

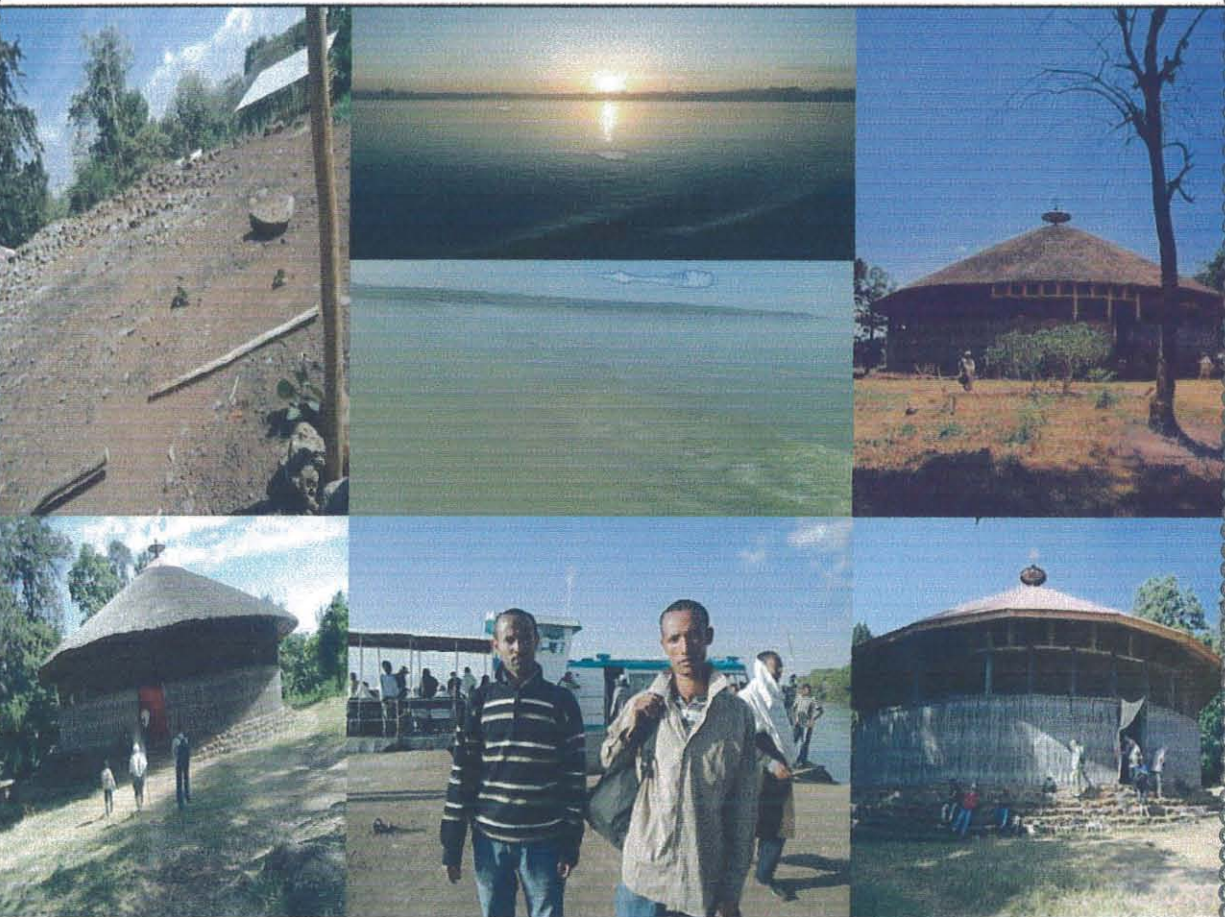
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**School of Graduate Studies
College of Development Studies**

**Assessment of Community Empowerment and Sustainable
Tourism Development: The Case of Zege Peninsula, Bahir Dar**



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***A Thesis Submitted to the School of Graduate Studies in Partial Fulfillment of the
Requirements for the Degree of Master of Arts in Tourism and Development***

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Title

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**By
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Tourism and Development

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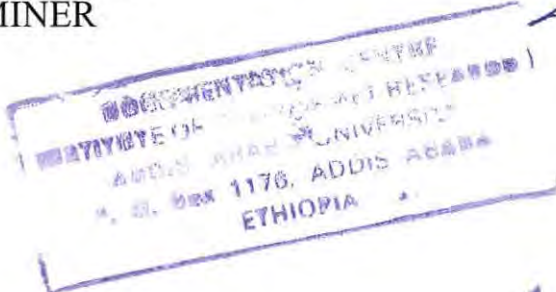


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Acronym and Abbreviation

ACESTD:	Assessment of Community Empowerment and Sustainable Tourism Development
ANRS:	Amhara National Regional State
ANRSCT:	Amhara National Regional State Culture and Tourism
ANRST:	Amhara National Regional State Tourism Commission
CBT:	Community Based Tourism
CE:	Community Empowerment
CESTD:	Community Empowerment and Sustainable Tourism Development
E.C:	Ethiopian Calendar
ETB:	Ethiopian Birr
FDRE:	Federal Democratic Republic of Ethiopia
GDP:	Gross Domestic product
GNP:	Gross National Product
LDC's:	Least Developed Countries
MDGs:	Millennium Development Goals
MN:	Million
MOT:	Ministry of Culture and Tourism
NGOs:	Non- Governmental Organizations
SD:	Sustainable Development
SMEs:	Small and Medium sized Enterprises
STD:	Sustainable Tourism Development
SWOT:	Strengths, Weaknesses, Opportunities and Threats
TNC's:	Trans-National Companies
UNDP:	United Nations Development program
UNESCO:	United Nations Educational, Scientific and Cultural Organization
UNWTO:	United Nations World Tourism Organization
WB:	World Bank
WTO:	World Tourism Organization
WTTC:	World Travel and Tourism Council
WWF:	World Wildlife Fund for nature

Executive Summary

Community empowerment has become rapidly the most fundamental instrument to meet sustainable tourism development demand across the world at large and LDCs in particular. The main purpose of this research is to assess community empowerment and its contribution for sustainable tourism development in Zege Peninsula. The study design is descriptive and employed both qualitative and quantitative approaches. Field survey, interviews and direct observation were the main data gathering instruments employed. 96 household representatives and 24 key informants were taken from tourism officials, tourism businesses and tourists through both probability and non-probability sampling methods to understand the underlying scenarios. Qualitative approaches used to analysis predominantly qualitative variables that are subject to descriptions of phenomena and narrations where as quantitative analysis used for the quantifications of major themes and phenomena that consisted of quantifiable variables expressed in numerical figures and magnitudes using version 19 Statistical Package for Social Sciences (SPSS) software. The results of the study showed that the status of CE process is in its infant stage despite local communities showed high interest levels (mean 3.9) to involve in identifying problems, management, decision-making, problem solving, equitable benefit sharing and tourism operation. 76.87% (mean 4.03) of the respondents acknowledged the positive effects of community empowerment where as 53.9% (mean 3.1) of the respondents observed negative effects of community empowerment that deteriorate sustainable tourism development. Thus, economical, social, political and psychological empowerments of community are not well practiced. It would have been strong support of sustainable tourism development in terms of socio-cultural, economical and environmental dimensions within and around Zege Peninsula if there had been sufficient community empowerment. Local people, tourism officials, tourism businesses and visitors conveyed that community empowerment practice is very limited though it is the best alternative to ensure STD of Zege. To conclude, even if community empowerment can play central role to achieve sustainable tourism development, the process is very limited and in its infant stage in terms of economical, social, political and psychological empowerments. The final consequence will be non-sustainable tourism development characterized by dependency syndrome, diminishing livelihood options, out breaks of conflicts, accumulations of benefits by few individuals, decrease in tourist flows, pollution, displacement of communities, propagation of illegalities and aggressive degradation of non-renewable tourism resources.

Key words:

Community empowerment; Degradation; Equitable benefit sharing; Sustainable tourism development

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Tourism has become one of the most vibrant and fastest growing industries worldwide as research confirmed recovery in it in 2010, with its direct contribution to global GDP increasing by 3.3% to US\$1,770 billion. During 2011, this recovery is forecasted to strengthen further by 4.5% to US\$1,850 billion, creating additional 3mn direct jobs. Its total economic contribution is expected to account for US\$5,987 billion, 9.1% of global GDP and 258 mn jobs (WTTC, 2011).

However, complaints from tourist destinations concerning negative impacts upon environment, culture and communities' ways of life have given rise to a demand for a more community based sustainable development in tourism (WTO, 2007). Brundtland Report (1987), *Our Common Future*, stated that sustainable development meets the needs of present generations without compromising the ability of future generations to meet their own needs. While this definition may be appealing as philosophical statement, in practice it may be quite vague, nor can be certain what resources and tools future generations will have to meet their needs (see chapter 2).

Despite plenty potentials Ethiopia possessed for a century ago that could have helped to enhance development through tourism; the contribution from the sector is at its infant stage. A more community empowerment, exhaustive resource inventories and integration can create an increasingly longer list of attractions for the ever rapidly growing tourism market across the world. International assistance for conservation and presentation of Ethiopian heritage resources dated back to 1967 when UNESCO sent an expert to advise Ethiopian government. Then, the report prepared by Sandro Angelini in 1971 entitled "The Historic Route of Monument" concentrated on the main attraction areas of Axum, Lalibela, Gondar and Lake Tana. Currently, Ethiopia being as one of the world heritage recorded list country has eight outstanding cultural and natural sites.

Besides, Ethiopia has a lot to register under world heritage record and get significant benefit if the country's concerned bodies work on resource bases at disposal by meeting the basic requirements of UNESCO. These days, the current government of FDRE has realized the necessity of a strong executive body and established Ministry of Culture and Tourism based on Proclamation No.471/06. The motives to produce tourism professionals in middle and higher-level institutions and vocational training colleges indicate the commitment of the current government to tourism sector (MoT, 2009).

The total contribution of travel and tourism to GDP is forecasted to rise by 5.4% from ETB48,383.8mn (10.7% of GDP) in 2011 to ETB81,893mn (9.6%) by 2021. The total contribution of it to employment, including jobs indirectly supported by the industry is forecasted to rise by 1.6% from 2,198,000 jobs (9.3% of total employment) in 2011 to 2,581,000 jobs (8.3%) by 2021. Visitor exports are expected to generate ETB21,709.2mn (33% of total exports) in 2011, growing by 10.5% (in nominal terms) to ETB34,085.8mn (26.2%) in 2021 and investment is estimated at ETB8,959mn/9.7% of total investment in 2011 to rise by 5% to reach ETB14,634mn (8.3%) in 2021 (WTTC, 2011).

ANRS is one of the nine regional states established in Ethiopia based on the 1994 constitution of the country. Lake Tana, Ethiopia's giant inland water body with an area of 3600 km² is a heart shaped with the famous superbly panoramic water escape where visitors can sense an atmosphere of timeless wonder and power. It is not only the largest lake in Ethiopia but also source of the world's longest river Blue Nile and home for numerous Ethiopian Orthodox Churches and monasteries on some of its 37 islands. As a source of Blue Nile, its water is like milk, which quenches the thirst and provides livelihood for more than a hundred million people in Ethiopia, Sudan and Egypt (ANRSCT, 2006).

Lake Tana has churches and monasteries that house myriads of treasures, beautiful mural paintings, icons, parchment manuscripts, scrolls, crosses and crowns including other bequests of Emperors can be taken as socio-cultural museums of early Ethiopian civilization/museum for Ethiopian church arts. However, this research is mainly focused on ACESTD in Zege Peninsula located in southwest edge of Lake Tana, which is the largest peninsula of Tana consisting of seven monasteries and churches open to both sexes to sense these invaluable tourism attractions year round (see chapter 4).

1.2 Statement of the Problem

These days, it has become common to hear different groups talking about community empowerment and sustainable tourism development agendas with a view to achieve their respective objectives. Tourism has become a major concern for academics, governments, industry and community due to tensions between aims to increase the number of people traveling, the revenue earning and potential for massive impacts on residents at destinations. It has been recognized that although a quality natural, cultural and social environment is the basis for most of the tourism businesses, in practice a paradoxical situation is produced when tourism destroys the very platform of tourism due to poor planning and management of tourism. So that, tourism is not as many people asserted a non-polluting or smokeless industry.

Thus, an act of inappropriate tourism development is a source of pollution, degradation, disempowering locals and cursing illegal activities (atrocities of prostitution, drug abuse, crime, gambling, imitation, begging, harassment, theft and fire accident) which have to be considered as a breach of community empowerment and sustainable tourism development principles. That is why, it has become a concern of the contemporary media releases and negative impacts of tourism are claiming the lives and property of poorest and least advantaged people from their own resources.

Particularly, most of Zege's monastic churches have been suffering from degradation, civil war, foreign invasions, fire accidents (Mehal Zege Giorgis, 2002 E.C), robbery and theft due to absence of treasure houses/museums, poverty, shortcoming and implementation of code of conduct as well as conservation problems. Then, what is the level of community empowerment and its contribution to the achievements of STD? This is the fundamental question this study has attempted to address.

Therefore, this thesis intends to assess the extents of community empowerment and its contribution to sustainable tourism development. Since the great-untapped potentials of Zege Peninsula can provide significant socio-cultural, economical and environmental outcomes provided that local communities are empowered in terms of economical, social, political and psychological aspects.

The key rationale for the underlying approaches and objectives of ACESTD in Zege Peninsula is to assess the extent of community empowerment and its contribution to sustainable tourism development. High community empowerment and sustainable tourism development may lead to active communities' involvement on conservation of resources on which tourism largely depends. Even if there have been many research works carried out that focused on resources composition and other aspects of Lake Tana, there has not been ACESTD research conducted in Zege so far.

Accordingly, the core issue of the study is to assess the levels of community empowerment and its contribution to the achievement of sustainable tourism development. Hence, the expansion of tourism and opening up of new attractions must be sharing power with the local community. The integration of efforts made on poverty alleviation should bring about sustainable tourism development with high local community empowerment.

So that, this study intends to explore the status of community empowerment in terms of economical, social, political and psychological as well as its contribution to sustainable tourism development. Thus, the major premise of the study is that the levels of local community empowerment can influence sustainable tourism development in terms of economical, socio-cultural and environmental sustainability.

The major research questions attempted to answer in this paper were the following:

1. What is the current situation of local community empowerment in Zege Peninsula?
2. How much is the level of community empowerment in terms of economical, social, political and psychological empowerment in Zege Peninsula?
3. What are the effects of community empowerment on sustainable tourism development in Zege?
4. How is the relationship of community empowerment and sustainable tourism development?

1.3 Objective of the Study

➤ General Objective:

The overall objective of this research is to assess the status of community empowerment and its contribution to sustainable tourism development in Zege Peninsula.

➤ Specific Objectives:

1. Assessing the degrees of community empowerment in terms of economical, social, political and psychological empowerment in Zege Peninsula;
2. Exploring the effects of community empowerment on sustainable tourism development in Zege Peninsula;
3. Analyzing the relationship between community empowerment and sustainable tourism development in Zege Peninsula;
4. Assessing SWOT analysis and the status of community empowerment from different stakeholders perspective in Zege Peninsula;

1.4 Significance of the Study

The motivation of the research was not only for academic purpose but also to provide pragmatic alternatives for successful assessment of CESTD in Zege Peninsula. The results of this research could be used as an input in understanding the extent of community empowerment, its impacts, contributions and relationship with sustainable tourism development.

Equally, the response of governments to non-sustainable tourism development may take CESTD as mitigating strategies that is often times fashioned to seek economical, socio-cultural, environmental, political and religious solutions.

For these reasons, this research will help planners, policy makers, implementers, NGOs, facilitators, private and public sectors to develop sustainable tourism. Furthermore, it may serve as a springboard for further researches, which have been hitherto not well articulated and addressed based on scholarly considerations.

1.5 Scope and Limitation of the Study

Scope of the Study:

The scope of the research was confined to a case study on the assessment of community empowerment and sustainable tourism development in Zege Peninsula only but there would be a probability of comprehensive information had it been conducted at regional or national levels .

Limitation of the Study:

This research did not conclude devoid of limitations. Regarding the pledge to conduct interviews with key informants, it had not been an easy task. Let alone be willing to be involved in an interview, a number of interviewees were very skeptical of the issues that the researcher wanted to address. Additionally, most of the respondents were bored previously with many questionnaires and interviews but they got nothing in return. Due to these reasons, some of the interviewees were not interested to respond and cooperate.

Another limitation of the study was to find a copy of compiled documents, complexity of the issue and access to less visited places.

1.6 Organization of the Study

Based on MA thesis template or format of Addis Ababa University, this research paper had been organized into six chapters. Background of the study, statement of the problem, objectives of the study, significance of the study, scope and limitation as well as organization of the study were incorporated in the first chapter.

The second chapter continued by exploring different scholars concepts concerning on the degrees of community empowerment and sustainable tourism development as well as definitional and related matters. After an assessment and evaluation of related literatures, the researcher derived conceptual framework to use as a guideline throughout the process of the thesis.

Chapter three dealt with research design, strategy, sample determination, subjects of the study, data collection instruments, procedure of data collection, data analysis and presentation techniques followed by chapter four that described the study area background with an overview of Zege tourism development, provisions and fundamental attributes for tourism development.

Chapter five began by verifying data for analysis and interpretation of the research findings that accompanied with chapter six dealing with conclusions and recommendations. Conclusions and recommendations were drawn based on analysis results and best practices of other countries since community empowerment and sustainable tourism development have become a universal agenda throughout the world.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter addressed fundamental views and thoughts of scholars concerning feasible approaches, related literatures, studies and strategies for planners, managers and decision-makers to assess the levels of community empowerment and its contribution to sustainable tourism development.

2.1 Community Empowerment

There has been much academic discussions and analysis of the term 'empowerment' long time ago. It is not an easily defined concept, yet is a term that has been enthusiastically adopted by agencies with diverse political and social aims since it is both attractive and seen politically correct (Scheyvens, 2002) cited by Susan (2007). It should be a precursor to community involvement in tourism, as it is a means to determine and achieve socio-economic objectives. Local communities need to be empowered to decide what forms of tourism they want to develop in their respective communities, how tourism costs and benefits are to be shared among different stakeholders.

On the other hand, development practitioners recognized that empowerment is intrinsic to the process of community and gender development. It is as a personal change in consciousness moving towards control, self-confidence and expansion of choices. It is also considered as both a process and an outcome or is operationalized as a multi-dimensional process (i.e. political, psychological, social and economical) experienced individually and collectively (Scheyvens, 2002) cited by Susan (2007).

The 1996 Human Development Report also defines empowerment as "the expansion of people's capabilities - expansion that involves an enlargement of choices and an increase in freedom." An empowerment strategy aims to initiate learning /organizing process that enables local communities in urban and rural areas to define and set their own goals and objectives; assess the implications of options available to them and assume responsibility for actions to achieve their objectives. At the micro-level, people can be empowered and have a greater sense of ownership over a particular initiative if they are actively involved in the identification, preparation, implementation, monitoring and evaluation of that initiative (UNDP and Wanmali, 1999).

According to Timothy (1998), to make certain strong likelihood economical, political, social and environmental benefits of tourism flow to local communities, there needs to be full participation-occurring where [when] communities supply majority of goods and services to visitors, having considerable input into planning, decisions and collectively managing common resources.

Equally, local communities need training too, because the ravages of history have frequently stifled individual initiative, confidence and self-reliance. Community consciousness raise increases a community's awareness of its behaviours and experiences. The purpose is to help villagers look at themselves in order to discover how they have internalized their socio-cultural reality and how they can explore new options (Helmores and Singh, 2001).

Therefore, the levels and degrees of preference exercised by locals in becoming empowered at destinations are questionable in tourism in general and particularly so in LDCs. The worst scenarios are that host communities were actively marginalized while having tourism resources in their own backyards.

Rewards reaped from their resources were pocketed by out side tourism operators, government, clergymen and few individuals, while locals deal with diminished livelihood options and negative impacts. However, practically host communities throughout the world play an integral role in tourism industry except what they lacked is the power to manage, influence the nature and direction of tourism development.

Thus, community empowerment is facilitated by providing, encouraging and eliminating inhibiting factors. Since it is a unique process and indicator used to measure that must be appropriately developed to suit each specific context of a particular socio-cultural, historical, economical, geographical, political location out of which empowerment process arises.

Consequently, access to information pertaining to pros and cons of tourism is crucial for local communities that indicate four dimensions of empowerment (i.e. economical, social, psychological and political). It helps to explain what empowerment means for locals empowered in tourism as well as how disempowerment manifests itself.

2.1.1 Economical Empowerment

Economic gains from involvement in both formal and informal sectors activity can lead to empowerment for host communities, but what is more important than the total amount of these economic benefits is the spread of benefits (Scheyvens, 2002) cited by Susan (2007). For a community to be economically empowered it will need secure access to productive resources.

As far as local communities get the opportunity of economical empowerment that could be fetched from their own untapped backyard potentials, they would be the forefront to challenge non-sustainable tourism development. Thus, these operational definitions of economical empowerment indicate that economic empowerment may lead to economical sustainability if the opportunity is given to the near by side local communities of a given destination.

2.1.2 Social Empowerment

It refers to a situation in which a community's sense of cohesion and integrity has been confirmed or strengthened through its involvement in tourism (Scheyvens, 2002) cited by Susan (2007). It means social cohesion and organization brought about through the development process. It perhaps most clearly results from tourism when profits are used to fund social development projects identified by the community such as water supply or clinics in the local areas.

But, social disempowerment may occur if tourism results in crime, begging, over crowding, displacement from traditional lands, loss of authenticity or restitution and inequities in distribution of benefits of tourism (Timothy, 1999) cited by Attama (2008).

Likewise, the prevailing cases of most LDCs proved local communities suffered from claims of tourism. It is because of local communities are not equally benefiting from tourism as expected pertaining to dis-organized social values to worthwhile them. Thus, it is hardly possible to say there is social empowerment in LDCs among local communities from their resources since long time ago.

2.1.3 Psychological Empowerment

It should ideally mean that a community's confidence in its ability to participate equitably and effectively in tourism planning, development and management (Scheyvens, 2002) cited by Susan (2007). A community is optimistic about its future, has faith in abilities of its residents and pride in its culture and traditions. This may involve capacity building and reinforcement of the self-worth community members. Local communities can play an active role in decision-making or power-sharing processes with external stakeholders.

A community that is relatively self-reliant and demonstrates pride in its traditions and culture can be said psychologically powerful. Most of the people in the third world countries accepted that they must be strongly abided by the rules and regulations of local traditions, religion and cultures. This was the main reason they were psychologically impaired to expand psychological empowerment over their own issues.

2.1.4 Political Empowerment

Scheyvens (2002) cited by Attama (2008) stated that it is at this level of empowerment that the issue of community management of tourism most clearly comes to the fore. Once community members are politically empowered by involvement in tourism issues, their voices and concerns guide the development of sustainable tourism initiatives from feasibility stage to implementation.

Unfortunately, the local communities in most developing countries to some degree were not in a position of political empowerment even a control over their resources to enjoy this lofty power. There is high monopolization, over commercialization and accumulations of tourism benefits from the communities' resources by few individuals such as tour guides, travel agents, churches and governments. Hence, this paper intended to assess the levels of community empowerment and its impacts on sustainable tourism development.

2.2 Sustainable Tourism Development

Sustainable development was first discussed in 1960s with the advent of green movement and the term came into common parlance with the publication of report by World Commission on Environment and Development (1987). It was given further recognition with the United Nations sponsored conference on the environment held in Rio de Janeiro in 1992, Brazil.

The most frequently quoted statement from the report is that "sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs." The definition has two key concepts: (1) needs of the poor people and (2) limitations imposed by technology and social organizations on the environment's ability to meet present and future needs. A major problem with sustainable development is its ambiguity and subsequent vulnerability to interpretation and implementation on ideological grounds (Lawton, 1998).

Since the introduction of the concept of sustainable tourism in the late 1980s, many scholars and organizations have attempted to provide one set definition, which is problematic due to there is no single, solid and definitive universally accepted definition. Even so, it is more than protecting natural environment (i.e. proper consideration of hosts, cultures, lifestyles, social and economic system). Therefore, various fantasy terms such as pro-poor, eco, green, responsible, low impact, endemic, soft, small scale, nature based, controlled and volunteer tourism making the matters even more complex.

Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support system (WTO, 1993).

Sustainability principles refer to the environmental, economical and socio-cultural aspects of tourism development and a suitable balance must be established among these three dimensions to guarantee its long-term sustainability (WTO, 2004). However, in practice, it strongly emphasizes on environmental and economical issues. It seems that socio-cultural issues have been over shadowed due to its difficulty to measure consequences within short time comparing to economical and environmental impacts.

...the planning and development of tourism infrastructure, its subsequent management and also its marketing should be based on environmental, social, cultural and economic sustainability criteria; [that] are meant to ensure neither the natural environment nor the socio-cultural fabrics of the host communities will be impaired. ...local communities should benefit from tourism, both economically and culturally, while increased resources should be given for conservation and enhancement of the surrounding natural environment (WTO, 2002).

Henry and Jackson (1996) have suggested that sustainable tourism is comprised of economical, environmental and socio-cultural issues. They suggested that, while environmental and socio-cultural sustainability seek to ensure that non-renewable physical and cultural resources are not consumed in the process of tourism activity, economical sustainability represents a degree of self-reliance at the local level: community structures, employment and human resources are maintained.

Half a century ago, tourism industry was a particular little industry mainly in West Europe and USA. However, today it is described as one of the world's largest and fastest growing economic sectors as well as the growth of international tourist arrivals significantly outpaces growth of economic output as measured by GDP (WTO, 2007). It generates nearly 11% of global GDP, employs 230mn (8.1% of jobs worldwide) and 887mn international tourists that will triple in one generation (UNWTO, 2007).

Tourism is the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (UNWTO, 2007). It is primarily a great tool for economic development used by many local communities to promote community economic development. It has become the leading employer in the world and expanding at a steady rate and gain widespread support as a tool for sustainable development of many developed and least developed countries. Many local communities recognize the importance of tourism in stimulating change in social, cultural, environmental and economical dimensions where tourism activities have had a close connection with local communities (Richards, 2006).

According to UNWTO ("Why Tourism?" 2006), an organization that promotes tourism as a development tool, it can contribute to the alleviation of poverty, provide jobs and promote peace between cultures. Unfortunately, much of tourism has not achieved these lofty goals nor provided benefits for locals. It is not developing and distributing at the same rate in different regions since

LDCs weak development of tourism due to lack of infrastructure and super structure to develop their tourism sector (UNWTO, 2004).

Thus, the research inquired to assess the levels of community empowerment, its relationship, effects and contributions to sustainable tourism development. In turn, these ensure the process of economical, socio-cultural and environmental sustainability as well as local communities' empowerment.

2.2.1 Economic Sustainability

It ensures that development is economically efficient and resources are managed so that they can support future generation (WTO, 1993). In most all-inclusive package tours, about 80% of travelers' expenditures go to the airlines, hotels and other international companies that severely reduce the chance of local businesses.

Some countries seek to accelerate tourism growth by requiring visitors to bring in a certain amount of foreign currency for each day of their stay. Thus, money earned from it through informal employment (e.g. street vendors, casual guides, rickshaw drivers) is that the money returned to the local economy and has a great multiplier effect as it is spent over and over.

Regional economists distinguished direct, indirect and induced economic effects. Indirect and induced effects are sometimes collectively called secondary effects. Hence, the total economic impact of tourism is the sum of direct, indirect and induced effects in a region (Stynes, D.J. and Propst, D.B., 1992).

- A Direct effects-are production changes associated with immediate effects of expenditures in tourism.
- B Indirect effects-are the production changes resulting from various rounds of re-spending of the hotel industry's receipts in other backward-linked industries.
- C Induced effects-are the changes in economic activity resulting from household spending of income earned directly or indirectly because of tourism spending. The sales, income and jobs result from household spending of added wage, salary or proprietor's income are induced effects.

2.2.1.2 Environmental Sustainability

Environment refers to the outer physical and biological system including atmospheric, biospheric, geospheric and hydrospheric resources. As environment is a basic component of tourism industry assets, revenues generated from them are used to measure the economic value of protected areas. Ecological sustainability ensures that development is compatible with the maintenance of essential ecological processes, biological diversity and resources (WTO, 1993). Thus, environmental sustainability is emphasized, notably, development that occurs within the natural carrying capacity of the resources to avoid the destruction of the environment (McCormick, 1991).



Inskeep (1991) added that specific environmental impact control measures that are applied during the planning process are meant to prevent environmental problems and can be applied as remedial techniques to lessen existing problems and important in maintaining environmental quality. Challenges of environment are global warming; environmental pollution, acid deposition; over exploitation of resources, depletion of exhaustible resources, disposal of toxic, human wastes and loss of biodiversity due to fabricated and natural disaster causes.

Positive environment impacts of tourism	Negative environment impacts of tourism
◆ Cause for development of public spaces and facilities	▪ Cause for degradation of resources
◆ Generates fund for environment development	▪ Changing environmental atmospheres
◆ Help to create clean environment	▪ Create pollution (water, air, soil, aesthetic)
◆ Contribute for aestheticness of environment	▪ Curse for loss, wear and tear of resources
◆ Increase efficiency in better use of marginal lands	▪ Deformation of natural land features
◆ Cause for resource conservation and preservation	▪ Generate excessive waste disposals
◆ It facilitates infrastructure development	▪ Propagation of illegal activities

Table 2.2.2: Impacts of tourism on Environment, **Source:** Adapted from Joseph D. Fridgen (1991)

2.2.1.3 Socio-cultural Sustainability

According to Lawton (2002) cited by Berna (2004), social sustainability is the ability of community to absorb visitors for either long or short period without being influenced negatively by different people. It is experiencing social disharmony or attempting to alleviate any disharmony by adapting their functions or relationships.

Socio-cultural dimensions of tourism activities dealt with the social and cultural interactions of the tourists, host community, suppliers of services and many other sectors due to the multi-sectoral nature of tourism industry. Social mobilization is widely used community participation approach for poverty alleviation in most third world countries.

Swar Brooke (1999) noted that the social impacts of tourism is usually permanent, or but impossible to reverse. Matheson (1982) added socio-cultural impacts usually occur slowly over time and tend to be invisible and intangible. WTO (2002) stated it increases people control over their lives compatible with the culture and values of people affected by it, maintains and strengthens community identity. Non-sustainable dimensions of cultural tourism can be appeared due to continuous or over use of cultural sites, lack of local control and trivialization or loss of authenticity. One of the socio-cultural goals of the study is to assess community empowerment for the superb values of traditions, indigenous culture and hospitality cultures of local communities.

2.2.2 Basic Principles of Sustainable Tourism Development

Here are some principles and tools of sustainable tourism development thoughts and approaches tailored from different scholars since it has become a global issue in the late 1980s. Sustainable development strategy needs to shift towards implementations, as many sustainable tourism strategies have been formulated, but there are yet few examples of successful initiatives. Bottom-up linkages have proven to be more sustainable than top-bottom because they promote local capacity building, participation and ownership of community development. Where as community-based approaches to development operate under the assumption that skills and knowledge already exist in the local community that enable to understand their problems and capable of finding solutions for the challenges they faced.

The common tourism approaches according to McVetty (1997) cited by Attama (2008) are:

1. Boosterism approach that focuses on motivation and improving tourist frequency;
2. Commercial approach that focuses on maximizing profits;
3. Economic approach that values tourism generates economic growth and employment;
4. Environmental approach that concerned with ecological conservation of a tourism destination;
5. Community-based approach that focuses on minimizing impact and encouraging locals control;
6. Integrated approach that relates to the social-development context of tourism;

Hunter (1997) also suggested four paradigms that might provide additional alternatives for STD:

1. Sustainable Development through a Tourism Imperative-Heavily skewed to fostering and development of tourism and primarily concerned with satisfying desires of tourists and tourism operators;
2. Sustainable Development through Product Led Tourism-Environmental side of tourism at destinations may receive consideration, but is secondary to the primary need to develop new and maintain existing tourism products with all the entails in terms of marketing and enablement of tourism operators.
3. Sustainable Development through Environment Led Tourism-Decisions made skew towards a paramount concern for status of environment and suitable to non-existent or new tourism.
4. Sustainable Development through Neotenous Tourism-Very strong sustainability approach is predicated upon belief that there are circumstances in which tourism should be actively and continuously discouraged on ecological grounds. The word "neotenous" implies that tourism activities would be limited to the very early, juvenile stages of tourism development.

Inskeep (1991) added measures that can lessen negative impacts and reinforce positive ones:

- ◆ Maintain the authenticity of local tradition;
- ◆ Provide financial incentives, training and other techniques for local ownership, management;
- ◆ Make certain residents have convenient access to tourist attractions, facilities and services;
- ◆ Apply visitor organizations and control measures to prevent overcrowding of tourist attraction;

- ◆ Measure and find whether most residents can't afford to existing commercial tourist facilities;
- ◆ Educate residents about concept, benefits, problems, policies and plans for tourism in the area;
- ◆ Design hotels and other tourist facilities to reflect local architectural styles;
- ◆ Control types of tourist attractions through the techniques of selective marketing;
- ◆ Train local residents to work effectively in all levels of tourism;
- ◆ Apply strict control on drugs, crime and prostitution;

Consequently, the principles used by the previously mentioned scholars could be the basic frameworks for STD of any destination that consists of unique resources, accessibility, infrastructure and hospitality cultures of locals except where they lacked the power to manage and generate benefits from their own resources. Thus, integration of community empowerment with the best principles of sustainable tourism development are very essential.

2.2.3 Alternative forms of Tourism

These are supposed to build resident-friendly environment and act as a catalyst to preserve and maintain a place rather than creating tourist-oriented destinations that solely serve the sector. It helps to create and promote a dynamic place that not only can satisfy locals' needs but also attract high-value visitors who want to experience livable communities. It promotes the economy and livelihood of the people, essentially alleviation of abject poverty by encouraging sustainable and responsible tourism (i.e. socio-culturally acceptable, economically viable and environmentally sustainable).

According to Schilling (2006b) cited by Masaki (2008) there are 13 types of 'general' alternative tourism models (i.e. adventure, agro/farm, cultural, dark, eco, ethnic, geo, green, heritage, life-seeing, literature, urban and volunteer tourism) that can be identified with four core strategies:

1. Redefine the present composition of the economy;
2. Assimilate the community's physical and socio-cultural assets;
3. Invest in these assets envisioning long-term results; and
4. Encourage direct community participation in the creation of these developments.

Responsible tourism also has gained much momentum in the 1990s and synonymous with the concepts of STD, alternative, eco, green and soft tourism. It is therefore, a concept underpinned by sound environmental, social and economical principles offering a way to minimize environmental and cultural impacts by benefiting locals and reducing poverty.

This kind of approach involves all stakeholders (private, NGOs, government, local communities, marginalized communities, minority groups, consumers, media, employees and others). It allows meeting local people for experiencing their culture and their way of life, which will make the visit more meaningful and enjoyable that may consists of the following elements as frameworks:

- Avoidance of waste and over-consumption;
- Using local resources in sustainable manner;
- Maintenance and encouragement of natural, cultural and social diversity;
- Sensitive to the host culture;
- Local community involvement in planning and decision-making;
- A prerequisite assessment of the environmental, economical and social impacts;
- Impacts of tourism must be monitored and open disclosure of information.

Ecotourism being another option is travel to fragile, pristine and usually protected areas that strive to be low impact and (usually) small scale; it helps to educate traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights (Honey, 1999: 25). While community-based ecotourism is, where the local community has substantial control over and involvement in its development, management and a major proportion of the benefits remain within the community.

Again WWF portrayed that CBT is a visitor-host interaction that has meaningful participation by both and generates economic and conservation benefits for local communities and environments. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life (Suansri, 2003).

Community based sustainable tourism is defined as an integrated approach and collaborative tool for socio-economic empowerment of communities through assessment, development and marketing of natural and cultural community resources, which seeks to add value to experiences of local and foreign visitors and simultaneously improve quality of life of communities (Chambers, 2004).

The researcher believed that it is necessary to recognize community empowerment as an impossible dream and the best way we can hope for is to develop sustainable forms of tourism with active community involvement to contribute for sustainable tourism development.

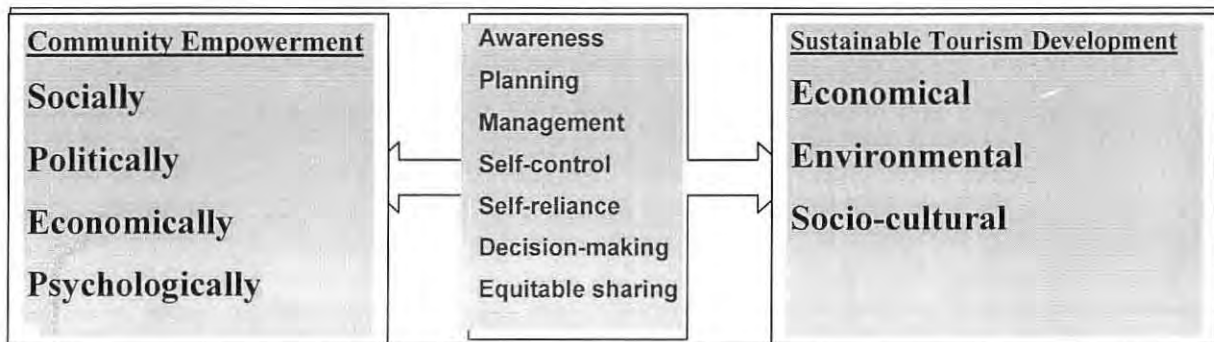
Since most of the above exemplary alternative forms of tourism are times fashioned and suitable for the achievements of sustainable tourism development, the levels of community empowerment influences the opportunity to participate in appraisal, planning, decision- making, development, management and other issues. These enable to reap tourism rewards and looking solutions for challenges faced them like degradation and seclusion of community from involving on tourism issues in their surroundings.

2.3 Conceptual Framework

After an assessment and evaluation of related literatures, the researcher developed conceptual framework to use as a guideline throughout the process of the thesis. The framework is outlined hereinafter to use it as a direction for the successful accomplishment of ACESTD: the case of Zege Peninsula, Bahir Dar.

In sustainable tourism development, everyone is a user and provider of information that arises at all levels. High integration and collaboration of tourism players and resources are very fundamental for the assessments of community empowerment and sustainable tourism development.

Figure 2.3: Conceptual Framework of the study



Source: Own developed (2011)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design and Strategy

Based on the objective of the study, the research design employed a combination of qualitative and quantitative approaches to obtain data concerning ACESTD in Zege located at a distance of 30 km by bus and 11km by boat from Bahir Dar, that has been preferred for its unique untapped potentials. Specifically, focused on Ura Kidane Mihret Keble, Yiganda Mehal Zege Keble and Zege 01 Keble administration due to most tourism activities and myriads of treasures, mural paintings, icons, parchment manuscripts, scrolls, crosses, crowns, bequests of Emperors', flora and fauna found.

Description design used to describe phenomenon since the researcher had prior knowledge about problems and information needed to explain situations followed by field survey to supplement the phenomenon with statistical descriptions.

The questionnaires were distributed to household representatives that complemented by review of literature, in-depth interviews with tourism officials, tourism businesses and tourists in Zege. Consequently, the researcher used a cross-sectional descriptive and field survey approach for the scope of the study that took short duration and focused on gathering both quantitative and qualitative information from both primary and secondary sources with the help of two data collectors.

3.2 Sample Size Determination Technique

To obtain a representative sample consisting of 24 key informants for interviews and 96 household representatives for questionnaires were selected that represented all tourism actors throughout Zege. The researcher determined the sample size from the total local community household representatives, concerned tourism officials, tourism businesses and tourist that classified into four categories:

Category 1: Tourism officials (3) were selected based on snowball and purposive sampling technique that based their experience, interest, proximate, knowledge, duties and responsibilities.

Category 2: Tourism businesses [travel agents (3), tour operators (2), boat transport enterprises (3), clergymen (4) and souvenir sellers (4)] were selected using convenience sampling technique that basis their exposure, proximate, knowledge, experience, age and activities engaged in.

Category 3: Visitors (5) were selected based on purposive sampling technique based on their voluntariness, traveling experience, spoken language, itinerary and occupation employed.

Note: cut-off is not predetermined in all non-probability sampling technique rather it emerged from the process and concurrent data analysis until grounded theory established.

Category 4: Household representatives (96) were selected since they used as a sampling frame and unit of analysis using the calculating method of Israel Gleen (1992), which is reliable up to 90% and deviation factor is less than 0.1 (social scientists usually establish a cut-off point at 10% chance of sampling error).

$$n = \frac{N}{1 + N \cdot e^2}, \text{ where}$$

n= Sample size unit or respondents

N= Size of the total house hold representatives/the sampling frame of population

e= the level of precision/sampling error,

$$n = \frac{2492}{1 + 2492 \cdot (0.1)^2}$$

n= 96 household representatives of the local communities

Since the number of household representatives in each area were not the same, a random sampling for each area household representatives had been used after applying the following formula:

$$n_1 = \frac{nN_1}{N}, \text{ Where}$$

n= total number of samples

n1=number of samples in each area

N= total number of population from sampling frame

N1=number of sampling frame population in each area

Table 3.2: Sample size in each selected areas of Zege Peninsula

Geographical Area	Number of Households	Percentage	Sample
Ura Kidane Mihret Keble administration	805	32.3	31
Yiganda Mehal Zege Keble administration	971	38.5	37
Zege town 01 Keble administration	716	29.2	28
Total	2,492	100	96

Source: Administrator of Zege Peninsula from health extension workers record, 2010

3.3 The Subjects of the Study

The main subjects were household representatives, tourism officials, tourists and tourism businesses.

Primary data were mainly included household representative survey questionnaires and in-depth interviews as well as direct observation to assess the levels of community empowerment, its effects, relationship and contributions to sustainable tourism development in Zege Peninsula.

Secondary data were collected largely from documentation, archival, internet, textbooks, supportive related literature that are published and unpublished records to assess levels of CE on economical, social, political and psychological issues as well as its contributions to STD in Zege Peninsula.

3.4 Data Collection Instruments

Both qualitative and quantitative data were collected from both secondary and primary sources using data collection tools such as questionnaires, interviews, direct observation and document reviewing (documentation, archival, internet and textbooks that include both published and unpublished records). Questionnaires (96) were used to study personal data, the degrees of community empowerment, its relationship, effects and contributions to sustainable tourism development containing choices, rating and open-ended questionnaires categorized into four sections.

Interviews (24) were used to elicit personal data, the levels of community empowerment, its relationship, effects and contributions to sustainable tourism development in Zege from tourists, tourism officials and tourism businesses consisting of semi-structured interview questions and captured with the help of tape recorder and field notes. It helped to explore other themes and nuances further enriching data of the study that were done in public places such as churches, offices, canteen, school and port lasted approximately an hour and half for each.

Direct observation (two weeks) was used to study the levels of community empowerment, particularly economical, social, political and psychological empowerment and their contributions to sustainable tourism development.

Document analysis (September 2010-May 2011) was used to explore information about the levels of community empowerment and its contribution to sustainable tourism development from documentation, archival, internet and textbooks that included both published and unpublished records especially content analysis predominantly used for the scope of document analysis part.

3.5 Procedure of Data Collection

Assessments and evaluation of prefeasibility study through intensive review of related literature were made to frame the scope of the study and established framework that followed with direct observation and questionnaire dissemination with the help of two data collectors for field survey.

Since primary data were the basis of this study, which was more of qualitative in nature, in-depth interviews were employed and conducted face-to-face in public places with tourists, tourism officials and tourism businesses to elicit opinions and in between there was a reiterative process of data gathering if that needs to do so. Extensive taking of photographs and trail/transect walks were added to complement triangulation of qualitative information that obtained from observation (see chapter four).

3.6 Data Analysis and Presentation Techniques

To understand the underlying scenarios, the collated data were systematically verified, described, analyzed and interpreted using both quantitative and qualitative approaches. Data that were gathered using predominantly qualitative variables were subject to phenomena description and narrations. Since data from the interviewees and direct observation were largely qualitative, the interpretation involved triangulation of different views from varied sources.

Thus, qualitative data obtained from field observation, field notes, interviews and sound records were organized, reduced and analyzed based on systematically grouping and content analysis to describe phenomena into their respective thematic areas. Information reduction was done at different phases via editing, classifying, sorting, verifying and summarizing vigilantly in order not to miss relevant information for this study.

The data from questionnaires were analyzed to obtain descriptive statistics, frequency, percentage, mean and scale for their relationships according to the study objectives, theoretical and conceptual framework using Likert's scales of 5-points to analysis variables. The rating scales in the questionnaires to households were analyzed by valuing (1, 2, 3, 4 and 5) as follows:

Interval= $\text{Range}/\text{Number of Scales}$, where Range=maximum-minimum

$$\text{Interval}=\frac{5-1}{5}$$

$$\text{Interval}=0.8$$

Therefore, personal data, the degrees of community empowerment, its relationship, effects and contributions to sustainable tourism development scales varied each by 0.8 points, which could be clarified for all sections as follows:

1-1.8 = very low, strongly disagree and not at all important

1.81-2.6=low, disagree and not so important

2.61-3.4=medium, neutral and neutral

3.41-4.2=high, agree and important

4.21-5= very high, strongly agree and very important

Thus, quantitative analysis was used for the quantifications of major themes and phenomena that consisted of quantifiable variables expressed in numerical figures and magnitudes. The data from questionnaires were facilitated and analyzed with the help of version 19 Statistical Package for Social Sciences (SPSS) software. The major findings of the study presented in the forms of phenomena descriptions, statistical descriptions, frequencies, percentages and tabulations.

CHAPTER FOUR

BACKGROUND OF THE STUDY AREA

4.1 Major Attributes of Zege Peninsula and Its Vicinities

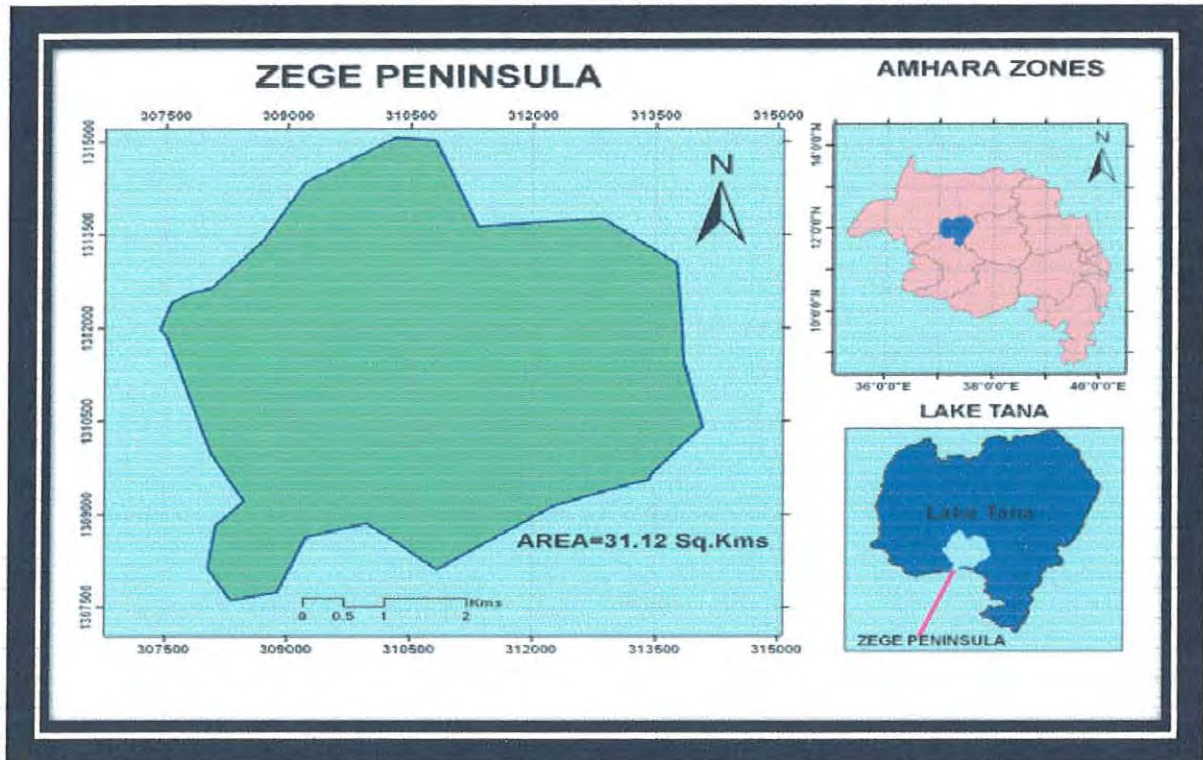


Figure 4.1: Location map of Zege Peninsula, **Source:** Ethio-GIS shape file extracted by ArcGIS software ANRS houses three magnificent world heritage recorded sites (i.e. Lalibela Rock hewn churches, Fasil Ghebbi or the castles of Gondar and Simien Mountains National Park). Lake Tana is one of the largest inland water lakes in Africa stretching 75 km north to south and 60 km east to west lying at about 1830m above sea level with 14m maximum depth and the primary reason that Bahir Dar exists. It has been fed by the major rivers of the region such as Gumara, Megech, Ribb and Gilgel Abay that nurtures the city with abundant water and food (ANRS Tourism Commission, 2005).

Zege Peninsula is one of the Bahir Dar Zuria Woreda Kebles that contains a remnant dry Afromontane forest (1238.8 hectare) and Yiganda wetlands (100 hectare) in which about 11,653 people (2,492 households) living. It has an elevation of 1780m along the lakeshore (Mehal Zege) to 1994m at its summit Yiganda (Ararat), 1200-1415mm annual rainfall, 11.78°C-26.7°C minimum and maximum temperature respectively and positioned at Long 37°18'43"-37°21'26" and Lan 11°41'00"-11°43'00" (ANRS, Environmental, Protection and Land administration Authority, 1996).

Table 4.1: Population size of Zege Peninsula in 2010

Geographical area	Population	Number of Households
Ura Kidane Mihret Keble administration	2, 407	805
Yiganda Mehal Zege Keble administration	5, 400	971
Zege town 01 Keble administration	3, 846	716
Total	11,653	2,492

Source: Administrator of Zege Peninsula from health extension workers record, 2010

Many portion of Zege Peninsula, practically unknown to outsiders prior to the Major Robert Cheesman's pioneering 1930's expedition during which he became to be the first European to visit all the islands in Lake Tana as documented in his definitive (but out of printing and maddeningly difficult to locate) Book Lake Tana and the Blue Nile: An Abyssinian quest.

Geographically, Zege has circular shape and connected to the terrestrial area that covers 1/4th (25%) where as the remaining 3/4th (75%) is connected to Lake Tana. The slope of landscape slightly rises to the center of the main land (Ararat) at Yiganda village near to Tekele Haimanot church. It is located on the northwest from Bahir Dar town and surrounded by Lake Tana on east, north and south where as on west connected to land and featured as steep slope hill on south and north hemispheres consists of steep slope summit at the top with viewpoint for the rest of Lake Tana and its environs.

Zege, the densely tropical forest peninsula together with the eponymous village is one of the most accessible points on the lakeshore using both public and boat transport. It is 11 km via Lakeshore with roll touring of wetlands, Entos and Kibran Gebrael monasteries with dense forest islands and 30km by road transport from Bahir Dar town via Woramit, Wogelsa and Afafe to Wonjeta crossing impressive wetlands, Enfranze River and Yiganda wetland villages.

Zege Peninsula is renowned by innumerable natural thick tropical forest, wetlands at Yiganda, basaltic rock heaps, impressively fringed tree branches of lakeshore, agrarian community settlement in harmony with the biodiversity and age-old religious buildings that withhold in numerous heritages. Zege, which supports by far the largest remaining tracks of natural forest on Lake Tana, still harbors monkeys and various forest birds (above 260), remain remarkably undisturbed in environmental terms and inculcated with medieval churches.

Zege consists of seven monastic churches since 13thc namely Mehal Zege Giorgis, Betre Mariam and Yiganda Tekele Haimanot under the supervision of priests where as Azuwa Mariam, Ura Kidane Mihret, Debre Selassie and Forie Mariam under the control of one monk which consists of impressive attractions built within harmonious agrarian community settlement. Thus, Zege has ample potentials to run different forms of tourism that can assist the effort in achieving transformation plans of Ethiopia that will contribute vital role in poverty reduction endeavors and employment opportunities with gender considerations as well as economic independence of woman possible.

4.2 Socio-Economic Conditions of Zege Peninsula

The socio-economic culture of the people is highly shaped by Orthodox Christian religion. Nearly all, the people are Orthodox Christian followers and speak one common language (i.e. Amharic) and main livelihood income is from coffee that dated back to 700 years ago but in Afafe town, there are some Muslim communities engaged in trading activities. Afafe town was founded in 1937 E.C but still very back warded except the availability of clinic, potable water, hydroelectric power, schools since 1942 E.C, postal, port, market and telecommunication services to some extent due to lack of well-established infrastructure, master plan, absence of investors and poor living standards of locals.

Currently, most of the people are engaged in agriculture (coffee, beverage hope leaf and adese), handicraft, selling firewood, charcoal, trading, fishery, tourism and animal rearing (to some extent like chicken and sheep) due to Abune Betre Mariam proscribed cattle herding and plough farming within Zege Peninsula as a legendary rules and regulations. The dependency of people on forest coffee production and indigenous forest cover of Zege has been diminishing from time to time at least by half in the last few years. Coffee has been the main pillar and dominant cash crop for agrarian community in Zege Peninsula. It is dramatic and aggressive deterioration of coffee average productivity in the whole coffee growing areas from 500 quintals in 2002 to 100 quintals in 2009.

Steadily, he who supposed to found Mehal Zege could observed that the number of monks has been increasing from time to time that worried him the monks suffering from hunger that is why he was praying and ordered Betrolomious to give him his stick. Then broke it into three pieces and ordered his maid to plant these pieces so that grew up into coffee, beverage hope leaf and adese. Since then these plants have been serving as the main and permitted source of livelihood for the community of Zege by the God. This was the legendary reason behind that they did not rear animals and plough within Zege.

Figure 4.2: Artisan production, Souvenir shop and sporadic sheep rearing at Zege Peninsula



Source: Own photograph at field survey, 2011



4.3 Tourism Development in Zege Peninsula

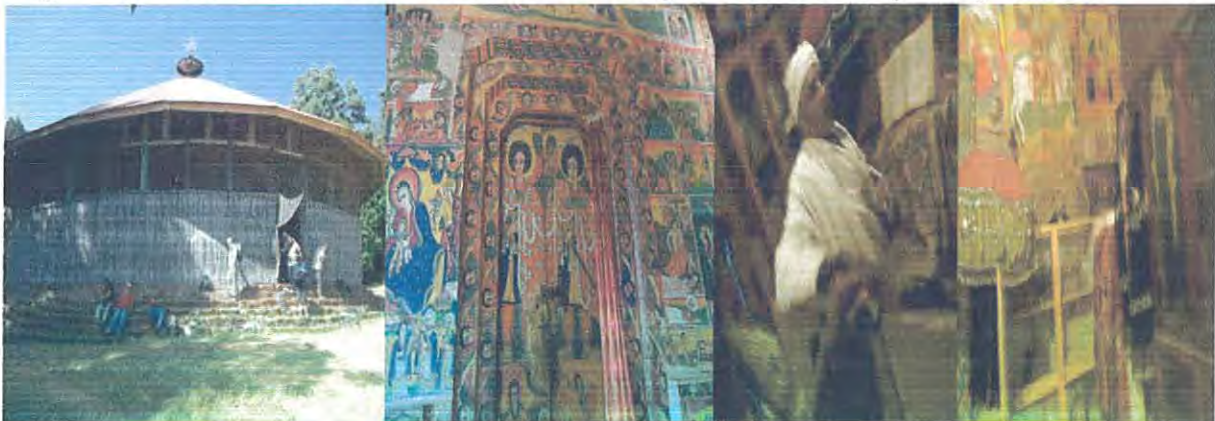
Zege Peninsula is at the heart of the religious geography of Lake Tana monasteries and churches. It has very significant places in Orthodox Christianity history. Traveling activity for Zegnoch is said to have began since the use of papyrus boats by Negede Woyto community on the lake. Yet, no specific time is given for the exact beginning of this activity except that the Negede Woyto were pioneers for the construction of papyrus boats made of papyrus reeds which grow on the banks of Lake Tana.

In recent years, tourist flow to Zege has been increased and significant numbers of people are involved in various employment and service provision in tourism development and multitude attractions that could satisfy different interests of visitors. Some tourism infrastructure and accessibility improvements have become increasing and tourism development has got due attention.

The wildlife and green environment do also have significance in projecting wildlife nursery sites and transforming the coffee forests into beauty scenery for the very diversification of economic activities in Zege Peninsula to broaden alternative sources of revenue and to avoid over concentration on single tourism activity that enable to overcome the problems of non-sustainability. A Variety of woods were available to carve for the buildings of churches from dense forest. Abune Betre Mariam, founder of Zege mobilized the people for building process using about 386 tankuwas.

Ura, Azuwa, Mehal Zege and Betre Mariam are the most accessible sites since they are close to the Lakeshore and port that make them the most frequently visited sites. Each church is surrounded by Zege agrarian community settlements but not easily noticeable. Selasie and Yiganda Tekele Haimanot are the best for bird watching and all parts of Zege and its vicinities using long and branched trees as watching tower. Trekking up to Ararat highest peak along settlement and under shade even at noon is highly impressive mainly seen in natural areas that have no settlement and domestic stock.

Figure 4.3a: Tourist at Ura Kidane Mihret Church Figure 4.3b: Mehal Zege Giorgis museum



Source: Own photograph at field survey, 2011

4.3.1 Accommodation

Tourism development in Zege Peninsula is ultimately dependent on the provisions of infrastructure and facilities within (campsites, lodges, viewpoints, trekking routes) and outside (access, road, hotels and networking with other sites of Lake Tana, Bahir Dar and the historic route). However, most tourism activities took place around basic campsites, so visitors have to be self-sufficient in providing camping equipment even if some of these can be rented locally from ecotourism societies.

Tourists at visiting, trekking and resting in campsites require basic facilities of water, food, toilets and communication services. Additionally, where diversification of tourism activities is considered, extra infrastructure and accommodation at appropriate sites will be required. In Zege, infrastructure is often poorly constructed with poor quality that are rapidly broken and then not repaired immediately. Toilets are a recurring issue in tourism provision with hygiene problems and older tourists are unused to squat toilets and may not have the leg strength to use them. Hence, developing seated environmentally sensitive toilets in high hygiene along with clear standards.

Thus, establishing locally owned canteen, ecolodges, home stays, guesthouses, tourist information centers, travel agents, tour operations, establishments, transport enterprises, local guide associations and other means of self-employment opportunities are fundamental to ascertain communities' benefit, empowerment, involvement and sustainability of tourism development in the area.

In Zege, there are no standardized accommodation units designated for visitors since the length of tourist stay is not more than half an hour in visiting one site. Predominantly, domestic visitors may stay overnight based on the length of religious events and cultural entertainments. Improving the understanding levels of the community through attending formal and informal education, organizing awareness programs, giving trainings to fill (knowledge, attitude and skill) gaps and enhance involvement in planning, management, decision-makings and other issues are crucial.

From some descriptive accounts that indicate the traditional knowledge and skills of the people is promising to promote souvenir shops and artisanal crafts production (smithery, weaver, masonry, tannery, local tour guides, fishery, agro-tourism, boat transport enterprises). It diversifies alternative income sources, particularly suitable for community-centered tourism with local communities' involvement in planning, management, implementation, evaluation, equitable benefit sharing and other issues of tourism development within their surroundings.

4.3.2 Accessibility

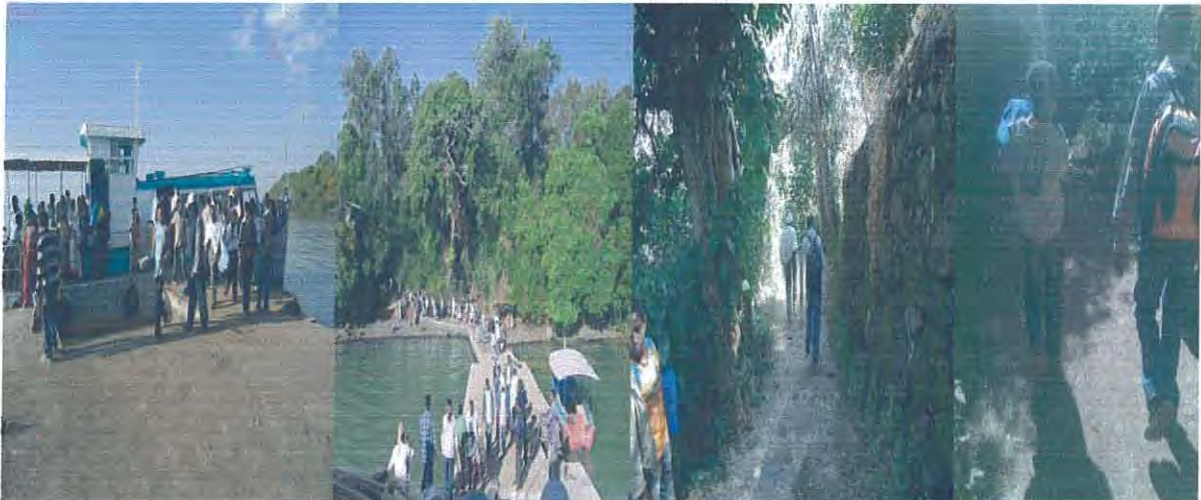
Zege Peninsula is entirely linked and easily accessible with excellent national road network system and air transport facility from near by air port of Bahir Dar. It is located along the northern historic routes of Bahir Dar, Gondar, Axum and Lalibela.

The community of Zege Peninsula used to sale coffee and other fruit products to Takusa, Delgi, Gondar, Metema, Adwa and Asmara via different modes of transportation systems. These could be either by boat or by land using pack animals. Transport animals were rented from neighbouring villages, as there were no animals rearing within the Peninsula. Fishing, boat transport, reed sailing, trekking in forested village and walking on the basaltic rock heap in the lakeshore, landscape, bird watching, upraise stand and widely stretched old aged trees are prominent recreations that create memorable gaze to visitors using any forms of transport.

Therefore, introducing multi-modal transport system and technology, providing investment incentives, maintaining and expanding infrastructures, facilitating provisions of accessibility to locals, levels of community empowerment, developing circulation routes are crucial issues to achieve CESTD in Zege. Currently, Zege has the following infrastructural facilities for both domestic and international visitors:

- Accessibility is very nice by plane, vehicle and boat from all corners of the country.
- Health service facilities are within accessible radius at least at clinical levels.
- Potable water is readily available to some extent and endowed with springs for medication too.
- Telecommunication booth is in a very good standard establishment to ease communication.
- Hydroelectric supply is available for power-based activities to some extent at some sites.

Figure 4.3.2: Means of transportation to Zege Peninsula including walking trail



Source: Own photograph at field survey, 2011

4.3.3 Amenities and Facilities

Zege Peninsula is the main inspiration and rationale that draw the attentions of both domestic and international tourists annually owing to its vast priceless untapped tourism potentials. Thus, integrating the potentials with facility provisions in a sustainable manner is the first goal of tourism actors since tourism is an amalgamation of different organizations involved directly or indirectly to hand over for the next generations without compromising values of the resources.

The uniqueness of Zege is not only the absence of common farming practice, but it is a place where natural forest with a variety of indigenous and age old plant species is found. History proved that in the past, it was a thick forest with tree canopies overlapping one over the other preventing sunlight from reaching to the ground. Even if it is still wondering to see keeping the ecology to such extent of variety and density in the absence of sustainable livelihood options to support survival, which is uncommon to see in any part of Ethiopia, today the forest is being deteriorated.

Thus, facilitating transportation, registrations, diversification, mapping, master plan preparation, value chaining of products, appreciating traditional artisans, developing positive attitudes towards local culture and indigenous curiosity, respecting funeral processions, religious activities and traditional conflict resolving mechanisms could be additional inputs to draw visitors from anywhere.

The existence of remnant dense forest with community settlement, biological diversity, scenic beauty, canopy layer coverage, old aged plants and undergrowth flora are the basic attributes of the area. Trekking inside forests to different direction viewing natural settings of mixed forest, lakeshore, churches, wetlands, endemic species of birds, fishing and papyrus reed boat are very impressive.

Out of total visitors registered at Bahir Dar and Tis Isat daily average of 102 tourists, about 10-20% of them are expected to visit Zege. Thus, tourism drawing to Zege estimated 10-20% of 23% (12,845,216.41ETB) of total revenue in 2010. The estimated minimum benefit segment of communities in Zege destination is only from entrance fee to monastic churches and treasure houses about 335, 092.6 ETB, from local guide services 390, 941.4 ETB, from souvenir shopping, rarely testing local drink "local beer" and coffee 558, 487.7 ETB.

However, from entrance fee only monastic churches of Ura, Azuwa and Mehal Zege have been taking the lion shares respectively where as only 15-50 souvenir sellers and local guides fetching the benefits of tourism. Two small tea and coffee rooms as well as not more than five local food and beverage houses around Ura and Azuwa are sporadically benefiting mainly during special religious events. The benefit of community at Zege is far below expected and entrance fee is only collected from museums. Hence, it should have been paid for all natural settings and walkways at the entrance gate of all ports.

4.4 Major Attractions of Zege Peninsula

Zege Peninsula is predominantly a monastic church destination with so many converging events, flora, fauna and panoramic water view as well as containing historical and religious assets. The vast resources of Zege and its environs are valuable reflections to explain the real pictures of the Peninsula, the people, the socio-economic condition and the cultural landscapes of its vicinities.

Zege monasteries, like other Peninsula monasteries, are not isolated from local communities. They are surrounded by dwellers who are leading a non-monastic life and they are covered by dense tropical forest. Since Zege Peninsula is rich with innumerable both natural and cultural tourist attractions, it is among the few unique and interesting places to be visited in the history of once life. For instance, existence of myriads of treasures, beautiful mural paintings, icons, parchment manuscripts, scrolls, crosses, crowns, bequests of Emperors, flora and fauna are not to be missed in individuals' life.

Even if the area is endowed with beautiful heritages, they were not well registered, identified, promoted, conserved and mobilized as well as benefited the local communities. This is why the researcher took the initiative of assessing community empowerment and its contribution to sustainable tourism development research in this area apart from other 37 islands and 5 Peninsulas of Lake Tana.

The most abundant tree species are Coffee Arabica, *Justicia schimperiana*, *Rothmannia urcelliformis*, *Millettia ferruginea*, *Ehretia cymosa*, *Diospyros abyssinica*, *Catha edulis* and *Ritchiea albersii*. Moreover, *Vanguria volkensii*, *Vernonia myriantha*, *Celtis Africana*, *Albizia schimperiana*, *Croton macrostachyus*, *Cordia Africana* and *Albizia grandibracteata* are largely growing canopy tree species along with cultural attractions that could attract thousands of visitors from all corners of the world.

Table 4.4: The seven monastic churches of Zege Peninsula

Name	From Bahir Dar (km)	Description of special Features
Azuwa Mariam	14	Rich in its cultural and traditional collections
Betre Mariam	16	Rich in its cultural and traditional collections. It is decorated with beautiful mural paintings
Debre Selasie	16	Rich in its cultural and traditional collections
Forie Mariam	14	Rich in its cultural and traditional collections
Mehal Zege G/s	16	Consists of small museum and beautiful painted meqdues
Ura K/Mihret	12	It is known fine frescoes, manuscripts, ecclesiastical objects like crowns of Emperors dated to 14 th c. processional crosses of silver and gold, silver drum and royal vestments.
Yiganda T/haimanot	15	Rich in its cultural and traditional collections

Source: Adapted from Amhara National Regional State Tourism Commission

4.4.1 Natural Tourist Attractions

To begin with the definition, it includes all tourist attractions minus cultural attraction ones. The natural tourist attractions of Zege include the land features, thick tropical forest, wonderful water view of Lake Tana, beauty scenery of the area; sunrise and set, various species of living things. The natural tourism products are spatially distributed in all sites of Zege and coupled with cultural and historical attractions. The forest is worth taking slowly and among few indigenous forests in this part of Ethiopia and it makes an appeal change from the characteristics open grassland of the region. Wild coffee dominates undergrowth, vervet monkeys shake canopy, parrots screech and hornbills explode into cacophony and colourful butterflies flutter at your feet.

More than 140 species of woody plants and above 260 species of birds have been recorded in Zege. The natural forest and lake managed by local communities in a traditional way of collecting coffee, fruits of sure citrus, beverage hope leaf, fishing, collection of fuel wood for selling and papyrus boat construction are the tips of the natural resources. Flora tall 50-70m such as kawa (celtis), zigiba, warka and those tall 40-50m like sesa (albizia), donga, misana (croton), chibeha (ficus toningic), baria keba, eshe (mimusopus kummel), akoma (prunus Africana), shembaekita (vangueria urcelliform), kefe (ficus injur), selechen (diospyros abyssinica), birbera (melitia ferrigenia), wanza, kerer, olive and arebage are few of them. There are also shirubs like zegita, sile, grawa, simiza, kinedaba, rough grasses and fauna like apes, monkeys, eshekoko, fote, pig, tiger, medaqua, porcupine, dikula, aner, tiregne, etc.

As a result, it is still wonderful to see keeping the ecology to such extent of variety and density in the absence of sustainable livelihood options to support survival, which is uncommon to see in any part of the country. The long and branched trees can be used for bird watching tower that made from ladder attached with branches of long trees as impressive viewpoint from long and huge trees. Walking inside the forest up to Ararat highest summit along settlement and under shade even at noon is highly impressive mainly seen in natural areas that have no settlement and domestic livestock.

Figure 4.4.1: Sunrise and set view from Lake Tana and Zege jungle



Source: Own photograph at field survey, 2011 and Ethio-GIS shape file extracted by ArcGIS software (google)

4.4.2 Human Built Tourist Attractions

Zege, the largest peninsula of Tana, has seven monasteries and churches open to both sexes. They are known for their 13thc colorful frescoes of religious scenes and an impressive display of illuminated bibles written in Ge'ez, Ethiopia's oldest language, manuscripts, ecclesiastical objects like crowns of ancient emperors, religious rope, silver-drum, processional crosses of silver and gold.

Introduction of Christianity and monastic life that proceeded to the safest environment to pursued its activity further and have been alternative tourism income sources for churches and monasteries. The area has a unique culture of (lyrics) religious paintings, writing, building and monastic life. Churches and monasteries served as land of learning for people from different parts of the country to fetch knowledge and skills. These churches and monasteries were relatively well conserved because of natural strategic location and remained less disturbed till the Italian invasion in 1936.

Zege is rich with spiritual and material resources that can grab the attention of both domestic and international tourists. For instance, Holy books, crosses, mural paintings, parchment manuscripts, replica of the Ark of Covenant (Altar), bequest of ancient Emperors, conical architectural designs of churches, drum and panoramic view of the area are few among the ample cultural resources of Zege.

The common type of housing in Zege is not different from the surrounding. However, especially in the past, by the early 20thc people in Zege developed a new and unique style of housing (Esate Kella) to defend fire and other hazards constructed from wood, stone, grass, mud and straws. Men who could afford wear the locally prestigious cloth called Kabba, Bernos, other clothes made of shemma and thin mode short trousers and women used to wear ready made abasha Qemis weaver tailored. Women adored with jewels made of brass, nickel, bronze and gold inter-connected to each other with a rope like material hang on the neck and left to swing to the front known as "Diri" but not common today.

Figure 4.4.2: Ura Kidane Mihret church interiors and Interviewing at Ura Kidane Mihret



Source: Own photograph at field survey, 2011

4.4.2.1 Ura Kidane Mihret

It is constructed during the reign of Amde Tsion. The monastery of Ura Kidane Mihret lies 3km away from the village and is covered from top to bottom with paintings that collectively serve as a visual encyclopedia of Ethiopian ecclesiastical concerns and it ranks not only as the impressive of the southern monasteries but also possibly the most beautiful church in anywhere in the lake region. Its proximity to Bahir Dar has made it the most frequently visited and famous church on the lake decorative with a huge, conical thatched roof painted with scenes from Biblical lore. It has the largest church- a classic tukul style building that looks like a yurt built of stone clad in mud and straw.

Set within bleak stonewalls, the monastery was founded in the 14thc by Abune Betre Mariam. He hailed from the Muggier river in Showa and started training as a priest after being visited by two angels at the age of seven (Betre Mariam literally means “Rod of Mary” and is the reference for saint’s steeliness when it came to beating off the devil and other demons). However, some argued that monk Abune Yohannes in 1624 E.C. established it. According to them, a man called Wura who was from the area contributed for construction and named as Ura Kidane Mihret for commemoration.

The walls of enclosed part are covered with very colorful paintings all depicting a specific religious story. Inside the wall is another circular wall, inside that is a circular room, making three concentric rooms. The central room is holies of holies, where the replica of Ark is kept. No one other than monks allowed to enter the holy of holies since there was an attempt to steal heritages on June 03, 1985 E.C.

Time	Number of tourists		Revenue (ETB)			Remarks
	Domestic	Foreign	Domestic	Foreign	Total	
						Entrance fee domestic 5 and foreign 30
2007	3,136	9,611	15,200	236150	251350	
2008	9,044	9,720	45,220	291600	336820	

Table 4.4.2.1: Number of tourists and receipt 2007-2008, Source: Bahir Dar Culture and tourism Bureau, 2011



Figure 4.4.2.1a: Ura and old museum

Figure 4.4.2.1b: Ura and new museum, Source: Own survey, 2011

4.4.2.2 Mehal Zege Giorgis

It jointly with Abune Betre Maiam monastery possesses a splendid museum having collection of crowns, crosses, vestments, illuminating parchments and others. It is the most reachable from Ura by walking 15 minutes, following 2km footpath through thick forests, which stands the disused churches.

The church was damaged by fire accident in 2002 E.C with unknown reasons so far, probably under investigation about the causes. Fortunately, nothing damaged except the church building since the Ark of Covenant and other materials had been kept in a separate underground museum (esate kella) or medir bet with a few distances from it according to the guards and priests of Mehal Zege Giorgis.

Mehal Zege Giorgis is the earliest church and located to the eastern outskirts of the peninsula. The founder was Abune Betre Maraim who brought the Ark during Amde Tsion (1314-1344). Exact period of foundation is not clear rather it began by 1306 and completed in 1314 E.C. He mobilized the community for building process and even 386 tankuwas- 'canon' of black stone is said to have been brought from Ambo Bahir, a place to the west of Lake Tana for the foundation.

The church, especially the holy of holies and treasure houses were made in a style known as "Esate Kella" purposefully designed to protect and rescue from fire and other hazards. The church has been rich with heritages. Gifts by King Amde Tsion and local "balabats" enriched the monastery crowns. The remaining foundation of church is visible to some elevation above the ground. Heritages found here are a 4th c written Synod, drums made of bronze and brass, golden crosses, parchment manuscript.

Time	Number of tourists		Revenue (ETB)			Remarks
	Domestic	Foreign	Domestic	Foreign	Total	
2008	3136	9611	12000	48000	60,000	Entrance fee domestic 5 and foreign 30

Table 4.4.2.2: Number of tourist and receipt in 2008(Mehal Zege), Source: BD Culture and tourism, 2011

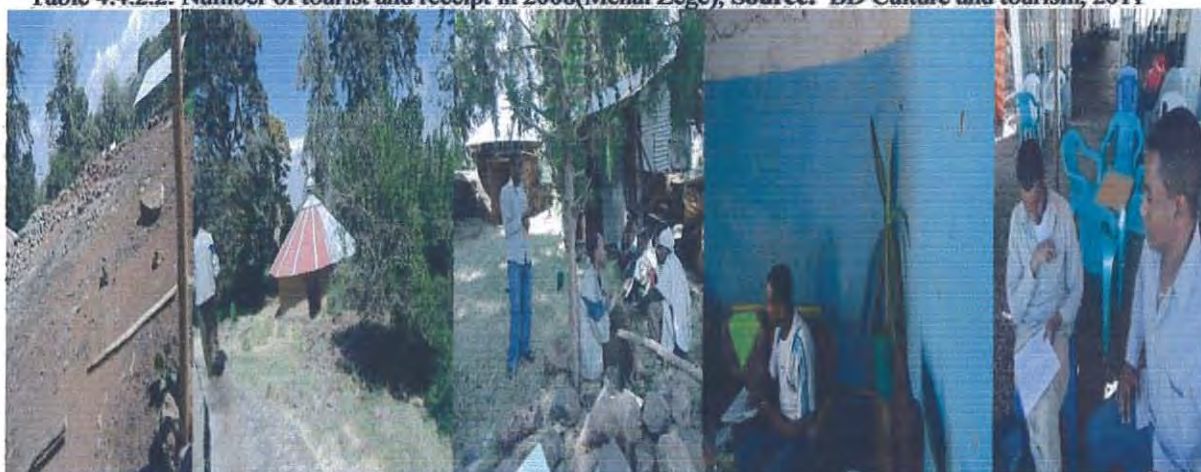


Figure 4.4.2.2a: Mehal Zege ruins and temporary Figure 4.4.2.2b: Interviewing, Source: Own survey, 2011

4.4.2.3 Azuwa Mariam

Azuwa is located on Zege at the shores of Tana and surrounded with groves that had been planted which attest the age of the church dated to 1307 E.C., which is colorfully decorated wall paintings by Aleqa Sirak of Zege and Aleqa Berhan of Gonderian dating to 16thc. Lying closer to Ura Kidane Mihret, it was built during the reign of Atse Amde Zion in the 13thc that boasts several animated 18thc paintings and built in the traditional circle structure as well as the most visited monastery next to Ura. The church is made of mud, stone and wooden pillars. It was known in the past as “Seil Bet” which means house of paints and pictures because painters used to copy paints from Azwa to decorate other churches. It is covered with a thatched roof keeping its originality and containing crown of Adyam Seged Iyasu, Yohannis I, a sword of Bakafa, over coat of Itege Mentwab, picture of St. Marry made in the hands of St. Luke, different manuscripts, crosses, drums, ...etc kept in museum.

The room of kedest has eight doors and windows, the holy of holies has three doors and windows, the roof has been attached with the wall using the hides of 400 oxen and Abune Yohannes brought the key of the door as well as the Ark from Egypt. The interior is built with huge planks of wood, which had been well shaped and curved. These huge planks have been split out of termite resistant planks. The grass roofed and elegantly built monastery is renowned for its remarkable frescoes as Ura Kidane Mihret (ANRS Culture and Tourism, 2006).

Time	Number of tourists		Revenue (ETB)			Remarks
	Domestic	Foreign	Domestic	Foreign	Total	
2007	31784	4289	8920	128670	137590	Entrance fee domestic 5 and foreign 30
2008	4996	4754	24980	142620	167600	

Table 4.4.2.3: Number of tourists and receipt 2007-2008, Source: Bahir Dar Culture and tourism Bureau, 2011

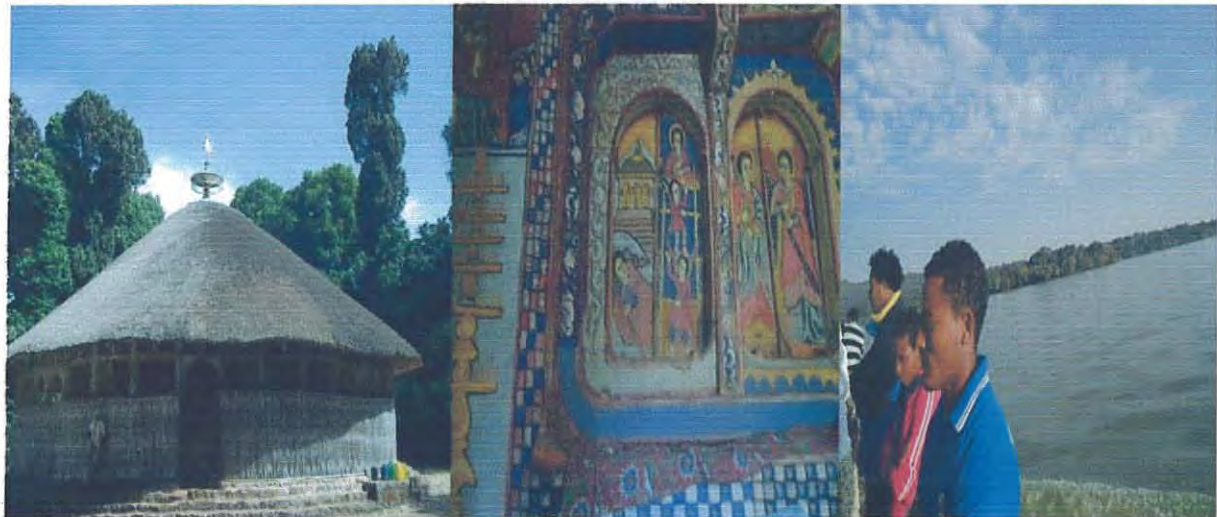


Figure 4.4.2.3: Azuwa Mariam church and scenery views, Source: Own photograph at field survey, 2011

4.4.2.4 Betre Mariam

It is the most reachable monastic church from Mehal Zege Giorgis following 2km footpath through thick forests from Ura Kidane Mihret, which stands the disused churches and there are several antiquities locked away in it. Betere Mariam church is located east of Mehal Zege Giorgis and rich with beautiful paintings that include the stories of Old and New Testament, history of Abune Betre Mariam who believed to be the pioneer of Zege Peninsula and many elegant planks of wood.

Abune Betre Maraim made a confession to have a church built in his name and after his death, Betre Maraim church was built near the compound of Mehal Zege Giorgis. Next to Zege Giorgis fence, at the gate of Betre Mariam, there is remarkable legend visible on big stone that shows the hook of St. George horse left during the locals were trying to make the fence of Mehal Zege church with stone. Meanwhile they came across very big stone that could not be rolled by human power rather by the help of God with his messenger St. George performed at lunchtime (the left at 4.4.2.4 figure below).

Goigris and Betre Maraim are administered as a unit, share common store and served by the same priests. The pillars, doors and windows of the original building were decorated with colorfully designed crosses carved on them. The holy of holies is also painted with pictures of apostles, saints and angels. The roof of the church was covered with metal sheets in 1994 E.C above which grass cover by the support of Bahir Dar culture and tourism bureau in 2002 E.C.

The father of Zege, Abune Betre Mariam is said to have proscribed cattle rearing and plough farming. Because the area was monastic and settlers were expected to observe monastic cultures. People transferred this tradition from generation to generation. The people in Zege kebeles are abiding by this tradition, even though sporadic sheep rearing is being practiced. Some people still say that the land is not fertile for cultivation other than coffee and fruits that could support life.



Figure 4.4.2.4: Betre Mariam church and st. George hook, Source: Own photograph at field survey, 2011

4.4.2.5 Debre Selasie

Abune Nahom established the monastery in the 14thc and since then it has never been maintained except corrugated metal sheets replaced the thatched roof some years back. Nevertheless, it is known in the names of the two saints, Abune Nahom and the saint who came after him. It is located at the top of Zege Peninsula with huge forest trees suitable for bird and landscape watching. It is also suitable to built watching tower on the long and high branches of trees with wooden ladders.

The natural settings are not relatively disturbed as it has no settlement close to the monastery. Out of monastery church campus, there are suitable areas to built camping sites. To prevent the risk of heritage loss, its heritages have been transferred to Ura Kidane Mehret. It has very few monks and on 27th and 29th of each month in E.C very few people come to attend liturgical ceremony.

In the past, it was forbidden for women to enter its compound, but today permitted to enter and attend ceremonies only in the chanting room. It is found to the north of the peninsula, on the upper altitude. It is 25 to 30 minutes walk within shaded trekking walkways from Ura to the north. Trekking the slope from Ura to Selasie under the dense forest is impressive and entertaining. The plant and bird species are attractive to visitors leaving unforgettable memories from scenic points.

4.4.2.6 Yiganda Tekele Haimanot

Yiganda Tekele Haimanot is also found in Zege peninsula about 2km North West of Ura kidane Mihret and west of Selasie monastery at highest peak of the peninsula (1994m above sea level). Its construction was begun in the regime of Atse Amde Tsion in the 14thc and completed in the 17thc in the reign of Iyasu I in 1674 E.C. The founder of the church was Abune Abraniwos, from Begemider, Deresgie Mariam Kebele. He had done a lot for the foundation of the church and finally he died in 1699 E.C. and his dead body was buried in the western part of the holy of the church.

The major and unique features of the church were the existence of various traditional heritages like golden cross that weights 24kg donated from Adyam Segid Iyasu, other crosses made from gold and silver, crowns and clothes of different kings' umbrellas, manuscripts like Mesehafa Howe.

Christian pilgrims are coping to the church to attend the festival celebrated in August 24 and May 12 every years of E.C. The church is accessible by both land and water situated on hill chains of Ararat. It is an area of scenic beauty from where the Peninsula, Lake Tana, Bahir Dar and its surroundings are clearly visible. The western Yiganda wetlands and Wonjeta lakeshore forests are spectacular features viewed from scenic spots of Ararat. Afafe town on west edge of Zege accessed by road transport and near by Forie mariam lakeshore church are recreational sites viewed from Yiganda scenic point.

CHAPTER FIVE

ANALYSIS AND RESULTS

This chapter presents the analysis and results of the research findings. The organization of raw data into systematically verified information employed both quantitative and qualitative approaches. The analysis was classified into specific sections based on demographic information, degrees of community empowerment, its relationship and effects on sustainable tourism development.

5.1 Demographic Information

The characteristics of respondents' (sex, age, educational background, marital status, religion, personal monthly income and occupation) are analyzed individually in the first section.

1. Sex

Based on the information obtained on household representative responses of questionnaires, female respondents were 47.9% and the remaining 52.1% were male. Thus, the sex distribution showed that household representatives were composed in a ratio where males exceed a bit more than females.

This result was in line with the general information of Zege Peninsula household representatives to assess the levels of community empowerment and its implications for sustainable tourism development. Even if the sex distribution is almost proportional, usually males are highly involved on community affairs due to females are more responsible for unpaid house chores and other determining factors (administration system, culture, access and interest).

No	Demographic Information (n=96)	Frequency	Percentage
Sex	Male	50	52.1
	Female	46	47.9
	Total	96	100

Table 5.1a: Respondents distribution by sex, Source: Field survey, 2011

2. Age Range

Majority of the respondents' (31.3%) were found to be in the age range of 29-39 years old followed by 30.2% age range of 18-28 years old, 19.8% age range of 40-50 years old, 10.4% of 62 years old and above where as the remaining 8.3% of respondents were between 51-61 years old.

Accordingly, the result indicated that the productive human resource or adult age group of Zege Peninsula dominated the age range between 18-50 or 81.3%. This age range is very important for the development of the study area. Because the extent of CE on tourism issues in terms of political, economical, social and psychological need to be enough matured. Due to this, four dimensions of community empowerment usually responsible by people above 18 years old and not too much aged.

No	Demographic Information (n=96)	Frequency	Percentage
Age Range	18<28	29	30.2
	29-39	30	31.3
	40-50	19	19.8
	51-61	8	8.3
	>62	10	10.4
	Total	96	100

Table 5.1b: Respondents distribution by age, Source: Field survey, 2011

3. Educational Background

Many of the respondents' (29.2%) completed primary school followed by 25% secondary education, 22.9% other (i.e. traditional school, certificate, diploma, master ...), 19.8% non-educated and 3.1% bachelor of degree holders.

As a result, most of the respondents (54.2%) had basic education in primary and secondary high school, which enabled them to be involved on tourism matters in their surroundings. Basically, they are good at English language which is satisfactory for their communication in local guiding, management, planning, decision-making and equity benefit sharing within Zege Peninsula if supported via training to fill special knowledge, attitude and skill gaps to cope up with the information ages.

No	Demographic Information (n=96)	Frequency	Percentage
Educational Background	Non- educated	19	19.8
	Primary education	28	29.2
	Secondary education	24	25.0
	Bachelor degree	3	3.1
	Other	22	22.9
	Total	96	100

Table 5.1c: Respondents distribution by educational backgrounds, Source: Field survey, 2011

4. Marital status

Regarding the marital status of respondents, 52.1% were married followed by 39.6% unmarried/single, 4.1% divorced, 2.1% widowed and 2.1% others. This result went in line with the respondents were supposed to be household leaders or members related to marriage though it is not always the case true. The other possibility here that could be inferred, since almost all the local communities of Zege Peninsula were Orthodox Tewahido Christian followers and speak one common language Amharic that increase familiarity and intimacy among locals, the rate of divorce, widow and others were very low comparing to the other parts of the country where polygamy is common.

Thus, most of married people established permanent way of life that encouraged high empowerment at least one family member on tourism issues due to the agrarian community settlement livelihood has become diminished since the last few years for different reasons.

No	Demographic Information (n=96)	Frequency	Percentage
Marital status	Single	38	39.6
	Married	50	52.1
	Widowed	2	2.1
	Divorced	4	4.2
	Other	2	2.1
	Total	96	100

Table 5.1d: Respondents distribution by marital status, **Source:** Field survey, 2011

5. Religion

The lion shares of respondents (96.9%) were Orthodox Tewahido Christian followed by 3.1% Islam. Here, the result confirmed that almost all of the communities in Zege pursued Orthodox Tewahido Christian. It is shown that very few Muslims reside in the surrounding Peninsula of Zege at a specific place known as Afafe town but not allowed to proceed further to the monasteries.

Therefore, Orthodox Tewahido Christian followers, specifically, clergymen have high dominancy over tourism matters in Zege Peninsula. This might lead to high religious discrimination on community empowerment in terms of economical, socio-cultural, political and psychological aspects regardless of resources have universal values. This is true since Muslims are not allowed to proceed to monasteries.

No	Demographic Information (n=96)	Frequency	Percentage
Religion	Orthodox Tewahido Christian	93	96.9
	Catholic	0	0
	Islam	3	3.1
	Other	0	0
	Total	96	100

Table 5.1e: Respondents distribution by religion, **Source:** Field survey, 2011

6. Personal monthly income

Most respondents' (63.54%) personal income was less than ETB 500 per month. The second least was 28.1% earned between ETB 500-1500 followed by 3.13% earned between ETB 1501-2500 and 2501-3500 per month for each income ranges respectively. Only 2.1% earned ETB 3501 and above per month who engaged in self-employed businesses like exporting coffee and other merchandizes.

The greater number of personal monthly income was well matched with the prevailing major occupations such as agriculture, trading, fishery and to some extent tourism businesses due to they were not soundly empowered towards tourism businesses like local guiding, boat transport, interpretation, providing service provisions, scout, ticketing and other issues.

Consequently, the community of Zege Peninsula largely depended on fishery, trade, tourism businesses and agricultural activities in which they were not well equipped and assisted in sufficient amount by professional and financial support from concerned bodies. Though, there was some

attempt from the current government on fishery, empowering local communities on tourism and modern irrigation systems because of the livelihood of agrarian community diminished.

No	Demographic Information (n=96)	Frequency	Percentage
Personal monthly income	<500	61	63.54
	500-1500	27	28.1
	1501-2500	3	3.13
	2501-3500	3	3.13
	≥3501	2	2.1
	Total	96	100

Table 5.1f: Respondents distribution by personal monthly income, **Source:** Field survey, 2011

7. Occupation

Many of the respondents (75%) agreed they have been working in tourism and hospitality industry such as tour guiding, travel agent, tourism service providing activities and transport enterprises where as the remaining 25% of the respondents agreed they were not working in tourism industry rather they have been engaged in non-tourism activities like fishery, labour, trade, agriculture and so on.

From 96 respondents, greater part of them assured they have been working in tour guiding (13.5%), tourism service providing activities (6.3%), travel agent (4.2%) and others (51%) including jobs such as artisan productions, souvenir shops, boat transport and so forth.

Hence, the implication of 75% of the respondents engaged in tourism and hospitality industry is there has been community involvement on tourism businesses. Again, this means as they are involving in economical empowerment that could have the mandate to ensure sustainable tourism development in terms of economical, socio-cultural and environmental sustainability of Zege Peninsula.

No	Demographic Information (n=96)	Frequency	Percentage
Occupation	Yes (tourism and hospitality industry)	72	75.0
	No (non-tourism and hospitality industry)	24	25.0
	Total	96	100
	Tour guide	13	13.5
	Travel agent	4	4.2
	Tour operation	0	0
	Tourism service providing	6	6.3
	Others	49	51.0
	Total	72	75

Table 5.1g: Respondents distribution by occupation, **Source:** Field survey, 2011

5.2 Analysis the Degree of Community Empowerment Towards Tourism Issues

This section analyzed the extent of community empowerment on tourism issues in Zege Peninsula. As indicated in table 5.2 below, local communities showed 'high' interest levels of empowerment in identifying problems, management, decision-making, problem solving, equitable benefit sharing and tourism operation while 'medium' interest levels of empowerment in setting objectives and implementation but 'low' interest levels of CE in monitoring and evaluation in Zege Peninsula.

Hence, greater part of the respondents (mean 3.9) had 'high' interest levels of empowerment on the above tourism involvement issues. Based on these results, economical, social, political and psychological empowerments of community were not that much practiced despite they showed high interest to participate on towards them. It would have been strong support of sustainable tourism development in terms of socio-cultural, economical and environmental dimensions within and around Zege Peninsula if there had been sufficient community empowerment.

Local people, tourism officials, tourists and tourism businesses conveyed that CE practice is very limited even if it is the best alternative to ensure STD of Zege Peninsula. To some extent, community involvement still vestiges in participation and not empowerment particularly in problem identification, setting objective, management, decision-making, evaluation, benefit sharing and other tourism matter.

Although most locals had completed primary and secondary high school, they are strongly looking for special training and education pertaining to these matters to cope up with the contemporary world, as tourism is dynamics and easily influenced by information ages/globalization. Noticeably, they agreed that empowerment in these areas required special knowledge, attitude and skills to be empowered.

Empowerment Issues	Very high		High		Medium		Low		Very Low		Mean	Scale
	F	%	F	%	F	%	F	%	F	%		
Identifying problems	12	12.5	40	41.7	34	35.4	9	9.4	1	1.0	3.6	High
Management	36	37.5	24	25	20	20.8	11	11.5	5	5.2	3.8	High
Setting objectives	9	9.4	30	31.3	41	42.7	13	13.5	3	3.1	3.3	Medium
Decision-making	6	6.3	57	59.4	28	29.2	5	5.2	0	0	3.7	High
Problem-solving	31	32.3	28	29.2	29	30.2	8	8.3	0	0	3.9	High
Implementation	11	11.5	21	21.9	36	37.5	22	22.9	6	6.3	3.1	Medium
Monitoring & Evaluation	1	1.0	7	7.3	47	49.0	30	31.3	11	11.5	2.6	Low
Equity benefit sharing	41	42.7	35	36.5	14	1.5	6	6.3	0	0	4.2	High
Tourism operation	20	20.8	64	66.7	12	12.5	0	0	0	0	4.1	High

Table 5.2: Degree of community empowerment in Zege Peninsula (n=96), **Source:** Field survey, 2011

Currently, the practices of political, economical, social and psychological empowerments are not at their best levels due to the influences of previous administration systems, the levels of education and few individuals' domination to reap the benefits of tourism without considering STD. Specifically, economical empowerment of local community is at its infant stage due to that the process of achieving economic empowerment needs long period but political empowerment is highly correlated with the contemporary governments and practicing well.

Whatever the level of community empowerment, it is very important instrument to ensure economical, socio-cultural and environmental sustainable development. Because it gives power for the community who are capable of solving challenges encountered them and rethinking for the coming generations. Again, sufficient community empowerment enables to diversify tourism activities that avoid over concentrations on single forms of tourism and it is not advisable for locals to become vulnerable for foreign influence like begging, cultural degradation, dependency, imitation and change dressing codes. Therefore, community empowerment said to be achieved, when the parameters or economical, social, political and psychological empowerments sufficiently practiced by community. Because community is a local or domain characterized by membership, common symbol systems, shared values and norms, mutual influence, shared needs and commitment to meeting them and shared emotional connections. Then, it has become apparent that community empowerment is very effective in terms of economical, psychological, social and political empowerment, as some household representatives' informed their participation levels increased gradually even if it is far below expected in each dimension.

Generally, it was clear that community empowerment is very important in terms of economical, psychological, social and political aspects that increase self-reliance, self-employment, self-control, local economic development and sustainable tourism development in Zege. Presently, it does not bring significant impacts within the community due to it is not sufficiently practiced as expected.

However, some of the local communities were skeptical or reluctant about empowerment on tourism issues, particularly, those who have their own means of income generating activities like government employees, fishery, trading, sporadically practice poultry and sheep. Of course, the agrarian community livelihood alternatives are diminishing from time to time because of cease in coffee productivity, proscribed cattle rearing and plow farming by Abune Betre Mariam legendary rules, external based tourism businessmen dominancy and limited local community empowerment.

To be more clear with the extent of community empowerment in terms of its dimensions (economical, social, political and psychological empowerment), the following separate intensive discussions conducted with the owners of the issue.

Economical Empowerment

As explained in the study area background, the economic status of Zege community is hand to mouth or subsistence due to diminished livelihood alternatives over time. Presently, better income generating occupations are tourism, coffee export trading and other merchandizes. According to the respondents' viewpoints, the lion share of tourism benefit goes to few individuals' pockets despite the communal or universal values of tourism resources in Zege. Tour guides, travel agents, tour operators, boat transport enterprises, churches and government bodies are predominantly fetched the benefits of tourism while most locals suffered from the negative impacts of tourism.

The main reason for the current lack of local economic development could be that low economic empowerment of the community in addition to capacity limitations. There is very little sharing of household duties or chores among male and female family members, so that females take nearly all unpaid house duties and responsibilities. Females spent most of their time on household chores and some outside labour works too like souvenir shops, artisan production, collecting firewood and providing service provisions on tea and coffee rooms. Few tour guides, clergymen, external travel agents and tour operators dominated most tourism activities in Zege, so young local communities are enforced to look jobs in Bahir Dar and other parts of Ethiopia due to poverty expansion.

Besides, souvenir shop owners commented that local community empowerment is very decisive but it could not be effective without government intervention. For example, they had the chance to manage their souvenir shops by organizing from the community members but eventually they were not be profitable because each of them were running for their own benefits by sidelining communal goals. Now, Bahir Dar culture and tourism bureau is reorganizing them and oversee their operation by providing training programs and shopping rooms when it needs to do so.

Over all, economic empowerment of Zege agrarian community is not sufficient due to few individuals' domination, capacity limitation, limited knowledge, expansion of poverty and the process of economical empowerment need long period of time.

Social Empowerment

In tourism planning, empowerment is reviewed as a process of social development to encourage and facilitate community responsive tourism. A key element embedded in empowerment is the decision-making model in which the decisions made by participating communities but the decision-making process consumes both cost and time which may lead to a lack of interest from the local community. It is all about social cohesion and organization brought through the development of social empowerment like the formation of local agricultural associations, local tour guide associations and networking



among these associations. Social cohesion of Zege agrarian community is very strong because of nearly all society is Orthodox Christian followers and speaks one common language (i.e. Amharic).

Despite already having a strong network of social organizations, social empowerment verified that their organization skills had further improved through participation in tourism issues. Social empowerment has become increasing among the community due to the opportunity given to form association by the current government for different purposes. For example, the formation and organization of souvenir shops at Ura Kidane Mihret. These has enhanced community cohesion and have become more concerned with making a good impression to outsiders in cooperation and collaboration with Bahir Dar Culture and Tourism Bureau.

Thus, Zege has become a nice place to visit with friendly people and developing a positive reputation despite strained diplomacy of previous regimes and foreign invasion (Italy in 1936). The extent of social empowerment is growing due to good governance and improved awareness level of society.

Psychological Empowerment

Psychological empowerment strengthens the optimistic about Zege's future, faith in abilities of locals, pride in its indigenous culture and local traditions. Community empowerment is a very effective way to generate pride among locals that their socio-cultural values are superb. Of course, there is no superiority and inferiority among cultures as far as they enabled to express once way of life and conveyed the intended message.

There is high mobilization of the community to conserve the cultural resources of Zege, particularly, spiritual and material artifacts of monastic church by religious people. The celebration of holidays (18-20 days per month) are very powerful and a source of pride for many people in the Peninsula. However, they are concerning about unlimited non-religious human interventions on the unique characteristics and norms of monastic churches, which may create impairment on psychological empowerment levels of the community.

Therefore, the psychological empowerment of Zege agrarian community settlement is high except over dependent on religious legendary rules (Abune Betre Mariam: proscribed cattle rearing and plow farming within Zege Peninsula and less working habits-10-12 days per month) that psychologically impaired them, especially when diminishing livelihood options have become a concern. In short, the psychological empowerment of Zege agrarian community is good enough except extreme religious influences on their day-to-day lives and gradual loss of cultural authenticity by foreign influences.

Political Empowerment

As mentioned in economical empowerment part above, males have less house chores than females, which imply that men were highly involved in politics and other out side affairs than women. It is witnessed that men attend more political affairs than women do throughout Ethiopia. Thus, it is apparent that women are lacking representation in political empowerment arenas. Accordingly, men have more knowledge about political matters than do women. It is also true on political empowerments of women in tourism matters in Zege Peninsula.

A major barrier for political empowerment is that a conflict of interest has caused a gap in the political agendas of community members due to communication barriers among the tourism playyers. Thus, political empowerment in Zege agrarian community is highly correlated with the contemporary governments' administration systems apart other determinant factors. Though it is not sufficient and lack supervision from concerned bodies, the levels of local communities' empowerment in political aspect have been average on community affairs and it practicing it at some extent.

A great numbers of local community forwarded that they are proud of their achievements in preserving and conserving age-old monastic churches and dense tropical forests. Regardless of multifaceted constraints faced, majority of them showed high levels of interest towards community empowerment. Like limited awareness and autonomous power, dependency, illegalities, diminishing livelihood options, limited infrastructures, reap benefits by few groups, unnecessary competition, poor integration, poor guiding and limited tourism professionals in the region (i.e. ratio 3:78 in ANRS).



Figure 5.2b: Community empowerment indicators

5.3 Assessing the Relationship Between Community Empowerment and STD

As a communality characteristic, both community empowerment and sustainable tourism development process consisted of economical, psychological, social and political dimensions. Economic dimension brings lasting financial benefit to the entire community. Psychological dimension is also important in enhancing self-esteem, pride of local culture, traditional knowledge and resources. Social aspect refers to a situation in which a community's sense of cohesion and integrity has been maintained or improved by involvement in tourism development and political dimension represents the atmosphere of democracy where people of any social status can express opinions and raise concerns about development initiatives.

Hence, the relationship between community empowerment and sustainable tourism development is not exclusively one way rather they have mutual or backward relationship. It implies that the level of community empowerment has direct contribution for the achievement of sustainable tourism development and the reverse is true. The correlation between sustainable tourism development and community empowerment is significant since it involves community at all levels of decision-making from planning to monitoring and evaluation.

Thus, community empowerment can provide widespread economical, social, cultural, environmental and religious values via increasing the understanding levels of the society about their superb resources. Once the society empowered and understand the values of the resources, they begin to rethink how to conserve and preserve for recurrent generation of revenue from tourism. On the contrary, if the communities are not getting fair benefits according to their contributions, they will feel low sense of belongingness and will not be concerned about sustainability. This in turn may lead to rapid degradation of non-renewable resources. Since communities are not well empowered, they themselves are the causes for non-sustainable tourism development such as over commercialization of cultures, propagation of illegalities (harassments, begging, fire accident, robbery, theft,...) and proliferation of similar businesses within few yards with the same products that creates unnecessary competition.

Deforestation is provoked more rapidly than ever since major parts of forests were being cut down for charcoal, firewood, timber and house construction but still too slow measures took to overcome. For instance, Zege peninsula supplies about 50-60% of the fuel wood-based energy to Bahir Dar, which was 90% before 10 years. The reason behind is limited community empowerment and awareness, diminished alternative means of livelihood and poor working habit (only 10-12 working days per month). Then, there must be instant community empowerment, cooperation and collaboration among tourism players at least to minimize the array of pollution and degradation on irretrievable tourism resources in Zege Peninsula.

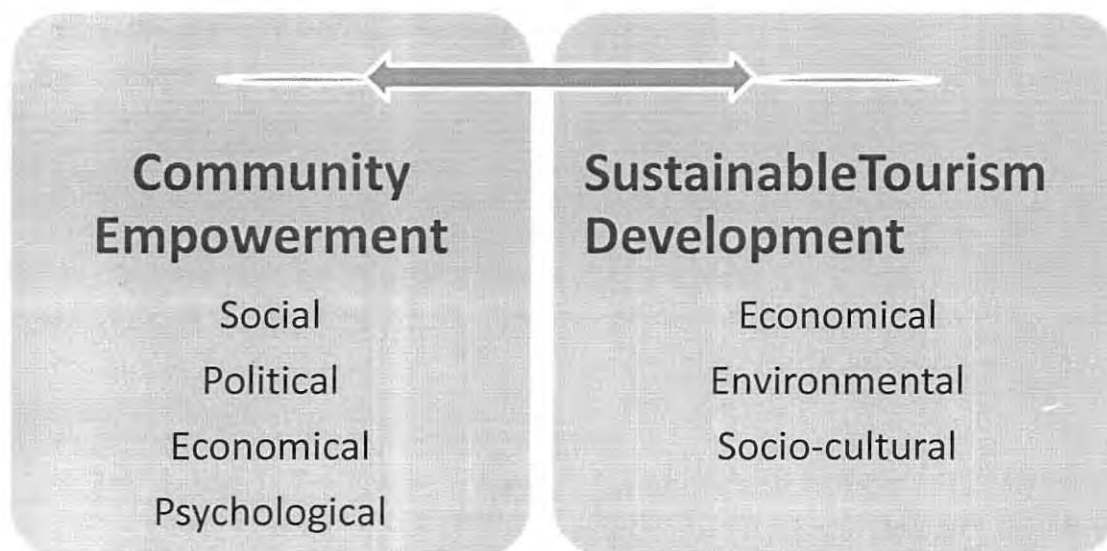


Figure 5.3a: Analysis of community empowerment comparing to STD

Community empowerment has become one of the fundamental alternatives to ensure sustainable tourism development and they have mutual or backward linkages with each other. Empowering, mobilizing, institutional arrangement, awareness creation, localized administration and engaging in diversified alternatives like guiding, transport, artisans, information centers, home stays, canteen and scouts could be the remedies to minimize over concentration on single tourism activities.

Finally, the centrality of sustainable tourism development is clearly illustrated in the following figure. It implies that if there is an achievement of community empowerment in terms of economical, social, political and psychological, sustainable tourism development could be ensured again in terms of economical, socio-cultural and environmental dimensions. Thus, the big task is achieving community empowerment at grass root level, which is very difficult to implement the ideology into practices.

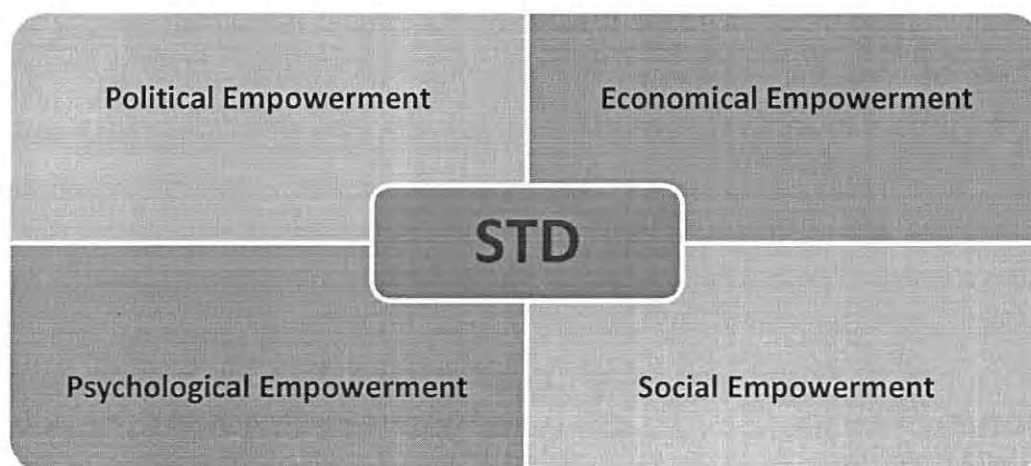


Figure 5.3b: Relationship of CE and STD, **Source:** Field survey, 2011

As shown in table 5.3 below, 82.3% of respondents strongly agreed and 12.5% agreed CE created jobs for locals' but 2.1% neutrally neglected, 1% disagreed and 2.1% strongly disagreed it did not create jobs for locals. Therefore, nearly all respondents (94.8%) accepted community empowerment could provide job opportunities for local communities (mean 4.7). Equally, 46.9% of the respondents strongly agreed and 47.9% agreed CE in Zege brought benefits to locals despite the remaining 4.2% neutrally ignored and 1% disagreed it did not bring benefits to locals. Thus, majority (94.8%) acknowledged it brought benefits to locals (mean 4.4).

However, 3.1% of the respondents strongly agreed and 45.8% agreed that CE gave power for local community to control tourism where as the remaining 13.5% neutrally abstained, 19.8% disagreed and 17.7% strongly disagreed it did not give power for local community. Hence, slightly less than half respondents (48.9%) accepted it gave power for locals to control tourism (mean 3.0). Yet again, 56.3% of the respondents strongly agreed and 38.5% agreed that CE helped the community to obtain services where as the remaining 1% neutrally refrained, 3.1% disagreed and 1% strongly disagreed it did not help the community to obtain services. Thus, the lion shares of respondents (94.8%) expected it helped the community to obtain services (mean 4.6).

Likewise, 5.2% of the respondents strongly agreed and 46.9% agreed CE helped to achieve STD but the remaining 33.3% neutrally neglected, 11.5% disagreed and 3.1% strongly disagreed it did not help to achieve STD. Accordingly, a bit more than half respondents (52.1%) believed it helped to achieve STD in Zege (mean 3.4). Besides, 69.8% of respondents strongly agreed and 13.5% agreed that they individually got benefit from CE but the remaining 7.3% neutrally refrained, 5.2% disagreed and 4.2% strongly disagreed they did not get benefit from CE. Thus, many of them (83.3%) accepted they individually got benefit from CE (mean 4.4).

78.1% of the respondents strongly agreed and 16.7% agreed that CE was good for their community where as the remaining 1% neutrally neglected, 2.1% disagreed and 2.1% strongly disagreed it was not good for their community. Then, majority of the respondents (94.8%) agreed it was good for their community (mean 4.7). Still, 19.8% of the respondents strongly agreed and 65.6% agreed CE helped to money spent by visitors remained within locals but the remaining 7.3% neutrally ignored, 4.2% disagreed and 3.1% strongly disagreed it did not help money spent by visitors to remain within locals. Consequently, more respondents (85.4%) accepted it helped money spent by visitors' remain within locals and reduced withdrawal of money from the area (mean 4.0).

Moreover, 41.7% of the respondents strongly agreed and 19.8% agreed that employees were recruited based on qualification however, the remaining 10.4% neutrally refrained, 13.5% disagreed and 14.6% strongly disagreed employees were not recruited based on qualification. More respondents (61.5%)

accepted that employees recruited based on qualification (mean 3.6). Again, 15.6% of respondents strongly agreed and 42.7% agreed they were satisfied with CE where as the remaining 17.7% neutrally trusted, 19.8% disagreed and 4.2% strongly disagreed they were not satisfied with it in Zege. Therefore, more than half respondents (58.3%) confirmed they were satisfied with it (mean 3.5).

On the contrary, 21.9% of respondents strongly agreed and 45.8% agreed CE cursed for rise in illegalities where as the remaining 6.3% neutrally trusted, 10.4% disagreed and 15.6% strongly disagreed it did not curse for rise in illegalities. Thus, more than half respondents (67.7%) confirmed that it cursed for rise in illegalities (mean 3.5). As well, 12.5% of the respondents strongly agreed and 35.4% agreed CE degraded resources where as the remaining 3.1% neutrally ignored, 19.8% disagreed and 29.2% strongly disagreed it did not degrade resources. Thus, less than half respondents (37.9%) expected that it degraded resources (mean 2.8).

In the same way, 5.2% of the respondents strongly agreed and 3.1% agreed that CE prohibited locals from tourism access but the remaining 2.1% neutrally neglected, 40.9% disagreed and 49% strongly disagreed it did not prohibit locals from tourism access. Consequently, very few respondents (8.3%) expected it prohibited locals from tourism access (mean 1.8). Once more, 44.8% of the respondents strongly agreed and 33.3% agreed CE raised prices of products but the remaining 6.3% neutrally neglected, 9.4% disagreed and 6.3% strongly disagreed it did not raise prices of products. Then, many respondents (78.1%) expected it raised prices of products (mean 4.0).

Additionally, 11.5% of the respondents strongly agreed and 28.1% agreed CE undermined local living standards but the remaining 10.4% neutrally abstained, 16.7% disagreed and 33.3% strongly disagreed it did not undermine local living standards. Thereon, less than half respondents (39.6%) accepted it undermined local living standards (mean 2.7).

Above all, 42.7% of the respondents were strongly agreed and 52.1% agreed that CE used resources needed by locals but the remaining 2% neutrally trusted, 1% disagreed and 2% strongly disagreed that it did not use resources needed by locals. As a result, majority of the respondents (94.8%) agreed that it used resources needed by locals (mean 4.3). To end with, 13.5% of the respondent strongly agreed and 37.5% agreed that CE violated the local traditional activities where as the remaining 1% neutrally refrained, 18.8% disagreed and 29.2% strongly disagreed it did not violate the local traditional activities. In conclusion, a bit more than half (51%) ascertained it violated (mean 2.9).

To generalize, 76.87% (mean 4.03) of the respondents acknowledged the positive effects of community empowerment where as 53.9% (mean 3.1) of the respondents observed negative effects of community empowerment that deteriorate sustainable tourism development. Thus, greater parts of the respondents appreciated community empowerment that could contribute for the achievement of STD.

Nevertheless, disempowerment is prevailing at some sites of Zege due to full participation of local community is discouraged by few individuals to reap tourism benefits. Community empowerment can be stretched out with sound support from governments through providing training, discussion and awareness creation programs about the contemporary tourism to withstand challenges encountered.

Therefore, active local community participation forms the core of community empowerment and sustainable tourism development. If communities are not empowered, the final consequence will be dependency, diminishing livelihood options, accumulations of benefits by few individuals, seasonal variation of tourist flows, pollution, displacement of locals, unnecessary competition, propagation of illegalities and degradation of exhaustedly tourism resources of Zege Peninsula.

Aspects	S.Agree		Agree		Neutral		Disagree		S.Disagree		Mean
	F	%	F	%	F	%	F	%	F	%	
Creates job for locals	79	82.3	12	12.5	2	2.1	1	1.0	2	2.1	4.7
Brings benefits	45	46.9	46	47.9	4	4.2	1	1.0	0	0	4.4
Give power to locals	3	3.1	44	45.8	13	13.5	19	19.8	17	17.7	3.0
Good for our community	75	78.1	16	16.7	1	1.0	2	2.1	2	2.1	4.7
Helps locals obtain services	54	56.3	37	38.5	1	1.0	3	3.1	1	1	4.6
Helps to achieve STD	5	5.2	45	46.9	32	33.3	11	11.5	3	3.1	3.4
Individually get benefit	67	69.8	13	13.5	7	7.3	5	5.2	4	4.2	4.4
Money remains in locals	19	19.8	63	65.6	7	7.3	4	4.2	3	3.1	4.0
Recruiting on qualification	40	41.7	19	19.8	10	10.4	13	13.5	14	14.6	3.6
We are satisfied with it	15	15.6	41	42.7	17	17.7	19	19.8	4	4.2	3.5
Curses for rise in illegalities	21	21.9	44	45.8	6	6.3	10	10.4	15	15.6	3.5
Degrades resources	12	12.5	34	35.4	3	3.1	19	19.8	28	29.2	2.8
Prohibits locals access	5	5.2	3	3.1	2	2.1	39	40.6	47	49.0	1.8
Raises prices of products	43	44.8	32	33.3	6	6.3	9	9.4	6	6.3	4.0
Undermine living standards	11	11.5	27	28.1	10	10.4	16	16.7	32	33.3	2.7
Use resource needed by local	41	42.7	50	52.1	2	2.0	1	1.0	2	2.0	4.3
Violates traditional activities	13	13.5	36	37.5	1	1.0	18	18.8	28	29.2	2.9

Table 5.3: Community empowerment effects in Zege (n=96), **Source:** Field survey, 2011

5.4 Analyzing the Effects of Community Empowerment on STD

Majority of them believed that as the number of tourists and human intervention on natural settings increased without community empowerment, the expected outcomes will be increase in revenue for specific period. At the same time, long lasting irreversible devastating effects might appear on tourism resources in the absence of community empowerment. Thus, they want to underlined that community empowerment is the precursor or best option to achieve sustainable tourism development.

They agreed that in the absence of community empowerment, the consequence would be inequitable benefit sharing, pollution, degradation, shortage of replacement generation on church schools, communication breakdowns, proliferation of similar souvenir shops, trivialization of authentic cultures and propagation of illegalities (harassments, begging, fire accident, robbery and drug abuse or khat).

Positive economic impacts of tourism	Negative economic impacts of tourism
◆ Helps to conserve and preserve resources	• May causes for unnecessary competition
◆ Create self-employment opportunity	• Causes for conflicts between societies
◆ Generates revenue in the forms of taxation	• Causes for prices fluctuation of products
◆ It boosts local economic development	• May creates leakage and seasonal jobs
◆ It catalysts for infrastructure expansions	• Incurred costs for construction and maintenance
◆ Create self-control and self-reliance	• Lead to over dependency on single industry

Table 5.4a: Positive vs. negative impacts of tourism, **Sources:** Own observation at field works, 2011

According to respondents', to practice community empowerment, government should be involved in the development of basic infrastructures since they are the basis for sustainable tourism development. Then, there must be consideration for community mobilization and empowerment on the process of infrastructures development to ensure socio-cultural, economical and ecological circumstances. So that, shortage of accommodations, public-private partnership line-ups, capacity of executive limitations, standards and certification for quality services will be easily managed by locals.

Tourism policies must be supported by clear strategies, implementation, monitoring and trainings to fill gaps of knowledge, attitude and skills. Hence, government should work on facilitation of conservation, carrying capacity considerations, equitable benefit distribution, awareness, illegalities, dependency, investments, integrations, pollution, supervision, security issues, promotion and marketing since they are beyond the capacity of local community. Nevertheless, the role of government bodies here may be only facilitating local community mobilization and empowerment that leads to sustainable tourism development. Because, local communities are capable of solving the challenges faced them except what they lack is the power and coordination to do so.

Based on the thoughts of respondents, community involvement, mobilization, institutional arrangements, participation, awareness and localized administration could influence the levels of community empowerment and sustainable tourism development in Zege Peninsula. Therefore, mobilizing, participating and involving local communities in diversified income generating activities like local tour guide, boat transport, conservation, souvenir shops, artisans (weaving, smith, tannery, pottery and masonry), information centers, home stays, ecolodges, canteen, scouts/guards and fishery are the basic empowerment areas for the achievements of sustainable tourism development.

Most of the interviewees strongly recommended that government should work only as intermediary to ensure community empowerment and sustainable tourism development, which lead to equitable benefit distributions and sustainability of resources. They believed these could be achieved by working on supervision, accommodations, security, conservation, integration, training, locally owned small tourism businesses, improving public serves, promotion and marketing.

To conclude, the role of government should be on facilitating community involvement, participation, equitable benefit distributions, oversee sustainable operations of tourism resources and manage them to be more beautiful among the best tourism destinations of the region to ensure local communities empowerment and sustainable tourism development.

Positive socio-cultural impacts of tourism	Negative socio-cultural impacts of tourism
<ul style="list-style-type: none"> ◆ Catalyst conservation of socio-cultural values ◆ Change way of life (dressing and gastronomy) ◆ Create respect of socio-cultural values ◆ Ensure peaceful co-existency among people ◆ Facilitates introduction of modern technologies ◆ Increase awareness of culture and customs ◆ Increase communication flows and knowledge ◆ Introduce new experiences and norms ◆ Provide experience on socio-cultural understandings ◆ Provide opportunity for socio-cultural education ◆ Reduce social conflicts and resentment 	<ul style="list-style-type: none"> ▪ Affects dressing and gastronomy styles ▪ Cause for acculturation, imitation, westernization ▪ Change entertainment opportunities ▪ Create over congestion and crowding ▪ Exceed carrying capacity of socio-culture ▪ Increase pollution and cultural degradation ▪ Proliferation of illegal activities on culture ▪ Restitution of authentic cultural values ▪ Shift/leave traditional jobs/handicrafts ▪ Undermining traditional socio-cultural values ▪ Weaken structures and social norms

Table 5.4b: Socio-cultural impacts of tourism, **Sources:** Own observation at field works, 2011

5.5 Status of Community Empowerment from Tourism Officials Perspective

This part described the levels of community empowerment in Zege by surfacing several themes from expertise outlook with questions responsible for tourism officials who were directly related with tourism operations in Bahir Dar Culture and Tourism Bureau. They forwarded a momentary outlook into community empowerment from their proficiency point of view and experiences for years. First, they presented Zege with the combination of visual wonders, conducive climate and warm welcoming from friendly people is inviting destination to practice community empowerment and sustainable tourism development process.

Currently, Zege is receiving a big amount of income as shown on statistics of huge arrivals, souvenir shops, pilgrimage travelers, education tours, weekenders, artisans, researchers and fishery workers flowing to it year round. It is due to some improvements on infrastructures and accommodation units to serve this newly emerging market and its location in accessible radius from Bahir Dar with innumerable untapped potentials. However, the local communities who owned the resources for centuries are benefiting very tip of it due to there is limited local communities empowerment rather dominated by churches, government and other few individuals.

"I think Zege in a big representation is a small entertainer to the overall tourism in the region. It is probably the smallest destination to accommodate large numbers of visitors at a given time out of plenty tourist destinations of the region. At least three of world recorded heritages and many more proposed sites (Lake Tana monasteries and Blue Nile Falls) would probably be the largest that could accommodate if managed well to transfer for the next generations before an unacceptable changes appeared on limited and exhaustible resources with high community empowerment."(TO1)

They acknowledged community empowerment has become the best alternative to ensure sustainable tourism development demand since the agrarian community livelihood options have become diminished over the last few years for natural and human built reasons. They understood CE is something that minimal negative impacts and optimal benefits to the communities that will allow for a high quality visitors experience and resource sustainability as far as there is high local CE.

STD particularly, community empowerment in Zege appeared to provide tremendous positive outcomes and few pitfalls if the communities are empowered in planning, management, decision-making, implementation and benefit sharing issues. They agreed CE could provide self-employment opportunity, knowledge about their resource values and getting reasonable shares according to their contributions. These helped them to conserve some invaluable resources that contribute to GDP/GNP of the country and have become one of the best alternatives but the problem is local communities are not well empowered from tourism issues in Zege Peninsula.

Hypothetically, expertise always think that community empowerment is very essential as it provides more rewards to local communities such as a catalyst for development, employment, marketing, conservation and experience exchanging among tourism operators. Community empowerment is very noteworthy strategy because the area possessed great potentials that withhold ancient spiritual and material attractions more than other sectors to enhance local economic development and sustainability.

“I believed CE will keep on providing greater livelihood opportunities to all people in this area since it gives decision-making power for locals, generate recurrent foreign currency and guarantee sustainability of resources. (TO1);...it is very special option and beneficial for locals because it provides employment opportunities, climate balancing, knowledge and conservation about resources as well as catalysts for the introduction of technologies if the opportunity is grant to locals.” (TO3)

For these reasons, community empowerment should be expanded more to benefit local people and ensure sustainable tourism development since it gives self-reliance and management opportunities to local people that contribute to fighting poverty alleviation, conservation and minimization of unemployment rate in Zege Peninsula. They appreciated that all tourism activities should have active community empowerment on planning, management, decision-making, implementation, benefit distribution and others at least via representatives since it's they who establish locals, host resources and share dreams for sustainable tourism development via community empowerment.

“I know even if empowering community in decision-making, planning, management, implementation and other issues is beneficial for locals since it ensure equitable benefit sharing, sustainability of resources, gaining knowledge, facilitate introduction of modern technologies and infrastructures, the system is not familiarized well in Zege for many reasons.”(TO2) ...trust communities were victim for centuries due to isolation of them from participating in decision-making, planning, management, benefit sharing and other issues concerning to tourism development from their issues.”(TO1)

The interviewees confirmed to the levels of their knowledge and experience, being owner of resources and living with them for years will not grant worthy from these priceless resources unless in due course get benefit and precedence. This again highly correlated with sustainability and benefit sharing to the society since they are the forefront for any impacts of tourism development that takes place near by their surroundings. Thus, it is possible to infer there was prevalence of unfair benefit distributions and degradation since long time ago due to communities were not sufficiently empowered.

Zege has great supporting features to practice CE like enormous potential, accessible location, national tourism policy, commitment of government such as media coverage; producing middle and higher-level professionals, coupling efforts on promotion and marketing. However, limited CE, absence of guidelines, rapid degradation, poor networking, limited knowledge, religious influences, illegalities,

few individual monopolization, decreasing in coffee productivity, dependency, pollutions, poor coordination, shortages of accommodations, unlimited human intervention, lack of replacement on church schools, lakeshore water size variation, communication barriers, inadequate promotion and marketing are the major challenges facing Zege Peninsula (See 5.8: SWOT Analysis).

According to their observation, the most urgent issues that need right away solutions to improve community empowerment and sustainable tourism development include empowering community, awareness, degradation, illegalities, integration, networking, accommodation, qualified manpower, maintenance, proliferation of similar businesses, infrastructure, safety and security.

"I always worry about unlimited non-religious visitors intervention and violation of unique characteristics of monastic churches. I mean as the number of tourists and human intervention on natural setting increased, I expected both positive outcomes and destructive effects. Due to globalization and difficult to manage mass visitors on limited sites where an unacceptable change may appeared if it exceed beyond carrying capacity in the absence of community empowerment". (TO1)

Accordingly, they believed they are playing fundamental roles to ensure community empowerment and sustainable tourism development by designing community based projects, organizing trainings, directing policies and regulations, facilitating conservation, looking alternatives to lengthen stays of tourists, developing plans, identifying problems and solutions, promoting Zege via broadcast and printed media (pamphlets, brochures, folders, radio, ETV...). In addition, they agreed that there must be active community empowerment in terms of political, social, economical and psychological at least to minimize the range of negative impacts and contributing for the achievements of sustainable tourism development in Zege Peninsula.

"We expect our guests and local guides are often best unofficial ambassadors for Zege, but community empowerment is more than anything to ensure sustainable tourism development". (TO3&TO2)

"...human ratio of tourism professionals in ANRS is 3:78 that implies currently community empowerment has no substitution in the absence of sufficient skilled manpower to ensure STD. "(TO1)

Finally, they recommended that tourism players should work on community empowerment, supervision, accommodations, quality services, conservation, networking, training, promotion and marketing that lead to sustainable tourism development in socio-cultural, economical and environmental dimensions. Because it is obvious unplanned, community excluded, hasty and informal developments always lead to unanticipated devastating ends on resources. That is why; deforestation of dense tropical forest is aggravated more rapidly than ever due to productivity of coffee has become decreased and provoked diminished alternative means of income for Zege agrarian community settlement.

Determinant Factors to Achieve Community Empowerment in Zege Peninsula

The results in table 5.5 below, indicated that ‘administration system, awareness and equitable benefit sharing, community empowerment, community mobilization, community welfare, economic returns, employment opportunity for local community, endorsement of policy, endowment of resources, local development, presence of skilled manpower, quality of visitors’ experience and resource usage efficiency’ ($4.2 < \text{mean} \leq 5$) were ‘very important’ to achieve CE in Zege.

Also, the presences of “environmental quality, hospitality culture of the people and infrastructure development” ($3.4 < \text{mean} \leq 4.2$) were ‘important’ to achieve CE in Zege Peninsula which is slightly less significant comparing to the other supporting factors for community empowerment.

Therefore, the availability of good administration system, awareness, community involvement, mobilization and welfare, economic returns, employment, endorsement of policy, endowment of resources, environmental quality, hospitality, infrastructure development, local development, skilled work force, quality of visitors’ experience and resource usage efficiency were very significant for the achievement of community empowerment and contributed for the achievements of STD in Zege.

Factors	Percentage	Mean	Assessment Level
Administration system of the area	93.3	4.7	Very important
Awareness and equitable benefit sharing system	86.7	4.3	Very important
Community involvement in empowerment	100	5.0	Very important
Community mobilization and participation	93.3	4.7	Very important
Community welfare	93.3	4.7	Very important
Development and expansion of infrastructure	80.0	4.0	Important
Economic returns	100	5.0	Very important
Employment opportunity for local community	100	5.0	Very important
Endorsement of policy, strategic and action plans	86.7	4.3	Very important
Endowment of natural and cultural resources	100	5.0	Very important
Hospitality culture of the people	80.0	4.0	Important
Local development	93.3	4.7	Very important
Presence of skilled manpower in tourism bureau	100	5.0	Very important
Quality of environment	80.0	4.0	Important
Quality of visitors experience	100	5.0	Very important
Resource usage efficiency	86.7	4.3	Very important

Table 5.5: Determinant factors to achieve Community Empowerment (n=3), Source: Field survey, 2011

5.6 Status of Community Empowerment from Tourism Businesses perspective

Interviews were conducted predominantly in qualitative approach with questions responsible for tourism businesses such as travel agents, tour operators, boat transport enterprises, clergymen and souvenir sellers selected using convenience sampling technique. The interview helped to elicit detail data and then analyzed individually with the help of phenomena descriptions and content analysis.

Most tourism businesses believed that community empowerment can catalyze local economic development, infrastructure development, introduction of modern technologies, improve people's standards of living, minimize unemployment rate and applaud image of Zege to the rest of the world since they have the power to make any decision concerning tourism issues.

"I think after we have been experiencing tough and illegal competition during the previous regimes, most tourism businesses are beginning to see positive changes in Zege with due attention of government to tourism though still there is unnecessary competition of souvenir shops with one and the same products, probably in each ten meters distance."(SS8)

However, to the levels of their knowledge, experience and understanding, local communities had not that much power for concerning tourism issues as expected rather suffering from the negative impacts of it. Thus, this again proved that sustainable tourism development agendas were highly vulnerable in economical, socio-cultural and environmental aspects. Hence, local community empowerment in relevant tourism issues is very essential as it paves the path for equitable benefit distribution, sustainability of resources, quality visitor experience, knowledge about resources, catalyst for the introduction of modern technologies and infrastructure expansions.

Though they know that Zege is the most important destination for tourism businesses with ample resources, they have limited community empowerment and exposure about the global tourism businesses since most of their customers came from all over the world where they could have more experiences and choices. Then, they need active CE and education to avoid communication barriers with tourists and handling customer complaints since customers are king of every business.

Nearly all tourism businesses believed decision-making, planning, management, implementation and other issues of tourism in Zege should have active local community involvement since it is the local people who composite societies, host resources and share visions for sustainable tourism development. They were concerning about the bottleneck problems like propagation of similar tourism businesses, stick to religious legends, illegal activities, pollutions, shortages of accommodation units and unlimited human intervention on indigenous resources due to the absence of CE. Nevertheless, the existence of abundant tourism resources, gracious culture of the people, national tourism policy and commitment of the current government to tourism industry are supporting factors for Zege.

Development of service giving enterprises and SMEs are testimonies to the transformation process regardless of pollution, power supply interruption, limited accommodation units, proliferation of similar businesses, poor supervision, harassments, alarming deforestation rate, gradual decrease of coffee productivity, maintenance, fire accident, safety and security issues are growing challenges. They were looking for pragmatic implementations of CE on tourism businesses, accommodations, conservation, investment, certification, networking, human interference, restoration and security.

They presented that major parts of the dense tropical forests were being cut down for charcoal, firewood, logging and house construction but still very slow measures taken to overcome. This is due to that community empowerment is in its infant stage to take tackling measures even if tourism resources are within the communal coordination of local community and churches under government supervision but in practice high domination, over exploitation, monopolization and accumulation of tourism benefits with few groups by ignoring locals.

“We agreed while privates had capital and skills, locals had resources. So, they need to participate together and policies of privates should encourage for social welfare expansion that praiseworthy to locals, create awareness and ensure fair benefit sharing than reap by few groups.”(SS9 &TA14)

They were certain that providing information to actual and potential customers via promotional mix that consists of a blend of advertising, personal selling, sales promotion and public relations (i.e. all about communicating with customers using different explicit and implicit distribution channels). They were well aware about SWOT analysis-the process of scanning both internal and external environment for the development of the area and that showed each of the advantages and disadvantages before and after implementation with the identification of possible threats and opportunities of the area.

Finally, they recognized that excluding local community empowerment, disorganizing and casual development always-lead to unforeseen destructive ends on all dimensions of sustainable tourism development. Deforestation is provoked more rapidly than ever, so that there must be instant cooperation and collaboration among tourism players at least to minimize negative impacts.

Therefore, they agreed that CE brings benefit to locals as it provides employment opportunities, conservation, maintenances, high local participation in planning, management, decision-making, implementation, benefit sharing and other issues of sustainable tourism development in Zege.

“We know democratic governments always work on how to empower local communities to build more infrastructures that contribute to the achievements of sustainable tourism development since Zege is rich with unique tourism resources.” (All tourism businesses)

Determinant Factors to Achieve Community Empowerment in Zege Peninsula

As table 5.6 indicated, the significance levels of each factor that individually analyzed the mean and scale showed the levels of importance rated by tourism businesses for the assessment of community empowerment in Zege Peninsula.

Almost all factors “administration system, awareness and equitable benefit sharing, community empowerment, mobilization and participation, welfare, economic returns, employment, endowment of natural and cultural resources, environmental quality, hospitality culture of the people, infrastructure expansion and development, local development, presence of skilled manpower in tourism, quality of visitors’ experience and resource management efficiency” ($4.2 < \text{mean} \leq 5$) were ‘very important’.

In addition, the presences of “endorsement of policy, strategic and action plans” ($3.41 \leq \text{mean} \leq 4.2$) were ‘important’ for the achievements of community empowerment in Zege Peninsula. Therefore, the availability of nearly all the 16 supporting factors has become significant for the achievement of community empowerment, which is one of the best alternatives for the realization of sustainable tourism development in Zege Peninsula.

Factors	Mean	Assessment Level
Administration system of the area	4.81	Very important
Awareness and equitable benefit sharing system	4.63	Very important
Community involvement in empowerment	4.44	Very important
Community mobilization and participation	4.69	Very important
Community welfare	4.75	Very important
Development and expansion of infrastructure	4.81	Very important
Economic returns	4.25	Very important
Employment opportunity for local community	4.88	Very important
Endorsement of policy, strategic and action plans	4.81	Very important
Endowment of natural and cultural resources	4.06	Important
Hospitality culture of the people	4.88	Very important
Local development	4.75	Very important
Presence of skilled manpower in tourism bureau	4.69	Very important
Quality of environment	4.63	Very important
Quality of visitors experience	4.75	Very important
Resource usage efficiency	4.56	Very important

Table 5.6: Determinant factors to achieve Community Empowerment (n=16), **Source:** Field survey, 2011

5.7 Status of Community Empowerment from Visitors perspective

In-depth interview was one of the main investigation approaches predominantly used for collecting information from tourists and analyzed individually to describe phenomena about status of community empowerment and its contribution to sustainable tourism development. This interview was conducted at Zege with tourists' selected based on purposive sampling for triangulation based on their language, voluntariness, exposure, knowledge, itinerary and purpose of travel.

Active local community participation forms the core of community empowerment and sustainable tourism development. Community empowerment begins with active participation of all the local communities and local governments should lead the process of local empowerment. If they understand the importance of their participation, local government should monitor and evaluate the level of participation to enhance community empowerment and sustainable tourism development process. Since Zege Peninsula is rich with high potentials for tourism development, the more community empowerment, the more success in sustainable tourism development.

They had good experiences and enjoyable time in Eastern and Northern African countries (Kenya and Egypt). They heard from friends and web based information about Zege Peninsula monastic churches where they some how discontented with the levels of services delivered that made them not certain to come Ethiopia again.

"I want to see local development to withstand the claims of tourism development provided that local communities are empowered to participate in tourism issues but not." (TT1)

They added that they enjoyed the attractions at Zege and other parts of Ethiopia except some of the treasure houses were not allowed for access and limited local communities' empowerment from their concern. They were confused why it happened like this and they were not clear to whom to appeal since they did not come across any community empowerment on revenue sharing, management and other tourism activities unlike other developed countries even in some African countries. They did not expect things like this. They put comments on suggesting boxes of Ura Kidane Mihret church but not sure who will check it out and use it. They just want to see local development and community empowerment from ample resources and expanding accommodations as additional sources of income. They also claimed that some of the underground storehouses (esate kella) were not accessible to visitors that told a lot about them by media for unknown reasons. They came here to visit them by incurring their energy, time and money. They also faced harassments by illegal local guides even if they have their own guides from Addis Ababa via tour operators and common in most LDCs.

"We just want traditional architecture styles and paintings as they were but not for restoration and other reasons. We did not see substantial power and benefit left to local community?"(TT1 &TT5)

She had good experiences in European countries and heard from her colleagues about the potentials of Zege Peninsula where she satisfied with the levels of services delivered, attractions visited and happy to come again if she gets the chance. But, she commented on community empowerment as they are the basis for sustainable tourism development, they have to get apparent roles in planning, management, decision-making, implementation, benefit sharing and other issues of tourism development in Zege Peninsula like other developed countries.

“I think churches have to give more money for the development of community. Local communities shall have power on tourism agendas in Zege to ensure STD and community benefits.” (TT3)

- All tourism players should share tourism benefits equally;
- Decision making process should involve local community;
- Tourism players should be encouraged to be environmentally friendly;
- Tourism players must be involved in promoting locally produced products;
- Empowering local communities on local based tourism businesses;

He heard from friends about Zege Peninsula where he satisfied with the levels of services delivered and happy to visit again. He used to travel to many of Asian countries and know almost all of them are very sensitive and committed to their resources and give priorities to the near by side local communities. The effort of government to ensure sustainable tourism development without empowerment at the community level may fail. It is important to consider the planning process as a social phenomenon in which empowerment or stakeholders’ decision-making is a priority.

“All right we believe, local people should be empowered and highly involved on their issues. We mean there must be systems that benefit locals than church and few individuals’ dominations. I see, probably empowering locals may be the best way to STD and local fair benefit sharing.” (TT2 & TT4)

Tourism activities (local festivals, events, religious ceremonies, cultural activities, local fishery and artisan production) and community participation are important to each other. Tourism activities can draw participation for CE and sustainable tourism development implementation.

Interviewee Code No.	TT1	TT2	TT3	TT4	TT5
Benefit distribution	More to church	Guides	Unknown	Churches	communities
CESTD circumstances	Not bad	Poor	Limited	-	Okay
Frequency of travel	2 nd	3 rd	1 st	1 st	1 st
Length of stay (day)	1	14	1	2	1
Mode of transport used	Boat and vehicle	Boat and vehicle	Boat	Vehicle	Boat
Motivating factors	All except sport	Forest coffee	All types	Cultural	All types
Occupation	Government	Government	Private	Government	Private
Purpose of travel	Visit	Research	Visit	Visit	Visit
Type of tour	Group	Individual	Group	Group	Group

Table 5.7: Traveling experiences of tourists (n=5), Source: Field survey, 2011

Summary of Interviews and Observation

The following pinpoints were summarized from the interviews and direct observation in Zege:

Short-term solutions:-

- Empowering communities on traditional jobs like weavers, woodwork, masonry, tannery, handicraft, pottery and other artisanal activities to diversify alternative means of income;
- Creating local awareness campaign about the importance of community empowerment and its impacts on sustainable tourism development;
- Developing and establishing walking trails, walkways, circulation routes, clear demarcation of boundaries and developing interpretations to ensure STD;
- Amenities and facilities should be improved and introduced multi-modal transport system;
- Local proceeds and controlling mechanisms must be developed to control any violation;
- Locals must be empowered to minimize adverse impacts of tourism and to ensure STD;
- More afforestation should be done to provide shades for coffee trees and balancing climate;
- Number of toilets should be increased and well hygiene to minimize the impacts of pollution;
- Police patrols or security guard must be around all the time for safety and security reasons;
- Ports must be systematically organized to overcome obstructions, destructions and confusions;
- The sanitation of environment should be clean to keep the aesthetic values of the area;
- Well certified, ethically educated local guides and information centers must be established;
- All treasure houses or museums must be open to visitors and allow non-flash camera carefully;

Medium-term solutions:-

- Controlling eucalyptus tree expansion by planting indigenous plant species to shade coffee trees;
- Empowering locals on afforestation, investment, infrastructure and land ownership;
- Introducing modern irrigation system and keeping heritages in museums by employing locals;
- Managing illegal activities like deforestation, harassment, fire accident, begging, theft, hunting through empowering local communities;

Long-term solutions:-

- ◆ Encourage mutual relationship between coffee and forest that should be further strengthened;
- ◆ Networking with agriculture, financial institutions, educational institutions, water and energy;
- ◆ Taking Zege Peninsula as ecological hereditary source, educational center and research by allocating sufficient budget with high community empowerment for long lasting of flora and fauna species;

5.8 'SWOT' Analysis

After having analyzed internal and external surroundings of tourism in Zege, the following important factors from strengths, weaknesses, opportunities and threats found. If strengths are capitalized on, opportunities taken advantage of the weaknesses and averted threats for CESTD in Zege Peninsula.

Strengths:

- ◆ Good accessibility by both public and boat transport with beautiful scenery of giant water;
- ◆ Zege Peninsula is known for its unique cultural and natural heritages with charm/hospitality culture of people making one of the paradises by religious interested and nature lovers;
- ◆ Tourism players have become recognizing significance of CE in conducive working situation;
- ◆ Conducive climate with ample resources in Zege are inevitable/favorable for tourism year round;
- ◆ Establishing of well-knit communication and basic infrastructures within accessible radius;
- ◆ Peaceful co-existence of society, having one common language and Orthodox Christian religion;
- ◆ Presence of good local governance with innovative and decentralized administrative system;
- ◆ Presence of supportive entrance fees for domestic as well as international tourists;
- ◆ Zege agrarian forest communities have a suitable historical, natural and cultural backgrounds;
- ◆ Beginning of environmentally friendly quality provisions of tourism such as infrastructure expansion, campsites, service facilitations and improvement on understanding levels of operators;
- ◆ Increasing media coverage, habits of travel and emergency of professionals nationwide;
- ◆ Presence of vibrant policy initiatives for tourism investments, peace and tranquility;
- ◆ Zege communities recognize the importance of collaboration with tourism operators and others;
- ◆ Zege has all assortments of priceless attractions to draw any types of visitors in the world;

Weaknesses:

- Absence of multi-stakeholder controlling manuals for benefit sharing, planning, evaluation, implementation and monitoring that lead to pollution, ecological vulnerability and degradation;
- Lack of on time resource maintenance with insensitive selection of color schemes of buildings;
- Lack of practical support for environmental controls by respective institutions, statistical and entrance payment arrangements, burgeoning of vehicle use, pollution and human adverse impacts;
- Insufficient budget allotment, poor integrity, inadequate promotion and marketing;
- Limited support and follow ups by government, NGOs and seasonality nature of tourism;
- Many of the historic events and religious buildings are not properly managed and documented;
- Insufficient potable water, electric power and limited local employment opportunities;
- Dearth of clear guidelines and strategic plans for monitoring tourism activities in the area;
- Dependency syndrome and resistance to change/narrow vision that lead to diminished options;
- False publicity of community prioritized from tourism benefits on their backyard resources;
- High local expectations, change in social demographics, degradation and loss of biodiversity.
- Lack of basic facilities and infrastructure for tourism development in Zege Peninsula;
- Lack of circulation routes, interpretive sign posts and billboards, lack of training courses;
- Lack of crisis management, limited community empowerment, awareness and knowledge;
- Lack of full information about attractions, arrangements, accommodations and facilities;
- Lack of web based portal links for search engines, creativity and imagination to new forms;
- Limited inventory, registration, recognition and networking of tourism resources in the area;
- Out casting norms of churches, diminishing sizes of monasteries and poor waste disposals;
- Propagation of illegal activities like harassment, pick-pocketing, begging and fire accident;
- Seasonal variation of water size, presence of malaria, communication barriers and conflicts;

Opportunities:

- ◆ Consisting potentials to have more festivals and cultural events that encourage visitation;
- ◆ Easily accessed by both road and water transport systems and walkways with in the forest;
- ◆ The fastest growth rate of Bahir Dar and proximity that can accommodate all types of visitors;
- ◆ Modest competition of tourism sector and infrastructure enhancement to ease accessibility;
- ◆ Emerging of public and private investors in tourism from both domestic and abroad;
- ◆ Existence of conducive climate, potentials, support and political commitment by government;
- ◆ Existence of many tourism operators at both local and regional levels that improve tourism;
- ◆ Expansion of educational institutions for middle and higher level professionals in the sector;
- ◆ Facilitation of grants and loans from financial institutions for maintenance and conservation;
- ◆ Favorable conditions are creating to satisfy multitude interests of all tourism players;
- ◆ Good for research, genetic center, new job and income sources from various forms of tourism;
- ◆ Highly environment conscious tourists and locals are appealing with eco-destinations;
- ◆ Historical care for the environment, socio-cultural needs and biodiversity is increasing;
- ◆ Introduction of modern technologies like making web based booking and promotion.
- ◆ It provides fantastic opportunity to learn from others faults since it is in its infant stage;
- ◆ Local employment opportunities from tourism industry has become to solve unemployment rate;
- ◆ Opening of Bahir Dar as international air port that makes accessibility very easy;
- ◆ Opening up of growing markets to sell locally produced products and share experiences;
- ◆ Presence of natural and cultural settings to draw funding sources to improve infrastructures;
- ◆ Resumption of regional partnerships, certification, endorsement of national tourism policy;
- ◆ The numbers of tourists and residents to the area is increasing gradually over time;
- ◆ Tourism has become paving the paths for more tourism businesses and employment;

Threats

- Decrease in coffee productivity and other forest products to support the community survival;
- Increasing of environmental radicals(global warming, acid rain, draught, natural disaster);
- Outbreaks of epidemic/contagious diseases (swine flu, AIDS, bird flu), pollution and terrorism;
- Rivals of external competitors from the neighbouring countries like eastern ad northern African;
- Deprived image/bad publicity due to previous strained political and diplomatic relationships;
- Emergency of unnecessary competition on limited supplies of Zege Peninsula;
- Low regeneration of indigenou species of trees exceeded by eucalyptus trees gradually;
- Existing tourism management and development system may cause environmental damage;
- Externally based mass tour operators, acculturation, imitation, revival of external competitors;
- Fluctuations of tourist flows, poor working habit and technological development of Ethiopia;
- Globalization (cultural degradation), war, conflicts, shift traditional jobs and instability;
- High deforestation rate, land degradatation and water pollution due to many reasons;
- Ill-designed tourism plans, oil and other detergents spill on, encroachment and deforestation;
- Illegal activities (begging, fire accident, robberies, vandalism, theft, drug abuse, prostitution);
- Intensified fuel prices making travel expensive, currency fluctuation and rise prices of products;
- Low participation of the community in tourism services and benefit sharing systems;
- Low suitable conservation measures on degradatation of non-renewable resources of Zege;
- Over-emphasis on tourism lead to economic recession during the periods of downturn;
- Short length of visitors stay and insufficient interpretation by illegal guides' deteriorate values;
- Vervet monkeys and rodents vermin destroy fruits before matured to support community life;

Chapter Six

CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusions

Based on the major findings obtained, the following concluding remarks and lessons have been drawn. These days, tourism has become one of the most vibrant economic sectors and escalating worldwide due to facilitations of modern technologies and increased human curiosity to the world. Tourism is the movement of people away from their working environment for holidays, recreation, business, health, education and other purposes, not more than one consecutive year and does not engage in any remuneration activities in destination-based organizations. Zege Peninsula stands among the southwest regions of Lake Tana at a distance of 30km by bus and 11km by boat transport from Bahir Dar. It contains great potentials for tourism development within accessible radius from national and regional road as well as the historic monuments of the country.

The results of the study showed that the status of CE process is in its infant stage despite local communities showed high interest levels (mean 3.9) to involve in identifying problems, management, decision-making, problem solving, equitable benefit sharing and tourism operation. 76.87% (mean 4.03) of the respondents acknowledged the positive effects of community empowerment where as 53.9% (mean 3.1) of the respondents observed negative effects of CE that deteriorate sustainable tourism development. To some extent, community involvement still vestiges in participation and not empowerment particularly in the areas of problem identifications, setting objectives, management, decision-makings, implementation, evaluations, benefit sharing and other issues of tourism in Zege.

Local people, tourism officials, tourism businesses and visitors conveyed that community empowerment practice is very limited though it is the best alternative to ensure STD of Zege. It would have been strong support of sustainable tourism development in terms of socio-cultural, economical and environmental dimensions if there had been sufficient community empowerment since there is

high mutual relationship between CE and STD. Then, economical, social, political and psychological empowerments of community are not sufficiently practiced.

Nevertheless, majority of locals showed high involvement interest in CE even if multifaceted constraints encountered them. Like dependency syndrome, illegalities, diminishing livelihood options, limited infrastructures, accumulation of benefits by few individuals, unnecessary competition, poor integration, seasonal variation of tourist flows, limited autonomous power of locals, poor guiding and limitation of tourism professional human resources in the region (i.e. ratio 3:78 in ANRS).

However, recently, tourism players and other sectors have become recognized CE for its socio-cultural, economical, environmental and other benefits it brings. Government is coupling its effort towards CE, image building, institutional arrangements, infrastructural development, national tourism policy, conservation, capacity building, promotion and marketing in fighting against poverty that are bottleneck problems for the development of the country.

To generalize, even if community empowerment can play central role to achieve sustainable tourism development, the process is very limited and in its infant stage in terms of economical, social, political and psychological empowerments. This was mainly owing to limited community empowerment despite its significant impacts on sustainable tourism development.

The final consequence will be non-sustainable tourism development characterized by dependency syndrome; diminishing livelihood options, out breaks of conflicts, accumulations of benefits by few individuals, decrease in tourist flows, pollution, displacement of communities, propagation of illegalities and aggressive degradation of non-renewable tourism resources.

6.2 Recommendations

Based on the findings, the final objective of the study is drawing suggestions to enhance community empowerment and thereby ensuring sustainable tourism development with possible approaches:

Raising Awareness: A public awareness campaign and capacity building need to be launched to broaden the understanding levels community empowerment that has significant impacts on STD in terms of socio-cultural, economical and environmental dimensions. Training and advocacy should be enhanced to fill gaps of knowledge, attitude and skills that enable to abreast with information ages.

Prioritizing Local Community: Though resources of Zege may have universal values, the interests of host community on physical, spiritual or intellectual access to cultural practice, belief, knowledge, artifacts should left substantial control to local community. The use-rights and interests of the community who may exercise traditional rights over their resources need to be respected and empowered in setting policies, plans, decision-making, implementation and protocol.

Equity Benefit Sharing: Entrance fee should be paid for all natural settings and walkways at the entrance gate of all ports. Subsequently, it will provide an opportunity to develop multi-dimensional empowerment at both individual and collective levels to contribute for poverty alleviation and achievements of sustainable tourism development.

Regulatory Mechanism and Rescue Surveying: Before destinations are promoted and marketed, environmental impact assessment and rescue surveying research should be conducted on community involvement, situation of resources and establish utmost limits of carrying capacity.

Designing Protocols and Manuals: Umbrella organizations like travel agents, tour operators, service providers, tourism professional associations and others need to be directed by guidelines designed on the basis of codes of conduct that spotlight on customer complaint handling, socio-cultural, economical and environmental sustainability issues in their respective thematic areas. For these reasons, deriving regulatory mechanisms should be based on the consent and active community empowerment and sustainability of tourism resources.

Interpretation and Presentation: Visitors should always be well oriented before the beginning of trips about differing resource values. It should present in a relevant, reliable, understandable and accessible manner with the help of contemporary education, media and technology that encourage high level of community empowerment to achieve sustainable tourism development.

Micro and Small-Scale Tourism Enterprises: Facilitating loan opportunities, organizing a one-stop shop for investment, easing procedures and impediments, providing trainings and incentives for small scale locally owned tourism enterprises to provide self employment opportunities.

Inventory and Registration of Tourism Products: professionals with the cooperation and collaboration of local communities should execute it through comprehensive and scientific registration principles of product development strategy. Government and supporting bodies should give recognition for community empowerment to ensure sustainable tourism development.

Infrastructure and Provision Expansion: Since they are the basis for sustainable tourism development programs, high community empowerments in infrastructure development should be mobilized by considering socio- cultural landscapes, economical and environmental settings. Thus, preference should be given to community empowerment to use locally produced materials with local architectural/vernacular traditions due to its compatibility with climate and reduce leakage.

Establishing Treasure houses and Maintenance: Operationalization of them should be based on community empowerment and legal framework to oversee activities that allow the flexible needs of the sector. A significant portion of revenue derived from tourism should be allotted for proper management, museum construction, maintenance and conservation.

Promotion and Marketing: It is all about a total business communication program (i.e. promotional mix-a blend of advertising, personal selling, sales promotion and public relations) that communicate about products via explicit and implicit communications. Therefore, all stakeholders should be committed to a unified image and brand building through both printed and broadcast media.

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Annexes

Annex 1: Questionnaires

Questionnaires for Local Community Representative Survey

Dear Sir/Madam,

I would like to give my deep appreciation in advance for your generous time and frank responses. You are an important part of a study about “**Assessment of Community Empowerment and Sustainable Tourism Development: The Case of Zege Peninsula, Bahir Dar**”. An independent study by Alubel Workie for thesis Submitted to the School of Graduate Studies in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Tourism and Development at College of Development Studies Addis Ababa University, Ethiopia. The collected data will be most useful for the beneficiary of communities in and around Zege Peninsula for future sustainable tourism development considerations and community empowerment. I would like to assure you that your genuine responses would be used only for research purpose and will be kept confidential and anonymous.

Thank You!

Please choose you preferred or fill in the blank space provided accordingly.

Section 1: Demographic Characteristics of Respondents:

1. Gender: A, male; B, female
2. Age: A, 18≤28; B, 29-39; C, 40-50; D, 51-61; E, ≥ 62
3. What is your educational qualification: A, non-educated; B, primary education; C, secondary education; D, bachelor degree; E, others (specify) _____
4. Marital status: A, Single; B, Married; C, Widowed; D, Divorced; E, other (specify) _____
5. Religion: A, Orthodox Christian; B, Catholic; C, Islam; D Others (specify) _____
6. What is your current occupation? A, private; B, agriculture; C, government employee; D, other (specify) _____
7. How much is your personal monthly income (in ETB):A, < 500; B, 500-1500; C, 1501-2500; D, 2501-3500; E, >3501
8. What social positions did you hold in your community? A, village leader; B, district leader; C, Association member; D, other (specify) _____
9. Your social situation A, household leader; B, community representative; C; business owner (specify) _____; D, other (specify) _____
10. Do you or your family members work in tourism industry? A, No; B, yes; If ‘yes’, what kind of work? A, Travel agent; B, tour guide; C, souvenir shop; D, boat; E, guesthouse; F, others (specify) _____
11. Did you have any tourism management experience? A, Yes; B, no
12. If your answer for Q.11 is ‘yes’, what is it? A, guide; B, travel agent; C, tour operation; D, tourism service providing(specify) _____; E, other (specify) _____

Section 2: Community Empowerment effects in Zege Peninsula:

Please rate 5=strongly agree, 4=agree, 3=neutral, 2=disagree and 1=strongly disagree

Aspects	Assessment Scale
Creates job for residents	
Brings benefits	
Give power to locals	
Good for our community	
Helps locals obtain services	
Helps to achieve STD	
Individually get benefit	
Money remains in locals	
Recruiting on qualification	
We are satisfied with it	
Curses for rise in illegalities	
Degrades resources	
Prohibits locals access	
Raises prices of products	
Undermine living standards	
Use resource needed by local	
Violates traditional activities	

Section 3: Community empowerment degrees in Zege Peninsula

Please rate 5= Very high, 4= High, 3= Medium, 2= Low and 1= Very low

Empowerment Issues	Assessment Scale
Identifying problems:	
Discuss on burning issues of tourism	
Identify constraints and opportunities	
Identify mechanism on benefit sharing strategies and frameworks	
Identify tourism potentials and roles	
Mobilization of resources conservation and preservation	
Management (planning, controlling, directing and organizing)	
Setting objectives:	
Analysis and synthesis of the information obtained	
Assessing of the area characteristics	
Determination of objectives	
Inventory of existing and potential tourist attractions	
Investigation of institutional attributes and arrangements	
Investigation of relevant attributes	
Study preparation	
Decision-making:	
Assign local representatives	
Obtaining remedies to the problems	
Represent among locals to coordinate with government and others	
Select the tourism activities/prioritization	
Set up regulatory mechanisms (rules and regulations)	
Problem-solving:	
Analysis the problems cause and effects	
Cooperate with other related sectors	
Gathering and collecting information on problems	
Investigate the cause of problems and looking remedies	
Implementation:	
Cooperate with other related sectors	
Follow the development performance	
Involve in tourism operational activities	
Involving and mobilizing local community	
Monitoring and Evaluation:	
Assessing alternative forms of actions to improve performance	
Evaluate the performance of STD in Zege	
Evaluate the levels of challenges for STD in Zege	
Evaluating rules and regulations accordingly	
Tourism operation:	
Being the local tour guide and conserve resources	
Carry out the operation of tourism activities	
Participating in tourism investment to serve tourists	
Providing environmentally compatible and locally produced products	
Sell products to tourists/visitors	

Section 4: Local Community's suggestions and recommendations:

1. What are your main inconveniences pertaining to CE in Zege Peninsula?
2. In what way do you want the assistance of government for CE in Zege Peninsula?
3. What should be the mechanisms to make certain CE in Zege?
4. What are your summary ideas and suggestions for CE circumstances in Zege Peninsula (SWOT analysis)?

Annex 2: Interview Questions and checklists

Interview Questions with Concerned Tourism Officials

Good morning/afternoon Sir/Madam, my name is _____, I am an interviewer sent from the organization named _____ to conduct research for MA thesis.

Section 1: Demographic Characteristics of Interviewees

Interviewee name: _____ Sex: _____
 Address: _____ Age: _____
 Educational background: _____ Job: _____
 Position/title: _____ Marital status: _____
 Religion: _____ Nationality: _____
 Monthly income: _____ Time initiated: _____

Section 2: Interview Questions

1. Brief previews of tourism circumstances in Zege Peninsula
2. How did you find the levels of CE in Zege Peninsula?
3. How significant is CE for Zege people from your understanding?
4. How do you evaluate CE in terms of planning, management, decision-making, implementation, benefit distribution and other issues in Zege Peninsula?
5. How is CE practicing among locals and meet sustainable demand?
6. What are the major barriers and opportunities for CE in Zege Peninsula?
7. What are the most significant issues of CE that need to be improved instantaneously?
8. What are your main inconveniences pertaining to CE in Zege Peninsula?
9. What does look like the structure, ownership and integration of Zege tourism practices?
10. What are the duties and responsibilities of tourism officials to ensure CE in Zege?
11. How do you promote and market tourism resources with sustainable approach in Zege?
12. SWOT analysis of CE in Zege monastic churches and its environs
13. How are conservation and preservation measurements of tourism resources in Zege Peninsula?
14. What are your summary ideas and suggestions for the status of CE circumstances in Zege?

Section 3: How determinant are the following factors to achieve CE in Zege Peninsula.

Rate 5 = Very important, 4 = Important, 3 = Neutral, 2 = Not so important and 1 = Not at all important

Aspects	Assessment Scale
Administration systems of the area	
Awareness and equitable benefit sharing	
Level of community empowerment	
Community mobilization and participation	
Community welfare	
Development and expansion of infrastructure	
Economic returns	
Employment opportunity for local community	
Endorsement of policy, strategic and action plans	
Endowment of natural and cultural resources	
Hospitality culture of the people	
Local development	
Presence of skilled manpower in tourism bureau	
Quality of environment	
Quality of visitors experience	
Resource usage efficiency	

Interview Questions with Tourism Businesses

Good morning/afternoon Sir/Madam, my name is _____. I am an interviewer sent from the organization named _____ to conduct research for MA thesis.

Section 1: Demographic Characteristics of Interviewees

Interviewee name: _____ Sex: _____
 Address: _____ Age: _____
 Educational background: _____ Job: _____
 Position/title: _____ Marital status: _____
 Religion: _____ Nationality: _____
 Monthly income: _____ Time initiated: _____

Section 2: Interview Questions

1. Brief previews of tourism circumstances in Zege Peninsula
2. How did you find the levels of CE in Zege Peninsula?
3. How significant is CE for Zege people from your understanding?
4. How do you evaluate CE in terms of planning, management, decision-making, implementation, benefit distribution and other issues in Zege Peninsula?
5. How is CE practicing among locals and meet sustainable demand?
6. What are the major barriers and opportunities for CE in Zege Peninsula?
7. What are the most significant issues of CE that need to be improved instantaneously?
8. What are your main inconveniences pertaining to CE in Zege Peninsula?
9. What does look like the structure, ownership and integration of Zege tourism practices?
10. What are the duties and responsibilities of tourism businesses to ensure CE in Zege?
11. How do you promote and market tourism resources with sustainable approach in Zege?
12. SWOT analysis of CE in Zege monastic churches and its environs
13. How are conservation and preservation measurements of tourism resources in Zege Peninsula?
14. What are your summary ideas and suggestions for the status of CE circumstances in Zege?

Section 3: How determinant are the following factors to achieve CE in Zege Peninsula.

Rate 5 = Very important, 4 = Important, 3= Neutral, 2 = Not so important and 1 = Not at all important

Aspects	Assessment Scale
Administration systems of the area	
Awareness and equitable benefit sharing	
Level of community empowerment	
Community mobilization and participation	
Community welfare	
Development and expansion of infrastructure	
Economic returns	
Employment opportunity for local community	
Endorsement of policy, strategic and action plans	
Endowment of natural and cultural resources	
Hospitality culture of the people	
Local development	
Presence of skilled manpower in tourism bureau	
Quality of environment	
Quality of visitors experience	
Resource usage efficiency	

Interview Questions with Visitors Survey

Good morning/afternoon Sir/Madam, my name is _____. I am an interviewer sent from the organization named _____ to conduct research for MA thesis.

Section 1: Demographic Characteristics of Interviewees

Interviewee name: _____ Sex: _____
Address: _____ Age: _____
Educational background: _____ Job: _____
Position/title: _____ Marital status: _____
Religion: _____ Origin of country: _____
Monthly income: _____ Time initiated: _____

Section 2: Information about your travelling experience

1. For what purpose did you come to Zege Peninsula _____
2. How many times have you traveled to Zege so far? _____
3. What types of resources would you like to visit in Zege? Natural, cultural, natural and cultural.
4. How did you come to visit this place at this time? Alone, in group, other (specify) _____
5. What mode of transport did you use to visit Zege Peninsula? Boat, vehicle, other (specify) _____
6. How did you find the extent of community empowerment and sustainable tourism development?
7. Is your visit to Zege Peninsula at this time; main destination, stop over, one of your destination? other (specify) _____
8. The length of stays on your current visit as a whole is _____ days and at Zege is _____ days.
9. Your expenditure for this visit as a whole is approximately _____ ETB, using in Zege.
10. Where does your expenditure go? Local community, tourism businesses, government officials, other (specify) _____
11. According to your understandings, what forms of tourism and types of businesses are more sustainable and community empowered in Zege Peninsula?

Section 3: How did you find the extent of community empowerment and STD in Zege Peninsula?

1. How much were satisfied with your visit to Zege? Delighted, satisfied, dissatisfied, other (specify) _____
2. In the future if you have a chance to come to Zege, are you interested? Yes, no, uncertain
3. How did you hear about the tourism activities of Zege? Web based, friends, other (specify)
4. How did you see community empowerment and what are the best recommendable practices?
5. Please make some summary ideas and SWOT analysis about the extent of community empowerment and its contribution to sustainable tourism development in Zege.

Annex 3: Codes of Interviewees

Background of those interviewed concerned tourism officials in this survey (n=3)

Interviewee Code No.	Occupation	Location	Sex
TO1	Tourism (government)	Bahir Dar	Male
TO2	Tourism (government)	Bahir Dar (West Gojjam)	Male
TO3	Tourism (government)	Bahir Dar (Town Administration)	Male

Source: Field survey, 2011

Interviewee Code No.	Occupation	Location	Sex
BT1	Boat transport enterprise	Zege	Male
BT2	Boat transport enterprise	Zege	Female
BT3	Boat transport enterprise	Bahir Dar	Male
CM4	Clergymen	Zege	Male
CM5	Clergymen	Zege	Female
CM6	Clergymen	Zege	Male
CM7	Clergymen	Zege	Male
SS8	Souvenir shop seller	Zege	Female
SS9	Souvenir shop seller	Zege	Female
SS10	Souvenir shop seller	Zege	Female
SS11	Souvenir shop seller	Zege	Male
TA12	Travel agent	Zege	Male
TA13	Travel agent	Bahir Dar	Male
TA14	Travel agent	Zege	Male
TO15	Tour operator	Bahir Dar	Male
TO16	Tour operator	Bahir Dar	Male

Background of those interviewed tourism businesses in this survey (n=16), Source: Field survey, 2011

No	Demographic Information	Frequency	Percentage
1. Sex	Male	2	40
	Female	3	60
	Total	5	100
2. Age Range	29-39	2	40
	40-50	1	20
	≥51	2	40
	Total	5	100
3. Educational Background	Bachelor degree	1	20
	Master	2	40
	PhD	1	20
	Other	1	20
	Total	5	100
4. Marital status	Single	1	20
	Married	2	40
	Other	2	40
	Total	5	100
5. Religion	Catholic	4	80
	Other	1	20
	Total	5	100
6. Personal monthly income	>17000 ETB (1000 Dollar)	5	100
	Total	5	100
7. Tourism management working experience	yes	2	40
	No	3	60
	Total	5	100
	Souvenir shop	1	20
	Tourism service providing	1	20
	Others	3	60
	Total	5	100
8. Nationality	France	2	40
	Spain	3	60

Table 5.7a: Demographic characteristics of tourists in Zege Peninsula (n=5), **Source:** Field survey, 2011

Annex 4: Autobiography

Name	Alubel Workie Eyassu 18/08/1986
Work Address	University of Gondar P.o. Box, 196 alubelworkie@gmail.com terefe.workie@yahoo.com Gondar, Ethiopia
Education	
2011	MA in Tourism and Development (candidate) College of Development Studies Addis Ababa University, Ethiopia
2007	BA degree in Tourism Management Faculty of Management Sciences and Economics Department of Tourism Management University of Gondar, Ethiopia
Work Experience	
2007-Present	Lecturer at University of Gondar Department of Tourism Management Gondar, Ethiopia

Annex 5: Declaration

I, Alubel Workie Eyassu, hereby declare that the research coiled as “**Assessment of Community Empowerment and Sustainable Tourism Development: The Case of Zege Peninsula, Bahir Dar**” Submitted to the School of Graduate Studies in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Tourism and Development is my original work done by me.

This thesis contains no material that has been submitted or accepted either in the same or different form for the award of any other degree or diploma to this or any other university to the best of my knowledge except I have fully acknowledged all resources used that are not original to this work.

Declared by:

Name: Alubel Workie Eyassu

Signature: _____

Date: June 2011

Candidate

Confirmed by:

Dr. Mulugeta Feseha (PhD, Assoc.Prof.)

Signature: _____

Date: June 2011

Advisor

