



College of Developmental Studies

Centre for Environment and Development Studies

Tourism Development and Management Program

An Integration of Agricultural Practice with Tourism in Ethiopia: The Case of Lasta Woreda and Lalibela Town Administration

A Thesis is submitted to Addis Ababa University, College of Developmental Studies, Centre for Environment and Development, Tourism Development and Management Program for the Partial Fulfilment of the Requirement for the Degree of Master of Tourism Development and Management

Submitted by: Habtamu Mamo

Addis Ababa, Ethiopia

October, 2021

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Declaration

I truly declared that this project is my own work entitled with: An Integration of Agricultural Practice with Tourism in Ethiopia: The case of Lasta Woreda and Lalibela Town Administration. It has not been presented to Addis Ababa University or other universities or not assuring by other individuals or groups.

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Approval

This is to certify that the thesis is prepared by Habtamu Mamo entitled: An Integration of Agricultural Practice with Tourism in Ethiopia: The case of Lasta Woreda and Lalibela Town Administration and submitted in the partial fulfilment of master of Tourism Development and Management complies with the regulations of the university and meets the acceptable standards for the originality and quality.

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List of Abbreviations/Acronyms

GDP: Gross Domestic Product

ILRI: International Livestock and Research Institutes

ITC: International Trade Centre

PPV: Personnel Point of View

WTO: World Tourism Organization

UNWTO: United Nation World Tourism Organization

Abstract

Agro-tourism constitutes part of alternative tourism which means that the practice of attracting visitors to an area used basically for agricultural purposes. Studies were done in Ethiopia without considering the symbiosis of agriculture and tourism to create marketing of farm products and services for provision of travel experiences to tourists. This study assessed the practices and way of integration for agro-tourism development in Lasta woreda and Lalibela town administration and its vicinity. In order to undertake the study descriptive research design and mixed research approaches were used. Primary and secondary data sources were used. From the 26 Lasta Kebele's 5 kebele were selected purposively and 395 respondents from the sampling Kebele's were taken. The internal consistency was analysed by Cronbach's alpha and $p > 0.65$ in all dimension. The major findings of the study revealed that lack of infrastructure, rare community awareness, lack of commitment of expert and farmer, less product diversification, financial constraints and lack of entrepreneurial behaviour were some of the limitations for agro-tourism development. From agro-tourism practice, educational and entertainment experiences have large correlations $r = .548$ and statistically significant. No relations between entertainment and outdoor recreation and is not statistically significant. Entertainment and hospitality service practices were statistically correlated ($r = .321$, $p < .001$). The practices of agro-tourism were very low and differ from kebele to kebele. From the outdoor recreation except horse-riding, hunting and wildlife activities were statistically significant difference in kebeles ($p < 0.05$). Entertainment practices were also statistically significant difference within kebeles. The integration of agriculture and tourism were very low due to low commitment of farmers and expert, low promotion by concerned bodies, low motivation. The challenge of agro-tourism has statistically significant effect on the educational practice of agro-tourism ($p < 0.05$ or $p = 0.012$). Creating awareness, adopting alternative income generation mechanisms, commitment of experts and farmers, avoiding financial constraints, increasing product diversification and expanding infrastructure were some of the suggestions.

Key words: - Agro-tourism, Integration, Potential, Practice

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Agriculture is the backbone of Ethiopian economy and creates job opportunity for majority of the people particularly in the rural areas. It plays a great role in economic system for developing the country. Agriculture is mainly related with the production of vital food crops, dairy, fruit, forestry, poultry, beekeeping, etc. However, using of these agricultural products without integrating with tourism does not make the country successfully developed in many ways. Therefore, it is necessary to carry out some innovative activities in agriculture that will help farmers and rural population through integrating with tourism.

According to Triarchi & Ei. (2017) tourism has been acknowledged for its tremendous economic and social benefits, being an economic saviour providing jobs and increasing GDP and it has also been accused as a source of a wide range of serious problems, especially in developing economies. To achieve the successful tourism development, other additional tourism products would be mandatory. Therefore, arousing alternative tourism products are backbone for its growth.

Diversified and authentic nature of traditional agricultural activities, farmers' interest and willingness to engage in agro-tourism by taking responsibility and ownership of such activities, availability of human resources, natural attraction associated with agriculture, and the presence of agriculture centred rich cultural and rural activities were identified as the key strengths and common opportunities for agro-tourism development of the country, Rambodagedara et al., (2015).

Alternative tourism "is a process which promotes a just form of travel between members of different communities, Triarchi & Ei. (2017). On the other hand, alternative tourism is described as forms of tourism that are consistent with community values, social, and natural, and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences, Smith & Eadington, 1992, p. 3.

Tourism was developed many years back when people travel from one place to another place for different purpose. Human beings have been active travellers for the purpose of hunting and

gathering, herding animals in small groups that provided them with food, skin for cloth and bones for making different tools, Dessie (2016).

The World Tourism Organization (WTO) defines rural tourism as tourism that gives to visitors a personalized contact, a taste of physical and human environment of the countryside and as far as possible, allows them to participate in the activities, traditions and lifestyles of local people, Mandi et al., (2020). Agro-tourism is part of alternative tourism, which means that the practice of attracting visitors to an area used basically for agricultural purposes. It attracts tourists to rural communities to find some form of leisure activities to adapt to the growth trend of the tourism industry, namely education and leisure tourism. Also, it is another option for farmers/entrepreneurs wanting to diversify their farming/hospitality, Rohana P Mahaliyanaarachchi (2017) and operations that will bring more economic activities to rural areas.

Lalibela has an opportunity to counter the poverty and environmental problems by counting on the tourism sector, which is growing and has become the major sector for job creation and economic growth. It, nowadays, is the main tourism attraction site due to its unique and rich cultural heritage, the famous rock churches, the rites and traditions followed by priests and pilgrimage from all over the country. Lalibela is endowed with heritage tourism and a number of tourists visited it though they stayed for an average of two nights which can be prolonged if agro-tourism activities are developed and well promoted accordingly. Agricultural tourism is the holidays concept of visiting a working farm or any agricultural, horticultural, or agribusiness operations for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation.

Rural households in many different countries have been found to diversify their income sources allowing them to spread risk and smoothen consumption. Integrating agricultural products with tourism has increasing the households of local communities. Income diversification refers to an increase in the number of sources of income or the balance among the different sources. Thus, a household with two sources of income would be more diversified than a household with just one source, and a household with two income sources, each contributing half of the total, would be more diversified than a household with two sources.

Agro-tourism is a way of sustainable tourist development and multi-activity in rural areas aimed for enhancing higher standards of living for rural communities especially through increased income for people who work in agriculture. Various branches like ecotourism, agro-tourism, cultural tourism, community tourism, etc. are practiced all over the world but agro-tourism practices were very limited experience in Ethiopia particularly in Lasta Woreda, the vicinity of Lalibela. This study is needed to determine the activities, potential and opportunities of agro-tourism in Lasta Woreda and Lalibela town administration.

1.2 Statement of the Problem

Linkage of tourism with agriculture is critical for maximizing the contribution of local economic and tourism development. However, these two sectors are not well linked for sustainable local development in many destinations of developing countries. Since agriculture is becoming modern (highly mechanized and specialized process), most of today's production comes from huge farms which are not accessible for visitors, even a basic agricultural production is something unknown for increasing segments of population (and especially for urban population). As a result, educative and especially participative tours at animal farms, fruit orchards, vegetable fields, flower greenhouses or wine tours have become an interesting business, Procházková (2012).

Some studies were done about the agritourism throughout the world but very few studies were done in Ethiopia without considering the symbiosis of agriculture and tourism to create marketing the farm products and services for provision of travel experiences to tourist. Some of these studies are stated below.

Choenkwan et al. (2016) studies the agro-tourism benefits for mountain farmers in north east Thailand and they concluded that agro-tourism has direct and indirect benefits for the local population in mountain farmers; under this, they did not show the integration of agricultural products with tourism industry and challenges that hindered agro-tourism development.

Eshun & Tettey (2014) described agro-tourism development in Ghana and their focus area were cocoa farm production using as an alternative tourism development and under this perception they also concluded that community awareness and inadequate government support challenged the cocoa farm tourist facility developments. Therefore, the study did not encounter and properly

addressed the practice and newly agricultural products for tourism development and how to amalgamate those two potentials.

Welteji & Zerihun (2018) stated the agricultural and tourism development nexus in Ethiopia and concluded that there was no economically profitably coexistence between agriculture and tourism. In fact, agricultural product contribution for tourism developments were not done; on the other hand, they did not analyse the cause that hinder agro-tourism benefits for the local community.

Girma, (2013) assessed the participation of the community for the enhancement of tourism in Amhara Regional State taking the evidence from the study on Lalibela. Under his finding, he concluded that tourism business has not been developed with specific mechanisms of sharing tourism benefits. However, the tourism business created employment opportunities for local people and sponsored different community developmental activities. In this perspective, the researcher did not discuss the agro-tourism integration, potentials, challenge and practices throughout the study area.

This study wants to fill the gaps of the above ideologies and providing better information about agro-tourism benefits for concerned stakeholders. Although some areas have historical and natural attractions for tourism, there is a significant gap in combining their resources with other tourist attractions. Likewise, although Lalibela and its environs are endowed with agricultural, cultural, natural and historical heritages, the integration of those resources particularly agro-tourism were not developed with respect of the tourist demand. This study explores the challenges why the integration of tourism and agriculture is not developed. On the other hand, the agro-tourism entrepreneur practices in Ethiopia were not taking this integral discipline as a base for tourism development.

Agro-tourism activity is relatively unknown in Lasta Lalibela and its environs with my twenty years of tour experience. Therefore, it is necessary to conduct this study to find out what the agro-tourism practice in Lasta Lalibela and its environs looks like and how it can be done in conjunction with traditional tourism activity. Apart from the usual tourism activities in Ethiopia, we do not use other tourism options; this becomes an obstacle to the development of tourism. Therefore, it is very rational to assess the practice, potential, challenges and integration of agro-tourism development in Lasta Woreda and Lalibela Town Administration.



Figure 1 View towards Shumsheha

1.3 Research Question

To examine the above research problems, the following research questions were being addressed;

1. What are the potential and limitation of agro-tourism products in Lasta Woreda and Lalibela Town?
2. How are the practices of agro-tourism in Lasta Woreda and Lalibela Town?
3. How to integrate the agricultural product development and tourism industry in Lalibela town and Lasta Woreda?

1.4 Objective of the Study

1.4.1 General Objective

The general objective of the research is practices, potential and integrations of agro-tourism in Lasta Lalibela located in North Wollo, Amhara Regional State

1.4.2 Specific Objective

1. To identify the potential and limitation of agro-tourism in Lasta Woreda and Lalibela Town Administration.
2. To assess the practices of agro-tourism in Lasta Woreda and Lalibela Town.
3. To assess the integration of agricultural product development and tourism industry in Lalibela town and Lasta Woreda.

1.5 Scope of the Study

Every study has its own scope to determine the level and extent of the study. Seemingly, this paper has its own focus in terms of geographic /spatial scope, thematic scope and target group.

Spatial Scope: the study of this research was limited and encountering only in Lasta Woreda administration and Lalibela town city administration culture and tourism office.

Thematic Scope: in Lalibela there is an historical attraction and monasteries which are most visited by tourist like Lalibela rock hewn church, Yemrhane Kirstos and so on. Regarding with the thematic scope of the subject matter, the focus of this study and analysis were on practice, potential, limitation and integration of agro-tourism in Lasta Woreda and Lalibela city administration culture and tourism office.

Target Group of the Study: conducting this study, the target group were:

- A. Farmers: In order to collect the necessary information, above the age group of 18 were chosen including the respondents to gain information about the agro-tourism practice, potential, limitation and integration perspectives.
- B. Expert (government institution): under this perspective the Lasta Woreda and Lalibela town administration culture and tourism office workers were taken as a target population which

were considered to be realizing agro-tourism integration and practices as well as limitation that hindered from its development.

1.6. Significance of the Study

The number of related research studies in Ethiopia was very limited particularly in the study area in which it has never been done so far. Therefore, this research area has a plenty of significance information to increase the growth and expansion of tourism attractions in Lasta Woreda and Lalibela town administration and it will contribute positive impact on making policy, infrastructure development and academic significance.

- A. **Policy Significance:** The final document of the thesis provides best information about the agro-tourism integration, potential, practice and limitation to tourism policy planers and other concerned bodies. The finding of the study was very important to them in order to gather agro-tourism potentials and the current practices to develop the planning's and recognizing them as agro tourism development were an alternative product which provides the diversification of the tourist attractions and increases the spent time of travellers. Therefore, the concerned bodies like Ministry of Culture and Sport as well as Ministry of Tourism could use this study for the growth and development of tourism products using this as alternative tourism resource in the form of agro-tourism.
- B. **Development Significance:** Now a day, for some people living in the cities do not or may not have relatives living in villages and due to this they never visited or stayed in rural areas and villages. These people want to enjoy rural life but there is a problem of organized and reliable facilities. Hence, it is an opportunity to the farmers having the development of the agro-tourism centres which will benefit the community and all stakeholders in creating additional income source. Seemingly, it benefits the urban people providing recreational activities. This also contributes for giving information about agro-tourism potentials and practice for tourism stakeholders (tour operators). In addition, it will give more opportunities for tourist to visit more and staying for more overnights.
- C. **For Other Researchers and Academic Significance:** This study increases the potential advantages of tourism industry development by amalgamating the agricultural products with tourism products, developing the mechanisms of agricultural practices to attract tourists. This study also gives an initiation of other researcher by giving hint for further

studies and filling of this study gaps that were failed to address. On the other hand, the scholars become focusing on agro-tourism resource utilization and systematic resource development. In accordance, many tourism academic institutions will incorporate Agro-Tourism in their fields of studies as a subject.

1.7. Limitation of the Study

Like any research, this study may not be free from any limitation. Likewise, this study also has its own limitations mainly due to lack of infrastructure to gather the data especially the road access to drive through, lack of awareness of the local community who partly were unable to fill the questionnaires' successfully.

1.8. Definition of Terms

- Tourism: Tourism comprise the activities of persons traveling to and staying to places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (UNWTO, 2001)
- Agro-tourism: is the specific form of rural tourism that has a higher degree of complexity, containing both touristic activity (accommodation, service and recreation) and economic activity usually agrarian made by the hosts for tourists (production activities, manufacturing agrarian products inside the household and trading them), Brezuleanu S. (2006).
- Tourism Potential: The sum of the natural, anthropogenic and material resources and conditions necessary for a destination management.
- Tourism Practice: Practice refers something that is usually or regularly done, often as a habit, tradition or custom. Whereas tourism practice implies a concept for to understand and create knowledge about tourism.
- Tourism Integration: The act of integrating or incorporation of different thing like agricultural product amalgamates with tourism. Integrated tourism refers to in the certain region taking tourism as the dominant industry through the comprehensive

and systematic promotion of economic and social resources, especially tourism resources for the purpose to improve people's quality of life through tourism industry.

- Challenges of Tourism: Challenge means something new or difficult which requires great effort and determination or soothing that requires thoughts and skill for resolution. All stakeholders and researchers find a way out when tourism encounters such challenge which makes the industry slow as the result of poor infrastructure, poor product development and management, poor marketing, poor linkages within local economy and the likes.



Figure 2 Lalibela Town

CHAPTER TWO

LITERATURE REVIEW

2.1 Conceptual Review

2.1.1 Agro-tourism Definition and its Concept

Agro-tourism means all activities through which people learn about the agricultural production or the regular stay in farm environment (Stela et al, 2013). According to Kristina Brscic (2006) Agro-Tourism is more than just another tourist product. It goes well beyond a mere offer of services in rural setting. Rather, it implies a novel way of understanding travel, a new awareness, a positive attitude towards environment, local people and their culture. Agro-Tourism as a leisure activity has been extremely successful abroad. The possibility of enjoying the rural environment and culture at an attractive price appeals to a large market, including family, couples, students and senior citizens (Roundel, 2020). That implies that there is no universally agreed definition of agro tourism, due to their problematic picture, chaotic and complex level of definitions. Agro-tourism is tourism activities which are under taken in non-urban regions by individuals whose main employment is in the primary or secondary sector of the economy(Phillip et al., 2010). Kizos & Iosifides(2007) defines tourist activities of small scale family or cooperative in origins being developed in rural areas by people employed in agriculture.

Agro tourism philosophy is inspired to improve the farmers' earnings and quality of rural society lives which then expectedly represents the opportunities to educate the societies on agriculture and ecosystem (Utama, 2007). Mandi, et al, (2019) states agro-tourism is a way of sustainable tourist development and multi-activity in rural areas aimed for enhancing higher standards of living for rural communities especially through increased income of people who work on agriculture. From the historical development of agro-tourism philosophy, it includes an amalgamation of farm product with tourism and its main aim is increasing farmers' income and improving the quality of life for rural society (Mandi, et al, 2019). The authors also stated that agro-tourism educates people and society about agriculture and contributes to local economy, it reduces the level of urbanization as people work and earn more from agro-tourism, it promotes local products and creates added value through direct marketing and stimulates economic activities in order to increase benefits in societies where the agro-tourism is developed. It also sustains the agricultural lands not only production dependent of community(Thapa, 2013).

According to Thapa (2013) ago-tourism plays critical roles using diversified resources; landscapes, both natural & man made, biodiversity and cultural heritage, unique tradition and labour force. It also used to motivate and encourage farming communities to raise crops in an eco-friendly manner and to conserve the biodiversity farms.

2.1.2 Agriculture and Tourism Linkage

Busby & Rendle, (2018) showed that the relation between tourism and agriculture were getting weak. According to their finding farmers who got engaged on tourism in their farms seen to us as another income generating alternatives which supports agriculture gradually.

Torres (2002) described the relation of tourism and agriculture in Mexico. Based on his perception, food consumption and the preference of tourists do not represent the pitfalls for future agriculture and tourism promotion. In addition to another studies by Torres (2003) who concluded that there is a weak relation between agriculture and tourism. Some of the major forms of alternative tourism activities that are closely related with agro-tourism appear in nutshell. Agro-tourism is a specific form of rural tourism and it has a close relationship with rural areas, countryside and a direct relationship with agriculture (Gurrieri et al., 2014). There was also private and public partnership to target better achievements in Crete Greece. All the other tourism stakeholders were increasing their linkage for better mutual benefits (farmers, tour operators, hotels, accommodation suppliers, wholesalers and retailers of food items) (Vourdoubas, 2020b) and wrote about the promotion of organic agricultural product which creates new opportunities of agricultural investment which also creates new job opportunities that increase the income of each individual to broader role for environmental benefits.

The symbiotic relationship between tourism and agriculture that can be found in agri-tourism is a key element of an environmentally and socially responsible tourism in rural areas. In agri-tourism, agriculture becomes the ‘currency’ for exchange, whereby visitors make a physical contribution to the farm economy in return for their tourism experience, as reported by other exploring working farm stays (Lazar, 2018).

Under Budiasa and Agung (2014) studied on community based agro-tourism as innovative integrated farming system development model towards sustainable agriculture and tourism perspective differentiated agro-tourism and other tourism sector. Therefore, in agro-tourism the farmers are seen as an innovator who offer various kinds of services and agro-tourism products

whereas in ecotourism they are provided by the tour companies. As tourism and agriculture transform, there will be growing interest among governments, private sectors, academics, donor agencies and non-profit organizations to better understand the relationship between these two sectors, to encourage interaction and to become involved in fostering these linkages (Weltiji & Zerihun, 2018).

When the linkages between agriculture and tourism are strengthened, various entities directly contribute to the expenditure of the tourist; for example, hotels, restaurants, taxi drivers, professional market stakeholders or relevant communities. On the other hand, investors engaged in agricultural products such as fruits and vegetables, fish production, coffee production and other crops will increase their partnerships by directly or indirectly (Mitchell & Faal, 2008).

Developing the local tourism industry would be beneficial for many small communities that are experiencing negative effects of drastic economic changes. Poor local people can involve in different activities as employees, entrepreneurs, distributors, suppliers and retailers. Increase of wage and entrepreneurial opportunities for the people working in the tourism sector is the direct impact of tourism (Ashley et al., 2007). Due to infrastructure development, new linkages are built to enhance new business opportunities.

Figure 2.1: Agro-tourism Linkage



(Source: Rambodagedara et al., 2015)

Berno (2011) studied the linkages between agriculture and food in the Fiji islands' tourism industry. The author mentioned that better linkages between these two sectors not only result in higher levels of economic growth but they can also contribute significantly to the ethos of sustainable tourism. Mshenga (2010) has also investigated the tourism and agricultural linkages on the Kenyan coast. The author found that various local agricultural products were purchased by the hotels. She concluded that local farmers should orient their production according to the requirements of the local tourism industry, by providing the hotels with foodstuff in the desired quality and quantity. Green et al, (2008) have studied the impacts of culinary tourism in the development strategy of a community. The authors stated that the establishment of local markets for farmers requires community effort to coordinate supply and demand. They also mentioned that culinary tourism offers new opportunities for communities to integrate tourism and local food systems in order to promote their economic development.

Mei et al, (2016) have studied the collaboration between tourism and agriculture in Norway. The authors stated that building relationships and sharing knowledge between tourist enterprises and foodstuff producers remains difficult. However, they concluded, there were various opportunities for cooperation between agriculture and the tourism industry in Norway. Jimenez-Beltran et al, (2016) have also studied the relationship between tourism and food culture focused on the city of Cordoba, Spain. The authors mentioned that tourists were categorized in three groups including healthy-cultural tourists, cultural tourists and generic tourists. They also stated that the local gastronomy and its healthy identity were important for tourists' satisfaction.

2.1.3 Agriculture and Tourism Nexus in Ethiopia

Agriculture refers to the production of food, fibre and other goods through farming and forestry. Agriculture – tourism linkages include the sale of products to hotels, restaurants, cafes as well as the promotion of cultural experiences for tourists. Strengthening those linkages will foster the poverty reduction goals of the Inclusive Tourism. Agriculture is the principal sector for employment in many Least Developed Countries (LDCs) but accounts for less than 10 per cent of total exports and still tourism is the fourth largest export sector in the world and an important source of income for many developing countries. Therefore, it is important to adapt the agricultural sectors of developing countries so that the tourism enterprises are able and willing to source production locally and the poor communities can benefit from the tourism industry.

Linking the potential supply from the local farmers to the tourism industry's demand of food consumption is considered as a direct pro-poor tourism strategy.

Agriculture has a great contribution to GDP development. In most developed or developing countries of the world especially the global South countries like Ethiopia, Agriculture is the main pillar of the economy. In Ethiopia, with over 110 million population, the primary industry, meaning agriculture contributes 46% of gross domestic product (GDP) with 73% of employment, and export earnings of about 80%. The higher percentage contribution of the sector to the GDP shows that the country has backward economy. The macro-relationship between tourism and agriculture in the developing world is considered as multi-faceted and complex. Critically, tourism offers a potential to galvanize local agricultural development through backward linkages that allow local farmers to supply the food needs of tourism establishments. The benefits of a closer relationship include decreased linkages through imports, improvement in tourism industry food supplies, and increased tourist access to local foods and improved sustainability for tourism, not least through alleviation of poverty.

Hence, integration of the agriculture in one of the sub-sectors of the tourism business (agri-tourism) would add value to both sectors and to the national economy at large. The potential tourism resource for developing countries has significant economic linkages and contributions to rural communities (Telfer & Wall, 1996). Around the world a lot of attention will receive as a strategy to strengthening the link between tourism and agriculture. In Lalibela, there are historical attractions visited by many tourists who actually don't stay more nights due to lack of alternative attractions. In fact, if the agricultural products are well developed and linked with tourism, tourist stay will be extended or prolonged accordingly.

2.1.4 Agro-tourism Potential

Amalgamation of agriculture and tourism has resulted into Agro-tourism, which reorient the agriculture as tourist destination and attraction for providing a type of special interest tourism to cater the need of modern tourist to experience and obtain the knowledge of cultivating various products in agriculture. It gives an opportunity for urban people to get back to their roots of rural connectivity and also helps the cultivators to generate additional revenue and employment from their agro-fields.

Agri-tourism theory has been built out of its practices started in Europe and North America in 1800s. Urbanites of these nations with their families used to visit farms to meet their relatives who are in agriculture in order to escape from the city and to experience farming. Mostly they didn't really took the holiday as a part of agro-tourism because their main focus was to release tension and get some rest during that time. Visiting other countries became more popular with the development of transportation facilities in 1920s. Rural recreation gained interest again in the 1930s and 1940s by people seeking an escape from the stresses of the Great Depression and World War II. These demands for rural recreation lead to widespread interest in different agro-tourism activities during 1960s and 1970s. Farm vacations, bed and breakfasts, and commercial farm tours became popular in different countries since 1980s. But in Ethiopia the agro-tourism practice were taken as one pillar of tourism industry designed in the policy. In fact, we don't have the practical implementation on the ground yet.

Some authors discussed the potentials of agro-tourism; for instance, according to William (1994) there are two forms of agro-tourism activities (accommodation and non-accommodation) that are undertaken by farmers. On the other hand, Davies and Gilbert (1992) classified the agro-tourism activity into three based on accommodation, activity & day visitor.

Organization of economic cooperation and development (OECD) categorized the potential benefits of agro-tourism into different forms, those important ones are job retention and creation, farm support, landscape and historic building conservation, preservation of rural crafts and arts, environmental improvements, increased role of women, new ideas and initiatives.

Regarding with the natural resource potential, which determines the peculiarity of tourist products in rural areas, biological diversity or biodiversity of resources are differentiated according to their belonging to some sphere of geographic environment. From the perspectives of natural resources which have direct relation to the tourist services in the locality have direct influence on agro-tourism development which differentiate climate especially the landscape. The natural resources and conditions are great contributions for the development and expansion of recreation area out of the usual tourism destinations.

Ethiopia is also endowed with a broader biodiversity area for supporting the existing and new tourism activities. According to ministry of culture, sport and tourism the attraction of the tourism destinations were categorized historically, naturally and culturally. UNWTO also

differentiates the different form of tourism which are ecotourism, agro-tourism, rural tourism, urban tourism according to the natural attraction perspectives. Under this concept, agro-tourism has direct contribution for the expansion of ecotourism which encourages the tourist that gain an experience about the agricultural life. Strong relationships are also seen across the country in rural area with agricultural activities. Agro-tourism activities include vegetable farming, fruit picking, harvesting, bow hunting, fishing, traditional food festival celebrations, organic farming, bed and breakfast, special events in rural, visiting and staying at farm, horse riding etc. (Shrestha et al., 2011)

2.1.5 Practice of Agro-tourism

Agro-tourism enthusiasts are also buyers of natural agricultural products or crafts produced products which are typically for regions. Agro-tourism contributes to value enhancement for local products, Pivcevic (2017) whose finding revealed that practice of agro-tourism is an activity which helps for economic development and contributes to the survival and growth of agriculture and stock raising and forestry, hunting, fruit and vegetables growing. The practice shows that there are other subjects which are interested in the agro-tourism activity, while the companies concentrate their activity less and less on agriculture. The meaning of agro-tourism varies among different geographical regions, Polena (2013). Furthermore, the links between agriculture and rural tourism vary, this difference being due to the role of the community in these areas, Polena (2013).

Since agro-tourism activities provide services considering local heritage, environment and local characteristics, agro-tourism practices may differ between countries and within a country, Kizos & Losifides (2007). In many European countries, agro-tourism activities consist of lodging and meals in farms according to Central Okanagan Economic Development Commission (2012). However, as stated by Corum et al., (2001), “Agro-tourism encompasses exposure to and contact with local residents, customs, culture, and way of life, and activities in the surroundings” providing tourists a unique experience.

Therefore, so many agro-tourism practices were practiced throughout the world that designed by different international tourism organizations. Although, agriculture and tourism sectors are well established in the study area, agro-tourism practices are not popular among farmers. Only a very few members of the agrarian community were engaged in agro-tourism even at marginal level

since it is still an unfamiliar concept to the community (Rambodagedara et al., 2015). Existing agro-tourism activities in Lalibela and its vicinity are mainly not appealing for local tourists. In Lalibela and Lasta Woreda, the tourists visit is common in most historical attractions rather than visiting the farm fields and mostly did not have any chance to pick vegetables on their own that could give a unique experience for visitors.

Table 2.1. Agro-tourism Activities



(Source Rambodagedara et al., 2015)

2.1.6 Challenges of Agro-tourism

The tourism and agriculture nexus were hampered by different poles. Welteji & Zerihun, (2018) discussed the different researcher point of view through their journals in which it was explained that the agro-tourism industry was challenged both by the demand and supply side, from demand related factors accommodation ownership, tourism industry maturity, safety concerns and seasonality are the major one while in terms of supply side the physical limitations, poor product quality from the low level awareness about the tourist expectation, high price of local products, technological limitation, competition for labor and undercapitalization of the agrarian sector. The

current focus of the economic network is to further strengthen the link between agriculture and tourism.

Agro-tourism is very important for rural communities as well as for urban areas. It can provide several benefits: income, employment, housing, activities, and conservation of natural resources, recreation and education. Other main problems that arising from many countries is the low level of farm income. Agro-tourism aims to improve the standard of living of rural communities, mainly through an increase in the income of people working in agriculture. For this it uses various financial and agricultural policies. In many countries, agricultural farm income is almost equal to the average, Polena (2013).

Many issues and challenges existing at ground level are linked with the farming community since they are directly involved in agro-tourism activities as main service providers. Major challenges of public sector are linked to the planning, facilitation and the implementation process, since they have a direct responsibility and authority to initiate and promote agro-tourism. In spite the fact that tourism sector has a crucial role to link and direct tourists to farm based tourism activities, poor linkages and marketing gaps pose major challenges (Rambodagedara et al., 2015)

Infrastructure limitations, distrust between tourist and agricultural supply, limitation of middle class people to link tourism and agriculture are common factor for agro-tourism development.

2.2 Empirical Review

The linkage between tourism and agriculture is gaining recognition by different researchers or scholars but tourism and agriculture research is focused primarily on hotel, food procurement and raw materials which were incorporated from farm land and food consumptions of tourist rather than using recreational values. Torres (2002) assessed towards a better understanding of tourism and agriculture linkages in the Yucatan: tourist food consumption and preferences in USA, under this study it was concluded that tourist food consumption and preferences do not represent a major obstacle promoting future tourism and agriculture linkages. Therefore under this perspective the agro-tourism integration and practice were not assessed. Triarchi & Karamanis (2017) presented the development of tourism market through the alternative forms of tourism and assessed the different alternative form of tourism. Especially the discussion

concluded that under alternative tourism different tourists become more interactive and creative, specifically cultural tourism needs to be repositioned and become more “creative” too.

Chatterjee & Prasad (2019) described the Evolution of agri-tourism practices in India: Some Success Stories and the paper focused on cases of various successful farms from India and integrates them to analyse the sustainability factors in the farms and in addition to that only specific area and methodological gaps were considered.

Other studies conducted on nature based tourism activities nexus with agricultural product development (Welteji & Zerihun, 2018) in Bale Mountain National Park in Ethiopia, and concluded that no coexistence between agriculture and other tourism product destinations. What makes this study differ is that there are historical attractions in and around Lalibela, so visitors can be considered to spend more time after the visit, especially to understand the status and attractions of agro-tourism and what mechanisms were done by the government bodies as well as the local communities understanding towards the growth and development of agro-tourism. Other studies by Tadesse (2015) entitled with “Opportunities and Challenges of Tourism Development in the Addis Ababa-upper Rift Valley Corridor” and concluded that the upper rift valley corridor has diverse physical environments and cultural resources, significant social infrastructures, reasonably well developed roads and pathways, well-developed hotels and restaurants, secure and dependable environments, welcoming populations and significant private sector involvement in resort development and management. In this perspective only the tourism potentials and product accessibility were considered and discussed. Therefore, the agro-tourism practice and limitation were not being conducted and analysed.

Teshome et al (2020) studied about the barrier of community-based ecotourism development in Ethiopia especially in Mekdela Amba area, and concluded that there were lack of marketing and promotion activity, low level of knowledge and attitudes of local community towards community based ecotourism, lack of cooperation among stakeholders, lack of professional guides, lack of major infrastructure and facilities.

Studies were conducted in and around Lalibela by Girma (2013) on assessing the participation of the community for the enhancement of tourism. Under this study the focus was on the community participation for benefit sharing, tourism contribution to generate additional income in the study area. This indicates that the focus area was community based ecotourism

experiences but the agro-tourism development and practices as well as its limitation and challenges were not conducted and analysed.

In general, there were no more studies about agro-tourism practices, challenges or limitations and integration in Ethiopia particularly in Lasta Woreda and Lalibela Town Administration.

2.3 Conceptual Framework

The current challenge of sustainable tourism development is lack of viable tourism enterprises in rural areas that increase economic across the globe. Most rural areas in the world have experienced for long time in numerous transformations that have entitled changes and activities that takes place (Dorobantu, M., 2014). Based on those authors, the integration of agricultural products and tourism can be called as agro-tourism which can be viewed as an integrated system of activities that takes place in rural areas, activities that are in relationships of independence and which have as their final goal of regional rural development.

As Budisa and Gusti, (2014) explained the community based tourism perspectives. Under this ideology, community-based tourism development has a mutual benefit for rural communities and governmental bodies. From this view point, the agro-tourism integration development were not explained as a fruitful support for sustainable tourism development.

Although some areas have historical and natural attractions for tourism, there is a significant gap in combining their resources with other tourist attractions. Seemingly, Lalibela and its environs have both natural and historical heritage, but it has a major problem in combining or integrating the historical, cultural and natural attractions with agricultural practices in the form of agro-tourism. As explained earlier, agro-tourism is part of rural tourism which can also be designed to generate a supplemental income for the farmer and business venture of travel and tourism professionals. This study explores the challenges of integrating agriculture with tourism in Ethiopia particularly in the study area.

Ethiopia has so many agricultural products such as fishing, milking, fruit picking, preparation of foods, cow/goat keeping, ploughing, mowing, etc. those can be able to developed as agro-tourism destinations for a given area or country, However, in real context of Ethiopia particularly at Lalibela and its vicinity some agricultural products are seasonal either in summer or winter. If

the concerned bodies still do their duty appropriately, all the agricultural products have values for different purposes like recreational, traditional arts and other research values.

Most agro-tourism practices are time bounded and take as complementary activities rather than overestimated as a usual tourism potentials and practice. If countries which develop agro-tourism destinations can gain multiplier benefits rather than normal tourism activities. Therefore, agro-tourism main benefit focus is rural households who can enjoy this benefit in small space, host-guest relations development and gaining cultural experiences. As Weltiji (2018) discussed, the four factors affected the nexus between tourism and agriculture in Ethiopia. Those factors are demand factor; supply factor, market and intermediary factor and government policy factor but not including factor which is particularly affects the agro-tourism industry in rural areas. While the agro-tourism industry develops, the lifestyle of rural community would be improved.

Many of the existing issues and challenges at the ground level are related to the farming community as it is directly involved in agro-tourism activities as the main service providers. Major challenges of public sector are linked to the planning, facilitation and the implementation process, since they have a direct responsibility and authority to initiate and promote agro-tourism. Despite the fact that tourism sector has a crucial role to link and direct tourists to farm based tourism activities, poor linkages and marketing gaps pose major challenges. Identified key challenges which are directly and indirectly affecting agro-tourism development in farming community is shown in the Figure 2.4. It has also identified the negative impact on developing agro-tourism among the farming community amidst the prevailing challenges and issues.

In Ethiopia as a whole and in Lasta Woreda and Lalibela Town Administration in particular, this form of tourism is still on its early stages of development as cited on the policy. Despite being one of the least developed forms of rural tourism in Ethiopia, the focus group participants believed that agricultural based tourism could serve as mitigation to some of the challenges facing the local people in rural areas. If well developed, agricultural based tourism products would not only be utilized by tourists but also the local people. In this context, rural communities benefits as the supplier of the agricultural based tourism product. This leads to multiplier effect which impacts on the entire rural communities. The Ethiopian tourism policy described and settled as main issues should improve farming conditions and encourage people to employ sustainable methods of agriculture. This way, the participants believed this form of

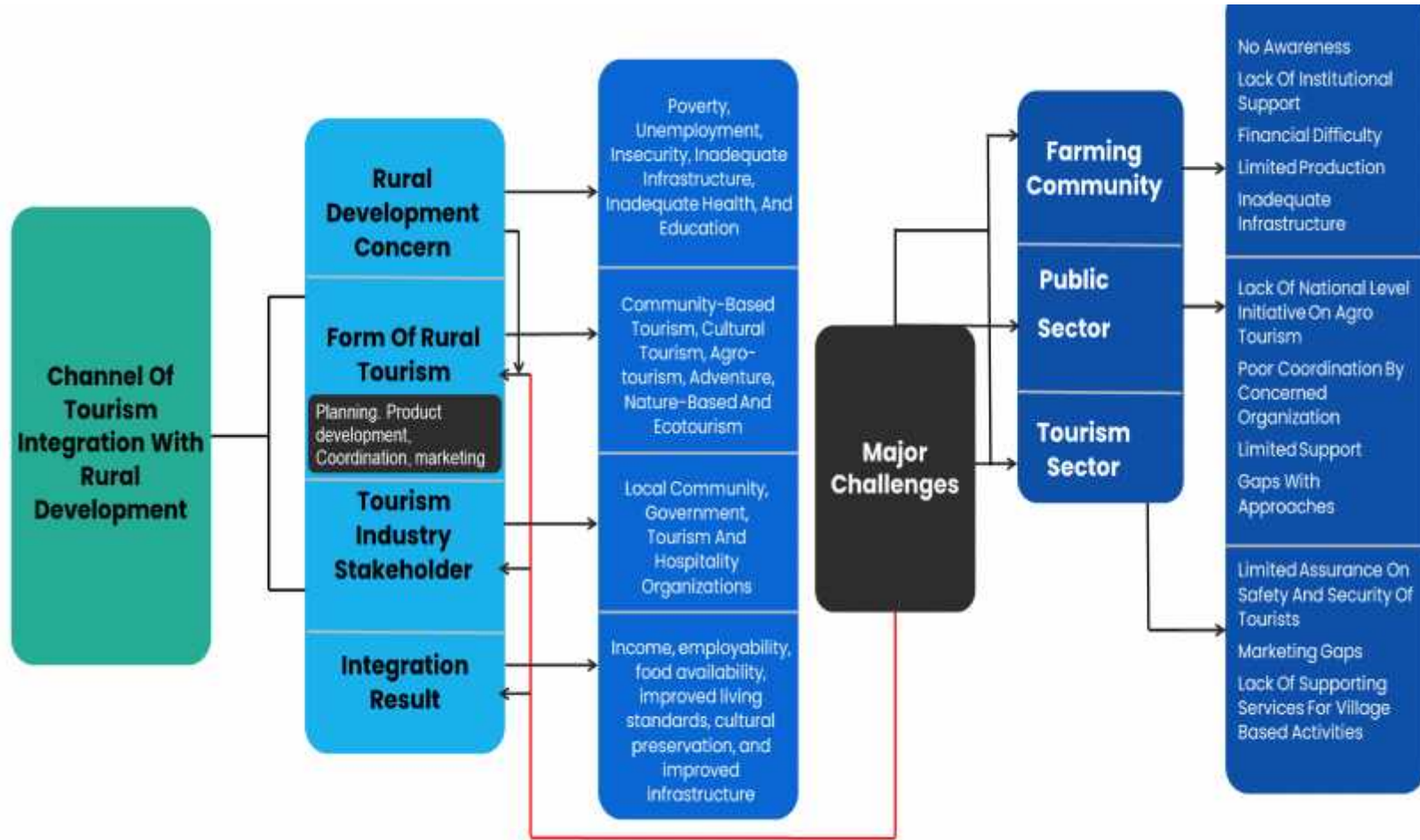
tourism would lead to a lot of benefits being enjoyed by the local people. For instance, while tourists travelling to Lalibela for a visit of the amazingly excavated rock hewn churches, they might feel the hard work and less productivity of the indigenous farming system and they comment for the improvement of the farming conditions. As the result, all stakeholders especially the policy maker consider the suggestion to correct the drawback and to modernize the agricultural practice which will help the development of tourism on the other side, too.

Agro-tourism presents a unique opportunity to combine aspects of the tourism and agriculture industries to provide a number of financial, educational, and social benefits to tourists, producers, and communities. Agro-tourism gives producers an opportunity to generate additional income and an avenue for direct marketing to consumers. It enhances the tourism industry by increasing the volume of visitors to an area and the length of their stay. Agro-tourism also provides communities with the potential to increase their local tax bases and new employment opportunities. Additionally, agro-tourism provides educational opportunities to the public, helps to preserve agricultural lands, and allows states to develop business enterprises.

While agro-tourism may create new potential revenue streams, it also presents new legal issues for farmers and landowners.

The rural development was helpful for the development of agro-tourism, if the infrastructure, inadequate health and other concerns were pushed the tourism industry stakeholders including the farm community to increase the choice of business opportunities. Agro-tourism were categorized under rural tourism, if those type of tourism industry were planned and operated properly as it has significant effect on community's income generation. The loose of strong integrations of farm community, the government organization or public sector and tourism sector linkage were having pitfalls that constraints the development of agro-tourism industry. The agro-tourism practice was the concern of rural development to increase the local community's income and it must be designed in accordance of rural tourism industry behaviour.

Figure 2.2 Channel of Tourism Integration with Rural Development and Challenge of Agro-tourism



Source: authors design 2021

CHAPTER THREE

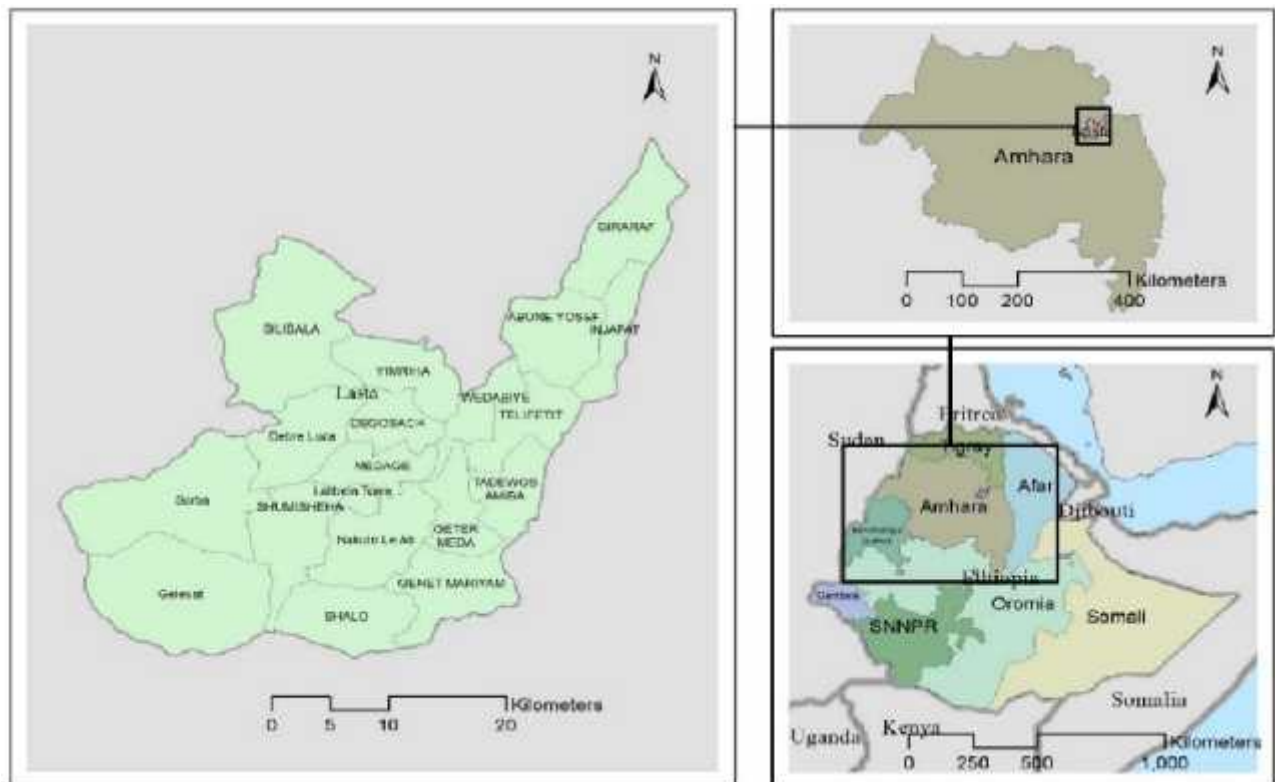
RESEARCH METHODOLOGY

In order to conduct this research, descriptive research methods were used to examine current functional agro-tourism businesses and other available opportunities, and to systematically describe or provide information, such as community conditions, situations, problems, phenomena, services or plans, or describe attitudes to problems. Both qualitative and quantitative research approach were used. The number of agro-tourism potentials, as well as data that were collected by questionnaires were analysed quantitatively and the perception of respondents were analysed qualitatively. Both primary and secondary data source were used.

3.1. Description of the Study Areas

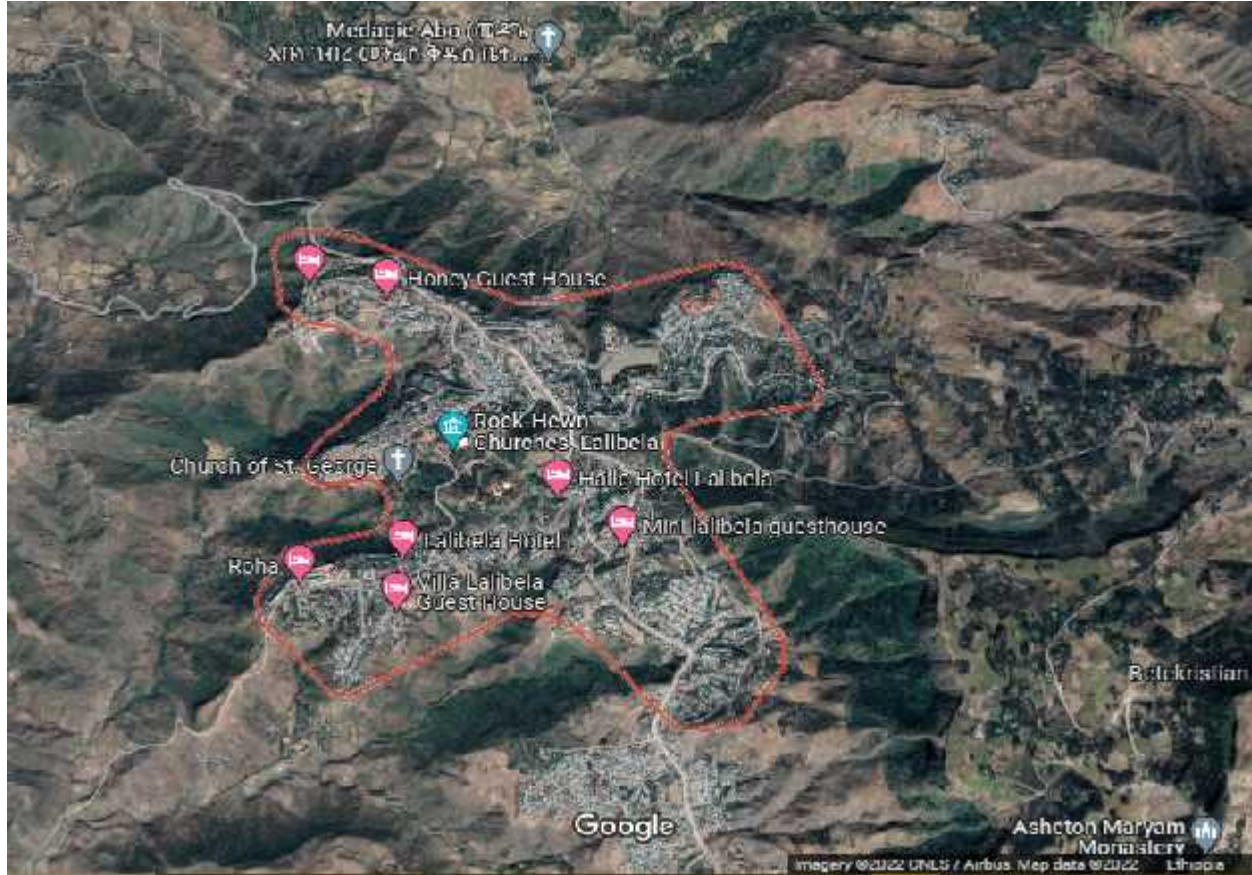
The two study areas, Lalibela Town Administration and Lasta Woreda, are located in North Wollo Zone of Amhara National Regional State. Lasta Woreda is 1,127 sq. km wide and is divided into 26 administrative kebeles; whereas Lalibela Town Administration has five kebeles.

Figure 3.1 Geographical locations of Lasta Woreda and Lalibela Town Administration



(Source Lasta Woreda Administration, 2021)

Figure 3.2 Geographical locations of Lalibela Town Administration



Source: Satellite map of Lalibela taken from Google Maps @2022 CNES/Airbus

Formerly administered in one district, the study areas have altitudinal range between 1,500 m.a.s.l. to 4,200 m.a.s.l. The average rainfall and temperature of the area are 817 mm and 17.7°C based on long term (1970 to 2000) climate data obtained from world climate.

According to MoW (1998), Lasta Woreda has four of the five thermal zones: high wurch (the coldest of all agro-climatological zones), wurch (first wurch type), Dega (third Dega type) and woyna dega (the fourth woyna dega type which is the coldest woyna dega).

The production system of the study area is mainly mixed agriculture where livestock and crop production co-exist (ILRI, 2017; MoW, 1998).

The population of Lasta Woreda is estimated to be 163,495 after projection for 2018/19 based on estimation value from the 2007 national census (CSA 2007) and Lasta Woreda Administration office data with an annual 2.6% growth rate.

Lalibela Town Administration had a population size of 17,367 in 1999 E.C (CSA 2007). The projection for 2011 E.C would be 22,786. However, with the addition of rural kebele to the town administration and influxes of people from rural areas, the population has now risen to 46,619

3.1.1 Potential Agro-Tourism Sites in the Study Areas

The study area is endowed with historical, religious, and geographic attractions; the rock hewn churches being the prime tourist destination site. In addition, the diverse topographic features enable the area to produce diverse crops along with livestock production. Potential agro-tourism sites found in the study areas were:

- Irrigated agriculture in Medage kebele of Lasta Woreda where one can find home yard vegetable, fruit, coffee, spice, and field crop production
- Irrigated production at Simeno, Kechin Abeba, Sorba, and other rivers and streams of Lasta Woreda
- Temperate fruit production site near mount Abune Yosef, the fourth peak in Ethiopia
- The honey production site at Gurdo Ber in Lasta Woreda
- Fruit production compound of Water Development office at Shumshiha kebele of Lasta Woreda
- The national honey museum and its honey production and processing premises in Lalibela Town Administration
- The meat processing site at Meskel Kibra kebele of Lalibela Town Administration



Figure 3 Mount Abune Yosief

3.2. Research Design and Approach

3.2.1 Research Design

According to Kothari (2004), descriptive and explanatory research aims at describing and explaining the state of affairs or phenomena as it exists at present through surveys and fact-finding enquiries. Therefore, this research aimed describing and explaining the current availability of agro-tourism potentials, practices and their integration. To conduct this research, cross sectional mixed survey methods were used or both qualitative and quantitative data were gathered and discussed.

As discussed earlier the nature of agro-tourism potential, practice and nexus of agriculture and tourism are not properly utilized or well known by tourist as well as local communities in Lalibela and Lasta Woreda. Depending on the specific response, information was gathered from respondents (tourism expert in Lalibela government office, farmers in Lasta Woreda communities) the researcher discovered the areas and gathered his findings. From the perspective

of data collection; concurrent and triangulation mixed method mechanisms were employed for better understanding of the agro-tourism limitation, practices, potentials and its integration. The qualitative and quantitative data were collected and analysed in parallel or have equal opportunity to process and the analysis were done independently but the data were converged during data interpretation at final stage.

3.2.2. Research Approach

According to Creswell (2009), research approach is the plans and procedures which researcher is able to span the steps from broader assumption to detailed methods of data collection, analysis and interpretation. On the other hand, Creswell (2014) stated that researchers need to make explicit the philosophical ideas or set of beliefs or what he calls ‘philosophical worldviews they adopt while making choices over research approaches.

Therefore, under his considerations the plans are involved by researcher decision which makes sense for the research topic. Hence, in this study both qualitative and quantitative approach was used. Regarding qualitative approach; the perception, opinion or attitude of the local community, tour guide and other tourism stakeholders on the perspectives of agro-tourism potentials, practice and the nexus of agriculture and tourism were incorporated through interviewee and as much as possible through group discussion. The Likert scale questionnaires for those agro-tourism activities around Lalibela were described by numerical forms which is called quantitative approach. Generally, in this research mixed research approach was used.

3.3 Source of Data, Collection and Tools

3.3.1 Source of Data

To conduct this study both primary and secondary data source were used. The primary source of the data was Likert scale questionnaires and semi structure interview as well as focus group discussion. From the secondary data collection perspective, document analysis, article review analysis and reports from governmental organizations were used.

3.3.2. Data Collection and Tools

3.3.2.1. The Primary Data

The primary data was collected through questionnaires', interview, observation/field work survey, and focus group discussion. All the questionnaires were gathered through exploring concurrent methods.

A. Questionnaires

According to Kothari (2004), this method of data collection is quite popular, particularly in case of big enquiries. It is adopted by individuals, researchers, public and private organizations and even governments. In this way, questionnaires were distributed to interested local communities with the request to answer the questions and return the questionnaire which demands their perceptions and awareness about the agro-tourism development as well as the system of integration of agricultural product and tourism industry. A questionnaire consists of a number of questions that were prepared by Likert scale including the open-ended questions set at the end to get their free opinion. The questionnaires were given to respondents who were expected to read and understand the questions and write down the reply in the space provided.

Both open ended and close ended questionnaires were prepared for the two Woredas' culture and tourism office employees, tourists as well as local communities who were able to read and write. Similarly, questioners were given for the people who were unable to read and write helped by the data collectors who supports the researcher as a data collector. In general, from 275 farm communities for whom the questionnaires were distributed, 268 were returned and filled properly. However, 7 questionnaires were void by the researcher as they were not filled properly as instructed.

B. Interview

Semi-structured interview was taken place in 10 farm communities within the five kebeles of Lasta Woreda and 10 from Culture and Tourism office of the Lalibela Town Administration to get relevant information about agro-tourism that were selected purposively. Although the manner of interviewing was much debatable than its meaning, its core purpose was to gain relevant information as perceived significant by the researcher from the stand point of the agro-tourism limitations, practices and system of integration perspectives. Therefore, this instrument

was used to gather deep information about the issues undertaken. Depth interviewing was involved for gathering particular ideas, program, and the current practice of agro-tourism based on respondent's perception. This was also important for detailed information about individual persons' thought towards agro-tourism. And of course, for exploring new ideas/issues. The interviews were prepared for selected local communities for both individuals who were able and unable to read and write in both Woredas.

Interviewee respondents were conducted in each kebele focused on one farmer and the kebele administrator were selected by researchers judgmental. Five respondents from Lasta Woreda culture and tourism office and five from Lalibela town city administration culture and tourism office were taken purposively to get the relevant and constructive assumption of the agro-tourism integration, limitation and practice of the study. Only two individuals were taken from each kebeles and have a total of 10 individuals were selected in the kebeles and the rest of 10 interviewee respondents were taken from culture and tourism office.

C. Focus Group Discussion

Another way of collecting the primary data for qualitative approach was focus group discussion to obtain critical information of a particular topic. This focus group discussions were used to conduct and able to identify the need assessment through engaging and brainstorming. Focus groups are often used to conduct needs assessment or to engage them together for brainstorming and become able to be creative for problem solving, as well to participate in the constructive and pretesting of the instrument. The discussions were conducted in the local communities who reside in Lasta Woreda among the people who were both able and unable to read as well as write in some cases were very considerable to gather best information and data. 35 up to 40 minutes were given for each group; the number of participants in structured discussions is better at the range of 6 to 10 in homogenous stranger's informal setting (Morgan, 2015). Therefore, in this study from 90 interviewee 18 for each kebele were arranged by researcher's decision and those group discussions were also grouped in to two, (9 respondents in each group). The focus group discussion was conducted based on standard number of respondents group. During the focus group discussion, the researcher was the main facilitator of the discussion and data collectors as well as the kebele administrators who also facilitated the respondents to raise constructive points.

D. Observation

It was also through observation the researcher explored the agro-tourism activities in the identified Keble's of Lasta woreda, as well as explored whether agricultural activities in the area were destined for tourism. It also looked at how agricultural activities can be integrated or structured, even if there not practiced for tourism. The limitation, potential, integration and practice were also observed by researcher.

3.3.2.2. Secondary Data

The secondary data was primarily gathered from ministry of culture and tourism, Ethiopian tourism organization report, initiation for agro-tourism, Lalibela town and Lasta Woreda culture and tourism office, from different journal, world tourism organization country report, published documents, papers, and books. After collected the whole necessary documents and depth reading, the researcher gained the major findings which were taken as literature.

3.4. Target Population and Sampling Frame

3.4.1 Population of the Study

The target population of the study areas were the Lasta Woreda and Lalibela Town Administrations, particularly those two Woredas' culture and tourism office workers and the targeted kebeles administrators and selected farmers.

3.4.2. Sampling Frame

Sample frame is a list from which sample is to be drawn (Kothari 2004). The sample frames of the study were done on 5 selected kebeles in Lasta Woreda Administrations, the Woreda's culture and tourism office, as well as Lalibela Town Administration's culture and tourism office. The reason to select those administrations was the fact that officers working in the ministry of culture and tourism bureau were the facilitators and concerned bodies of tourism development. The other mechanisms the researcher did select the 5 Kebeles from 26 Kebeles by using convenient methods that were the suitability of agricultural products which were more and easily accessible then able to consume by tourists while agro-tourism develops as well Lalibela town administrations selected purposively.

Table 3.1: Total Population from Selected Kebeles

No.	Name Of Kebele	No Of Population	Sample size
01	Medage Kebele	6,845	70
02	Sorba Kebele	7,698	52
03	Abune Yosef Kebele	8,735	65
04	Shumshiha Kebele	5,413	63
05	Kulmesik Kebele	4,328	45
	Total Population Of Kebeles	33,019	-
	Woreda Culture And Tourism Office	27	10
	Total Sample Size	33,046	395

As shown above, the total number of populations within the five Kebeles is 33019. Therefore, the samples were demarked within the five Kebeles population and the two Woreda administration culture and tourism offices.

3.5 Sampling Technique and Sample Size Determination

3.5.1 Sampling Technique

While conducting the study, the researcher was conducting both probability and non-probability sampling techniques. The gathered samples were the representative of the total population. From non-probability sampling, the 5 Lasta Woreda Kebeles were selected purposively from 26 Kebeles and Woreda administration culture and tourism office and from Lalibela town administration culture and tourism office. The researcher identified each selected kebele administrator purposively and individual respondents from farmers' perspective selected using simple random sampling techniques. The 5 kebeles (Medage, Sorba, Abune Yosef, Shumshiha and Kulmesik) were selected purposively. Using simple random sampling was very important providing equal chance for the farmers from the selected Kebele of Lasta Woreda. The questionnaires were also dispatched to persons who were able to read and write and filled by themselves. On the other hand, for the persons who were unable to read or write, the questioners

were read to the people privately and their responses were filled by data collectors. The two sectors' workers were selected by researchers purposively for being interviewee. The focus group discussions were conducted in the five Kebeles. Deep interviews were also conducted for the culture and tourism officers and administration leaders selected purposively from Lasta Woreda and Lalibela town administration. Generally, for the success of this research 20 respondents were selected for interview from each kebele and culture and tourism office those who were selected purposively. 268 of the respondents were participated in Likert scale questionnaires (18 respondents in each Kebele assigned into two groups which were selected for focus group discussion in the total Kebeles purposively). Proportional sample size from each five kebeles were shared 395 sampling population, under the total population, five kebele administrators were selected purposively. Concurrent data gathering mechanisms were used.

3.5.2 Sample Size Determination

Sample size determination is the key role player of any research to succeed the objectives. The total number of the population in the selected Kebeles were known and limited due to this reason. The samples of this research were calculated based on Taro Yemane formula with a confidence level of 95%. The margin of error with 95% of confidence interval was 0.05.

There for number of respondents were calculated as $n = \frac{N}{1 + N(e)^2}$

Where n= the required sample size

N= total sample size population

e= allowable margin error (achievable margin error)

Based on the above formula substituting the number and gained results

$$n = \frac{33019}{1 + 33019(0.05)^2} = 395$$

3.6 Method of Data Analysis

3.6.1 Qualitative Analysis

The qualitative data was accomplished and analysed after collecting the perception, opinion, comments, suggestions as well as the emerging documents. Analysing the content was very important for determination and summarization of the data which was collected verbally from interviewee. In addition to this the literature framework was very important in interpreting and contracting the responses' perception as constructive idea. Those qualitative data were made

easily through smooth relations with local communities and farmers who became interested and listed all the views what they felt. In accordance, when the people were coming back from the churches, on Sundays, the researcher created each group (consisting of 9 individuals) so as to get the unlimited views which was recorded vocally. All the recorded documents were analysed as those perceptions were partly differ from each other and similar assumptions were also integrated to summarize the relevant concepts and point of views.

3.6.2. Quantitative Analysis

Self-constructed questionnaires on the integration of agriculture and tourism, limitation and practice of agro-tourism in Lasta Woreda local communities were gathered for betterment of the quantitative data analysis. Including the socio-demographic character the data were analysed using SPSS (statically package for social science) version 20. Fantastic, logical descriptive and informative approach was carried out in order to achieve the successive and meaningful results. After accomplishing all the variables and data entry it was presented through figures, graphs and mean. All the variables were grouped into three dimensions (practice of agro-tourism, limitation of agro-tourism and integration of agro-tourism) to know the reliability test of the data. After categorizing the variable each dimension was tested by Cronbach's alpha test. The validity of the variables (either validated or not validated) was tested through factor analysis and principal component analysis methods.

3.7. Ethical Considerations

In order to gather and accomplish the data, the researcher received a letter from Addis Ababa University College of Developmental Studies, Centre of Environment and Development Studies, Tourism Development and Management Program. The letter helped to get permissions for gathering the relevant data from farmers and culture and tourism office experts in Lasta Woreda and Lalibela Town Administration. Thankfully, the Woredas' culture and tourism office members collaborated the researcher during data collection methods in rural areas and Likert scale questionnaires, interviews and focus group discussion.

3.8. Reliability Test of Data

The quantitative data prepared by Likert scale questionnaires ranged from 1 (strongly disagree) and 5 (strongly agree) were encoded into SPSS version 20. All the variables were encoded into SPSS within three dimensions. Some of the variables were used under the dimensions adopted or developed by (Rambodagedara et al., 2015) and most of the variables were developed by the researcher himself. Standard values of Alpha: > 0.9 excellent, > 0.8 is good, > 0.7 is acceptable, > 0.6 is questionable, > 0.5 is poor, and > 0.5 is unacceptable. There for the internal consistency of the dimensions of agro-tourism practices, integration and limitation was statistically acceptable (table 3.6)

Table 3.2 Reliability Test of Each Dimension

Dimensions	Reliability Statistics		
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
Limitation of Agro-tourism development	.751	.762	9
Practice of Agro-tourism	.670	.674	17
Integration of agriculture and tourism product	.750	.755	6

(Source: researcher survey 2021)

From table as shown above, Alpha based standardization is produced if the composite items are changed into z-scores before computing the Alpha. Therefore, the Alpha value of each dimension was almost identical values which were produced limitation of agro-tourism (.751 vs.762), practice of agro-tourism (.670 vs.674), integration of agriculture and tourism (.750 vs.755). These values indicate that the means and variances in the original scales do not differ much and the standardization does not make a great difference in alpha.

CHAPTER FOUR

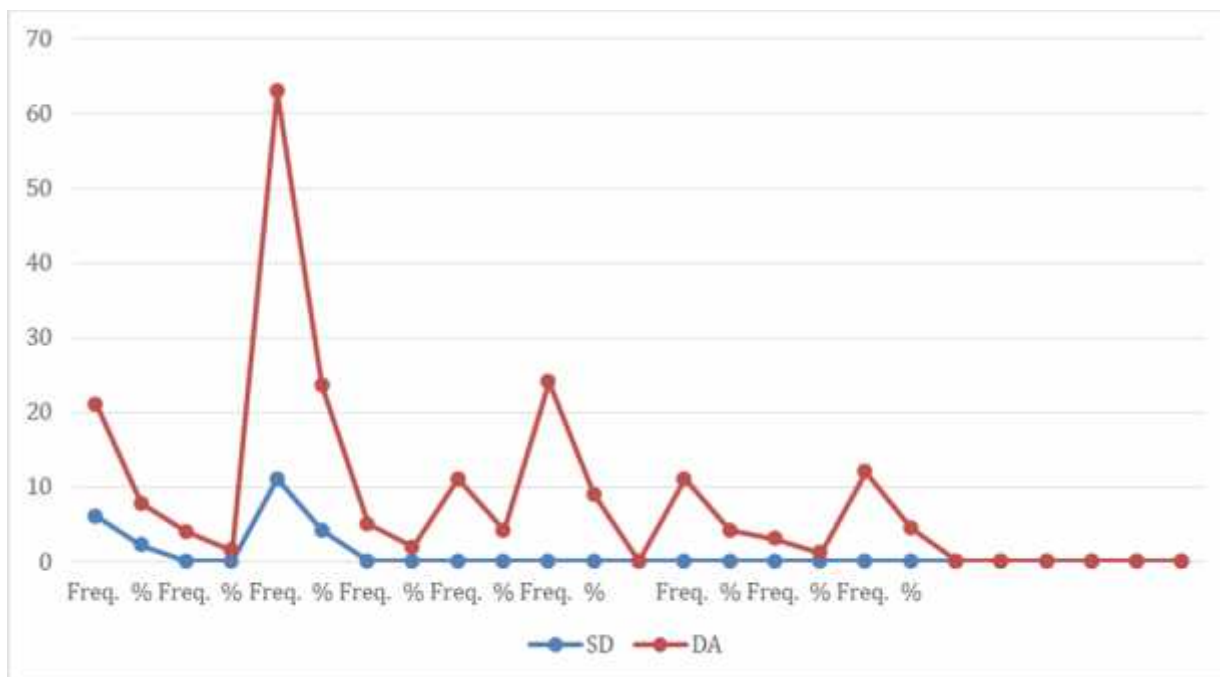
DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Under this chapter the background of respondents, the limitation of agro-tourism development, the practice of agro-tourism and integration were discussed.

4.1 Background of Respondents

The data presents the socio-demographic characters of respondents on the issue of agro-tourism developments in and around Lasta Woreda and Lalibela Town Administration. The farm community perception towards agro-tourism was analysed.

Table 4.1 Descriptive Statistics of Socio Demographic Characteristics of Respondents



(Source: the researcher own survey 2021)

Based on the table 4.1, item number one respondents referring gender perspective 172 (64.2%) were male and 96(35.2) were female. The ratio of respondents was under the expected range due to the nature of the environment or village.

The second point from table 4.1 age of respondent’s perspective 63(23.5%) were in the age group of 18-28, 106 (39.6%) were under 29-39 years age, 71(26.5%) were under the age 40-50 and 28(10.4%) were 51 and above years. From this perspective, most of the respondents were

less than 50 years and this creates the good opportunity to understand the benefits of tourism and agriculture amalgamation to forward.

Regarding the educational background of the respondents, 142(53.0%) were illiterate or no any academy, 89(33.2%) were from grade 1-9, 23(8.6%) were from grade 10-12, 12(4.5%) were diploma, 2(0.7%) 1st degree. This indicates that the number of participants who can read and write were half of the total respondents and able to display their assumption and write down without any supporter.

Regarding marital status of the respondents, 230(85.8) were married, 18(6.7%) were unmarried, 15(5.6%) were divorced and 5(1.9%) were widows. This indicates that most of the respondents were married and able to understand the different business opportunities as householders.

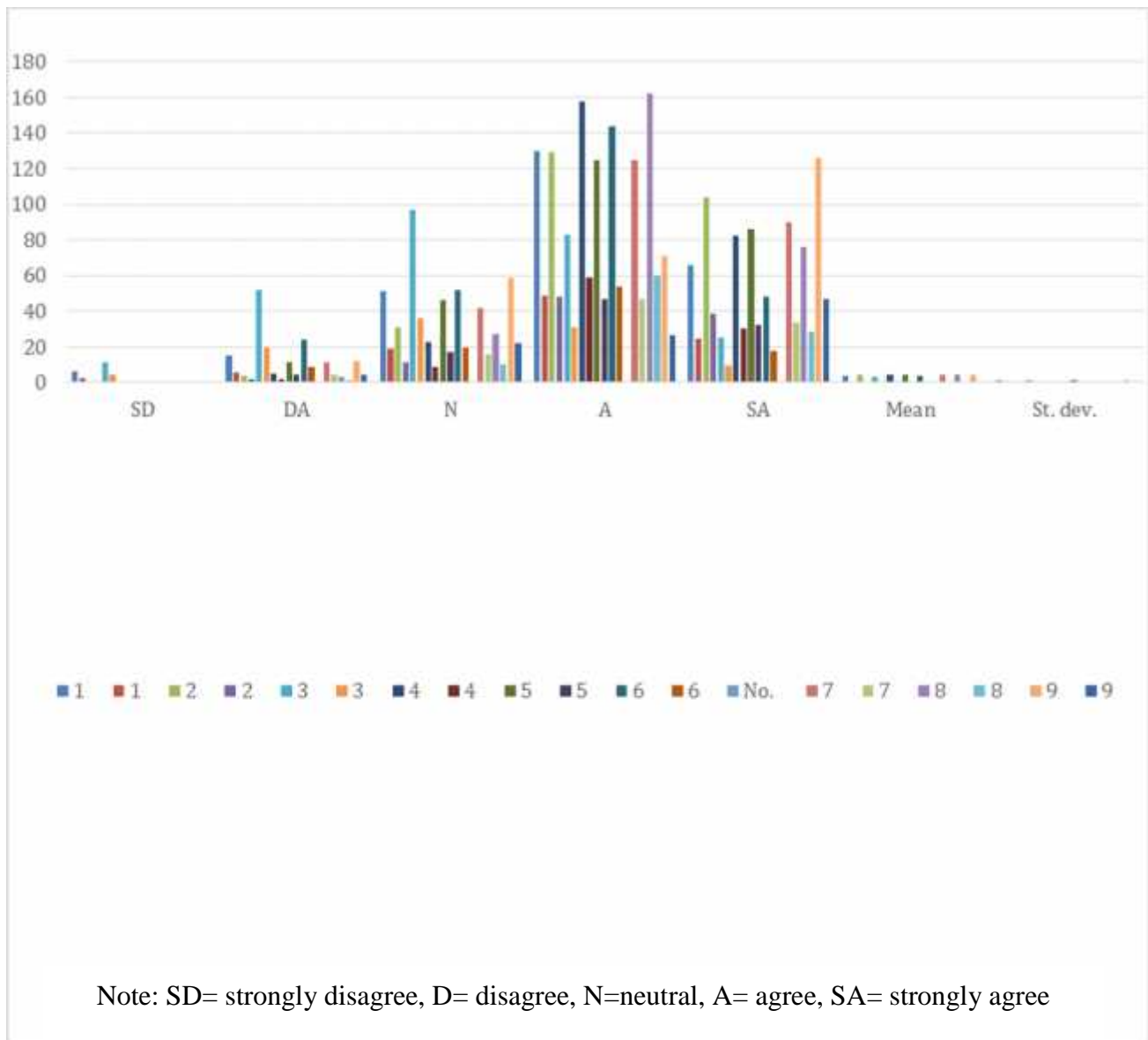
Item number five from table 4.1, Length of years lived in the kebele perspective 71(26.5%) were less than 10 years, 71(26.5%) were greater than 10 years but not lived since they were born, 126(47.0) were lived since they were born. This indicates that the number of respondents were integrated from short lived individuals and long-lived individuals. Most of the respondents were long lived and expected to give good information about the locality. Due to marriage consequences the number of individuals was moved from one or nearest kebele to other kebeles.

The last perspectives regarding the number of respondents and the current kebeles, 68(25.4%) were taken from Medage kebele, 52(19.4%) were from Sorba kebele, 47(17.5%) were from Abune Yosef kebele, 63(23.5%) were from Shumshiha kebele, 38(14.2%) Kulmesik kebele were taken as respondents. The number of individuals who were not equalized was based on the interest of respondents and decisions of researchers as well as through getting respondents who could be able to write and read.

4.2 Agro-tourism Challenge

For Meyer (2007) sourcing local agricultural product which is one of the key benefits that the tourism sector can offer in the developing world though those agro-tourism sectors were challenged by different situation. In this issue it furnishes the finding of critical analysis on the existing challenges that hindering from the development of agro-tourism exercise in Lasta Woreda and Lalibela town administration.

Table 4.2. Descriptive Statistics of Agro-tourism Challenge



(Source: the researcher own survey 2021)

Based on the table 4.2 above, challenges of agro-tourism development was seen with lack of infrastructure perspective which has a mean value of 3.88. In this case the range is starting from 1(strongly disagree) up to 5(strongly agree) as value shown is nearly agreed. This indicates the infrastructure accessibility is the factor which hindering the development of agro-tourism. Lalibela was endowed with the nature of historical attractions and so many tourists were travelling to visit those sites but they have short period of durations. If infrastructures and agro-tourism were developed, the duration of tourists in Lalibela and Lasta Woreda would have a great influence on tourists stay. Therefore, perspective of agro-tourism infrastructure development were highly hindering the length of tourist stays.

From the second item number 2, lack of community awareness about the beauty of organic farming 129(48.1%) were agree, 104(38.8) were strongly agree, 31(11.6%) were neutral. This indicates that the community awareness about the farming activities that attract the tourist were very low. Although there are potentials to develop agro-tourism among the farming community in Lasta Woreda and Lalibela town administrations, farmers' awareness on agro-tourism activities on those study area were not satisfactory. Therefore, action is necessary to provide proper awareness, training and guidelines on agro-tourism to farmers as well as other relevant officials.

As PPV11 interviewee respondents:

“The local communities have their own drawbacks about the tourism industry which supported their economic activities. They only focus on the agricultural products which increase their annual income rather than attracting tourists through their own unique farming activities.”

Regarding item number three, rare agricultural product attracting tourists has 11(4.1) which were strongly disagree, 52(19.4%) were disagree, 97(36.2%) were neutral, 83(31.0%) were agree and 25(9.3%) were strongly agree. From this perspective the majority of the respondents were confused either rare or not rare agricultural products that attract tourist. In the mean value perspective, around 3.22 were under the range of neutral and agree.

As PPV15 respondent said that:

“More than 99% of the Lasta Woreda people were farmers, due to so many agricultural products the practiced by the farmer. But organizing the production and utilized as a resource of tourism as well as their understanding were very low.”

Seemingly, item number four, Lack of genuine commitment of farm workers has a mean value 4.18. This indicates the farmer's commitment for agro-tourism development was low.

Item number five, less product diversification has 46.6% of respondents who were agreeing, 32.1 respondents were strongly agree. In this view, majority of respondents were above average and concluding that product diversification was low.

Vourdoubas (2020a) proved that agro-tourism offers diversified activity in rural areas which could help farmers to increase their incomes and avoid migration, sustaining their agricultural activities and contributing to the environmental protection of their territories. However, in Lasta Woreda administration, the product diversifications were low and susceptible for different crises.

As PPV01:

“We have so many agricultural products but we are not using these products as tourism attraction. Even if some tourists are attracted, the number of visitors are very low. In our kebele there are farming activities like fruit production, honey production, cattle keeping and so on.”

The modernized agricultural production was low point with 24(9%) were disagree, 52(19.4%) were neutral, 144(53.7%) were agree and 48(17.9%) were strongly agree. The result shows modernized agricultural practices which helps to develop agro-tourism were no satisfactory or good.

Based on the farmer attitudes and cultural traits, the point of view of respondents 46.6% were agree, 33.6% were strongly agree and 15.7% of respondents were neutral. As the result indication, the attitude towards agro-tourism development has other challenges that hindered from its development.

From Lasta Woreda culture and tourism office interviewee, respondents (PPV12) said:

“The local community were not aware about the agro-tourism concept. They only focused on tourists who came to their locality for the purpose of visiting the historic rock hewn churches of Lalibela and other monasteries in the vicinity. If anyone from the local community wants to generate additional income from tourists, he or she must be going to Lalibela town where tourists are available”

The Ethiopian Ministry of Culture and Tourism's policy (2009) were taken as National Level Initiatives for Agro-Tourism development and community based tourism development. In this policy it was recommended to promote agro-tourism among the farming community as a policy

level initiative with the coordination and partnership of every stakeholder from top to ground level (public sector, private sector and farmers). In fact, the implementation regarding agro-tourism development is very low or none compared to the usual destinations development like historical, cultural and natural attraction.

Lack of entrepreneurial behaviour of farmers has a mean value of 4.16. This indicates that most of the respondents were agree on the issues. Their culture of entrepreneurial behaviour was limited other than farming. They did not consider using agricultural products as an attraction of tourists.

G02, concluding their perception:

“Most of our communities managed their life from agricultural products especially farming activities. In addition, irrigation (at low level) and animal production also support our life. Few individuals who reside close to Tekeze River engaged in fishing seasonally. Out of this practice we did not know about the agro-tourism concept.”

The overall environment of the study area has a good opportunity to develop agro- tourism which could increase the number of attractions in Lasta woreda and Lalibela town administration.

Looking at item number 9, financial constraints have a mean value of 4.16. This is nearest to agree on the Likert scale designed questionnaires. Understanding from this, almost all the respondents were agreed that there is financial limitation to be engaged in the agro-tourism development. This issue was also proved by Welteji & Zerihun (2018) and concluded that lack of credit and microfinance supports were factors for the development of agro-tourism.

PPV16 explained that:

“The accessibility of finance for agro-tourism development is basic. On the other hand, allocating budget for this purpose is also not known. It is rather better having collaborated-work with local communities instead of waiting other financial support. In doing so, there can be dual benefits resulted in alternative income generating mechanisms for the farmer.”

Rural areas are in complex process of change due to the impact of global markets, communications and telecommunications that have changed market conditions and orientations for traditional products. Although many rural areas have experienced depopulation, it cannot be said that many of residents are experiencing an inflow due to different reasons such as

developing new non-traditional business, commute to work in urban centres where there is accessibility of finance however the reverse is true in Lasta Woreda and Lalibela town administration.

In line with interviewee (PPV07, PPV08) stated that:

“In our kebele, there were good opportunities to develop agricultural productions especially fruit production due to good accessibility of rivers, but our products were sold weekly by the farmers themselves with cheap price due to poor infrastructure development that connect Lalibela town. If all the accessibility were provided by government bodies, we could develop the agro-tourism from which we earn additional income beyond the usual practices.”

Agro-tourism gives producers an opportunity to generate additional income and an avenue for direct marketing to consumers. It enhances the tourism industry by increasing the volume of visitors to an area and the length of their stay. In accordance, in Lasta Woreda and Lalibela Town, agro-tourism development can be taken as supplementary activity of historical tourism attractions. But most experts told that there were no initiatives and financial allocations for the purpose of developing this kind of agro-tourism attractions.

G07 and G08 were also agreed and said that:

“Due to lack of or low availability of different accommodation centres and infrastructures we did not practice roadside activities to sell our agricultural products to foreign as well as domestic tourists who come to visit Lalibela for its incredibly excavated rock hewn churches.”

According to (PPV09 and PPV10) and (G09 and G10):

The diversification of agricultural products was rare, due to this attracting tourist for agricultural products amalgamated with tourism industry were not practiced.

In the above concepts the community awareness towards agro-tourism, infrastructure, and rare entrepreneurial behaviour of farm communities, financial constraints were some challenges that hindered the development of agro-tourism in Lasta Woreda and Lalibela town administrations.

4.3 Correlation Analysis of Agro-tourism Practices

A symbiotic linkage between tourism and agriculture is a cornerstone for promoting local economic development in Africa (Rogerson, 2010). In the concept of Agro-tourism visiting a working farm or any agricultural, horticultural or agribusiness operation for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation is very important. It could be an overnight stay, for the purpose of participating in or enjoying farm activities and/or other attraction offered. The tourist can be expected to move around the farms or orchards where they can themselves collect or harvest the fruits or products. The prices they pay for the volume harvested will be usually higher than what the grower would get from a broker. The activity of visiting a farm for short periods of time for the purpose of participating in or enjoying farm activities and/or other attraction offered. In accordance, it was wise to understand the correlation and analysis of the practices around Lasta Woreda and Lalibela town administration.

4.3.1 Correlation Analysis of Hospitality Service and Outdoor Recreation

Correlation analysis is a method of describing the linear relationship between two different variables. With this method, we can see the patterns and define how linear it is. In this concept the researcher tried to analyse how the outdoor recreation and hospitality services were related either negatively or positively. The direction of the variables was also discussed either positively or negatively correlated. We can conclude that two variables that is outdoor recreation and hospitality services were associated if a change in one variable results in a change in another variable

Table 4.3 Correlation Analysis of Hospitality Service and Outdoor Recreation

Correlations		Hospitality services	Outdoor
Hospitality services	Pearson Correlation	1	.335**
	Sig. (2-tailed)		.000
	N	268	268
Outdoor recreation	Pearson Correlation	.335**	1
	Sig. (2-tailed)	.000	
	N	268	268

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: the researcher own survey 2021)

Based on the concepts of correlation coefficients, the value always ranges between -1 up to +1. The r value or Correlation coefficients near $\pm .10$ are considered small, values near $\pm .30$ are considered medium, and values near $\pm .50$ are considered large (Pallant, 2011). From the above table 4.3 shown, there is positive correlation between hospitality services and outdoor recreation as a tool of agro-tourism practice which has a value of $r=0.335$. This indicates that there is a medium relation between those two dimensions having negatively related. The significance value of the correlation measures, as shown in the table, the strength of relationship between the two variables have statistically significant. The one dimension has an effect on the other variables which means as one variable increases the other variable decreases.

4.3.2 Correlation Analysis of Educational and Entertainment Practices

According to this correlation concept, it needs to be understood that the educational and entertainment practices are positively or negatively related within each other. Both educational and entertainment were type of practices which benefit the local communities through increasing the income generation as the result of agro-tourism is being developed.

The significance value of the correlation measures, as shown in the table, the strength of relationship between the two variables have statistically significant. $P < 0.05$ is statistically significant and there is strong relationship between educational practices and entertainment practices. According to the table 4.4, there is a strong correlation between the two dimensions that have a value of .548.

Table 4.4 Correlation Analysis of Educational and Entertainment Practices

Correlations			
		Educational practice	Entertainment practice
Educational practice	Pearson Correlation	1	.548**
	Sig. (2-tailed)		.000
	N	268	268
Entertainment practice	Pearson Correlation	.548**	1
	Sig. (2-tailed)	.000	
	N	268	268

** . Correlation is significant at the 0.01 level (2-tailed).

Source. Researcher survey 2021

4.3.3 Correlation Analysis of Outdoor Recreation and Entertainment

This correlation analysis also explains the entertainment and outdoor recreational practices and their relationship either positively or negatively associated one another. Those relational analyses were also stated and discussed under table 4.5.

Table 4.5 Correlation Analysis of Outdoor Recreation and Entertainment

Correlations			
		Entertainment practice	Outdoor recreation
Entertainment practice	Pearson Correlation	1	.025
	Sig. (2-tailed)		.684
	N	268	268
Outdoor recreation	Pearson Correlation	.025	1
	Sig. (2-tailed)	.684	
	N	268	268

Source, researcher own survey 2021

As per the table 4.5, the correlation between entertainment and outdoor recreational practice has a value of 0.025. This indicates that they are nearly to zero from which we can conclude that there is no correlation or relationship either negatively or positively between entertainment and outdoor recreational practice. Regarding with its significance the P-value is greater than 0.05 or $P = .684$ which indicates no significant difference between the variables.

4.3.4 Correlation Analysis of Entertainment and Hospitality Services

Lasta Woreda and its surroundings have so many attraction areas endowed with nature, history, and culture. Considering those available resources, the relations of entertainment and hospitality services were discussed. Those relations were also positively or negatively associated with one to another.

Table 4.6 Correlation Analysis of Entertainment and Hospitality Services

Correlations		Entertainment practice	Hospitality services
Entertainment practice	Pearson Correlation	1	.321**
	Sig. (2-tailed)		.000
	N	268	268
Hospitality services	Pearson Correlation	.321**	1
	Sig. (2-tailed)	.000	
	N	268	268

** . Correlation is significant at the 0.01 level (2-tailed).

Source, researcher own survey 2021

According to table 4.6 correlational analysis of entertainment and hospitality services, Pearson correlation or $r=.321$ indicates has a medium relation of the two variables. They are positively correlated and have significant value $p=0.000$ or $p<0.05$ which is statistically significant.

As Chatterjee & Prasad (2019) explained that direct contact with agricultural activities, indirect connection to agricultural activity and passive contact were important for tangible tourist experiences; such as harvesting crops, food processing, sales of consumption meals, and other outdoor activities were an interesting agro-tourism practices. However, in the study area of Lasta Woreda and Lalibela Town Administration, the agro-tourism has not yet been adopted and spread to all other destinations nearby. Hence, the researcher conducted various group discussions about the practice of agro-tourism in Lasta Woreda and its vicinity and the result of the interviews were stated as follows:

As G09 and G10 respondent discussion, their conclusion is said to be:

“We believe that our kebele has endowed natural attractions and good for visitors. The source of Tekeze River is in our kebele which can attract tourists. In addition to this we have some vegetable farming that contributes to Lalibela town administrations dwellers and hotel owners as we supply those products from which we both get benefited. Potentially using those agricultural resources amalgamating with tourism industry is very low and not yet adopted.”

The natural endowment of the kebeles were also breath-taking and the fertility of the riverside lands are very conducive for agro-tourism development based on the kebeles respondents’ view. The residents added that they have a good feedbacks from different visitors and tour operators

about their area which has a potentials for agro-tourism development. For instance, Kulmesik Kebele is enriched with both natural configuration (landscape) beauty which is good for trekking and adventure tourism in addition to its agricultural value. Considering both the agriculture and the nature based tourism potential, it is wise to develop the kebele as agro-tourism destination to benefit the locals.

As one interviewee (PPV09) mentioned that:

“The Kulmesik kebeles were good for horse riding, trekking, hiking, bee having, and visiting historical churches like Eyela Michael. If the government is committed to develop agro-tourism it can easily prepare many ponds for fishing activities which can easily attract both foreign and domestic tourists. However, there is still accommodation and restaurant services in our kebeles. Generally, both private and government are not yet to do this kind of development from which we could be benefited at large.”

In fact, the kebele was endowed with natural and historical attractions in addition to agricultural practices. However, selling these agricultural products as an attraction for tourist were very low and unusual.

As PPV01 and PPV02 interviewee, the response is stated below:

“Our kebeles were near to Lalibela town administrations and we are close to the riverside which gives access for irrigation and other purposes. The availability of the water creates an opportunity to produce multiple types of agricultural products. We believe that those activities could be taken as tourist destination or attraction and if the tourist infrastructure is developed and tourist could come to our area, we would be glad to participate in the agro-tourism business which generates additional income for us.”

The nature of Medage kebele site has good opportunities to develop easily as compared to other kebeles because of its proximity to Lalibela town administrations and has an ability to attract tourist if agro-tourism and the infrastructure is developed.

As G07 and G08 group discussion respondents' discussion:

“Our Shumshiha kebele has good infrastructures as Lalibela airport is located in our kebele. The kebele is also near to Kechin Abeba River from which we get water for all-year-round irrigations. Currently it is a good area for the supply of fruit and vegetables for Lalibela town administrations but selling directly to tourists from farm area were not exercised. This indicates that the practice of agro-tourism were low.”

In line with Lalibela town administration, (PPV16) stated that:

“In our town there were areas selected for animal husbandry, for poultry production places arranged near to Melie River. But until now there is no any activity taken place. The government also built a honey museum which is still not functional. If those business activities were active, we could have more tourists who could spend more money for both sightseeing and shopping”

4.4 ANOVA Test of Outdoor Recreation and Practice in Kebele

The statistical data is used to test one or more quantitative variables relationships of categorical data. The ANOVA also used to conduct the means of independent variables (kebeles of respondents with outdoor recreation of variables whether it has significant statistical evidence of kebeles or did not have any statistical evidence with outdoor recreation in kebeles).

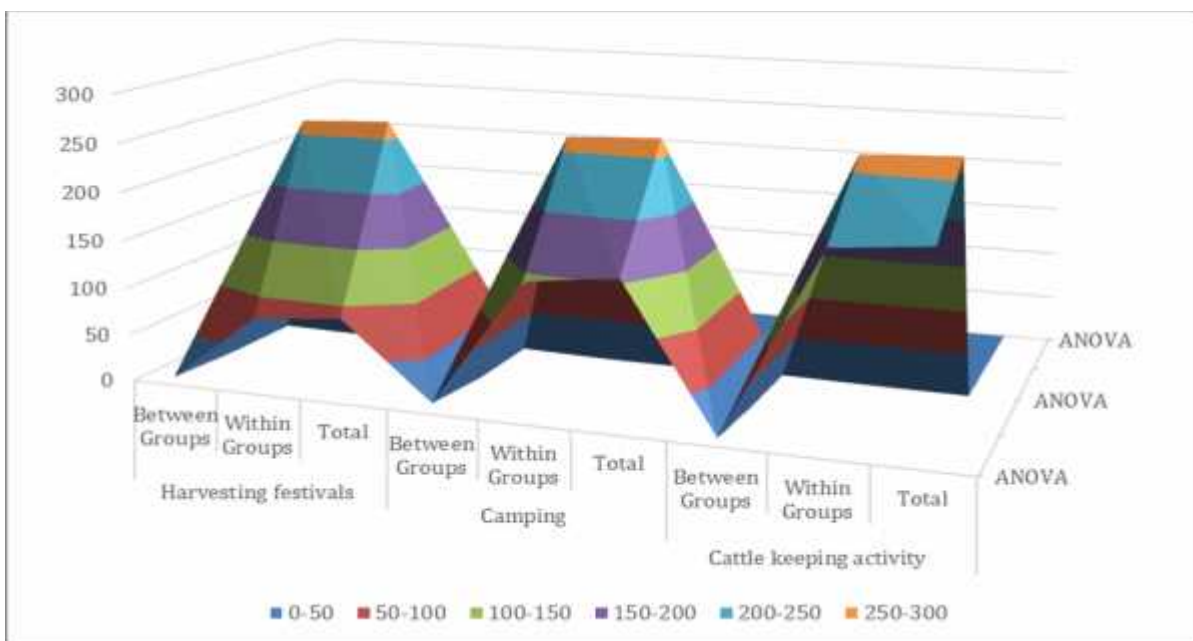
Table 4.7 ANOVA Test of Outdoor Recreation in Kebele

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
There is horseback riding activity	Between Groups	4.189	4	1.047	1.548	.189
	Within Groups	177.912	263	.676		
	Total	182.101	267			
Fishing	Between Groups	4.487	4	1.122	4.073	.003
	Within Groups	72.420	263	.275		
	Total	76.907	267			
Hunting	Between Groups	6.791	4	1.698	4.607	.001
	Within Groups	96.921	263	.369		
	Total	103.713	267			
Wildlife study	Between Groups	11.375	4	2.844	6.486	.000
	Within Groups	115.312	263	.438		
	Total	126.687	267			

Source: the researcher own survey 2021

The categorical data which is greater than 2 were recommended (by ANOVA) to analyse test (Pallant, 2011). From table above, the ANOVA test practice of horseback/or pony back riding activity in kebeles has significant value of 0.189. There is no a statistically significant difference in horseback activities in kebeles. Fishing activities were statistically significant different in kebeles and has $p=0.003$. Hunting activities were also significantly different in kebeles that has a $p=0.001$ or $p<0.05$ has statistically significant difference between kebeles in terms of hunting activities. Regarding wildlife study, there is also significant difference in kebeles and has $p<0.05$ considered to be statistically significant difference.

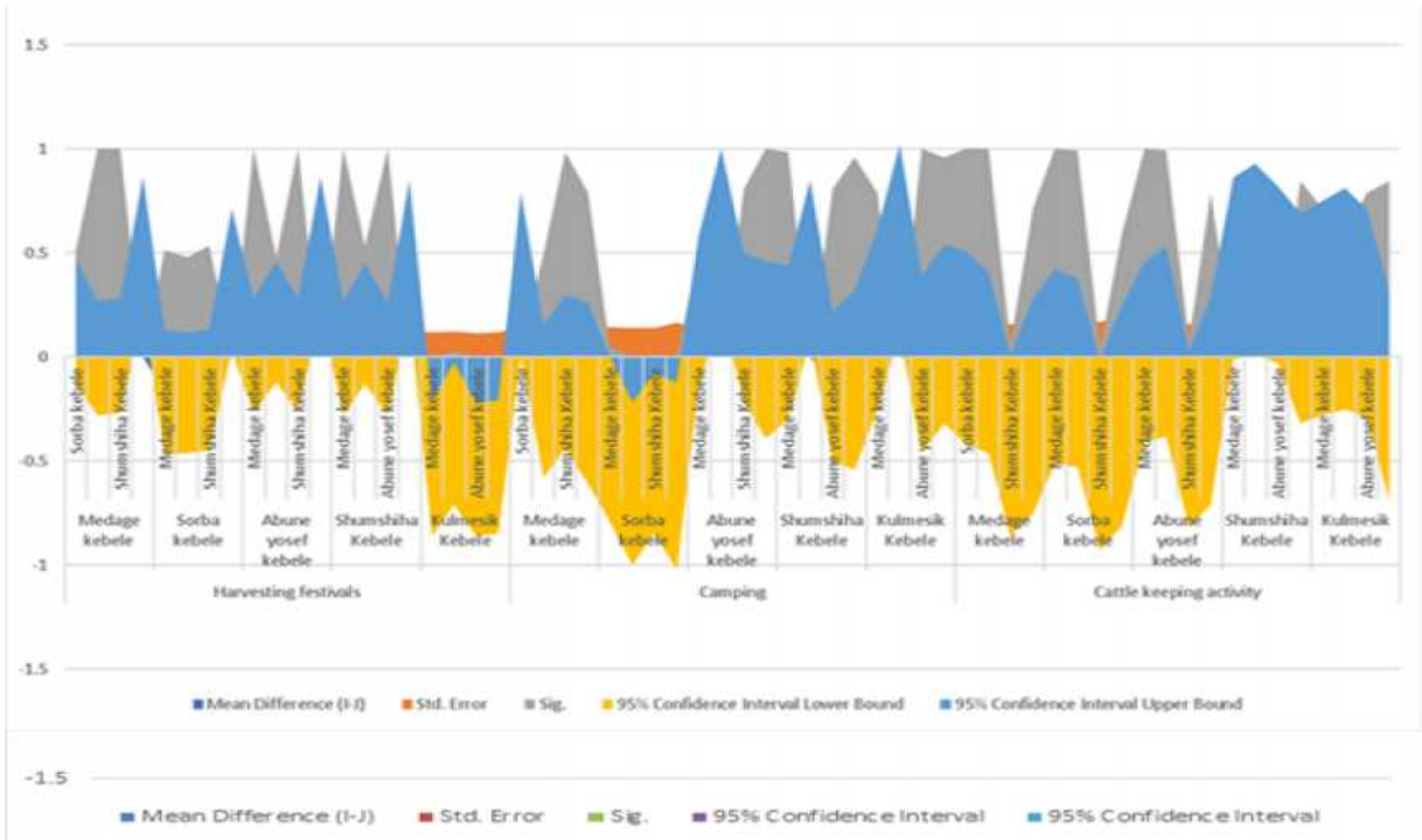
Table 4.8 ANOVA Test of Entertainment in Kebeles



Source: The researcher own survey 2021

As shown above from ANOVA test in table 4.8, the entertainment harvesting practice in kebeles were statistically significant with values of ($p<0.05$). The result indicates that there is a significant difference in harvesting practice in kebeles. Secondly, camping activities in kebeles were also significantly different. The $p<0.05$ indicates significant difference between camping practice in kebeles. Cattle keeping practice in kebeles has significant value $p=0.021$ which is less than $p<0.021$. As a consequence of this study, we can conclude that it needs other additional Post Hoc analysis for group comparison which is required due to great differences in entertainment practices of kebeles. This post hock analysis was mandatory to see the difference within kebeles.

Table 4.9. Post Hoc or Multiple Comparison of Entertainment with Kebeles



Source: The researcher own survey 2021

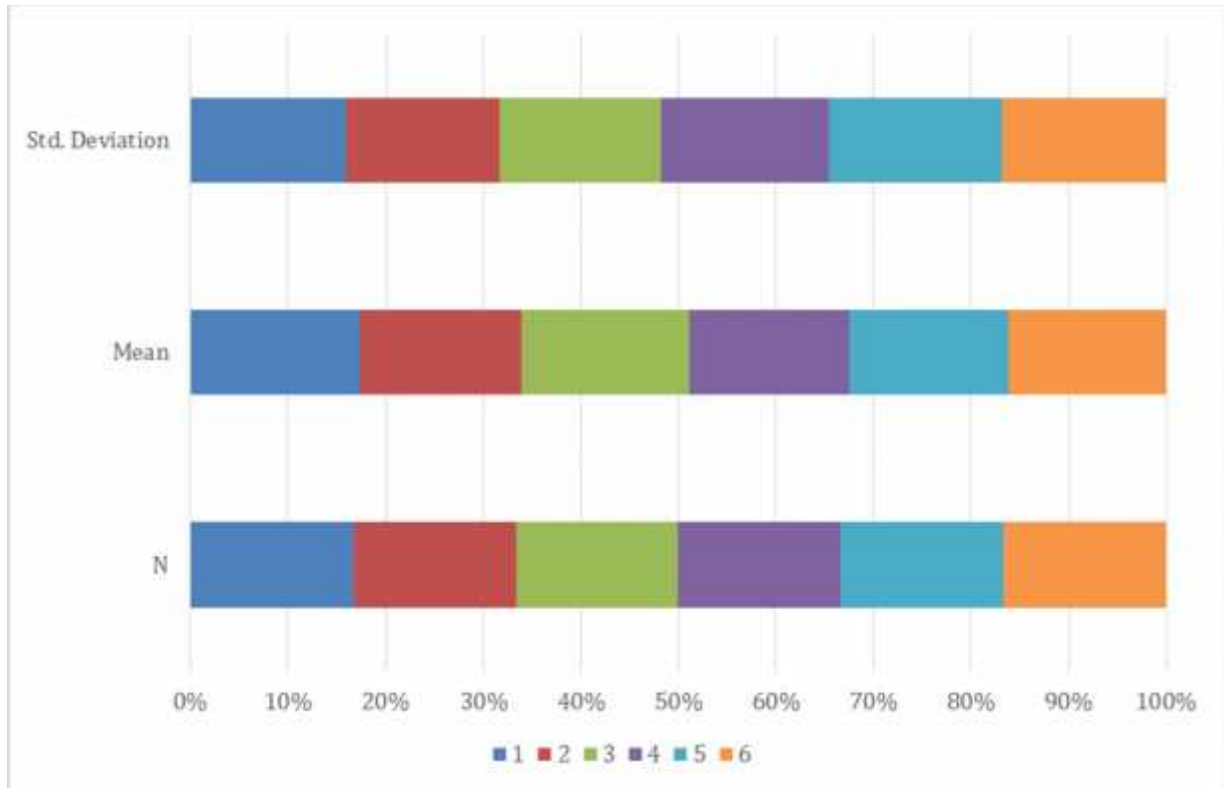
We understand from the table above that the significant difference was seen by multiple comparisons through post hoc analysis. Based on the results, the mean difference of harvesting festivals was differed in Kulmesik kebele with Medage, Sorba, Abune Yosef and Shumshiha kebeles.

Regarding camping difference, Sorba kebele is different from Abune Yosef, Shumshiha, and Kulmesik kebeles. It has a mean deference value of 0.000, 0.010, and 0.005 respectively. From cattle keeping perspectives, Sorba kebele was differ from Shumshiha kebele with mean difference value of $p=0.042$.

4.5 Agricultural Integration with Tourism

Agricultural link with the tourism industry allows tourism businesses to source more products locally which can in turn reduce their costs and increase the quality of their supplies. Working with local farmers is a marketable asset to a tourism business that can enhance their 'social license to operate'. Indeed, many tourism enterprises seek accreditation to demonstrate that their procurement activities are responsible. Existing farmers who may not have considered the tourism industry as a potential customer to realize the viability of accessing the tourism market. Farmers can learn how to diversify their product base and add value to their business, farmers can learn new skills to enhance the sustainability of their business, and community representatives realize that, ITC (2010). Agriculture is a major contributor to employment in their areas and the development of tourism has the potential to benefit farmers and increase the communities' revenues and agri-tourism provides an opportunity for communities to preserve their natural and cultural heritage and expose it to international visitors. Under this view it needs to be understood and considered the agriculture and tourism linkage in Lasta Woreda administration and Lalibela town administration is very important for diverse benefits.

Table 4.10: Descriptive Statistics of Agricultural Integration with Tourism



Source- Researcher own survey 2021

Nexus of agriculture and tourism for the development or increment of additional business opportunities, as sited for measurement criteria, is prepared by Likert scale from 1 (strongly disagree) up to 5 (strongly agree). Hence, based on table 4.10 item number one, low commitment of farmer has a mean value of 4.57. The result indicated that community commitment to apply the agricultural products as a tool for tourism was very low. Almost all respondents were agreed on the issues which were listed above under table one.

As PPV05 and PPV06 interviewee who stated that:

“Our community were not aware about agro-tourism industry practices, mostly we considered Lalibela Rock hewn churches were the only tourist attractions in the area in and around. Developing agricultural products and use for dual purpose were good for local community for earning additional income. In our side, we are committed to participate for the adoption of agro-tourism activities in our kebeles.”

Community participation is one of the keys to success in the process of developing agro-tourism in a given area. The results of the study show that lack of community participation in the agro-

tourism development process occurred due to the influence of internal factors such as age, education, employment, income level and length of stay. In addition to the influence of these internal factors, community members are also still not involved in any agro-tourism development activities. The participation of the community can be improved through conducting activities that require the surrounding community to participate. The participation of the local community can be involved in the stages of planning, implementing activities, managing, evaluating and utilizing the results or outputs which is very important so that it must be explained in the agro-tourism planning document. Participation for empowering the community could be considered as one of the determinants in the stages of agro-tourism developmental activities which enable the community having knowledge and understanding the responsibilities and commitment about the output and risk of the agro-tourism development. The process of participation enhances the independence of the community so that they can improve their standard of living in accordance of the proper utilization of their resources. However, the development of agro-tourism through empowering the community is currently not widely applied in those study area. On the other hand, it only focuses on historical attraction without considering agro-tourism as attractions.

Lasta Woreda culture and tourism office (PPV11) expert stated that:

“There are possibilities to attract tourists for agricultural products due to the availability of so many natural attractions in Abune yosef kebele to where travel can be organized for mountain trekking, endemic bird watching and mammals like red fox. In this area, we need a government direction to combine both agriculture and tourism as amalgamated business opportunity to benefit the local community and investors. Although there is a significant interest in all parties, the commitments of local communities as well as financial constraints are hindering the agro-tourism development.”

Regarding item number two in the table above, low commitment of Woreda experts has a mean value of 4.37. Those respondents were agreed the Woreda tourism and culture offices were not committed to support and develop agro-tourism interactions in the kebeles. In addition to this lack of or low commitment, a good agro-tourism promotion which was supposed to be done by Woreda culture and tourism offices were low and it has a mean value of 4.52 as indicated from table 4.10.

In relation to item number 4 stated in the table 4.10, all farmers are agricultural product dependent rather than tourism product/activities and it has a mean value of 4.35. This shows that the farmers in Lasta Woreda kebeles are using or practicing agriculture without an additional

income which could be generated from agro-tourism. In fact, there were good agricultural environments in the Woreda as seen in chapter three though the integration development of agriculture with tourism is very weak.

From interviewees of (PPV12, PPV13, PPV13 and PPV14), the following idea was stated:

“In Lasta Woreda and its vicinity, there are so many agricultural practices in each kebele, among those activities are fruit and vegetable production in Kulmesik, Shumshiha and Medage kebeles. Again, in Kulmesik and Abune Yosef kebeles, there is a good opportunity to do mountain trekking, hiking, bird and animal watching, bee halving and breath-taking scenery. Although Lasta Woreda has the opportunity to integrate agriculture with tourism, the actual focus is only conserving and protecting historical areas like churches and in some cases wild animals rather than agro-tourism development.”

According to item number five shown in the above table, no motivation of farmers to develop agro-tourism integration having a mean value of 4.28. This shows that the Woreda tourism and culture office expert to motivate the local communities utilizing the agricultural product for other alternative tourism product areas as well as to increase additional income opportunities for farmers were very low.

In the concept of no strong agro-tourism attraction, the mean value has 4.27. This consequence was emanated from low awareness of community towards agro-tourism principles and products, as well. Using the available agricultural products as an alternative tourism product were very low.

In general, practicing in alternative tourism products through integrating tourism and agriculture were very low and not exercised by farmers as well as not promoted by experts.

4.6 Regression Analysis of Challenge/Limitation of Agro-tourism and Educational Practice

Under this perspective it is important to examine the relationship between quantitative responses or one or more explanatory variables having limitation of agro-tourism development and educational practices.

Table 4.11 Regression Analysis of Challenge of Agro-tourism and Educational Practice

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.153 ^a	.023	.020	.44329		

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.247	1	1.247	6.345	.012 ^b
	Residual	52.270	266	.197		
	Total	53.517	267			

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.069	.229		9.020	.000
	limitation	.144	.057	.153	2.519	.012

a. Dependent Variable: Educational practice from agro tourism

Source: the researcher own survey 2021

From the model summary R stands correlation of independent variables of educational practice of agro-tourism and limitations of agro-tourism having a value of $r=0.153$ which were positively correlated. But the correlation value under this data were low that did not fit the standards. R square states the square root of correlation and that how much the data model has explained. Therefore, from the table, value has shown 0.023 or 2.3% of the variables was explained. This 2.3% was the variance limitation or challenge of agro-tourism and educational practice. If this R square is significant or not it proceeds to ANOVA table which has significant value of 0.364. Under this perspective, the value p is not greater than 0.05. There for, the value $p=0.012$ from ANOVA test is statistically significant both independent and dependent variables. The significant value of limitation of agro-tourism and educational practice from coefficients of regression resulted $p=.012$ and then the level limitation of agro-tourism practice has effects on

the educational agro-tourism practices. The insignificant p value 0.012 in the table 4.11 ANOVA test is greater than 0.05 ($p < 0.05$). As a result, the findings support the hypothesis that there are significant differences in limitation and practice of agro-tourism development. This implies that there is statistically significant variation in the dependant (educational practice) and the independent variable (limitation of agro-tourism development).

4.7 Discussion and Overview

Ethiopia is endowed with abundant agricultural resources and has diverse agro-ecological zones. Seemingly, the country has immense tangible and intangible timeless tourism resources. Implementing the integration of these two (agriculture with tourism) huge industries could benefit all stakeholders involved and contribute a huge amount for the development of the Ethiopia's economy at large.

Background;

Agriculture and its practice; Agriculture can be defined as the art and science of cultivating the soil, growing crops and raising livestock including the preparation of plant and animal products for people to use. Agricultural practice can also be explained that the activities of farmers associated with agricultural use in order to generate crops for food, forestry products, construction materials, fuel wood, biomass, etc. It also includes animal husbandry, beekeeping, fishing and so on.

Tourism and its practice; Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year. It is a dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses.

An Integration of Agriculture with Tourism; Agro-tourism integration is a new business model based on the industrial connection between agriculture and tourism, which derives from the development of the rural tourism industry from rural agriculture, and the derivation of agrarian caravans, agricultural estates, melon and fruit, and vegetable production bases (Astuti et al., 2019). Meanwhile, it fully utilizes rural natural resources, absorbs rural surplus labor, forms new economic growth points in rural areas, as well as realizes good economic and social benefits

for the whole society. Thus, the degree of association between agriculture and tourism is the basis for evaluating agro-tourism integration, and the economic and social benefits of integration development serve as the outcome (Budiasa and Ambarawati, 2014)

It combines the essential elements of the tourism and agriculture industries; attracts members of the public to visit agricultural operations; is designed to increase farm income; and. provides recreation, entertainment, and/or educational experiences to visitors.

According to the recent studies, in the coming decades, ensuring food security for the Ethiopians will face great challenges. This is because of the rapid increment of population, change of fertile farmland to construction for the urban dwellers, climate change, decline of available natural resources, inflation of basic needs, young unemployment, political turmoil, and civil conflict (Alemu & Mengistu, 2019; FTF (Feed the Future), 2018; Simane et al., 2016). To overcome these challenges, integrating the agricultural practice with tourism could be one of the best alternatives as the study reveals that tourism brings additional income to the local communities directly and indirectly through creating job and business opportunities. Tourism enables local producers and service providers to supply the required goods and services and provides buyers with the skills to develop sustainable partnerships with local producers.

In this study, the researcher found out that the study area is rich in tourism resources with the best example of Lalibela's rock hewn churches. In and around Lalibela, there are also lots of historical, cultural and natural attractions to which thousands of tourists are travelling for sightseeing. Although there are identified potential sites those could be developed for agro-tourism destinations, all stakeholders including the government didn't utilize these to generate additional income. As long as there is a good management and experience in agriculture industry, agritourism develops the local economy and the society. Agritourism brings lots of tourists to the farm who buys organic products that generate additional income for farmers. Farmers obtain a direct income from the sale of their products to tourists. They also earn an income from the sale of their crops to middlemen who resell this produce to tourists at roadside stalls or the local market, as well as to hotels and restaurants that serve locally grown food to their customers.

However, in the area of tourism, in the case of the present survey, the development of the agro-tourism is almost none or very low due to lack of awareness and low commitment by all stakeholders particularly nonexistence of government policy. Still, all respondents reported they want to be engaged in agro-tourism business if all the infrastructures are built and necessary training is given to all stakeholders accordingly.

The survey also evidenced that the local people still provide horses and mules for ride while tourists visiting monasteries located a short distance from Lalibela. While visiting those monasteries, the local communities sell their handcrafts, locally made jewellery, some fruits. This seems a good start and signal for future to develop agro-tourism in the study area.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter deals with the summary of findings, conclusion and recommendations which will be forwarded to different concerned bodies based on the result.

5.1 Summary

Regarding the findings of challenges/limitation, potentials, practices and integration of agro-tourism in Lasta Woreda and Lalibela Town Administration, it was circulated in the discussions and the result was analysed in each dimension and summarized as follows. The study was conducted in five Kebeles of Lasta Woreda administration.

Lack of infrastructure in some parts of the kebeles, rare community awareness about agro-tourism, lack of entrepreneurial behaviour, financial constraints and low commitment of the farm communities were some of the limitations that hindered the development of agro-tourism, from community perspectives. In addition to this, low commitment of government to increase the diversification of agricultural products was also some challenges for the growth agro-tourism.

Based on the discussions, the practice of agro-tourism was categorized into four dimensions and tested their relations by correlation analysis. The activities were categorized under educational practices, entertainment, outdoor recreation, and hospitality service activities. The Pearson correlational analysis of educational practices and entertainments were strong positively correlated and have a value of .548 with the significance value of $p < 0.05$ that is $P = 0.000$. This indicated that the one activity increases the other also increase and then they have symbioses relationship of those data. While the hospitality services and outdoor recreation were negatively correlated as shown from the result and have a correlation value is -0.335, and then this is a weak relation between them. In the main line of entertainment and hospitality services, they have medium relationships and have significant value of $p < 0.05$. Generally, the result showed that there was a statistically significant relation on the practices of agro-tourism during their performance. Some interviewee respondents agreed that the area was suitable for agricultural products but in some cases, there were no motivation among the local communities as well as government bodies to amalgamate and develop the agricultural and tourism products.

In order to integrate the agricultural and tourism products, the commitment of farmers and Woreda experts were low having a mean value of 4.57 and 4.37 respectively. In addition to this, low motivation of farmers by Woreda experts and lack of agricultural promotion to develop agro-tourism were some hindrances that challenged the integration.

5.2 Conclusion

Based on the objectives of limitation, agro-tourism potentials, practice and integration of agro-tourism development and discussions made in chapter four the following concluding concepts were made.

Lack of genuine commitment of farm workers, less product diversifications, modernized agricultural practices, farmers' attitude, lack of entrepreneurial behaviour of farmers, financial constraints and cultural traits were some of the challenges that hindering the development of agro-tourism as an alternative tourism attraction.

The agro-tourism practice in the selected kebeles of Lalibela and Lasta Woreda administration were examined by correlational analysis. The correlation analysis of agro-tourism practices from hospitality services and outdoor recreation has negatively correlated and have statistically significant $p < 0.05$.

On the other hand, the correlation analysis of educational and entertainment practices has a strong correlation having $r = .548$ and it has statistically significant at 0.01 level or $p < 0.05$. The correlation of entertainment and outdoor recreation has nearly zero or $r = 0$ indicating no any significant correlation between those two variables. However, in terms of entertainment and hospitality practice they were moderately correlated and $r = .321$ and has statistically significant at level of 0.01 or $p < 0.05$.

Based on ANOVA test of outdoor recreation practices, in kebeles, there was no significant difference of horseback in kebeles. Fishing activities, hunting practices and wildlife study practice were statistically significant difference in kebeles, $p < 0.05$.

According to ANOVA test of entertainment practice in kebeles like harvesting practice, camping activities and cattle keeping activities were having statistically significant difference in kebeles at sig value of 0.01 or $p < 0.05$.

As per the discussions made for agriculture integration with tourism, there were some drawbacks that hindered the integration of agriculture and tourism development those were low commitment of the farmer, low commitment of woreda expert, low promotion of woreda culture and tourism office,

Farmers focus for only agricultural product and low motivation of farmers. In general, practicing alternative tourism products by integrating tourism and agriculture were very low and not exercised by farmers as well as not promoted by experts.

Understanding from regression analysis, the challenge of agro-tourism (independent variables) has effect on educational practice (dependent variable) has correlated from model summary $R=0.153$ and challenges or limitation of agro-tourism has statistically significant effect on educational practice which has a significance value or $p=0.012$ which is less than 0.05.

5.3 Recommendation

Based on the findings and conclusion made, the following suggestions are recommended.

For government:

- Agro-tourism offers diversified activity in rural areas which could help farmers to increase their incomes and avoid migration, sustaining their agricultural activities and contributing to the environmental protection of their territories. In contrast, in Lasta Woreda administration the product diversifications for agro-tourism were low due to so many constraints. Therefore, all the concerned government bodies, tourism business owners and farmers must be committed to develop agro-tourism products as well as must create awareness to all stake holders about the opportunity and benefits of agro-tourism.
- Ago-tourism practices were useful for the development of tourism industry and has role for farmers to increase additional income earnings. All the practices were very weak and differ in Kebeles. Hence, the government should allocate enough budgets to expand the infrastructure and expanding agro-tourism practices into different Kebeles by sharing their experiences.
- Lasta Woreda culture and tourism office plays a great role for that industry in their Woreda. In accordance, those concerned bodies must be committed to promote agro-tourism practices like cattle keeping, u-pick operation, ploughing, etc. Generally,

practicing alternative tourism products by integrating tourism and agriculture must be exercised.

For local community:

- As usual, the annual income of the farmers was from agricultural products not from other alternatives. Therefore, the local community must adopt the entrepreneur behaviour rather than only focus on agricultural practices. In addition to this, the local community or farmers must be committed to accept the principle of agriculture and tourism integrations as well. Adopting u-pick operation or direct selling of their artefacts and farm products to tourist must be practiced by the farmers and exercising the different alternative income generation mechanisms related with tourism should be regulated by farmer themselves. If agro-tourism products are developed in and around Lalibela, the number of stays can be extended for more nights.

For other researchers:

- I strongly recommend other researchers who will work on agro-tourism to focus on the implementation and successive achievement and its constraints on the growth of different alternative tourism beyond agro-tourism relating of present tourism attractions.

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