel</i> ( House of the cross)
II	<i>Bete Amanuel</i> ( House of Emanuel)
	<i>Bete Marcurios</i> ( House of s. Mercurios)
	<i>Bete Aba Libanos</i> ( House of Father Libanos)
	<i>Bete Gabriel</i> ( House of st.Gabriel)
III	<i>Bete Ghiorgis</i> ( House of St. George)

Source: Debre Roha Church Council, 1998

In addition, there are also other rock-hewn and cave churches that are found around the town of Lalibela. Some of these churches include : *Asheten Mariam, Nakuteleab, Emekina Medhanialem, Genete Mariam, Yimrehane Kerestos, Bilbala Giyorgis, Bilbala Cherkos, Abune Yoseph and Kidus Harbi*. Furthermore, the ancient *Lasta houses'* design and decoration, the traditional folk music, the surrounding farming villages and their good natural scenery are some of the other tourist products found in and around the town of Lalibela.

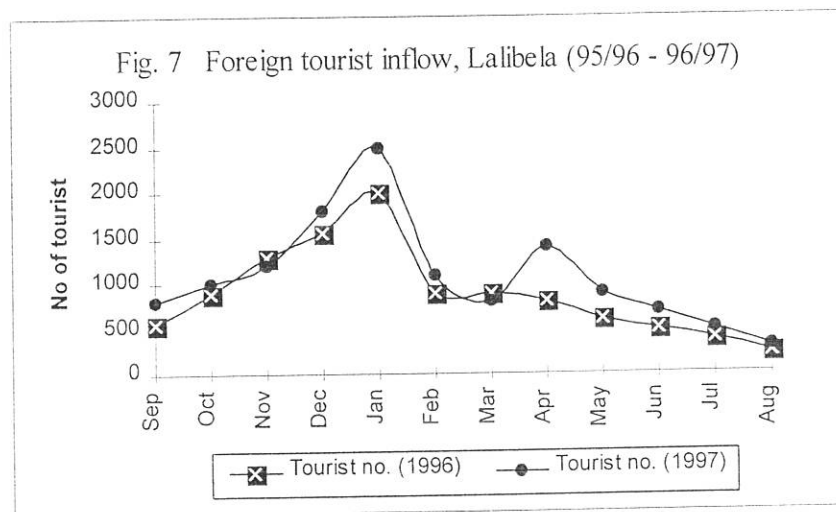
## 4. THE TOURISM SITUATION IN LALIBELA

### 4.1 Aspects of Tourism in Lalibela

#### 4.1.1 Characteristics of Tourists Inflow

The estimated number of foreign tourists who visited Lalibela for the year 1995/96 was around 10,000 (SNV Ethiopia, 1996:12). This number increased to about 11,400 in 1996/97 (Deber Roha Church council, 1998) (refer to Figure 7). The actual number of domestic tourists visiting Lalibela is not known. However, according to an estimate made by Tourism and Culture Bureau, there were about 40,000 domestic guests during the religious festival of Christmas this year.

Based on the data gathered from the government and some private hotels, the arrival of tourists is concentrated mainly in two periods of the year viz in the period from September to February, which received 65% of the total number of tourists. Of these, December and January alone accounted for nearly 40% of the total tourist inflow. About 25 % of the tourist flow is concentrated between the months of March and May and the remaining 10% in the months spanning June to August (refer to Figure7).



Source: Prepared by the author based on the data obtained from field survey, 1998.

As is shown in the figure, in both years under consideration the tourist number rises as of September and reaches its apex in December and January. Thereafter it declines until another minor peak occurs in April due to Ethiopian Easter holiday. During the main summer season, there are few or no tourists at all. The average monthly and daily inflow of foreign tourists in the year 1995/96 was around 833 and 28 respectively. In the year 1996/97, the average monthly and daily inflow of foreign tourists increased to 950 and 32 respectively. The total volume of tourist inflow in 1996/97 increased by 14% compared to that of 1995/96.

#### 4.1.2 Tourist accommodations

Based on their prices and facilities, the hotel rooms in Lalibela could be divided into four classes or groups (refer to Table 7). In the first group one finds three hotels of relatively high standard having a total of 124 rooms and 241 beds with each bed room possessing private bath rooms and hot shower. The second group includes two medium standard hotels having 27 rooms and 47 beds, which do possess individual and shared private showers and toilet rooms. The third group includes about five low standard hotels that are furnished with 48 rooms and 52 beds with all of them having common cold shower and toilet rooms. The fourth group includes 6 very low standard hotels that have 49 rooms and no shower facility.

Table 7. Distribution of tourist hotels by their standard

Hotels by their standard *	Hotels		Rooms		Beds	
	No	%	No	%	No	%
1. High standard hotels	3	18.8	124	50.2	241	62.6
2. Medium standard hotels	2	12.5	27	10.9	43	11.2
3. Low standard hotels	5	31.3	57	19.0	52	13.5
4. Very Low standard hotels	6	37.5	49	19.8	49	12.7
Total	16	100	247	100	385	100

Source : Based on Field survey, 1998

\* The classification is not an official classification

The three high standard hotels (two government and one private) account for only 19% of the hotels but 50.2% of the rooms and 62.6% of the beds. The two medium hotels, on the other hand, account for 10.9% of the hotel bed rooms and 11.2% of the hotel beds. Similarly, the low

standard hotels account for 19% of the hotel rooms and 13.5% of the hotel beds. The remaining 19.8% of the bed rooms and 12.7% of beds belong to the very low standard hotels.

Based on the field survey, 76.7% of the domestic and 53.6% of the foreign tourist stayed in the high standard government and private hotels. The remaining 23.3% of the domestic and 30% of the foreign tourists stayed in the medium standard private hotels. Surprisingly, 16.7% of the foreign tourists stayed in low standard private hotels (see Table 8).

Table 8. Distribution of tourists by hotel standards

	Domestic		Foreign		Total	
	No	%	No	%	No	%
High standard	23	76.7	16	53.3	39	65.0
Medium standard	7	23.3	9	30.0	16	26.7
Low standard	-	-	5	16.7	5	8.3
	30	100	30	100.0	60	100.0

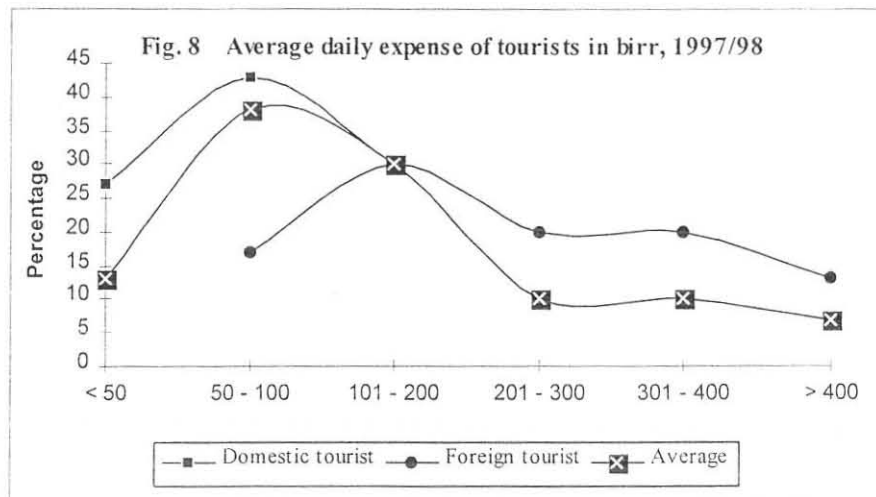
Source : Field survey, 1998

#### 4.1.3 Average length of stay and daily expenses of tourists

The average length of stay of tourists, in general, is 2.05 nights. On the average, foreign tourists stay for 1.97 nights and domestic tourists for 2.13 nights.

In 1994, the average length of stay of tourists in Lalibela on the average was 2 nights (ETC, tourist statistical bulletin, 1994; Tourconsult, 1995:35). Comparing the average length of stay of tourists in 1997 with that of 1994 shows that, there is a 0.05 nights increment in the former. Such an increment in the length of the average stay of tourists can be explained by the rising need of tourists to visit the other near by churches that are found around Lalibela. Based on the sample survey, 43.3% of the foreign tourist and 23.7% of domestic tourists visited the two near-by churches namely Asheten and Nakutoleab. The remaining 56.7% of foreign tourists and 76.3% of domestic tourists do not visit the other churches found around the town of Lalibela. One of the major reasons for not visiting is absence of easy access to the surrounding churches.

The average daily expenses of tourists for accommodation, food and drinks (excluding payment for the guides, church entrance fee and buying gift articles), varies widely between foreign and domestic tourists. It is much lower for domestic tourists compared to that of foreign tourists (refer to Figure 8).



Source: Prepared by the author based on the data obtained from field survey, 1998

Domestic tourists spent on the average spent about 100 birr per person per day whereas foreign tourists 200 to 300 birr per person per day. Thus, the difference between the mean daily expenses of foreign and domestic tourists is significant ( $t$ -value = 6.48 and  $P = .001$ ) at 0.05 confidence interval. One of the main reasons for such a high difference lies in the differential ways the hotels charge foreign and domestic tourists. For example, in the high standard hotels, foreign tourists pay 36 dollars or about 248 birr for a single room and 48 dollars or about 331 birr for a double-bed room whereas for the same rooms domestic tourists will be charged 25 and 36 birr respectively. On the average, foreign tourists who stay in high standard hotels spend 63% of their daily expenses for accommodation which is only 20% for domestic tourists.

## 4.2 Problems Affecting the Tourism Environment in Lalibela

### 4.2.1 Problems as viewed by tourists

This section of the paper will discuss the major problems that are encountered by tourists arriving or coming to Lalibela. The problems include transportation, accommodation, guides and churches.

#### 4.2.1.1 Transportation

One of the major problems related to transportation is the high prices of airport taxis. As mentioned earlier, outside the religious festival of Ethiopian Christmas in December and Epiphany in January, about 70 % of domestic and foreign tourists arrive by plane. For a distance of nine kilometers, from the airport to the town, both foreign and domestic tourists are charged 30 to 40 birr for a single trip and around 70 birr for a round trip. Tourists who have come to Lalibela by plane have seriously complained about the transportation cost, which is monopolized by NTO. Concerning the price of the air port taxi, of those tourists who came by plane about 47.7 % of them rated it as very high, 31.8% as high and 15.9% as average or good. None of them rated it as either cheap or very cheap. Those who responded by saying “very high” and “high” together accounted for 79.5%. However, as of December 1997, some two private tour companies have begun giving the same service with less price than that of the NTO. In most cases, nonetheless, they work on shift system to avoid competition and maximize profits.

The other problem attached to transportation is the lack of easy access to the surrounding churches. Due to this problem, 56.7% of the foreign tourists and 76.7% of the domestic ones failed to visit the other near-by churches found around the town of Lalibela. This is testified by the fact that lack of easy access ranked as the primary reason for not doing so (46.2%) followed by shortage of time (28.2%), financial difficulties (18.0%) and other personal reasons (7.7%).

#### 4.2.1.2 Accommodation

The first problem related to accommodation is the high cost of bed rooms especially for foreign tourists. As has been mentioned earlier, the price of bed room is not the same for domestic and foreign tourists with both governmental and private hotels charging foreign tourists more than the domestic ones (refer to Table 9).

Table 9. Prices of bed rooms for foreign and domestic tourists.

Hotels by their standard	Average price for Ethiopians in birr	Average price for foreigners in birr
High standard hotels (single bed)	25	248 *
High standard hotels (double beds)	36	331 *
Medium standard hotels (single bed)	10 - 15	30 - 50
Medium standard hotels(double beds)	20 - 30	60 - 150
Low standard hotels (single bed)	8 - 10	20 - 30
Very Low standard hotels (single bed)	5	10 -15

\* Taking US 1 dollar as 6.90 Ethiopian birr

Source: Field survey, 1998

Tourists were asked to express their opinions regarding the price of the hotel rooms. Since the price of bed rooms (as shown in Table 9) for domestic tourists is somewhat reasonable all domestic tourists have got no complaints. In the case of foreign tourists, however, about 47% have seriously complained about the hotel price. The extent of the complaints, nonetheless, depended on the standard of hotels (refer to Table 10).

Table 10. Foreign tourist opinion on the price of hotel room

Degree of complaint	Group 1		Group 2		Group 3		Total	
	No.	%	No.	%	No	%	No	%
1. Very low	-	-	-	-	-	-	-	-
2. Low	1	6.3	2	22.2	3	60.0	6	20.0
3. Average	3	18.8	5	55.6	2	40.0	10	33.3
4. High	7	43.8	2	22.2	-	-	9	30.0
5. Very high	5	31.3	-	-	-	-	5	16.7
Total	16	100.0	9	100	5	100	30	100

Group 1 = Those who stayed in high standard hotels

Group 2 = Those who stayed in medium Standard hotels

Group 3 = Those who stayed in low standard hotels

Source: Field survey, 1998

As it could be observed in the above table, the degree of complaints is very high among those who stayed in the high standard hotels compared to those who stayed in the low and medium standard hotels. Among those who stayed in the high standard hotels, 31.3% replied as the rate is very high, 43.8% replied as high whereas among those who stayed in the low standard hotels 60% replied as the charge is low and the remaining 40% as average or good.

The second major problem related to accommodation is related to sanitation in the hotel environment. This problem, however, varies depending on where the tourists are staying. The degree of sanitation problems increases with decline in the standard of the hotels. Sanitation problems also worse as one goes deeper into the inner part of the hotel.

For obvious reason, the problem of sanitation is very low in the high standard hotels. Out of the total sampled tourists who stayed in these hotels 31.6% of them replied as the sanitary situation is very good, 50% as good and the remaining 18.4% as average. By the same token, the sanitation of the bed rooms in the high standard hotels rated as very good by 7.9%, good 29% , average 50% and poor 18.4%. Concerning the cleanliness of the toilet rooms, 21.1% of the foreign tourists rated it as poor, 52.6% as average, 21.1% as good and 5.3% as very good. The calculated mean for the sanitation of the high standard hotels in Lalibela in general, as shown in table 11, is 4.132 where as the mean for the sanitation of the bed and toilet rooms is 3.211 and 3.105 respectively. From this one can conclude that the sanitation of the high standard hotels in general is very good whereas the sanitation of the bed and toilet rooms is somewhat average.

On the other hand, of those who stayed in the medium standard hotels, the hotels are rated as average by 35.3% of the respondents, good by 47.1%, very good by 17.6%. The same sampled foreign tourists rated the hotel rooms differently: poor (11.8%), average (52.9%), and good by 35.3% . About 17.7% of the respondents rated the toilet rooms as poor, 52.9% as average and 29.4% as good.

The calculated mean for the sanitation of the medium standard hotels, the bed and toilet rooms are 3.824, 3.235 and 2.647 respectively. The overall sanitation of the medium standard hotels is more than an average (close to good) where as the sanitation of the hotel room is an average one but the sanitation of the toilet room is between average and poor.

As it could be guessed, the sanitation problem is more serious in the low standard hotels compared to the medium and high standard hotels. Of those tourists who stayed in the low

standard hotels, 40% rated it as average, 60% as good. Concerning the sanitation of the bed rooms, 20% rated it as poor, 60% as average and the remaining 20% as good. By the same token, toilet rooms were rated as very poor by 40% of the respondents, poor by 40% and average by 20%. The overall mean for the sanitation of the hotels in general is 3.60 and the bed and toilet rooms 3.0 and 1.80 respectively.

Table 11. Comparison of means among the high, medium and low standard hotels in Lalibela.

Type of Hotels	The hotels in general	Bed rooms	Toilet rooms
1. High standard hotels	4.1316	3.2105	3.1053
2. Medium standard hotel	3.8235	3.2353	2.6471
3. Low standard hotels	3.6000	3.0000	1.8000
Grand mean	4.0000	3.2000	2.8667

1= Very poor 2= poor 3= Average 4= Good 5= Very good

Source: Calculated by the author

From the above table one can understand that, first the extent of the sanitation problem is increasing as the standard of the hotels decreases; secondly, that extent of the sanitation problem in all of the hotels is increasing as one moves from the exterior part to the interior part of the hotel leading towards the bed and toilet rooms and thirdly, in all of the three standard hotels, the problem of toilet sanitation is the most pronounced to be followed by bed rooms. Besides the general sanitation problems related to bed and toilet rooms, there are also a number of problems including the absence of hot shower, electricity, food problem, safety etc. which have affected most tourists during their stay in Lalibela. As has previously been discussed, the extent of these problems varies depending on the standard of the hotel. An attempt has also been made to prioritize the problems based on the perception of the visiting tourists. The results are summarized in the table below (refer to Table 12).

Table 12. Rank of some of the selected problems  
attached to accommodation

Problems	Group 1 ( Rank)	Group 2 (Rank)	Group 3 (Rank)
Sanitation	3	3	1
Hot shower	1	2	3
Food	4	1	2
Electric	2	4	4
Safety	5	5	5

Group 1 = Those who stayed in high standard hotels

Group 2 = Those who stayed in medium standard hotels

Group 3 = Those who stayed in low standard hotels

Source: Calculated by the author

As shown in Table 12, the main problems for those who stayed in the high standard hotels according to their order of importance are absence of hot shower during the daytime, absence of electric power during the day time, sanitation of the toilet room, food problem and safety. The main problems for those who stayed in the medium standard hotels included in terms of importance, food, absence of hot shower, sanitation problem, absence of electric power in the day time and safety. Similarly, for those who stayed in the low standard hotels the problems included, in their order of importance, sanitation, food, absence of hot shower, absence of electric power during the day time and safety. The result the Spearman's correlation coefficient has also confirmed that there is high positive correlation between the rank of problems in the medium and low standard hotels ( $r = 0.7000$ ) than between medium and high standard hotels ( $r = 0.3000$ ) or between the low and high standard hotels ( $r = 0.2000$ ).

#### 4.2.1.3 Guides

Based on the field survey, the major problems related to the guides included harassment of tourists by the guides, high service price and language inefficiency.

Harassment of tourists by the guides is one of the major problems which affected tourists during their stay in Lalibela. This is the result of the presence of many unorganized guides and also the absence of strong control. In due consideration of the problem the Wereda administration has selected some 30 guides in July 1997 and organized them as official guides. The Lalibela Finnida project has also sponsored a short term training course that was deliberated

by officials of the Ethiopian Tourism Commission. These interventions have not yet solved the problem. For instance, there is no effort made to control the so called “non-official” guides. Even the official guides have got no strong organization or a working system. Like the non-official guides, they simply gather in and around the two governmental hotels waiting for the coming of tourists. They deal with tourists following them to their hotels so as to make arrangements on guidance. It is a common phenomenon to see two or more guides scrambling to guide a tourist. As a result, many tourists have complained about the disorder and nuisance of the guides’ with some of them complaining by saying that *“I would rather go to the guide if I wanted one, than having two or three ganging up.”*

Both foreign and domestic tourists who hired official and non-official guides were asked to give their opinion on the guides approach. Out of the 26 interviewed tourists (6 domestic and 20 foreign) who hired official guides, 11.5% of them replied as it had been poor, 30.8% as average, 34.6% as good and the remaining 23.1% as very good. On the other hand, out of the 34 tourists (24 domestic and 10 foreign) who hired non-official guides, 23.5% responded by saying it was very poor, 29.41% as poor, 29.41% as average and 17.65% as good for details (refer to Table 13).

As shown in Table 13, the overall grand mean rating of 2.9833 out of 5 indicates that the problem concerning the guide’s approach is a bit above average. But, there are significant differences between the mean of official and non-official guides. The average mean for the official guides is 3.7308, which is close to good, whereas for the non-official guides 2.4118, which is close to poor. We can, hence, conclude that the approach of the non-official guides is somewhat worse compared to the official guides.

Table 13. Tourists’ opinion on the guides’ in Lalibela

	Dom. tourist (Mean)	Fore. tourist (mean)	Average (mean)
1. Official guide	4.3333	3.5500	3.7308
2. Non-official guide	2.5833	2.0000	2.4118
Grand mean	2.9333	3.0333	2.9833

1= Very poor 2= Poor 3= Average 4= Good 5= Very good

Source: Calculated by the author

The second problem related to the guides in Lalibela is the high service cost. As is widely observed in Lalibela, the service cost of the official guides for foreigners is 50 birr per person for a group of more than three and 100 to 150 birr for individuals. During the peak tourist seasons, the service cost increases. Due to the high service cost of the official guides, many low-budgeted foreign tourists and almost all of the domestic tourists prefer the non-official guides who are relatively cheaper. The non-official guides service cost is negotiable and could be arranged at lower amount compared to with the official guides.

Tourists were asked to give their opinion on the service fee that they are paying the official and non-official guides. Of the 26 tourists who hired official guides, 30.8% replied as it is average, 42.3% as high and 26.92% as very high. None of them replied as it is low or very low. On the other hand, of the 34 tourists who hired non-official guides, 29.4% have rated it as low, 64.7% as average and the remaining 5.9% as high. Again, here tourists as in the case of the official guides fee rating, none of the respondents qualified it as “very high”.

As the data hereunder show (Table 14.), the overall grand mean of 3.2833 indicates that the guide’s payment is a little bit more than an average. Comparing the mean of domestic tourists i.e. 2.8667 with that of foreign tourists i.e. 3.7000 one observes a high difference. The calculated t- test ( t- value = 2875, P = .0001) and Mann-Whitney U test (U-value = 226.0, and P = .0004) indicate that there is a significant difference at 0.05 confidence Interval. This difference could also be attributed to the type of guides the two groups have hired. Of the 30 foreign tourists interviewe , 66.7% have hired official guides and paid high service costs whereas of the 30 domestic tourists only 20% hired official guides. About 80% of the domestic tourists engaged non-official guides and paid less money than that of the foreign tourists.

Table 14. Tourists opinion on the guides’ service fee

	Dom.tourist (mean)	Fore. tourist (mean)	Average ( mean)
1. Official guide	3.6667	4.0500	3.8615
2. Non-official guide	2.6667	3.0000	2.7647
Grand mean	2.8667	3.7000	3.2833

1= Very low    2= low    3= Average    4= High    5= Very high

Source: Calculated by the author

The third problem related to the guides is concerned with their language efficiency. Those foreign tourist who hired non-official guides did seriously complain about the guide's language incapability. Of the 10 foreign tourists who hired non-official guides, 38% of them replied as it was poor. Whereas 15.4% of those who employed official guides rated them as poor. The language problem among domestic tourist is insignificant as each traveller can speak and listen Amharic (refer to Table 15).

Table 15. Tourists opinion on the guides' language skills

	Domestic tourist (mean)	Foreign tourist (mean)	Average (mean)
1. Official guide	4.5000	3.3500	3.6154
2. Non-official guide	3.5000	2.3000	3.1765
Grand mean	3.7333	3.0000	3.3767

1= Very poor 2= Poor 3= Average 4= Good 5= Very good

Source: Calculated by the author

As far as foreign tourists are concerned, the calculated mean for official guides is 3.3500 (a bit more than an average) and for non-official guides 2.3000 (close to poor). The low language skills of the non-official guides, therefore, affects foreign tourists. In order to avoid such an inconvenience, an urgent attention is needed to organize and train the guides and upgrade their language skills in order to help tourists to get the real information on the churches as well as to disseminate the real history of Ethiopia.

#### 4.2.1.4 Places of Visit (church)

There are a number of problems in relation to the places of visit (churches) in Lalibela one of which is the high entrance fee for foreign tourists. At present, the entrance fee for foreigners is 100 birr per person and an additional of 150 birr if they use video camera. Domestic tourists, on the other hand, are not obliged to pay entrance fees.

The entrance fee that was 10 birr per person before 1993 rose to 50 birr per person in 1994 and 100 birr as of mid 1995. All the money that is collected from the entrance fee goes directly to the church council called "Debre Roha". It is not very clear what the council does

with the money. The churches neither pay tax nor do they use it for maintenance. Even after the escalation of the entrance fee to 100 birr in mid-1995, there is no visible change that is made to facilitate tourist visits in the church compound.

Concerning the entrance fee to foreign tourists, whether the visitor is a student or not and also whether they want to visit only one group of churches or all the three groups, all of them pay the same amount viz. 100 birr per person. To identify the extent of the problem related to entrance fees foreign tourists were asked to give their opinion. Their reply is summarized hereunder (Table 16).

Table 16. Foreign tourists' opinion on the church's entrance fee

Rank	Rating	Number	%
1.	Very low	-	-
2.	Low	2	6.7
3.	Average	11	36.7
4.	high	7	23.3
5.	Very high	10	33.3
Total		30	100.0

Source: Field Survey, 1998

As shown in the above table, those who rated the entrance fee as high and very high together accounted for 56.6% while those who rated it as low accounted for only 6.7%. The remaining 36.7% of the respondents have rated the entrance fee as average. The overall calculated mean 3.833 indicates that the entrance fee is somewhat high for most foreign tourists. Given this, it can be suggested that in order to attract more tourists the entrance fee for foreign tourists has to be revised to suit their desire.

#### 4.2.1.5 problems that affect tourists' in the church compound

There are many problems that directly affect the visitors in the church compound. Based on the field survey, those identified problems were sanitation problems and problems created by the beggars, priests and the kids (children).

### (i) Sanitation

The sanitation problem is not only in and around the hotel, but also in and around the church compound. The surrounding area around the churches and the trenches are not clean. Concerning the sanitation problem tourists were asked to give their opinion and the result has showed that, 48.3% of them qualified the problem as very high, 33.33% as high, and the remaining 18.3% as average. None of them rated the problem as low or very low. The overall mean for the sanitation problem is 4.00 (high) indicating, among other things, the acuteness or seriousness of the problem in and around the church compound.

One of the major causes that aggravated sanitation problem is the presence of many residential and commercial houses within the church compound. According to an official statistics released by the Finnida Project, there are more than 400 houses within the historical site, most of which have been built without any official permission. They are mainly residential buildings belonging to priests and their family members. Some of them are, however, used for commercial purposes including a small hotel with 12 rooms and many *tela* and *tej* bets (Tourconsult, 1994:66; Finnida Project, 1996:5; SNV Ethiopia, 1995:12; Ayalew, 1992). Since most of these residential and commercial houses do not have toilet facilities, they usually use the trenches as a toilet and a dumping site for garbages. Unless some quick and effective preventive measures are taken, the situation can be more aggravated in the future. As recommended by the Lalibela Finnida project, to keep the precious churches from the possible danger as well as to keep them clean and safe, the inhabitants of the church compound need to resettled and high priority should be given for the construction of public toilets.

### (ii) Beggars

The church compound is crammed with numerous beggars that restrict the movement of tourists. They follow tourists all the way and some times block the narrow passages. Of all the tourists interviewed, 46.7% saw the problem of beggars as highly problematic, 28.4% as less problematic and the remaining 25% as medium.

To overcome such a problem, some measures have been taken by the church administration including the disallowing beggars entrance into the church compound. It was a good measure but still the problem around St.George church, which is open and does not have a fence, is not solved. In addition, the way to the second group of churches is not yet controlled.

### **(iii) The kids (children)**

The other serious problem that affects tourist visits, particularly their movement, is the problem created by the kids. The number of kids that follow tourists is unimaginably high and no one controls them. Many of them gather on the church gates to look after tourists' shoes. There are around 80 children organized by the municipality to look after the visitors' shoes. In addition, some of them guide domestic tourists. In general, there are lots of kids that follow tourists asking for money or something else. Many tourists usually complain about the naughty kids' problem and say like " Please do something about all those you, you, you ... give money kids". Concerning the problem created by the kids 38.3% responded by saying that it is high problematic, 21.7% of them took it as immaterial and the remaining 40% as normal.

### **(iv) The priests**

The problem attached to the priests (head priest) is the absence of well known visiting hours or a fixed schedule for visitors. As a result, some tourists miss visiting two or more churches. For example, based on the sample, among the ten churches in Lalibela, those who missed visiting two churches accounted for 12.5% and those who missed visiting one church accounted for 20%. This could be solved by setting a fixed programme for visitors and the church administration should strictly organize the performance of the head priests.

Concerning the problem created by the priests, those who saw it seriously (high and very high) accounted for 36.7% while those who did not see it seriously (low and very low) accounted for 31.67% with the remaining 31.7% being impartial to the problem (average) (refer to Table 17).

Table 17. Opinion of foreign and domestic tourists on problems that affect their visit in the church compound.

	Domestic tourist	Foreign tourist	Average
	Mean	Mean	Mean
Sanitation problem	3.6333	4.2000	3.9167
Badgers	3.0333	3.6333	3.3333
Kids	3.5000	3.1333	3.3167
Priests	2.7000	3.3000	3.0000

1= Very poor 2= Poor 3= Average 4= Good 5= Very good

Source: Calculated by the author

Based on their average mean, as shown in table 17, problems which affected tourists' visit in the church compound were rated in order of severity were sanitation and the problems created by beggars, kids and priests. However, there are differences between foreign and domestic tourists in perceiving and ranking these problems. As shown in table 17, domestic tourists ranked the problems sanitation as the first to be followed by problems created by the kids, beggars and priests. Problem ranking for foreign tourists also starts with sanitation to be followed by problems created by beggars, priests and the kids respectively.

#### 4.2.2 Problems affecting the tourism environment as perceived by residents

The problems which affect the tourism environment of Lalibela from the point of view of the communities residing in Lalibela focused mainly on the absence of some basic physical infrastructure such as transport and absence of social service such as Bank, electric power and waste disposal. In addition, a number of social problems had also been cited.

##### 4.2.2.1 Absence of infrastructures

The first problem related to infrastructure is the absence of an all-weather road. About 83.3% of the total household heads ( 86.3% of the business household heads and 81.7% of the non-business household heads) suggested that the absence of an all-weather road has been one

of the major problems which has affected both the community and the tourism environment in Lalibela. Due to this problem, Lalibela has been inaccessible in the main summer season. However, the construction the new airport has partly solved this problem. The new all-weather road which will connect Lalibela to Addis Ababa through Alem Ketema and to Bahar Dar through Gashena has not yet been completed. Unless these roads are completed in time before the coming of the main summer season, it will remain a major problem for those low budget tourists who usually use road transport.

The other problem in relation to transport cited by 73.5% of the total household heads (81.3% of the business and 69.4% of the non-business household heads) was the absence of feeder road to the surrounding churches and monasteries. The absence of feeder roads, however, created job opportunities and income for more than 150 mule renters, though limiting the number of visitors. As has been stated earlier, 46.2% of the tourists do not visit the other near-by churches due to the absence of good feeder road. If an effort is made to facilitate condition for the construction of feeder road to the surrounding churches and monasteries, the surrounding villages would have the opportunity to get tourist income. Further more, it will also be a means by which the average length of stay of tourists could be increased.

#### **4.2.2.2 Social Service**

One of the major problems that is related to social service is the absence of a bank in Lalibela. This problem is underlined by 89.09% of the total sampled households (from the business 92.6% and non-business community 87.3%). The absence of banking service in the town has affected the tourism environment in a number of ways: there are no means of using credit cards to settle bills even in government hotels and also of changing dollars local currency. In many cases foreign tourist are forced to sell their dollars at a lower price than the official rate. This also applies equally to other hard currencies. On the other hand, the absence of bank has also affected the business environment very seriously limiting the possibility of getting loan facilities to expand their business.

About two-thirds of the business and non-business sampled households have also cited problems related to absence of 24 hours electric light, adequate water supply, post office,

public recreation centers, public toilets and good hotels/ restaurants for medium and low class tourists.

In relation to the social conditions, 60.4% of the total household heads (62.1% of the business and 59.4% of the non-business household heads) did also see problems created by the guides, priests, mule renters, beggars and shoe keepers seriously nagging.

## 5. SOCIO-ECONOMIC IMPACTS OF TOURISM

The method employed for assessing the existing socio-economic impacts of tourism is developed from the literature review. As discussed in chapter 2, the assessment of whether positive or negative impacts depends, in part, on objective criteria and in part on the perception of the host community. Thus, by taking these methods into consideration, an effort has been made to evaluate the extent of the ongoing socio-economic tourism's impacts in Lalibela. Data are analysed and summarized both quantitatively and qualitatively.

### 5.1 The Economic impacts of tourism

Tourism is one of the most important economic activities in Lalibela. It brings a number of economic benefits to the region in general and to the community in particular. For example, in 1995/96 the overall income the town received from foreign tourists alone (from accommodation, church entrance fee, transport, guide service excluding expenditures on purchasing gift articles) was estimated between birr 6.2 million to 8.8 million birr and increased to between 6.7 million to 9.2 million birr in 1996/97 (for detailed breakdown refer to see appendix 17).

This tourists' expenditure on different goods and services transacts through the community directly and indirectly. Those who receive direct and indirect income from tourism spend some of it on different goods and services. As a result, part of their income passes on to other business sectors and persons and so on. Every time the money changes hands it provides new income. It is, therefore, such a multiplier effect that makes the assessment of tourism's net effect on income complicated. The author of this paper has taken the average monthly income of business household heads and the average monthly tourist inflow for the past two consecutive years as indicative of the existing relationship between income and tourist inflow in Lalibela.

### 5.1.1 The Relationships between monthly average income of business household heads and tourist inflow

One of the major sectors that receives direct and indirect tourist income is the business sector. As shown in table 18, the amount of income the sampled business household heads received for the past three consecutive years showed an upward trend. The number of business household heads who received an average monthly income less than 100 birr increased from 47.4 % in 1995/96 to 49.5% in 1996/97 (refer to Table 18). But, this proportion again decreased to 37.9% in 1997/98. On the other hand, the number of business household heads who received no income decreased from 21% in 1995/96 to 13.7% in 1996/97 and further decreased to 2.1% in 1997/98 (refer also to Figure 9).

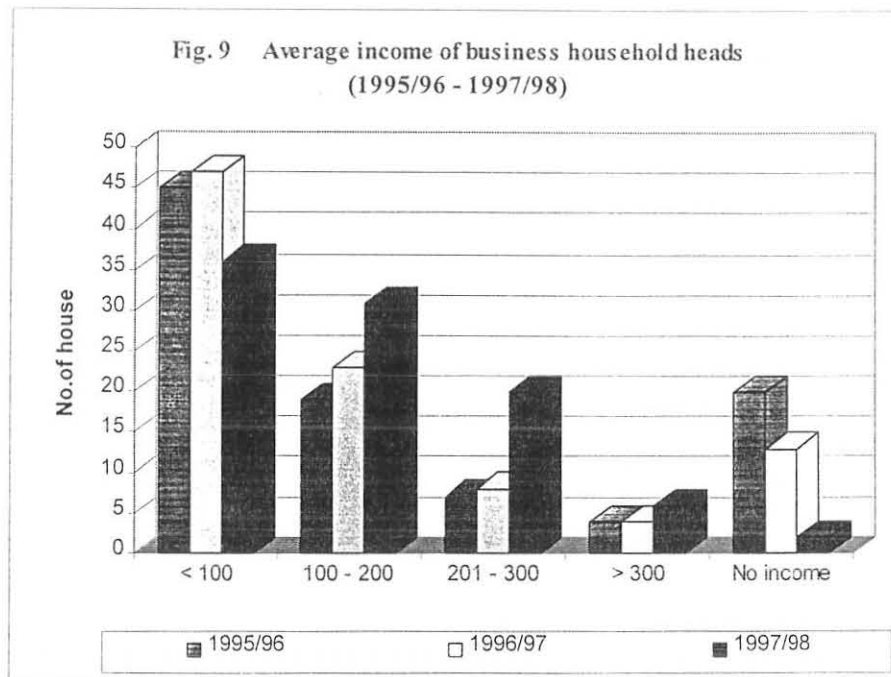
Table 18. Average income distribution of business household heads  
( 1995/96 - 1997/98)

Group	Average Income in birr	1995/96		1996/97		1997/98*	
		No	%	No	%	No	%
1	<100	45	47.4	47	49.5	36	37.9
2	100 - 200	19	20.0	23	24.2	31	23.6
3	201 - 300	7	7.4	8	8.4	20	21.0
4	>300	4	4.2	4	4.2	6	6.3
5	No income	29	21.0	13	13.7	2	2.1
	Total	95	100	95	100	95	100

\* The 1997/98 average income is only for 6 months (September 1997 - February 1998)

Source: Field Survey

Of the total 95 sample household heads, 86.3% replied that the two most important factors for their income improvement were the increasing number of tourists and the availability of many construction companies in the area. Here, it should be known that, one of the major reasons for the presence of the available many construction companies in Lalibela has been tourism.



Source: Prepared by the author based on the data obtained from field survey, 1998.

Though there is a general income improvement, the rate of change is not the same among the three groups of the business household heads. Business household heads in group 1 (hotel, bar, restaurant, snack, cafeteria owners), on the average, received an average monthly income of birr 182.3 in 1995/96 and birr 187.2 in 1996/97 which showed a 2.7% increment. Business household heads in group 2 namely local liquor sellers received an average monthly income of birr 73.8 in 1995/96 and birr 75.8 in 1996/97 which showed a 2.0% increase. Business household heads in group 3 (shop owners and merchants), on the average, received an average income of birr 61.6 in 1995/96 and birr 62.7 in 1996/97 which showed a 1.8% increment. In general, the rate of change between 1995/96 and 1996/97 was 2.2% (refer both Table 19 and Figure 10).

Table 19. Distribution of average monthly income  
by type of business, 1995/96 - 1997/98

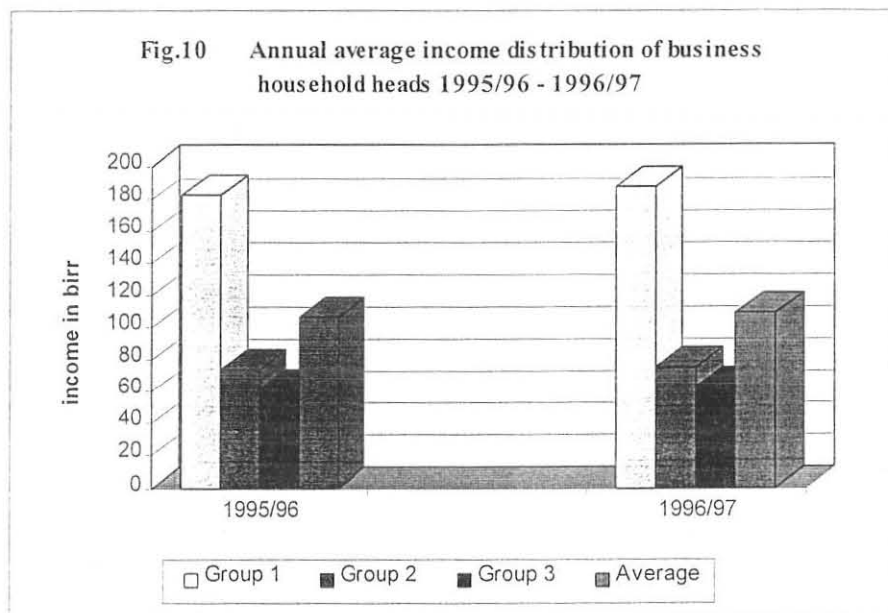
	1995/96	1996/97	Rate of change (%)	1997/98 *	Rate of change 96/97
Group 1	182.3	187.2	2.69	196.5	4.97
Group 2	73.8	75.3	2.03	78.1	3.72
Group 3	61.6	62.7	1.78	63.9	1.91
Average	105.9	108.4	2.17	112.83	3.53

\* The 1997/98 average income is only for 6 months (September, 1997 - February 1998)

Group 1 = Hotels, restaurants, bars, Cafeteria, Snacks, Tea rooms owners

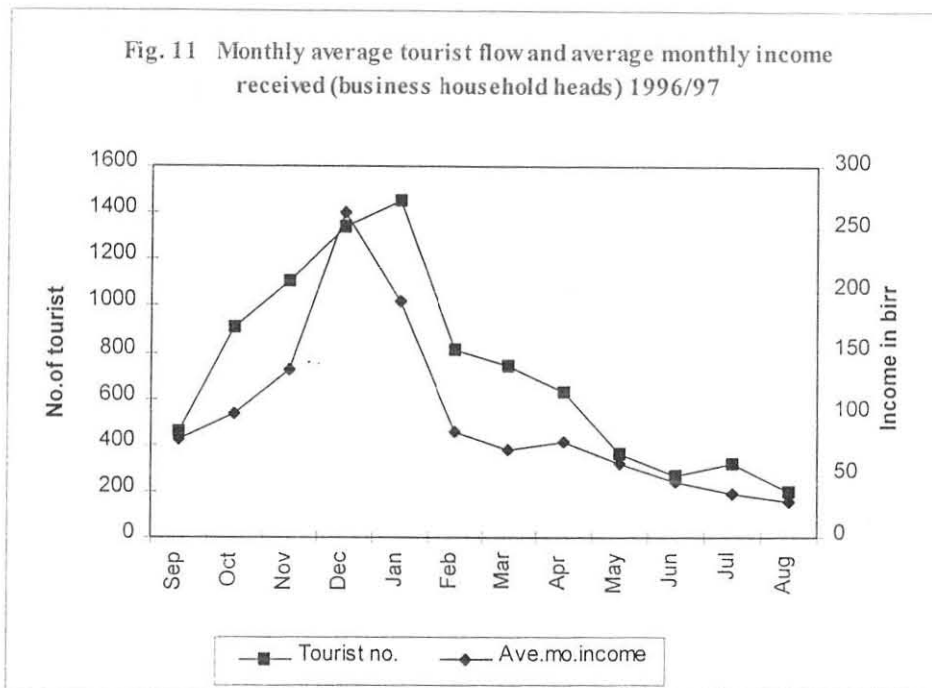
Group 2 = Local liquor sellers and Group 3 = Shop owners and merchants

Source: Field Survey, 1998



Source: Prepared by the author (based on the data obtained from field survey, 1998)

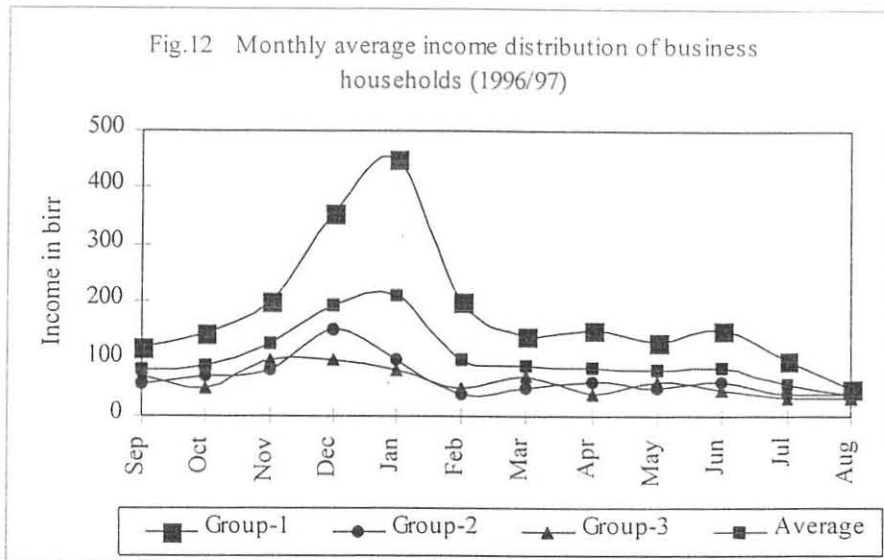
Despite the differences in the amount of income they received, the general pattern of the distribution is more or less the same. For more than 90 % of the business household heads, the average monthly income is relatively high in the months of December and January and very low in July and August. As shown in the following graph (Figure 11), the distribution of monthly average income of business household heads follows the same pattern with that of the average monthly tourist flow. For obvious reason, the months of the highest income are also months of highest tourist inflow



Source: Prepared by the author (based on the data obtained from field survey, 1998)

There is a high positive correlation ( $r = 0.6908$ ) between the distribution of monthly average tourist inflow and monthly average income of business household heads. But, this does not mean that, all type of business firms have equal and strong association between the distribution of average monthly tourist flow and average monthly income. The association between the amount of monthly average income and average monthly tourist flow is more stronger in the hotels, restaurant, snacks, Bars and cafeteria ( $r = 0.8741$ ) than among local liquor houses ( $r = 0.6640$ ) and shops of all types and merchants ( $r = 0.5342$ ).

As shown in the following graph (Figure 12), during the months of high tourist flow business household heads in group one received relatively high amount of income than that of business household heads in group two and in group three. This means that the influence of high tourist flow during the months of December and January have stronger impact on the income distribution of business household heads found in group one than business household heads found in groups two and three.



Source: Prepared by the author (based on the data obtained from field survey, 1998)

Group-1 = Hotels, Bars, Restaurants, Snacks, Cafeteria and Tea rooms owners

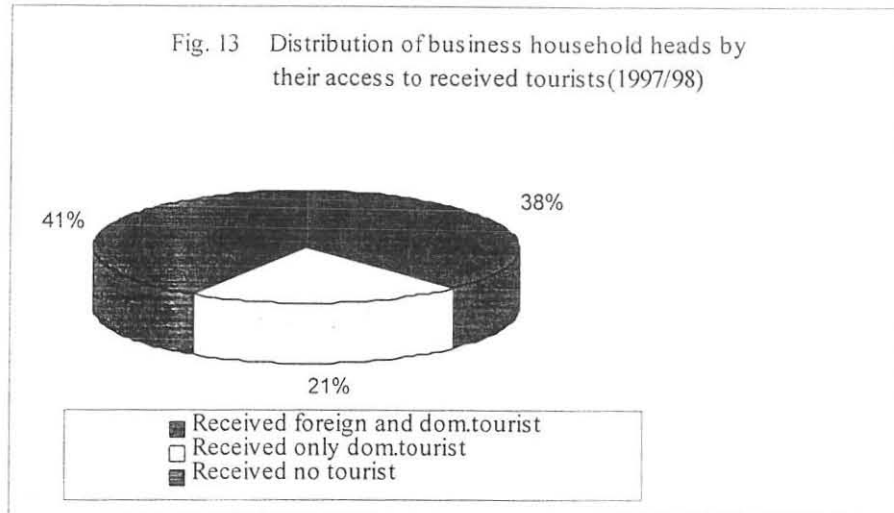
Group-2 = Local liquor sellers and

Group-3 = Shops owners and merchants

### 5.1.1.2 Access to tourists and income distribution

The number of business household heads who have direct access to tourists vary depending on the volume of tourist inflow. For example, during the Ethiopian Christmas day where the number of tourists climbed to 30,000 to 40,000, almost all (100%) of the business household heads have direct access to tourists. But, outside the Christmas day, out of the total business household heads, those who frequently receive foreign and domestic tourists are limited to 37.9% and those who receive only domestic tourists to 21.1%. Both of together account for 58.9% with the remaining 41.0% of the business household heads having no direct access to tourists (refer to Figure 13).

Although 59% of the business household heads have direct access to tourists, there is a difference among the three groups of business household heads (refer to Table 20). As shown in table, 85% of household heads that belong to group 1 (hotels, restaurants, bars, cafeteria and snack owners) have direct access to receive tourists, 68.2% of group 2 (local liquor sellers) and 45.3% of group 3 (shop owners and merchants).



Source: Prepared by the author (based on the data obtained from field survey, 1998)

Table 20. Distribution of business household heads  
In relation to their access to tourists 1996/97

		Group 1		Group 2		Group 3	
		No	%	No	%	No	%
1	Have access	17	85	15	68.2	24	45.3
2	have no access	3	15	7	31.8	29	54.7
	Total	20	100	22	100	53	100

Group 1 = Hotels, restaurants, bars, Cafeteria, Snacks, Tea rooms owners

Group 2 = Local liquor sellers

Group 3 = Shop owners and merchants

Source: Field Survey, 1998

By analyzing the average monthly income of business household heads in relation to their access to tourists ( $X^2 = 60.6313$ ,  $P = .0001$ ) it has been found out that those who have a direct access to tourists received a better income than those who lacked direct access. As shown in table 21, of the total business household heads who have direct access to tourists only 21.4% received an average monthly income of less than 100 birr. On the other hand, of the business household heads who had no direct access, 59% of them received an average monthly income of less than 100 birr. Those business household heads who have direct access to tourists but

received no income accounted for 3.57%. Of the business household heads who do not have direct access to tourists and received no income accounted for 25.6%.

Table 21. Distribution of income of business households in relation to access to tourists (1996/97)

	Income in birr	Group 1		Group 2	
		No	%	No	%
1	< 100	12	21.43	23	58.97
2	100 - 200	26	46.43	5	12.82
3	201 - 300	12	21.43	1	2.56
4	> 300	4	7.14	-	-
5	No income	2	3.57	10	25.64
	Total	56	100.0	39	100.0

( $\chi^2 = 60.6313$ ,  $P = 0001$ )

Source: Field Survey, 1998

Group 1 = Business households with direct access to tourists

Group 2 = Business household heads with no direct access to tourists

Further more, there is also a strong positive correlation ( $r = 0.7025$ ) between amount of income received and amount of capital invested in the business. This indicates that in addition to their direct access to tourists the amount of capital invested in the business has also a significant role in increasing the amount of income they received.

### 5.1.1.3 Non business household heads and tourist income

Besides the business household heads, there are also a number of non-business household heads who have received direct income from tourists in the months of high peak flow during the Ethiopian Christ mass day. For example, in the week of Ethiopian X-mass days in 1996/97, of the 180 sampled non-business household heads, 62 (34.44%) of them received an average income of 116 birr by providing different goods and services to tourists. In 1997/98, this figure rose to 71 (39.4%) and the average income to 124 birr. This showed 14.5% increase in number of household heads who received direct tourist income and 6.9% in the amount of average income. However, the amount of income they received depended on the type and quality of the service and the number of services they rendered.

Table 22. Type of services provided and income received in birr  
(non-business household heads) 1996/97 - 1997/98

Cases	1996/97			1997/98		
	No.	%	income*	No.	%	Income*
1. Renting house	34	54.8	60	32	45.1	50
2. Selling food and drinks	14	22.6	80	19	26.8	100
3. Both 1 & 2	6	9.7	140	13	21.1	170
4. Selling gift articles	5	8.1	100	3	4.2	100
5. All the above services combined	3	4.8	200	5	2.8	200
Total	62	100	580	71	100	620

\* Income per household heads

Source: Field Survey, 1998

As shown in table 22, in 1996/97 about 55% of the household heads received an average income of 45 birr by renting their rooms for tourists. But, the percentage share decreased to 45.1% in 1997/98. On the other hand, the number of household heads who began providing two types of services viz. Selling food and drinks increased from 22.6% in 1996/97 to 26.8% in 1997/98 and their income increased from 80 birr to 100 birr in the same period. The number of household heads who rented their houses and sold food and drinks increased from 9.7% in 1996/97 to 21.1% in 1997/98 and the average income increased from 140 birr to 170 birr respectively.

#### 5.1.1.4 Other economic beneficiaries

One of the major beneficiaries tourism in Lalibela are the two government hotels. According to the hotel administration, in 1996/97 the two hotels received a total revenue of about 2 million birr, of which hotel rooms (beds) accounted for 61%, food to 26% and different drinks and other services such as laundry, cigarette sell etc. To 13% of the revenue. Most of the items for the hotels come from Addis Ababa with the exception of some vegetable and sheep that are purchased in Lalibela. In general, less than 20% of their revenue ( 12.6% in the form of salary and 7.2% for purchasing some items from the local market) is re-invested (re circulated) in Lalibela.

The other major beneficiary of tourism in Lalibela is the church. It collects an entrance fee of 100 birr from each foreign tourist. Further more, those who use video camera pay an additional 150 birr. Formally, no body knows how much is collected annually. But, based on an informal estimate, in 1996/97 the churches' administration collected more than 1.5 million birr. All the money that is collected from the entrance fee and payments for video camera goes directly to the church council called "Debre Roha". But, it is not very clear where the income is used for. Neither do the churches pay taxes nor do they use it for maintenance. The only visible expense is salary for priests. In the town of Lalibela alone, there are around 300 priests, 250 deacons, 150 monks in the church compound and 300 to 400 church students locally known as "*kolo temari*". Only the monks and *Kolo Temari* receive no salary. The salary for priests is ranging from 100 to 500 birr per month . In general, the salary of all priests and deacons and all other expenses are covered through the income collected from the entrance fees paid by the visitors.

The other direct beneficiaries of tourism are the guides. In Lalibela, there are about 28 official guides and many non-official guides. Based on the sample taken from the official guides, 70% of them get an average monthly income ranging from 300 birr to 500 birr and the remaining 30% receive a monthly income ranging from 500 to 800 birr. Those who are employed as agents by the tour companies get much higher income.

The other direct beneficiaries of the tourism income are horse and muel renters. There are around 180 persons engaged in giving muel service to visitors who wish to visit the other nearby churches found around the town of Lalibela. They work in shift system and received an average monthly income of 100 birr to 200 birr.

#### **5.1.1.5 Seasonality as a problem**

Tourism is an industry which suffers most from seasonal changes. This places stresses and strains upon income, employment and accommodation facilities. Of the 95 sampled business household heads, 79 of them (83.2%) said that they are affected by the problem of seasonality. Their monthly average income which would be relatively higher during the months of high tourist inflow would dwindle in the months of low tourist inflow. For example, in

1995/96 in the peak months of November, December, January and February, the average monthly tourist flow was about 1440 and the average monthly household income 155 birr. During the off-peak months of June, July and August the monthly average tourist flow was 366 and the average monthly income 42 birr. About 70% of the annual average income is accounted by the peak months November, December, January and February. Even out of these four months, the two months December and January alone accounted for about 40% of the total income.

In 1996/97 there was a slight change of improvement in both with the average monthly tourist flow climbing to 1650 and the average business household income to 167 birr in the peak months. In the off-peak months, the monthly average tourist flow was about 500 and the monthly average income 65 birr. The improvements shown in the monthly average tourist inflow during the low seasons was due to the opening of the new air port.

Concerning the extent of the problem, 48.2% of the 79 business household heads rated the seasonality problem as very high, 30.3% as high and 21.5% as average. None of them replied low or very low. However, the degree of the problem greatly varies among the three categories of business household heads. The problem is rated as higher (mean = 4.667) among business household heads in group-1 (hotels, restaurants, snack and bars, cafeteria owners) than among business households heads in group-2 (local liquor houses and merchants (mean = 3.643) and business household heads in group-3 (shop owners and merchants (mean = 3.200). From this one can understand that the business firms who have very high linkage or access to tourists are also affected highly by the problem of seasonality. From the respondents point of view, the two most important reasons for the decline in the average monthly income during June, July and August were first, the decrease in the number of tourists (69.7%) and second, the decrease in the volume of inflow of the rural people (30.53%).

On the other hand, in order to reduce the problem of seasonality, those household heads who performed additional activity during the months of low tourist inflow accounted for only 13.6%. The remaining 86.4% do not perform any activity. Some of the main reasons given for not performing any additional activity were lack of capital (56.4%), absence of other customers (21.0%) and site problem (15.6%) and other minor personal reasons (7.0%).

### 5.1.2 Tourism and employment opportunity

Tourism is one of the major sources of employment. Since tourism is a service industry, there are a number of people employed in the sector. In addition, it also creates diversified employment outside the industry. But, identifying tourism related jobs from that of non-tourism related jobs is a problem. As discussed in chapter two, in most studies there is an error of either over-estimating or under-estimating jobs in tourism. So, to avoid such inconveniences, five most tourism dependent activities were taken to show tourism's impact on employment opportunity. The selected sectors were employments in hotels, tourist guide, tour agents, transportation (air port taxi and horse renters) and in tourist office. In these five sectors alone, there were a total of 188 officially employed workers in Lalibela in 1994/95. This number increased to 220 in 1995/96, 263 in 1996/97 and 325 in 1997/98 (refer to Table 23).

Table 23. Employment in tourism related activities (1993 - 1997)

Employment	94/95	95/96	96/97	97/98
High standard hotels	60	70	92	92
Guiding (official)	15	20	28	28
Tour agents	3	3	5	20
Transport (including horse renters)	110	124	135	180
Tourism office	-	3	3	5
Total	188	220	263	325

Source: Bugena Wereda office, 1998

The rate of change from the year 1994/95 to 1995/96 was 17% and from 1995/96 to 1996/97 was 5.45%, from 1996/97 to 1997/98 was 23.6%. Apart from those who had been officially employed in tourism related jobs, there are also a large number of workers employed in many small business firms. For example, as shown in table 24, in 1996/97 out of the 95 sampled business household heads, 40 of them (42.1%) were having 56 employed and 48 free service workers and 37 of them (38.95%) were having only 44 free service workers. In 1997/98, the number of business household heads who employed workers increased from 40 to 44 and the number of employed workers from 56 to 73. On the other hand, out of the 40 business household heads who had a total of 56 employed workers in 1996/97, only 6 (15%) of

them increased the number of their workers in 1997/98. The main reason that forced them to increase the number of their workers was the improvement they made on their business.

During the Ethiopian Christmas day, where the number of tourists are extremely high, many business owners engage temporary workers. For example, in this year (1998) of the 95 sampled business household heads 18 of them (18.95%) employed additional temporary workers i.e. 13 (81.8%) in hotels, restaurants and snacks and 5 (18.2%) in local liquor houses. No additional workers were employed in any of the shops.

Table 24. Distribution of employed workers

	1996/97		1997/98	
	No	%	No	%
Group 1	43	76.8	61	83.56
Group 2	8	14.3	10	13.70
Group 3	5	8.9	2	2.74
Total	56	100.0	73	100.0

Source: Based on Field Survey, 1998

Group 1 = Hotels, restaurants, bars, cafeteria, snacks & tea room owners

Group 2 = Local liquor sellers

Group 3 = Shop owners and merchants

### 5.1.3 Tourism and expansion of infrastructure

One of the sectors that the central government paid attention is tourism. On half a day symposium organized at a national level in September 1997, the Head of State as well as the Commissioner of Ethiopian Tourism Commission emphasized the need for the expansion of infrastructure in major tourist sites so as to promote tourism in Ethiopia.

In line with this programme, in the past two - three years, a number of physical and social infrastructure have been constructed in Lalibela. Some of them include modern air port ( completed in August, 1997), telecommunication ( completed in June 1997), hydro electric power ( already completed but not started yet), all-weather road from Alem Kektma - Lalibela ( to be completed this year), medium sized modern hospital ( to be completed this year) and master plan of the town (completed in November 1997).

The construction of such basic infrastructure contributed a lot in stimulating tourism in the region on one hand, and in up-grading the overall town's development and providing employment for a number of people on the other.

#### **5.1.4 Tourism and the rehabilitation of historic sites**

In the case of Lalibela, tourism is one of the major factors which stimulated the rehabilitation of historical heritages. Today, the rock-hewn churches of Lalibela are registered as "World Heritage" by the UNESCO and, as a result, there is a grand plan to make large scale restoration works for the churches in the coming few years. In addition to the UNESCO's aid, there are also a number of Non Governmental Organizations (NGOs) that are engaged in up-grading the historic sites and improving the livelihood of the population. One of them is the Lalibela FINNIDA project, which in the mid-1997, built a huge shelter for the biggest rock-hewn church, St. Medhani Alem, at the cost of more than one million birr.

#### **5.1.5 Tourism and expansion of service sectors**

One of the main positive impacts of tourism is its contribution for the improvement and expansion of service sectors. In 1997/98 the number of licenced and non-licenced hotels, restaurants, bars, cafeterias, snacks and tea rooms was estimated at 200 and the number of local liquor houses (tela, tej, areki and korefe betoch was estimated at 220. In addition, there are around 15 souvenir shops and more than 150 different commodity shops. According to the Bugena Wereda administration, more than 40 % of these sectors began their operation in the past five years. In the past two years alone, 3 hotels (1 high standard and 2 medium standard ), 5 cafeterias, 5 restaurants, 3 tej bets and many other shops have got legal permission.

#### **5.1.6 Tourism and production of local handicrafts**

As mentioned earlier, the number of souvenir shops in Lalibela is increasing from time to time. For example, the number of souvenir shops that were 6 in 1994/95 increased to 15 now.

Most of the items that are found in these shops come from Addis Ababa and Axum. Based on an assessment made among six souvenir shops, 85% the items came from Addis Ababa and 10% from Axum. The articles that have emanated from Lalibela were less than 5% in volume and less than 2% in value. So, the role of tourism in stimulating the production of local handicrafts is extremely low. This is because of the fact that local handicrafts-men and black smiths are not encouraged by the community. Formerly, the town has been perceived as a holly city and no such people were allowed to live in Lalibela. As the result, they were segregated and forced to live outside the town at a place called “Adefa”.

## **5.2 Opinions (perceptions) of the local community on the socio-economic impacts of tourism**

To identify the perception of the host community on selected socio-economic impacts of tourism using qualitative analysis, 14 variables that are presumably positive and 10 negative were selected. The selected 14 variables for the positive socio-economic impacts were further organized into three categories. The first category includes 5 infrastructure related variables i.e. tourism’s contribution on the improvement and expansion of communication, transport, electric power, water and health facilities. The second category includes 6 economic related variables, i.e., income, improvement, job opportunity, expansion of service sectors, overall town’s development, stimulating agricultural and local handicraft products. The third category includes 3 social related variables i.e., development of language skills, rehabilitation of historic sites, and developing cross-cultural exchange. The selected 10 variables for the negative socio-economic impacts were also organized under one major group that includes rising living costs, loss of historic resources, cultural conflict, school drop-out rate of students, theft, alcoholism, female prostitution, seasonality problem, aggravating sanitation problem and health related problems. and increasing. A rating scale is given to each of these variables ranging from 1 to 5 (1 = Very low, 2 = Low, 3 = Average, 4 = High and 5 = Very high).

### 5.2.1.1 Infrastructure related impacts

As discussed earlier, a number of physical and social infrastructure have been constructed in Lalibela. One of the major factors that initiated the construction of these infrastructure has been tourism. As shown in table 5.9, the grand mean for tourism's impact in expansion of communication, transport, electric power, health and water facility is 4.1461, which is high.

Table 25. Response on selected infrastructure related impacts  
by the community.

	Variables	Mean	S.d
1	Expansion of communication	4.5429	.4869
2	Expansion of transport	4.5673	.4432
3	Improvement of electric power	4.2000	.7672
4	Improvement of health facility	3.9306	.7783
5	Improvement of water supply	3.4898	.6116
	<b>Grand mean</b>	<b>4.1461</b>	

N = 245 1 = Very low 2 = Low 3 = Average 4 = High 5 = Very high  
Source: Calculated by the author

On the other hand, as shown in table 25, there is variations of perception between business and non-business household heads in perceiving the extent of tourism's impact in the expansion of the stated infrastructure. The average mean for the business household heads is 4.3683 while for the non-business household heads 4.0276.

Table 26. Response of business and non-business household heads  
on selected infrastructure related impacts of tourism

	Variables	Business		Non-business	
		Mean	S.d	Mean	S.d
1	Expansion of transport	4.6818	.666	4.5032	.747
2	Expansion of communication	4.6705	.472	4.4713	.789
3	Improvement of electric power	4.3864	.664	4.1055	.203
4	Improvement of health facility	4.3409	.725	3.7006	.711
5	Improvement of water supply	3.7614	.816	3.3376	.519
	<b>Grand mean</b>	<b>4.3682</b>		<b>4.0216</b>	

1 = Very low 2 = Low 3 = Average 4 = High 5 = Very high  
N = 88 (business household heads) N = 157 (non-business household heads)  
Source: Calculated by the author

To identify whether these observed mean difference between business and non-business household heads is significant or not, a series of Mann - Whitney (U-test) has been computed. The results of the tests have show that the perception on tourism's impact on the expansion of health facility (mean = 4.34 Vs 3.7 , U = 3846.5, P = .0001) and expansion of water supply (mean = 3.76 Vs 3.34 , U = 5097.5, P= .0002) differ significantly between business and non-business household heads (see appendix 1 for details). This is because of the fact that the extent of the perception of the business household heads on tourism's impact in the expansion of health facility and water supply is much higher compared to that of the extent of perceptions of the non-business household heads.

On the other hand, as shown in table 5.10, the overall grand mean of business the community is 4.3682. But, there is variation among the three groups of business household heads in perceiving the extent of tourism's impacts on the expansion of the given infrastructure. The mean for group 1 (hotel, restaurant, bar, cafeteria and snacks owners) is 4.48 while the means for group 2 (local liquor sellers) and group 3 (shop owners and merchants) are 4.3789 and 4.3186 respectively. However, the result of Kruskal - Wallis H-test (1-way ANOVA) test shows that, the observed mean difference among the three groups of business household heads in perceiving tourism's impact in the expansion of the listed variables is not significant at 0.05 level.( see Appendix 2 for details)

In a similar manner, as shown in table 5.10, the overall grand mean for non-business household heads is 4.0216. But, there is a difference of mean among the seven groups of non-business household heads. The mean for those household heads who are employed in service is 4.1579, daily workers (4.1077), government employees (4.0966), priests (4.0378), NGO employee (3.8133), farmers (3.905) and others (3.599).

To examine whether these observed mean differences among the seven groups of non-business household heads is significant or not, a series of Kruskal - Wallis H-test (1-way ANOVA) has been computed. The result of the test has show that there is a significant difference in perceiving tourism's impact in the expansion of transport ( Chi-square = 16.7140, P = .0104 ) and electric power ( Chi-square = 13.3297, P = .0381) at 0.05 level of significance (For details see appendix 3). To identify which group of the non-business household heads differ significantly

from one another in perceiving the extent of tourism's impact in the expansion of transport and electric power, Duncan multiple range test has been computed.

The result of the test has show that there is a significant difference (at 0.05 level of significance) between daily workers, priests and service workers on one hand, and government employee on the other. There is also a significant difference between service workers and NGO employees. The significant difference shown in tourism's impact in the expansion of power is also significant difference (at 0.05 level of significance) between government employee, daily workers, priests and farmers on one hand, and NGO employees on the other. This is because of the fact that the perception of NGOs employees on tourism's role in the expansion of power is very low (mean = 3.0) compared to that of the extent of perception of government employees (mean = 4.0), daily workers (mean = 4.1), Priests (mean = 4.4), and farmers (mean = 4.2) (for details refer to appendix 4 and 5).

#### 5.2.1.2 Economic related variables

The overall grand mean for tourism's impact in increasing income , job opportunity, expansion of service sectors, town development, in stimulating agriculture and local handicraft products is 3.9966, which is almost high. But, the extent of its impact in improving the above listed economic related variables differs from one another. As shown in table 27, the mean value for the expansion of service sectors and job opportunity is between high and very high, income improvement and overall town's development is a little bit above high and stimulating agriculture and handicraft products lies at an average value.

Table 27. Responses on selected economic related impacts of tourism

	Variables	Mean	S.d
1	Expansion of service sectors	4.5878	.5703
2	Job opportunity	4.5388	.6802
3	Income improvement	4.3633	.5412
4	Overall town's development	4.1388	.6566
5	Stimulus agriculture	3.2939	.7269
6	Stimulus hand craft products	3.0571	.7464
	<b>Grand mean</b>	<b>3.9966</b>	

N = 214    1 = Very low    2 = Low    3 = Average    4 = High    5 = Very high

Source: Calculated by the author

On the other hand, there is a difference of perception between business and non-business household heads in the economic related impacts of tourism. As shown in table 5.12, the overall grand mean for business household heads is 4.2255 (which is more than high ) and for non-business household heads it is 3.8684 (which is close to high).

To examine whether these observed mean differences between business and non-business household heads is significant or not, a series of Mann - Whitney (U-test) computed has been computed. The result of the test has show that there is a significant difference between business and non-business household heads in perceiving tourism's impact on income improvement (mean 4.7 Vs 4.2, U-value = 5163, P = .0003), overall town's development (mean 4.4 Vs 4.0, U-value = 5365, P = .0019) and in stimulating agricultural products (3.9 Vs 2.9, U-value = 2381.5, P = .000) (for details refer appendix 6 ).

One of the major reasons for such differences is that the perception of the business household heads on tourism's impacts on income improvement, overall town's development and in stimulating agricultural products is relatively higher than that of the perceptions of the non-business household heads. This might be due to the existing high economic advantages of the business community that they receive through tourism.

Table 28. Response of business and non-business household heads on selected economic related impacts of tourism

	Variables	Business		Non-business	
		Mean	S.d	Mean	S.d
1	Income improvement	4.6591	.500	4.1975	.556
2	Job opportunity	4.6252	.612	4.4904	.713
3	Expansion of service sectors	4.5006	.344	4.6369	.309
4	Overall town's development	4.4432	.641	3.9682	.759
5	Stimulus agriculture	3.9432	.717	2.9299	.642
6	Stimulus hand craft products	3.1818	.577	2.9873	.631
	Grand mean	<b>4.2255</b>		<b>3.8684</b>	

1 = Very low 2 = Low 3 = Average 4 = High 5 = Very high

N = Business household heads (78)

N = non-business household heads (136)

Source: Calculated by the author

On the other hand, as shown in table 28, the average mean for the business community is 4.2255. But, there are variations among the three groups of the business household heads. The

mean for group 1 (hotel, restaurant, bar, cafeteria, snacks and tea rooms owners) is 4.399 while the mean for groups 2 (local liquor sellers) and 3 (shop owners and merchants) are 4.233 and 4.098 respectively. But, the result of the Kruskal - Wallis H-test (1-way ANOVA) tests has show that the observed mean difference among the three groups of business household heads is no significant at 0.05 confidence level (appendix 7).

There are also variations among the seven groups of the non-business household heads. The mean for daily workers is 3.9593, service employees 4.0970, government employees 4.0882, NGO employees 3.6912, priests 3.8561, farmers 3.6516 and others 3.5946. A series of Kruskal - Wallis H-test (1-way Anova) has been computed to examine whether these observed mean differences are significant or not. The result of the test has show that there is significant difference in the perception of tourism's impact in stimulating agriculture ( Chi-square = 15.4938, P = .0167) at 0.05 level of significance (see appendix 8).

The Duncan multiple range test has proved that this difference comes due to the significant differences observed between priests, service employees and daily workers on one hand and government employees on the other. The extent of tourism's impact in stimulating agriculture is highly undermined by government employees with the average mean being only 2.4. This is very low compared to the average mean of daily workers (3.14), service workers (3.08) and priests (2.96) (see appendix 9)

### 5.2.1.3 Social related variables

The overall grand mean for tourism's impact in developing language skills, rehabilitation of historical sites and developing cross-cultural exchange is 3.7537, which is above average. There is, however, variation in the level of perception between business and non-business household heads in perceiving these variable.

Table 29. Response on selected social related impacts of tourism

	Variables	Mean	S.d
1	Developing language skills	4.5265	.7920
2	Rehabilitation of historical sites	3.9224	.6191
3	Developing cross cultural exchange	2.8122	.6145
	<b>Grand mean</b>	<b>3.7537</b>	

N = 188 1 = Very low 2 = Low 3 = Average 4 = High 5 = Very high

Source: Calculated by the author

As shown in table 30, the overall mean for business and non-business household heads are 3.795 and 3.7323 respectively. However, the computed Mann-Whitney (U - test) shows that the extent of tourism's impact in developing language skills ( mean 4.52 Vs 4.53, U-value = 6358.0, P = .2129), developing cross cultural exchange ( mean 2.84 Vs 2.80, U-value = 6821.0, P = .8668) and rehabilitation of historic sites ( mean 4.0 Vs 3.9, U-value = 6198, P = .1078) does not vary significantly between business and non-business household heads at 0.05 level of confidence (for details refer appendix 10).

As shown in table 30, there are variations of perception among the three groups of business household heads as well as among the seven groups of the non-business household heads. In the case of business household heads, the mean for group 1 is 4.0229 and the means for group 2 and 3 are 3.706 and 3.7279 respectively. But, the result of the Kruskal - wallis H-test (1-way ANOVA) has shows that the perception in tourism's impact in developing language skills, cross-cultural exchange and rehabilitation of historic sites does not vary significantly (0.05 level of confidence ) among the three groups of business household heads (for detail refer Appendix 11).

Concerning the non-business household heads, the means for daily workers, service sectors, government, NGO, priests, farmers and others are 3.9593, 4.0970, 4.0882, 3.6912, 3.8561, 3.6516 and others 3.5946 respectively. The result of the Kruskal - Wallis (1-way ANOVA) test has also show that the perception of tourism's impact on language development, rehabilitation of historic sites and development of cross-cultural exchange does not vary significantly among the seven groups of non-business household heads at 0.05 level of confidence level (see Appendix 12).

Table 30. Response of business and non-business household heads on selected social related impacts of tourism

	Variables	Business		Non-business	
		Mean	S.d	Mean	S.d
1	Developing language skills	4.532	.660	4.528	.850
2	Developing cross cultural exchange	2.840	.653	2.796	.561
3	Conservation of historical sites	4.011	.686	3.872	.574
	<b>Grand mean</b>	<b>3.795</b>		<b>3.732</b>	

1 = Very low    2 = Low    3 = Average    4 = High    5 = Very high

N = 72 (business household heads)

N = 116 (non-business household heads)

Source: Calculated by the author

### 5.2.2 Opinions (perceptions) on negative socio-economic impacts

As shown in table 31, of the 10 negative socio-economic impacts only the mean of one impact (tourism's impact in increasing loss of historic resources) is high. The mean value for five impacts is between average and high (3.1332 to 3.8503) and the mean value for the remaining four impacts are between low and average (2.2383 to 2.8951). In perceiving these negative socio-economic impacts of tourism there is variation between business and non-business household heads. As shown in table 31, the overall mean for business household heads is 3.0763 and for non-business household heads it is 3.1889.

Table 31. Response of household heads on selected negative socio-economic impacts of tourism

	Variables	Mean	S.d
1	Loss of historical resources	4.1213	.549
2	Drop-out of students	3.8503	.455
3	Seasonality problem	3.6026	.783
4	Increasing living cost	3.4196	.541
5	Increasing alcoholism	3.3198	.781
6	Increasing female prostitution	3.1332	.742
7	Increasing theft	2.8951	.612
8	Aggravating sanitation problem	2.6885	.789
9	Increasing cultural conflict	2.4168	.782
10	Increasing health problem	2.2383	.560
Grand mean		3.1685	

N= 230 1= Very low 2 = Low 3 = Average 4 = High 5 = Very high

Source: Calculated by the author

To identify whether these observed mean differences between business and non-business household heads is significant or not, a series of Mann-Whitney U-test have been computed. The result of the test has shown that there is a significant mean difference between business and non-business household heads in perceiving tourism's impact in increasing living costs (mean = 3.1 Vs 3.7, U-value = 4984.0, P= .0098), alcoholism (mean = 3.1 Vs 3.5, U-value = 4379.0, P= .0003) and sanitation problems (mean = 3.5 Vs 2.9, U-value = 3664.0, P= .0001) (See appendix 13). Like wise to identify whether there is a significant mean difference among the three groups of business household heads as well as among the seven groups of non-business household heads a series of Kruskal-Wallis (H-test) have been computed. The result of the test has shown that there is a significant difference among the three groups of business household heads in

perceiving tourism's impact in aggravating the loss of historical resources (chi-square = 10.4351,  $P = .0054$ ). In similar way, there are also significant mean differences among the seven groups of non-business household heads in perceiving tourism's impact in aggravating the loss of historical resources (chi-square = 15.06221,  $P = .0198$ ) (for detail refer appendix 14).

Table 32. Response of business and non-business household heads on selected negative socio-economic impacts of tourism

	Variables	Business		Non-business	
		Mean	S.d	Mean	S.d
1	Loss of historical resources	4.0714	.879	4.1721	.842
2	Seasonality problem	4.0626	.935	3.1712	.658
3	Drop-out of students	3.0952	.817	3.1426	.763
4	Increasing living cost	3.6595	.644	4.0411	.614
5	Alcoholism	3.1405	.734	3.6986	.711
6	prostitution	3.1190	.694	3.5205	.552
7	Increasing theft	2.8929	.620	2.8973	.431
8	Sanitation problem	2.5071	.820	2.8699	.623
9	Cultural conflict	2.2857	.521	2.5479	.839
10	Health problem	1.9256	.886	1.8288	.211
	<b>Grand mean</b>	<b>3.0763</b>		<b>3.1685</b>	

Source: Calculated by the author

1 = Very low 2 = Low 3 = Average 4 = High 5 = Very high

N = 84 (business household heads)

N = 146 (non-business household heads)

In order to identify which group of the business and non-business household heads differ significantly from the another, Duncan multiple range test has been performed. Concerning the business household heads, there is a significant difference between group 2 (local liquor sellers) and group 3 (shop owners and merchants) on one hand and group 1 (hotel, restaurant, bar, snacks and cafeteria owners) on the other. This is because of the fact that the perception of tourism's impact in aggravating the loss of historic resources among group 1 is much lower (mean = 3.71) compared to that of the extent of perception of groups 2 (mean = 4.2) and 3 (mean = 4.4).

Concerning the differences shown among the seven groups of the non-business household heads, there is significant difference between farmers, daily workers and service workers on one hand, and government employees on the other. This is mainly because of the low weight given to this impacts by the government employees (mean = 3.9) compared to that of daily workers (4.47), service workers (4.5) and farmers(4.45). Further more, there is also a significant difference between farmers and daily workers, on one hand and priests on the other. The main difference for this variation is that the perception of daily workers and farmers on tourism's impact in

aggravating the loss of historic resources is relatively higher than that of the extent of perception of priests. (mean = 4.47 and 4.44 Vs 4.0) (see appendix 15 and 16).

In general, as discussed in the preceding sub-units, the overall perception of the community on tourism's impact in the expansion of some selected physical and social infrastructures was the highest (mean = 4.1461). The economic benefits ( mean = 3.9966 )and social benefits ( mean = 3.7537) of tourism were second and third respectively. On the other hand, the overall mean value in perceiving the negative impacts of tourism was 3.1( which is almost an average). Therefore, tourism's positive impacts outweighs the negative ones.

### **5.2.3 The level of support for tourism industry**

Of the sampled business household heads, 77 of them (81.1%) and of the non-business household heads 138 of them (76.7%), support the on-going tourism activity in Lalibela. Concerning the degree of their support, those who replied high and very high together accounted for 68.8% and those who replied as average accounted for 31.2%. None of them replied low or very low.

To analyze the association between the socio-economic characteristics of the respondents such as age, family size, level of education, average monthly income and duration of stay in Lalibela on one hand, and the extent of support for the tourism industry on the other, a series of bi-variate analysis has been computed. The result of the Pearson correlation showed that, the level of support for tourism industry is negatively correlated with age (-.3247) and duration of stay in the area (-.2854) but positively correlated with monthly income (0.4536), family size (0.0334) and level of education(0.0557).

## 6. SUMMARY, CONCLUSION AND RECOMMENDATION

### 6.1 Summary

The data used in this study have been collected both from primary and secondary sources. The primary data were gathered mainly through questionnaire which were distributed to 275 selected household heads (95 business and 180 non-business household heads) and 60 tourists (30 foreign and 30 domestic tourists). The household heads were identified using stratified random sampling technique. For analysis of the data both qualitative and quantitative techniques were employed. The analysis of the data produced various results and they are summarized below under three headings.

#### (a) **Problems affected tourists and the tourism environment in Lalibela**

The rock-hewn churches of Lalibela are one of the most impressive tourist sites in Ethiopia. But, visiting Lalibela is not an easy task. In each major step, there are a number of problems which affect tourists and the tourism environment in Lalibela. These problems are categorized into five groups.

(i) **Transport** : For a visitor, the problem related to transport starts from the airport. For a distance of 9 km from the airport to the town tourists have to pay 30 to 40 birr for a single trip. Of those who came by plane, about 80% were seriously complaining about the high price of the airport taxi. Since more than 70% of the tourists use air transport, the problem of the airport taxi is a very crucial one.

(ii) **Accommodation**: There are a number of problems related to accommodation and one of them is the high price of hotel rooms for foreign tourists. Regardless of their standard, all hotels in Lalibela increase their prices on foreign tourists. The government hotels are classified as expensive for about 40% of the foreign tourists. For example, the difference in the price of bed rooms between foreign and domestic tourists in the government hotels is 10 fold. The other

problems related to accommodation are sanitation and food problems in the medium and low standard hotels and absence of hot shower and electricity during the day time in all the hotels.

**(iii) Guides:** Harassment of tourists by the guides is a common problem. About 64.5% of tourists have rated the guide's approach as poor and very poor. The high service cost of the official guides is also the other problem. Concerning the guide's service fee, 75% of the tourists have found it to be high. The language inefficiency of most guides was also stated as a crucial problem for foreign tourists with 53.4% of the foreign tourists rating it as very low and low.

**(iv) The church:** One of the most serious problems related to the church has been the ever increasing cost of the entrance fee for foreign tourists. Of the total foreign tourists surveyed in the study, 57% of them have seriously complained about the high amount of the entrance fee. The other problem is the absence of a fixed visiting hours for tourists. Due to this problem, about 33% of tourists miss visiting one or more churches. Furthermore, the sanitation problem in and around the church compound, problems created by beggars and kids have also been identified as impediments to tourist inflow.

**(v) Infrastructure and social service :** One of the serious problems related to infrastructure has been the absence of good access road to the surrounding rock-hewn and cave churches that are found around the town of Lalibela. Due to the absence of good feeder road, about 46.2% of the tourists do not visit the other near-by churches. The other service related problems cited by 63% of the total household heads were absences of banking facility, 24 hours electric light, adequate water supply, post office, public recreation centers, public toilets and good hotels and restaurants in Lalibela.

## **(b) Socio-economic impacts**

**(i)** The town's overall tourist income has shown an improvement. For example, between 1995/96 - 1996/97 the town's overall foreign tourist income increased by about 6.13%. However, about 60% this income went to the government hotels and the churches. Despite such a monopoly, however, tourism has a strong impact on the general income improvement of business household heads. On the average, the annual average income of business household heads between 1995/96 and 1996/97 has show a 2.2% increment. But, the rate of increase

significantly differs from business to business. The rate of increment among business household heads in group 1 was 2.7% while in groups 2 and 3 it was 2.0% and 1.8% respectively.

(ii) The volume of tourist inflow has a strong impact on income distribution of the business household heads. There is a strong positive correlation ( $r = 0.6908$ ) between monthly average income distribution of business household heads and monthly average tourist inflow. But, the association is much stronger among business household heads in group 1 ( $r = 0.8741$ ) than among business households in groups 2 ( $r = 0.6640$ ) and 3 ( $r = 0.5342$ ).

(iii) The access of business household heads to receive tourists varies with the variation of tourist inflow. During the week of Ethiopian Christmas day almost all the business household heads have a direct access to receive tourists. But, outside this week those who have direct access to foreign and domestic tourists accounted for only 58.9% with the remaining 41.1% having no direct access to tourists.

(iv) Tourism is one of the major sources of employment. Following the increase in tourist inflow in the past consecutive years, the employment opportunities have also risen. For example, employment in hotels, as tourist guides, tour agents, in the transportation sector (air port taxi and horse renters) and tourist offices have shown a 17% change between 1994/95 and 1995/96, a 5.45% change between 1995/96 and 1996/97 and a 23.6% between 1996/97 - 1997/98.

(v) Besides the business household heads, there were also a number of non-business household heads who received direct income from tourists in the months of high peak flow during the Ethiopian Christmas day. In 1996/97, for instance, about 34.4% of the non-business household heads have received an average income of 116 birr by providing different goods and services to tourists. In 1997/98 this percentage increased to 39.4% and the average income to 124 birr, showing a 14.5% increase in number of household heads who received direct tourist income and 6.9% increment in the amount of average income.

### **(c) Perception of residents on socio-economic impacts**

(i) Tourism's impact in expanding basic social and physical infrastructure such as transport, communication, electric power, health and water facility was found to be high.

Regarding economic-related impacts, tourism helps in the expansion of service sectors, job opportunity, income improvement and overall town's development. Conversely, its impact in stimulating agriculture and local handicraft product was found to be low. Regarding the social impacts, tourism's impact in developing language skills has been found to be high whereas its impact in the rehabilitation of historic sites was moderate. Similarly, tourism's impact in developing cross-culture exchange happened to be low.

(ii) Concerning the negative socio-economic impacts, tourism's role in increasing the loss of historical resources has been found to be very high whereas its impact in increasing drop-out rate of students, the problem of seasonality, living costs, alcoholism and female prostitution has been found to be average. The impact of tourism in aggravating sanitation problem, increasing cultural conflict and increasing health related problem is low.

## **6.2 Conclusion**

To up-grade the tourism environment in Lalibela, a number of social and physical infrastructure have been constructed in the past five years. These include the air port, telecommunication, hydroelectric power, water, hospital and the on-going Alem Ketema - Sekota all weather road. The presence of these basic physical and social infrastructure have played a greater role in stimulating the tourism environment as well as in improving the overall town's development. Furthermore, the present daily flight schedule and the air connection among the other major tourist sites in the northern circuit such as Bahar Dar, Gondar, Axum and Mekele have contributed a lot in increasing the tourist inflow.

With the rising number of tourist inflow, the overall positive socio-economic impacts of tourism would also increase. In general, tourism's positive impacts outweighs the negative ones. About 78.2% of the household heads support the tourism activity in Lalibela. They also believe that the tourism industry was improving the image of the town and the economy of the area. Furthermore, the community besides supporting the present magnitude of tourism has also favored its expansion.

### 6.3 Recommendations

Based on the findings of this study, to strengthen the existing positive socio-economic benefits, on one hand and to lessen the negative ones, on the other, the following suggestions are forwarded.

#### (a) Economic enhancement programme

(i) Currently, the linkage of tourism with the local economic activity as well as its impact in encouraging local handicraft and agricultural product is very low. To maximize the economic benefits of tourism to the local communities, tourism should make the maximum use of locally produced products and services. For this, a strong economic cross-sectional linkages has to be formed among the major potential target groups such as handicraftsmen, horse and mule renters, farmers and business men.

(ii) The absence of motorable road facility to the surrounding churches has strongly hindered the expansion of tourism into the surrounding areas. Out of the 15 rock-hewn and cave churches found in and around Lalibela only two churches, namely Ashten Mariam and Nakutolab, are frequently visited by tourists. The expansion of motorable road to the other churches will have three advantages. First, the surrounding churches will have an opportunity to get tourist income. Increasing local attractions and activities are ways of increasing tourist expenditure and providing more local income. Second, along the way to these churches, there will be a good possibility to establish some service giving centers. Third, the average length of stay of tourists in the region will be increasing.

(iii) The absence of banking facility in the town not only affected tourists but also the business community in Lalibela. Business men do not have an opportunity to get loans to expand their businesses.

**(b) Ways to mitigate some of the major problems  
and negative socio-economic impacts**

(i) Urgent attention is needed to organize and train the guides and up grade their language skills in order to help tourists to get the real information on the churches as well as to disseminate the real history of Ethiopia.

(ii) To revise the entrance fee for foreign tourists. Besides, a sort of discount for students or for those who wish to visit only one group of churches need to be made. On the other hand, to overcome the problem created by head priests, the church administration has to form a clear schedule (time table) for visitors which should be followed.

(iii) The sanitation problem in and around the church compound is one of the serious problems which has affected tourists. Unless quick and effective preventive measures are taken, the situation can become more appalling in the future. Therefore, to keep the precious churches from the possible danger as well as to keep them clean and safe, the resettlement programme has to be implemented and high priority has to be given for the construction of public toilets.

(iv) A detail site plan studies should also be made to solve the existing over crowding problem in and around the church compound as well as to determine or specify the location, size, design, standard and material bases of the future construction projects so as to make them reflect local architectural styles. By doing so, these structures will not be physically alien and also they give a unique sense of place to tourists.

(v) To overcome the problem created by beggars, the recent measure taken by the church administration not to allow beggars into the church compound has to be encouraged. Side by side with this, ways should be sought to open up centers for the handicapped.

(vi) One of the major negative social impacts of tourism has been its role in increasing the loss of historical resources. Since most of those who took the first initiative in looting these cultural and historical resources were found the priests themselves, the church administration must device a new controlling system to overcome such a problem.

(vii) There is a high income variation between the high and the low tourist seasons. To reduce the such seasonality problem business men have to perform an additional activity or they have to make a change in price in order to attract more local customers. Further more, an attempt has also be made to diversify the existing economy.

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## APPENDICES

### Appendix - 1

Test for mean difference between business and non-business household heads on selected infrastructure variables.

	Variables	U-value	P
1	Expansion of communication	6283.5	.1659
2	Expansion of transport	6394.0	.2454
3	Improvement of electric power	5906.0	.0519
4	Improvement of health facility	3846.5	.0000
5	Improvement of water supply	5097.5	.0002

Level of significance = 0.05

### Appendix - 2

Analysis of variance among the three groups of business household heads.

	Variables	Chi-square	P
1	Expansion of communication	.2086	.9010
2	Expansion of transport	1.2256	.5418
3	Improvement of electric power	2.4923	.2876
4	Improvement of health facility	.8107	.6667
5	Improvement of water supply	3.7197	.1557

Level of significance = 0.05

### Appendix - 3

Analysis of variance among the seven groups of non-business household heads.

	Variables	Chi-square	P
1	Expansion of communication	3.2948	.7710
2	Expansion of transport	16.7140	.0104
3	Improvement of electric power	13.3297	.0381
4	Improvement of health facility	12.5912	.0529
5	Improvement of water supply	3.3807	.7598

Level of significance = 0.05

### Appendix - 6

Test of mean difference between business and non-business

	Variables	U-value	P
1	Expansion of service sectors	6030.0	.0511
2	Job opportunity	6280.5	.1641
3	Income improvement	5163.0	.0003
4	Overall town's development	5365.0	.0019
5	Stimulus agriculture	2381.5	.0000
6	Stimulus hand craft products	6228.5	.1823

Level of significance = 0.05

### Appendix - 7

Analysis of variance among the three business category (business)

	Variables	Chi-square	P
1	Expansion of service sectors	6.0131	.0566
2	Job opportunity	4.0566	.1316
3	Income improvement	2.4512	.2936
4	Overall town's development	3.9316	.1400
5	Stimulus agriculture	3.6500	.0521
6	Stimulus hand craft products	1.8555	.3954

### Appendix - 4

Variable - Improvement of power

By Variable Type of job (non-business household heads)

Multiple Range Tests: Duncan test with significance level .05

Step 2 3 4 5 6 7  
 RANGE 2.80 2.94 3.03 3.11 3.17 3.21

(\*) Indicates significant differences which are shown in the lower triangle

4 7 2 3 1 6 5  
 Mean Type of job  
 3.0000 Grp 4  
 3.8947 Grp 7  
 3.9231 Grp 2  
 4.0000 Grp 3 \*  
 4.1163 Grp 1 \*  
 4.2069 Grp 6 \*  
 4.4063 Grp 5 \*

Appendix - 5

Variable - Improvement of transport  
 By Variable - Type of job

Multiple Range Tests: Duncan test with significance level .05

Step 2 3 4 5 6 7  
 RANGE 2.80 2.94 3.03 3.11 3.17 3.21

(\*) Indicates significant differences which are shown in the lower triangle

3 4 7 5 1 6 2  
 Mean TYPE OF JOB  
 4.0000 Grp 3  
 4.0000 Grp 4  
 4.3158 Grp 7  
 4.5313 Grp 5 \*  
 4.5814 Grp 1 \*  
 4.6897 Grp 6 \*  
 4.8462 Grp 2 \*\*

Appendix - 8

Analysis of variance among the seven non-business category

	Variables	Chi-square	P
1	Expansion of service sectors	9.4504	.1489
2	Job opportunity	11.2664	.0805
3	Income improvement	9.1890	.1632
4	Overall town's development	12.1913	.0578
5	Stimulus agriculture	15.4938	.0167
6	Stimulus hand craft products	5.7813	.4481

Level of significance = 0.05

Appendix - 9

Variable - stimulate agriculture  
 By Variable - Type of job

Multiple Range Tests: Duncan test with significance level .05

Step 2 3 4 5 6 7  
 RANGE 2.80 2.94 3.03 3.11 3.17 3.21

(\*) Indicates significant differences which are shown in the lower triangle

3 4 7 5 6 2 1

Mean	Type of job
2.4667	Grp 3
2.6667	Grp 4
2.8421	Grp 7
2.8750	Grp 5
2.9655	Grp 6 *
3.0769	Grp 2 *
3.1395	Grp 1 *

#### Appendix - 10

Mann - Whitney test between business and non-business household heads on social related impacts of tourism.

	Variables	U-value	P
1	Developing language skills	6358.0	.2129
2	Rehabilitation of historic sites	6198.5	.1078
3	Developing cross cultural exchange	6821.0	.8668

Level of significance = 0.05

#### Appendix - 11

Analysis of variance (among the three groups of business household heads) on social related impacts

	Variables	Chi-square	P
1	Developing language skills	1.9102	.3848
2	Rehabilitation of historic sites	1.1294	.5685
3	Developing cross cultural exchange	4.9464	.0843

Level of significance = 0.05

#### Appendix - 12

Analysis of variance among the seven groups of non-business household heads on social related variables

	Variables	Chi-square	P
1	Developing language skills	4.1834	.6519
2	Rehabilitation of historic sites	7.8061	.2527
3	Developing cross cultural exchange	3.6063	.7298

Level of significance = 0.05

#### Appendix - 13

Mann-Whitney U-test for mean difference between business and non-business household heads

	Variables	U-value	P
1	Loss of historical resources	5646.5	.2705
2	Increasing drop-out rate	5679.0	.3152
3	Increasing seasonality problem	5315.5	.0679
4	Increasing living cost	4984.0	.0098
5	Increasing alcoholism	4397.0	.0003
6	Increasing female prostitution	5611.0	.2696
7	Increasing theft	5452.0	.1700
8	Aggravating sanitation problem	3664.0	.0001
9	Increasing cultural conflict	5229.0	.0547
10	Increasing health related problem	5432.5	.0681

Level of significance = 0.05

#### Appendix - 14

Kruskal-Wallis (H-test) among the three groups of business household heads.

	Variables	Chi-square	P
1	Loss of historical resources	10.4351	.0054
2	Increasing drop-out rate	.4560	.7961
3	Increasing seasonality problem	.6861	.7096
4	Increasing living cost	2.5831	.2748
5	Increasing alcoholism	1.4432	.4860
6	Increasing female prostitution	.6249	.7316
7	Increasing theft	1.4696	.4796
8	Aggravating sanitation problem	1.5784	.6260
9	Increasing cultural conflict	.9908	.6093
10	Increasing health related problem	1.0386	.1940

Level of significance = 0.05

#### Appendix - 16

Kruskal-Wallis (H-test) among the seven groups of non-business household heads.

	Variables	Chi-square	P
1	Loss of historical resources	15.0622	.0198
2	Increasing drop-out rate	7.5459	.2733
3	Increasing seasonality problem	4.1754	.6530
4	Increasing living cost	3.9995	.6767
5	Increasing alcoholism	11.7936	.0667
6	Increasing female prostitution	10.5225	.1044
7	Increasing theft	2.9656	.8131
8	Aggravating sanitation problem	2.7813	.8318
9	Increasing cultural conflict	6.1113	.4108
10	Increasing health related problem	3.2534	.7764

Level of significance = 0.05

#### Appendix - 15

Variable loss of cultural heritage

By Variable Type of the business household heads

Multiple Range Tests: Duncan test with significance level .05

Step 2 3

RANGE 2.82 2.96

(\*) Indicates significant differences which are shown in the lower triangle

Mean		1	2	3
	BUSINESS TYPE			
3.7059	Grp 1			
4.1905	Grp 2	*		
4.3913	Grp 3	*	*	

#### Appendix - 17

Variable Loss of historical and cultural resource

By Variable Type of job

Multiple Range Tests: Duncan test with significance level .05

Step 2 3 4 5 6 7

RANGE 2.80 2.95 3.04 3.11 3.17 3.22

(\*) Indicates significant differences which are shown in the lower triangle

Mean		3	5	4	7	6	1	2
	Type of job							
3.9167	Grp 3							
4.0769	Grp 5							
4.3333	Grp 4							

4.3529 Grp 7  
 4.4483 Grp 6 \*\*  
 4.4762 Grp 1 \*\*  
 4.5000 Grp 2 \*

#### Appendix - 19

The gross estimated tourist income of the town (from foreign tourists only) 1996/97  
 Total estimated number of foreign tourists = 11400

#### I. Expense on transport (air port taxi)

- Those who came by plane (70%) = 7980
- Of the 7000, those who came buying package tour (30%) = 2394  
 those who paid for airport taxi = 5046 & transport cost for a round trip ( 60 birr - 70 birr)
- Total money received from air port taxi = (302,760 birr - 353,220 birr )

#### II. Expense on accommodation

- Average daily expense (200 birr - 300 birr) and Average length of stay (1.97 nights)
- Total money received from accommodation (4,491,600 birr - 6,737,400birr)

#### III. Guides service cost

- Package tourists 30% (2100)
- Those who paid for guide service (7980) and Payment for guides (30 birr - 50 birr)
- Total money received (239,400 birr - 339,000 birr)

#### IV. Expense on entrance fee

- Entrance fee (100 birr/person ) and total money received (1,140,000) \* Excluding payment for video camera

#### V. Expense on visitig the other near-by churches

- Those who visit (43%) = 4936 and entrance fee (20birr/church)
- Those who visited only one church (70%) = 3455
  - Expense on entrance fee (69.106 birr)
  - Expense on muel transport (60%) = (88,852 birr)
  - Expense for guide service ( 148.080 birr - 246,800 birr)
- Of the 4936 tourists, those who visited two churches (30%) = 1480
  - Expense on entrance fee (59.200 birr)
  - Those who used muel (60%) and total expense (53,280 birr)
  - Expense for guide service (88.800 birr - 148,000)

**TOTAL MONEY RECEIVED (6,681,078 birr - 9,234,857 birr )**

\* This income breakdown is made by consulting tour operators, guides, airlines ticket office, the head priest at Ashten Mariam and Nakutoleab, the two government hotels and muel renters.

Estimated overall tourist income of the town  
 (from foreign tourists 1996/97) (in birr)

	Type of expense	Minimum estimate	Maximum estimate
1	Expense on airport taxi	302,760	353,220
2	Expense on accommodation	4,491,600	6,737,400
3	Expense on guide service	239,400	339,000
4	Expense on entrance fee	1,140,000	1,140,000
	Expense on visiting other churches		
	Expense on visiting only one church		
5	Expense on entrance fee	69,106	69,106
6	Expense on transport	88,852	88,852
7	Expense on guide service	148,080	246,800

	Expense on visiting two churches)		
	Expense on visiting only one church		
8	Expense on entrance fee	59,200	59,200
9	Expense on transport	53,280	53,280
10	Expense on guide service	88,800	148,000
	<b>Total</b>	<b>6,681,078</b>	<b>9,234,857</b>

**The gross estimated overall tourist income (from foreign tourists only) 1995/96**  
**Total estimated number of foreign tourists = 10000**

**I. Expense on transport (air port taxi)**

- Those who came by plane (70%) = 7000
- Of the 7000, those who came buying package tour (30%) = 2100  
those who paid for airport taxi = 4900 & transport cost for a round trip ( 60 birr - 70 birr)
- Total money received from air port taxi = (294, 000 birr - 343, 000 birr )

**II. Expense on accommodation**

- Average daily expense (200 birr - 300 birr) and Average length of stay (1.97 - 2.2 nights)
- Total money received from accommodation (4,400,000 birr - 6,600,000birr)

**III. Guides service cost**

- Package tourists (2100)
- Those who paid for guide service (7000) and Payment for guides (30 birr - 50 birr)
- Total money received (210,000 birr - 350,000 birr)

**IV. Expense on entrance fee**

- Entrance fee (100 birr/person ) and total money received (1,000,000)
- \* Not including payment for video camera

**V. Expense on visiting the other near-by churches**

- Those who visit (40%) = 4000 and entrance fee (20birr/church)
- Those who visited only one church (70%) = 2800
  - Expense on entrance fee (56,000 birr)
  - Expense on muel transport (60%) = (50,400 birr)
  - Expense for guide service (84,000 birr - 140,000birr)
  - Of the 4000 tourists, those who visited two churches (30%) = 1200
  - Expense on entrance fee (48,000 birr)
  - Those who used muel (60%) and total expense (43,200 birr)
  - Expense for guide service (72,000 birr - 120,000)

**TOTAL MONEY RECEIVED (6,245,600 birr - 8,750,600 birr)**

\* This income breakdown is made by consulting tour operators, guides, Eth.airlines ticket office, the head priest at Ashten Mariam and Nakutoleab, the two government hotels and muel renters.

Estimated overall tourist income of the town  
from foreign tourists, 1995/96 (In birr)

		Minimum estimate	Maximum estimate
1	Expense on airport taxi	294000	343000
2	Expense on accommodation	4400000	6600000
3	Expense on guide service	210000	350000
4	Expense on entrance fee	1000000	1000000
	Expense on visiting other churches		
	Expense on visiting only one church		
5	Expense on entrance fee	56000	56000
6	Expense on transport	50400	50400
7	Expense on guide service	84000	140000
	Expense on visiting two churches)		
	Expense on visiting only one church		
8	Expense on entrance fee	48000	48000
9	Expense on transport	43200	43200
10	Expense on guide service	60000	120000
	<b>Total</b>	<b>6,245,600</b>	<b>8,750,600</b>

## General profile of the sample population

### I. Business and Non-business household heads

Distribution of business and non-business household heads by age group

	Age group	Business		Non-business	
		No	%	No	%
1	< 35	5	5.26	22	12.22
2	35 - 45	53	55.79	85	47.22
3	46 - 55	26	27.37	38	21.11
4	56 - 65	9	9.47	23	12.78
5	above 65	2	2.1	12	6.67
	Total	95	100.0	180	100.0

Source: Field Survey, 1998

Distribution of business and non-business household heads by place of birth

	Place of birth	Business		Non-business	
		No	%	No	%
1	Lalibela town	59	62.1	58	32.2
2	Bugna wereda	16	16.8	85	47.2
3	Outside Bugna	20	21.1	37	20.6
4	Total	95	100.0	180	100.0

Source: Field Survey, 1998

Distribution of business and non-business household heads by duration of stay in Lalibela

	Year	Business		Non-business	
		No	%	No	%
1	< 5 years	5	5.3	17	9.4
2	5 - 10 years	11	11.6	29	16.1
3	11 - 15	7	7.4	31	17.2
4	16 - 20	6	6.3	23	12.8
5	21 - 25	7	7.4	22	12.2
6	> 25	59	62.1	58	32.2
	Total	95	100.0	180	100.0

Source: Field Survey, 1998

Distribution of business and non-business household heads by educational standard

	Educ. standard	Business		Non-business	
		No	%	No	%
1	Illiterate	39	47.1	95	52.8
2	Adult education	20	21.1	30	16.7
3	Church education	22	23.1	35	19.4
4	Modern education	14	14.7	20	11.1
	Total	95	100.0	180	100.0

Source: Field Survey, 1998

Distribution of business household heads by amount of capital

	Amount of capital in birr	No.	%
1	Less than 100	37	38.9
2	100 - 500	21	22.1
3	501 - 1000	17	17.9
4	1001 - 1500	11	11.6
5	above 1500	9	9.5
	Total	95	100.0

Source: Field Survey, 1998

Distribution of business household heads  
by service year

	Service year	No	%
1	Less than 5 years	25	26.32
2	5 - 10	23	24.21
3	11 - 15	19	20.0
4	16 - 20	8	8.42
5	above 20	20	21.05
	Total	95	100.0

Source: Field Survey, 1998

## II. Foreign and domestic tourists

Distribution of tourists by age-group

Age-group	Domestic		Foreign		Total average	
	No	(%)	No	(%)	No	(%)
less than 35	5	16.67	4	13.33	9	15.00
35 - 45	14	46.67	6	20.00	30	50.00
46 - 55	9	30.00	10	33.33	19	31.67
56 - 65	2	6.67	7	23.33	9	15.00
65+	-	-	2	6.67	2	3.33
Total	30	100.0	30	100.0	60	100.0

Source: Field Survey, 1998

Distribution of tourists by sex

Sex	Domestic		Foreign		Total average	
	No	(%)	No	(%)	No	(%)
Male	25	80	19	63.3	44	73.3
Female	5	20	11	36.7	16	26.7
Total	30	100.0	30	100.0	60	100.0

Source: Field Survey, 1998

Distribution of foreign tourists by region

	Region			Total	
		Male	Female	No	%
1	Africa	4	-	4	13.3
2	Europe	9	8	17	56.7
3	America	3	2	5	16.7
4	Asia	1	-	1	3.3
5	Australia	2	1	3	10.0
	Total	19	11	30	100.0

Source: Field Survey, 1998

N.B. All of the domestic tourists were from Addis Ababa.

## QUESTIONNAIRE FOR BUSINESS COMMUNITY

### I. Personal data

1. Sex: \_\_\_\_\_ 2. Age: \_\_\_\_\_ 3. Place of birth: \_\_\_\_\_ 4. Education: \_\_\_\_\_

5. No. of family (Members size): \_\_\_\_\_

6. For how long did you stay in Lalibela: \_\_\_\_\_ 7. Profession: \_\_\_\_\_

8. The relation of your job (profession) with tourism A/ Direct B/ Indirect C/ No relation

## II. Economic questions

1. Type of business: \_\_\_\_\_ 2. Amount of capital: \_\_\_\_\_

3. Average monthly distribution of income

	S	O	N	D	J	F	M	A	M	J	J	A
1995/96												
1996/97												

4. Number of employed workers : in 1995/96 \_\_\_\_\_ 1996/97 \_\_\_\_\_ 1997/98 \_\_\_\_\_

5. Number of free service workers in 1995/96 \_\_\_\_\_ 1996/97 \_\_\_\_\_ 1997/98 \_\_\_\_\_

6. Do foreign tourists come to get your service? A/ Yes B/ No

7. If yes, how is the condition (frequency) ; A/ Very low B/ low C/ Average D/ high E/ Very high

8. If you say No to Q.6 or low and very low to Q.7, what can be the possible reasons?

A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

9. Do you increase price on foreign tourists? A/ yes B/ No

10. If You say yes, why? A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

11. Do domestic tourists come to get your service ? A/ Yes B/ No

12. Which of the following are your main customers?

A/ Foreign tourist B/ Domestic tourists C/ The rural community around Lalibela

D/ The urban residents of Lalibela E/ Non-tourist travelers and others

13. Is there seasonal fluctuation in your income that affects your business? A/ Yes B/ No

14. If you say yes, the condition or the effect of the seasonality problem

A/ Very high B/ High C/ Average D/ Low E/ Very low

15. If there is a fluctuation, what are those pick months( In their order of importance)

A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

16. Do you perform additional activity during months of low business? A/ Yes B/ No

17. From where do you get or buy most of your supplies?(in their order of importance)

A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

18. What are those main problems that affect your business? (In their order of importance)

A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

19. Do you support the tourism activity in Lalibela? A/ Yes B/ No

20. If you say yes, why? A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

21. If you say No, why? A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

22. What will be the fate of your business if the tourism does not proceed in the future? \_\_\_\_\_

23. Are you satisfied in your business and income that you receive through tourism? A/ Yes B/ No

24. If you say yes, the degree of your satisfaction is

A/ Very high B/ High C/ Average D/ Low E/ Very low

25. The condition (potential ) of your business for future development and expansion?

A/ Very high B/ High C/ Average D/ Low E/ Very low

25. What plan do you have to develop your business potential in the future?

A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

26. The suitability of the site (location) of your business for future expansion?

A/ Very high B/ High C/ Average D/ Low E/ Very low

### III. Socio-economic impacts

1. Does tourism bring some socio-economic benefits to the local community? A/ Yes B/ No

2. If you say Yes, which of the following socio-economic benefits are improved (generated) due to tourism (Please rank them according to their order of importance)

- Job opportunity \_\_\_\_\_
- Town development \_\_\_\_\_
- Income improvement \_\_\_\_\_
- Prevention of the historic site \_\_\_\_\_
- Language improvement \_\_\_\_\_
- Improvement of infrastructure \_\_\_\_\_
- Cultural ex-change \_\_\_\_\_
- Improvement of social service \_\_\_\_\_

3. Does tourism contribute in retaining of the social values of the community? A/ Yes B/ No

4. Does tourism benefit the poor or support the poor? A/ Yes B/ No

5. If your answer to Q.4 is yes, in what ways? A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

6. If your answer is No, what is the reason behind it? A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

7. What do you suggest to overcome the above stated problems?

A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

8. Does tourism bring about some socio-economic problems? A/ Yes B/ No

9. If you say yes, which of the following problems are brought and or aggravated due to tourism (Please rank them in their order of severity?)

- Prostitution \_\_\_\_\_
- Sanitation problem \_\_\_\_\_
- Loss of historical \_\_\_\_\_
- Drop out of students \_\_\_\_\_
- Theft and Alcoholism \_\_\_\_\_
- Waste disposal problem \_\_\_\_\_
- Rising living cost \_\_\_\_\_
- Population pressure (due to high in migration) \_\_\_\_\_

### IV. Environmental impacts

1. Does tourism contribute in the prevention of the of historic sites? A/ Yes B/ No

2. If you say yes, in what ways has tourism helped in the protection protect the historic sites?

A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

3. Do you think that improvement is needed to prevent the churches from environmental hazard? A/YesB/No

4. If you say yes, what type of or improvement or change? A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

5. Do you think that the money generated from tourism has improved the churches? A/ Yes B/ No

6. Are the shelters made for the churches enough to protect the churches? A/ Yes B/ No

7. Are the shelters durable and attractive for eyes? A/ Yes B/ No

8. Are the shelters affect the churches' beauty? A/ Yes B/ No

9. Does tourism bring some environmental problems on the community as well as on the historic sites?

10. If you say yes, what are these problems (according to their order of severity)

A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

**v. Opinion on the socio-economic impacts of tourism (positive impacts of tourism)**

1. To what extent has tourism in Lalibela contributed for the development, improvement and expansion of the following major social and physical infrastructures:

	Very high (5)	High (4)	Average (3)	Low (2)	Very low (1)
Water facility:					
Electric power:					
Transport:					
Communication:					
Health facility:					

2. To what extent has tourism in Lalibela contributed for the improvement of the following economic related benefits ?

	Very high (5)	High (4)	Average (3)	Low (2)	Very low (1)
Stimulate local handicraft products:					
Service sectors such as shops, hotels:					
Job opportunity:					
Income improvement:					
Overall town's development					
Stimulate agricultural products:					

3. To what extent has tourism in Lalibela contributed for the development, improvement and expansion of the following major social and physical infrastructures:

	Very high (5)	High (4)	Average (3)	Low (2)	Very low (1)
Rehabilitation of historic sites					
Cross-cultural exchange					
Language skills					

4. To what extent has tourism in Lalibela contributed for aggravating or increasing the following socio-economic problems?

		Very high (5)	High (4)	Average (3)	Low (2)	Very low (1)
1	Loss of historical resources					
2	Female prostitution					
3	Drop out rate of students:					
4	sanitation problem of the town:					
5	Increasing living cost:					
6	Increasing theft :					
7	Aggravating the seasonality problem					
8	Increasing health related problem					
9	Increasing cultural conflict					
10	Increasing alcoholism					

## QUESTIONNAIRE FOR NON-BUSINESS COMMUNITY

### I. Personal Data

1. Sex: \_\_\_\_\_ 2. Age: \_\_\_\_\_ 3. Place of birth: \_\_\_\_\_ 4. Education: \_\_\_\_\_
5. Family size: \_\_\_\_\_ 6. For how long did you stay in Lalibela: \_\_\_\_\_
7. Profession: \_\_\_\_\_

### ii. Economic and Social

1. The relationship between your job (profession) and tourism A/ Direct B/ Indirect C/ No relation
2. Is there any family member engaged in tourism or tourism-related activity? A/ Yes B/ No
3. If yes, in what ways? A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_
4. Do you receive some income during months of high tourist flow (pick months)? A/ Yes B/ No
5. If you say Yes, in what way? A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_
6. Amount of money you received in 1988 E.C \_\_\_\_\_ in 1989 E.C \_\_\_\_\_ 1990 E.C \_\_\_\_\_
7. To what extent does high tourist flow affect your cost of living?  
A/ Very high B/ High C/ Average D/ Low E/ Very low
8. Do you make any contact with foreign tourists? A/ Yes B/ No
9. If yes, in what ways? A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_
10. Do you make any contact with domestic tourists? A/ Yes B/ No
11. If yes, in what ways? A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_
12. To what level do you regard tourists? A/ Very high B/ High C/ Average D/ Low E/ Very low
13. What aspects are appreciated by you? A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

### iii. Socio-Economic Impact

1. Does tourism bring some socio-economic benefits to the local community? A/ Yes B/ No
2. If you say Yes, which of the following socio-economic benefits are improved (generated) due to tourism (Please rank them according to their order of importance)
  - Job opportunity \_\_\_\_\_
  - Income improvement \_\_\_\_\_
  - Language improvement \_\_\_\_\_
  - Cultural ex-change \_\_\_\_\_
  - Town development \_\_\_\_\_
  - Prevention of the historic site \_\_\_\_\_
  - Improvement of infrastructure \_\_\_\_\_
  - Improvement of social service \_\_\_\_\_
3. Does tourism contribute in retaining of the social values of the community? A/ Yes B/ No
4. Does tourism benefit the poor or support the poor? A/ Yes B/ No
5. If your answer to Q.4 is yes, in what ways? A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_
6. If your answer is No, what is the reason behind it? A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_
7. What do you suggest to over come the above stated problems?  
A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

8. Does tourism bring about some socio-economic problems? A/ Yes B/ No
9. If you say yes, which of the following problems are brought and or aggravated due to tourism  
(rank them in their order of severity?)

- Prostitution \_\_\_\_\_ - Sanitation problem \_\_\_\_\_
- Loss of historical \_\_\_\_\_ - Drop out of students \_\_\_\_\_
- Theft and Alcoholism \_\_\_\_\_ - Waste disposal problem \_\_\_\_\_
- Rising living cost \_\_\_\_\_ - Population pressure (due to high in migration) \_\_\_\_\_

#### IV. Environmental Impacts

1. Does tourism contribute in the prevention of the of historic sites? A/ Yes B/ No
2. If you say yes, in what ways has tourism helped in the protection protect the historic sites?  
A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_
3. Do you think that improvement is needed to prevent the churches from environmental hazard? A/ Yes B/ No
4. If you say yes, what type of or improvement or change? A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_
5. Do you think that the money generated from tourism has improved the churches? A/ Yes B/ No
6. Are the shelters made for the churches enough to protect the churches? A/ Yes B/ No
7. Are the shelters durable and attractive for eyes? A/ Yes B/ No
8. Are the shelters affect the churches' beauty? A/ Yes B/ No
9. Does tourism bring about some environmental problems? A/ Yes B/ No
10. If you say yes, what are these problems (according to their order of severity)  
A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_ D/ \_\_\_\_\_

\* NB. Part v (Perception or opinion questions) for Business household heads were also the same for Non-business household heads.

### FOR TOURISTS (both foreign and domestic)

#### PART ONE GENERAL

1. Age \_\_\_\_ 2. Sex \_\_\_\_\_ 3. Profession \_\_\_\_\_ 4. Nationality \_\_\_\_\_
5. What mode of transport did you use to come to Lalibela A/ Air B/ Road (car)
6. If you came by plane, how was the price of Lalibela air port taxi  
A/ Very low B/ low C/ Average D/ high E/ Very high
7. For how long will you stay in Lalibela? A/ One night B/ Two nights C/ Three nights D/ four and above
8. How is the price of your hotel room? A/ Very low B/ low C/ Average D/ high E/ Very high
9. How is the sanitation of your hotel room compared to its price  
A/ Very poor B/ Poor C/ Average D/ good E/ Very good
10. How is the sanitation of the hotel in general? A/ V. poor B/ Poor C/ Average D/ good E/ V. good
11. Do you wish to have indoor game facilities in your hotel? A/ Yes B/ No
12. If you say yes, would you list some of your favorite games A/ \_\_\_\_\_ B/ \_\_\_\_\_ C/ \_\_\_\_\_

13. How much is your average daily expense (excluding church entrance fee)  
 A/ Around 100 birr or less B/ 100 - 200 birr C/ 200 - 300 birr D/ 300 - 400 birr E/ Above 500 birr
14. What problem do you face in your hotel ( You can choose more than one)  
 A/ Food B/ Sanitation C/ Safety D/ Water E/ Electric F/ If other, please specify -----

### PART TWO: VISIT

1. How do you find the church entrance fee  
 A/ Very low B/ low C/ Average D/ high E/ Very high
2. If you say "very expensive" or "some what expensive", how Much. do you suggest as a fair price  
 A/ 50 birr or less B/ 50 to 75 birr C/ 75 to 100 birr
3. How do you get the churches  
 A/ Very interesting B/ Some what interesting C/ Average D/ Less interesting E/ Below expectation
4. How do you find the conservation measures ?  
 A/ Very poor B/ Poor C/ Average D/ good E/ Very good
5. Are the churches' shelter pleasant or attractive to your eyes ? A/ Yes B/ No
6. If you say "No" Why ? \_\_\_\_\_. Are they affected  
 A/ Your observation B/ Photographing C/ Reduce the church's beauty D/ If other please specify ---
7. How do you get the guide's approach? A/ Very poor B/ Poor C/ Average D/ good E/ Very good
8. How was your guide in terms of his Language skills? A/ V. poor B/ Poor C/ Average D/ good E/ V. good
9. How was your guide's knowledge of history ? A/ Very poor B/ Poor C/ Average D/ good E/ V. good
10. During your visit, which of the following affected your visit (You can choose more than one)  
 A/ Beggars B/ Guides C/ Priests D/ Kids E/ No problem F/ If other, \_\_\_\_\_
11. Do you visited or have a plan to visit the other near by churches found outside the town? A/ Yes B/ No
12. If you say "No" , will it be a problem of  
 A/ Inaccessibility B/ Time C/ Financial D/ Safety E/ If other, please specify \_\_\_\_\_
13. In order to facilitate your and other tourists visit , what facilities are needed in the church compound?  
 (You can choose more than one)
- |                      |                |                                 |   |
|----------------------|----------------|---------------------------------|---|
| - Gift shop          | - Green areas  | - Museum                        | - |
| - Information center | - Toilet       | - Coffee bar                    |   |
| - Electric light     | - Guide office | - If other please specify _____ |   |
16. Do you visited some of the souvenir shops in the town? A/ Yes B/ No
17. If you say "Yes" do they have a variety of articles? A/ Yes B/ No
18. How do you get (find)the price of the gift articles? A/ Very low B/ low C/ Average D/ high E/ V. high

### PART THREE: SOCIAL AND ENVIRONMENTAL

1. How do you find the community of Lalibela? \_\_\_\_\_