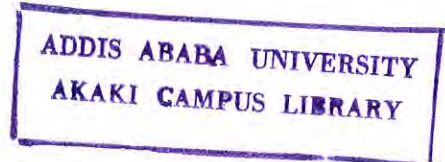


**Challenges and Prospects of Sustainable Tourism Development in and
around Gorgora, North Gondar, Amhara Region, Ethiopia**

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This is to certify that the thesis prepared by Getachew Molla, entitled: "**Challenges and Prospects of Sustainable Tourism Development in and around Gorgora, North Gondar, Amhara Region, Ethiopia**", submitted in partial fulfillment of the requirements for the award of the Degree of Master of Arts (Tourism and Development) complies with the regulation of the University and meets the accepted standards with respect to originality and quality.

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Abstract

Challenges and Prospects of sustainable tourism development in and around Gorgora

Getachew Molla

This study is to assess the challenges and prospects of sustainable tourism development in and around Gorgora. Qualitative and quantitative research approaches were applied to achieve the objectives of the study. Data for the study were collected through questionnaire survey, interviews, field observation and focus group discussion. The data generated were analyzed using descriptive statistics such as percentages and frequencies. The population of the study was made up of the house hold heads in the study area and tourists visited the area during the survey. Purposive and convenience sampling technique were employed in selecting subjects for interview and questionnaire survey from the total population. Results from this study indicated that there are many tourism potential and possibilities in and around Gorgora besides its cultural and natural attractions including trekking, bird watching and camping. However, the study revealed that tourism in Gorgora peninsula does not have substantial and meaningful economic benefits to the local people; hence its sustainability in terms of socio-economic, environmental and cultural benefits becomes questionable. Sustainable tourism development in the area was faced many challenges including absence of community involvement and participation in tourism businesses, absence of conservational practices, lack of coordination and integration with key tourism stakeholders and absence of marketing and promotional activities. However, its diversified cultural and natural attractions, its scenic location on the shore of Lake Tana, the involvement of foreign investors in the hospitality industry and the newly launched Asphalt road from Azezo to Gorgora were the opportunities identified for the success of sustainable tourism development in and around Gorgora.

Key words: *sustainable tourism development, tourism benefits, tourism potential and possibilities, challenges and opportunities, future prospects.*

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List of Acronyms and Abbreviations

CSA	Central Statistics Agency
CBNRM	Community Based Natural Resource Management
GCTO	Gondar culture and Tourism Office
KCTO	Kolla Diba Culture and Tourism Office
NGO	Non Government Organizations
SPSS	Statistical Package for Social Science
STD	Sustainable Tourism Development
UNCTD	United Nations Conference on Trade and Development
UN ESCAP	United Nations Economic and Social Commission for Asia-Pacific
UNESCO	United Nations Education, Scientific and cultural Organization
UNEP	United Nations Environmental Program
UNWTO	United Nations World Tourism Originations
USAID	United States Agency for International Development
USD	United States Dollar
WCED	World Commission on Environment and Development
WTO	World Tourism Organization
WTTC	World Travel and Tour Council

CHAPTER ONE

INTRODUCTIONS

1.1 Background of the study

Tourism, as both an economic and social activity, is frequently described as one of the major phenomena of the modern era, an assertion that reflects its remarkable growth in both scale and scope since the mid-1900s (sharply, 2009). The rapid and continuing growth and spread of international tourism, particularly since the 1990's has been the most influential factor in driving the emergence of sustainable tourism as an approach to tourism development. The World Tourism Organization defines sustainable tourism as "tourism which leads 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 systems'",(WTO, 2002).

Sustainability principles thus refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. It should generate income and decent employment for workers without affecting the environment and culture of the tourist's destination and ensures the viability and competitiveness of destinations and enterprises to enable them to continue to prosper and deliver benefits in the long term. According to Toth (2002), "sustainable tourism is about creating a balance between social, environmental, cultural and economic interests". The notion of sustainable tourism, hence, encompasses three dimensions, namely environmental conservation, economic efficiency and social equity.

In recent decades, the tourism industry has shown sustained growth in both revenues and number of tourists, and has left broad economic, cultural and environmental footprints reaching almost every part of the world. Tourist activity generates significant economic benefits to both host countries and tourists' home countries alike. Especially in

developing countries, one of the primary motivations for a country to promote itself as a tourism destination is the expected economic improvement, mainly through foreign exchange earnings, contributions to government revenues, and generation of employment and business opportunities. International tourists now accounts for a large share of foreign exchange receipt and export earnings than any other manufacturing and services industries in the world. International tourism had grown to 980 millions in arrivals and 1 trillion USD in receipts in 2011, and this number is expected to reach 1.6 billion in arrivals generating 2 trillion dollar by 2020 (UNWTO, 2011). This remarkable growth, particularly with respect to its economic contribution, is one of the principal reasons for tourism's almost universal adoption as an agent of development in destination countries and regions.

The World tourism organization stating some thirty years ago that; world tourism can contribute a lot to the establishment of a new international economic order that will help eliminate the widening economic gap between developed and developing countries and ensures the steady acceleration of economic and social development and progress, in particular in developing countries (UNWTO, 1980). Since then, many countries have embraced tourism as an integral element of their development strategies, particularly within the less developed world; tourism has become the dominant economic sector, though frequently because it is the only realistic economic developmental option (Brown, 1998).

Many developing countries have, thus started to regard tourism as an integral part of their economic growth and development strategies since it serves as a source of scarce financial resources, job creation, foreign exchange earnings, and technical assistance (Dieke, 2005). In Africa for instance, the neighboring country Kenya earns almost 17% of the National economy from Tourism and related activities generating about 650 million dollars (UNWTO, 2010). However, such ingredient of growth has not been effectively achieved in Ethiopia, although the country has huge tourism potential of both cultural and natural resources, which have power to attract both international and domestic tourists. The cultural and natural tourism attractions of Ethiopia embraces

historic monuments and palaces, ancient churches and monasteries, traditional culture and festivals, archaeological sites, obelisks, national parks, hot springs, falls, endemic flora and fauna, ethno cultural diversity, good hospitality and 9 world heritage sites which have been registered by UNESCO.

Among these magnificent world heritage sites, three of them are found in Amhara National Regional State which embraces Semien mountain National park, Fasil castle and Rock Hewn Churches of Lalibela. In addition to these heritage sites, the region houses various cultural and natural tourist attraction sites. Gorgora, a peninsula situated in north Gondar, Amhara regional state, is one of attraction site in the region which has great potential of cultural and natural tourism resources to attract large amount of domestic and international tourists. The major tourism attractions in Gorgora includes Lake Tana, beaches, land scapes, the ruined palace of emperor susenyos, the island church and monasteries, like Debreseina Maryam, Angara Tekle Hayimanot, Birgida Kidane Mihret and Mandaba Medhanealem, the living style of monastic community in the vicinity with their marvelous natural setting and monuments of Mussolini are wonders which shows Gorgora has of great potential to attract large amount of tourists.

Although Gorgora houses a variety of cultural and natural tourism resources, it fails to attract appropriate number of tourists and support the development of sustainable tourism in the destination and to improve the livelihood security of the local communities in which tourism resources are located. Thus, the motivation of this study is to assess the challenges and future prospects of sustainable tourism development in Gorgora and its surrounding monasteries where tourism research is often overlooked, as more emphasis is placed on popular tourist attracting areas around the Historical routes particularly in the Northern parts of the country including Gondar, Lalibela, Bahirdar, Axum and Arbaminch in the south. Hence, this research focuses mainly in Gorgora and its surrounding environs.

1.2 Statement of the problem

Given its rich and diverse natural, historical and cultural heritage assets, Ethiopia has vast potential for the development of sustainable tourism. However, it seems that this inherent potential has not yet manifested in desirables of Economic, socio-cultural and environmental development of tourism in many of the destination and region as a whole. According to WTTC (2012), Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity 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 systems. In other words, if tourism is to be sustainable, it must improve the lives of local people, protect their environment and health and offer a better future. In many instances tourism can be seen as a vehicle to empower local communities and protect the environment through the development of new employment opportunities, the enhancement of local economies, preservation of indigenous knowledge and practices, public awareness and education WCED (1987). But in realities, these assumptions are problematic in many of the Ethiopia's tourist destinations including Gorgora and its surrounding monasteries.

Gorgora has vast potential for the development of sustainable tourism because of its abundant cultural and natural attractions. However, most of them are not explored and gives adequate tourism earnings for the national economy as well as the local communities. The overall development of tourism sector in and around Gorgora regarding its economic, socio-cultural and environmental contribution is not in a proper shape and desirable level despite its various potential tourist attractions. Many heritages and roads in the destination are being destructed, water in the Lake Tana are being polluted thereby endangering the health of the host communities who relies on it for drinking purposes. The youth are being obliged to abandon their home town in search of another job in other towns so as to sustain their families' life. Moreover, it is observed that tourist activity and movement of tourists in this town is still lower compared to other

tourist destinations; it increases at a very small rate from year to year than what it should deserve.

In Gorgora, some researches particularly related to malaria and other diseases, have been conducted. For instance, Tarko Essa (2012) conducted a research on ‘Current Status of Schistosoma mansoni Infections and Associated Risk Factors among Students in Gorgora Town, Northwest Ethiopia’. However, so far no one attempted to conduct research on tourism sector in this marvelous tourist attraction area. Elsewhere, in Zegie peninsula a research conducted by Alubel Workie, 2011 entitled ‘the assessment of community empowerment and its contribution to sustainable tourism development’, Besides, Yetnaynet Getu (2012) did his research on ‘Challenges and Opportunities of sustainable tourism development in Bahir Dar and its environs’. Hence, in attempt to fill the gap/add knowledge to the existing literature; the researcher needs to assess the challenges and future prospects of sustainable tourism development in Gorgora and its surrounding environs.

1.2 Objectives of the study

1.3.1 General objective

The general objective of the study is to assess the challenges and future prospects of sustainable tourism development in and around Gorgora as well as to formulate recommendations on how to facilitate sustainable tourism that benefits local communities.

1.3.2 Specific objectives

- To identify the major tourism potentials in Gorgora and its surrounding environs.
- To assess the contribution of tourism to the local economy.
- To identify the major problems that hinders the development of sustainable tourism in Gorgora.

- To assess awareness of tourism stake holders and their coordination towards the development of sustainable tourism in Gorgora.
- To assess the future prospects of sustainable tourism development in Gorgora and its surrounding monasteries.

1.4 Research questions

Based upon the problem stated above and research objectives, this study will answer the following questions.

- What are the major tourism potentials in and around Gorgora attractions?
- What would be the major contributions of tourism attractions to the local economy?
- What are the factors that hinder the development of sustainable tourism in Gorgora peninsula?
- How is the awareness and coordination of tourism stakeholders for the development of sustainable tourism in Gorgora?
- What are the future prospects of STD in and around Gorgora?

1.5 Significance of the study

This study greatly motivate tourism stakeholders with regard to the protection of natural resources and maintenance of cultural value in the destination by informing the major challenges that tackles the development of sustainable tourism in the destination. It also helps to make recommendation on how to promote the destination and compete with others based on the findings of the study as well as to make suggestions for tourism officials for taking collaborative actions to alleviate the negative impacts and facilitate tourism benefits to the local economy. In addition, it will help to call other researcher for further studies.

1.6 Scope of the study

The scope of this study delimited to the assessment of the challenges and opportunities for sustainable tourism development in the town of Gorgora and the neighboring monasteries of Debre Sina Mariam, Angara Tklehayimanot, and Mendaba and Susenyos palace by using both primary and secondary data collection instruments. The main respondents of the study were local communities and international tourists. In addition, information was gathered from locals' administrator, GCTO, KCTO, port Hotel employees and manager, domestic tourists, local guides and private stakeholders who engaged in hospitality businesses.

1.7 Limitation of the study

While doing the study the researcher encountered various limitations that could affect the success of the researcher towards achieving the objectives of the study. Particularly, accessibility towards the monasteries inside Lake Tana was only by motor boats that demand the researcher to pay high charges. In addition, unwillingness of some respondents to fill the questionnaire were also another challenge the researcher faced during data collection.

1.8 operational definitions of terms

- **Sustainable development:** -“development that meets the needs of the present without compromising the ability of future generations to meet their own need”.
- **Sustainable tourism:** - “Tourism which leads to management of all resources in such a way those economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological process, biological diversity and life support systems.
- **Ecotourism:** -“is the development of a region's tourism industry in such a way as to not damage or deplete the resources that make the region attractive to tourists”.

- **Community based ecotourism:** - “implies that the local communities owns, manages, and controls ecotourism enterprises through the establishment of local oversight committee”.
- **Cultural tourism:** - “travel to cultural resources with the intention to gather new information and satisfy their cultural needs”.
- **Nature tourism:** - “travel to natural areas such as national parks or to areas of great natural beauty or ecological interests”.

1.8 Organization of the Thesis

This thesis is structured into five chapters. In the first chapter, background of the study area, statement of the problem, objectives of the study, significance of the study, scope and limitation of the study, operational definition of terms, organization of the study and conceptual framework had presented. In chapter two, review of related literature to the issue of the study area are presented and discussed. In the third chapter, the description of the study area and methodology of the study including population and sampling, research design, research instruments and methods of data analysis are thoroughly discussed. Chapter four presents the analysis, interpretation and discussion of the findings of the study. Eventually, conclusions and recommendations are presented in the fifth chapter.

Chapter Two

LITERATURE REVIEW

2.1 The meaning of Sustainable development

The concept of sustainable development was introduced by the World Commission on Environment and Development (1987), which argued that current economic development, should be realized taking the coming generations into account. This implies that the external environmental costs of production and consumption should no longer be shifted onto coming generations. The concept grew out of dissatisfaction with entrenched policies of continuous economic growth and unequal distribution of benefits and costs (Beeton and Pearson, 2002). The most widely accepted definition of sustainable development is the one provided by the Brundtland Report, the report says that “sustainable development is development that meets the needs of present without compromising the ability of future generations to meet their own needs,” (WCED, 1987).

Miltin (1992) suggested that sustainable development has two components: the meaning of development and conditions necessary for sustainability. Sustainable development involves broader concerns about the quality of life, such as life expectancy, educational attainment, access to basic freedoms, nutritional status and common welfare. That is to say, development should not be regarded and treated as a technical engineering exercise and more attention should be paid to historical, cultural, social, economic and political realities. Additionally, the emphasis of sustainable development is to carry developmental achievements into the future in such a way that future generations are not left worse off (Department of Environment, 1989).

Sustainable development is a development strategy that manages all assets, natural resources, and human resources, as well as financial and physical assets, for increasing long-term wealth and well-being. Sustainable development, as a goal rejects policies and practices that support current living standards by depleting the productive base, including

natural resources, and that leaves future generations with poorer prospects and greater risks than our own.

The above context of sustainable development reveals several main points, first, sustainable development is predominantly considered as a long-term strategy to preserve and conserve the environment, though the present is not ignored. Second, it proposes an inter- and intra-generational balanced level of welfare. Third, it is perceived as a universally valid prescription, which is supposed to be applicable to all countries without considering their level of development, socio-cultural and political conditions (Repetto, 1986).

2.2 Concepts of Sustainable tourism development

The term 'sustainable tourism' first entered the language of tourism development policy some two decades ago. Reflecting the emergence and subsequent widespread adoption of sustainable development more generally was seen as an appropriate response to the challenges posed by the scale, scope and consequences of tourism development in particular (Sharply, 2009). Sustainable tourism development should be accepted as all kinds of tourism developments that make a notable contribution to do not contradict the maintenance of the principles of development in an indefinite time without compromising the ability of future generations to satisfy their own needs and desires (Tosun, 1998). In addition, as Stanciulescu (2004) states that Sustainable tourism develops the idea of meeting the needs of current tourists and tourism industry while protecting the environment and opportunities for the future needs to achieve the entire economic, social, aesthetic, etc., actors in tourism, while maintaining cultural integrity, environmental, biological diversity and all systems that support life. Sustainable development in the context of tourism could be taken as: tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes.

With respecting and promoting the principles of sustainable development, tourism is a means of protection, conservation and capitalization of the cultural, historical, architectural and folklore potential of countries by adopting a strategy of sustainable tourism development and enforcing environmental protection measures, fundamental values of human existence (water, air, flora, fauna, ecosystems, etc.) and has at the same time an ecological vocation (Mazilu, 2010). However, application of sustainable tourism development projects should start from the design and construction of the material and technical base in order to harmonize with the environment, local community or other sectors of the economy, continuing in the state of tourist activities course (Mazilu, 2011).

In addition, Sustainable tourism development requires more and more knowing participation and involvement of all players involved, and a strong political support to ensure broader participation and creating a general consensus in the field of tourism development policy. All players must complete a specific task to give the force required for sustainable tourism development and for each of them to obtain benefits by keeping an attractive tourist environment that protects at the same time the environment (Pargaru, 2009).

2.3 Principles of sustainable tourism development

The concept of sustainable tourism owes its origins to concerns over the negative consequences of uncontrolled tourism development or, more precisely, the perceived need to develop tourism more sustainably, though whether the focus should be on making the development of tourism itself more sustainable or on achieving sustainable development through tourism remains a contested issue (Hunter 1995). Tourism should be considered a sustainable economic development option and that tourism development should be compatible with the principles of sustainable development (Cronin 1990).

World Tourism Organization (2005) explains that sustainable tourism is a condition relevant to all forms of tourism and refers simply to tourism that is developed in accordance with the principles of sustainable development.

2.4 Sustainable tourism and its impacts

2.4.1 Sustainable tourism and the Economic impacts

The concept of sustainability arose from the recognition that the earth's limited resources could not indefinitely support the rapid population and industrial growth as economic development moves to reduce poverty and increase standards of living among all countries. An assessment of tourism's contribution to economic development in host regions requires an analysis of the backward and forward linkages between tourism and other sectors, an understanding of the spatial location of tourism activities and identification of the beneficiaries of its economic and other impacts (UNCTD, 2012). This means if tourism is to have a major influence on the economy of a country or a particular region, it should have strong linkages with the rest of the domestic economy. Therefore, Tourism can be a catalyst for national and regional development, bringing employment, exchange earnings, balance of payments advantages and important infrastructure developments benefiting locals and visitors alike (Glasson, 1995).

If well planned, developed and managed, tourism generates local jobs and income and provides opportunities for local entrepreneurs to establish tourism enterprises, all of which lead to improved living standards of residents. Tax revenue generated by tourism can be used to improve community facilities and services. Tourism requires improved infrastructure which can be used by residents and can stimulate the expansion of other economic activities such as agriculture, fisheries, manufacturing and crafts production. It can also provide the justification and help pay for conservation of local nature areas, archaeological sites, arts, crafts, and cultural traditions and overall improvement of environmental quality. However, building linkages requires an effective national strategy comprising targeted policies, regulatory and institutional frameworks, and sufficient incentives to stimulate private investment and the development of domestic supply capacity. Enhancing livelihoods and maximizing benefits to communities involve the expansion and use of local labour, local goods, and services and also developing

appropriate and sustainable infrastructure, supportive policies, and environmental strategies (Simpson, 2008).

A sustainable tourism business supports a viable economic base in its community, creates employment and drives local prosperity through backward linkages into all kinds of local industries and businesses that comprise and supply the tourism industry. Sustainable tourism businesses need to develop strategies that are capable of meeting the long-term economic needs and aspirations of the local community. Communities that are engaged by tourism businesses as stakeholders in tourism, and economic partners in the tourism industry, will actively support local tourism businesses. If tourism is an important source of local employment and a significant buyer of local goods and services, residents are more likely to be supportive. That means business operators and local communities need to work together to maximize local economic benefits.

2.4.2 Sustainable tourism and the environment impacts

The quality of the environment, both natural and manmade, is essential to tourism. However, tourism's relationship with the environment is complex. Many activities can have adverse environmental effects. Most tourism development places additional pressure on the environmental resources upon which it is based, compromising the future prospects of the local population and the expectations of tourists themselves (Carter, 1991). Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas and thus Construction of hotels, recreation and other facilities often leads to increased sewage pollution. In addition, uncontrolled conventional tourism poses potential threats to many natural areas around the world. It can put enormous pressure on an area and lead to impacts such as: soil erosion, increased pollution, discharges into the sea, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires. The more physical impacts are degradation and loss of wildlife habitats and of scenery, and disturbance and erosion of the local ecosystem caused by clearing forested land and construction of tourism facilities

and infrastructure (UNEP, 2001). The negative impacts of tourism development can gradually destroy the environmental resources on which it depends and contains the seeds of its own destruction; tourism can kill tourism, destroying the very environmental attractions which visitors come to a location to experience (Prosser, 1994). This reduces the quality of life for locals as well as for tourists and, ultimately, may threaten the viability of the tourist industry itself (Williams & Shaw, 1991). This is because most tourists wish to visit areas that are attractive, functional, clean and not polluted.

On the other hand, Carter (1991) notes that the concept of sustainable development is important to tourism development since the destruction of tourism resources for the short-term gain will deny the benefits to be gained from mobilization of those resources in the future. Tourism could be positive for the preservation of natural areas and in many tourism projects the conservation of the natural, cultural and built environment is an important motivation for the initiation of the project. CBNRM advocates also argue that local and participatory involvement in decision making are essential both in the creation of viable livelihood strategies and biodiversity conservation (Funnel and Bynoe, 2007). Moreover, some of the projects tend to deter local communities from illegal use and overuse of natural resources as well as they try to integrate the protected natural areas in regional and local development plans and programs. Therefore, tourism could and should contribute positively to environmental preservation. That means tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance.

2.4.3 Sustainable tourism and the socio-cultural impacts

The sustainable development approach is particularly important when applying socio-cultural impacts because this sector depends mostly on tourist attractions and activities that are related to both the natural environment and historic and cultural heritage of an area. If these resources are degraded or destroyed, then tourism cannot thrive. In tourist's

destinations there is bound to be conflict in value between the hosts living in closed societies with traditional lifestyles and the quests from modernized regions with foreign behaviours and new ideas (Guan, 2008). Guan also noted that tourism without host participation can be a major set-back to the host ethnic culture while noting that one major negative impact of tourism on host culture is that members of the host communities especially the youths susceptible to the apparent material superiority of the outsiders, may copy the latter's behaviours and consumption patterns, feeling ashamed of their own social customs and life styles, and consequently accepting alien values and attitudes without choice. Tourism strengthens the preservation of cultural heritages in that it brings financial incentives for protecting it and leads to revival of forgotten cultural elements to get more financial benefit and recognition (Husan, 2006). Therefore, maintaining the desirable aspects of cultural traditions and ethnic identities is an important element of conserving the cultural heritage of an area and Conservation of tourism resources can help make residents of an area more aware of their heritage and support its protection.

Sustainable tourism aims to minimize the negative impact of tourism on host communities while supporting their social and cultural integrity and can bring improvement in local living standards for residents. A sustainable tourism business strengthens and develops the social and cultural fabric of local communities. This may involve instilling a sense of pride in local culture and heritage, and working in conjunction with local communities to find synergies between the business and the needs of the local community and it is only when local people have a good knowledge of their culture that they can possess self-confidence and self-respect and successfully helps visitors to understand and accept the meaning of their culture.

2.5 Basic keys for achieving sustainability

2.5.1 Policy and Planning

Policies are a natural outgrowth of the planning process, as they are a means of achieving the objectives set out in the plans. Without effective policy and planning, it will be

While local people's participation in the tourism development process is highly desirable as an element of development, it is important to note that active involvement and participation of the local people in tourism especially at the exploration stage is crucial because at this initial stage of tourism development there is normally little or no tourism infrastructure in the area and therefore local people, after accepting the idea of introduction of tourism in their area, usually start, own and operate small scale guest-houses, low-class hotels or souvenir shops, and supply the workforce for the industry especially in many developing countries (Tosun, 2000). More importantly, providing local people with the opportunities to own and operate tourism facilities is thought to increase their tolerance to tourist activities in the area and eventually creates a sense of ownership, a feeling of responsibility and practical involvement in tourism (Simpson, 2008).

Thus, direct involvement of local communities in tourism development provides them with a sense of ownership and permitting residents to feel empowered to determine their own futures ensures that they will be less inclined to criticize development efforts and have higher tolerance level for tourists (Timothy and Boyd, 2003). The community should be encouraged to become involved in the development process, through which the socio-economic benefits can be maximized. However, in regards to developing countries, community participation may have limitations in the decision-making process resulting from political resistance (UNWTO, 2006).

In addition, research indicates that the involvement and participation of local communities leads to local empowerment, a better quality of life for the community and allows communities to define their needs as well as the means to meet them (Roseland, 2005). Overall, the participation of the local community is important in ensuring that visitors get an unforgettable, pleasant tourist experience, while at the same time enabling the community to derive benefits from their visits. Residents have the ability to provide helpful input in decision-making processes and, therefore, it is essential that they are actively involved in sustainable tourism planning and developments.

2.5.3 Interpretation

Every potential tourism destination has its own story and character. Capturing, interpreting, and presenting that story are the essence of sustainable tourism development. Cultural exchanges between different people can signify an enriching experience for visitors who come to better understand the history, culture, life ways, and natural and cultural heritage of sites, regions, or countries new to them (Timothy and White, 1999). Unless the visitors are extremely well informed, they may not be aware of all the opportunities available for cultural interaction or of all the interesting aspects of the local culture. One of the main objectives of interpretation is to assist visitors in developing a keener awareness, appreciation, and understanding of the area and culture of the people they are visiting and to link people with sites, stories, and information about an area, as well as to link people with other people in a community and residents with visitors (WTO, 2006).

Effective interpretation relates a site or subject matter to everyday life and presents information from unique viewpoints to stimulate thinking and can be incorporated into the training of tour guides to ensure the authenticity and quality of information presented to visitors as well as enriching residents their understanding and provides means of preserving the cultural integrity of an area. Tourism resources are translated into tourist-friendly artifacts and landscapes through the processes of interpretation and involve a conscious series of choices about which history-derived products are to be produced (Ashworth, 1994).

2.5.4 Partnerships

Achieving coordination and partnerships across tourism resource is challenging, but can be a key to sustainability. While there is an appreciation amongst planners for community involvement in development, there should be also a tendency to see the partnerships between different stakeholders solely in terms of their ability to provide tourism products and infrastructure (Scheweinsberg, 2007). That means the industry, the public authorities and local communities must work in concrete, taking account of the needs of the market,

the needs of the local population and the special features of the destination. Such partnerships not only promote the setting of balanced objectives, but also promote achievement of these objectives through utilization of the varied skills and contributions each actor can make. Existing tourism businesses, and related associations or consultancies, can play particularly important roles in terms of product evaluation, product development, and marketing. However, the public sector needs to shape the environment in which the industry can develop by taking responsibility for security, health, basic infrastructure, and ownership and/or management of the natural and cultural heritage that serves as tourism attractions (WTO, 2010). Communities play important roles as receivers of tourists, as well as the positive and negative impacts that they generate.

2.5.5 Financing

Many heritage resources are lost due to physical deterioration brought about by inadequate maintenance or by simple neglect often as a result of lack of financial resources. Funding can be used for a variety of purposes within the natural and cultural resource arena, including training, environmental education, protected area planning, and institutional support. Some of the funds are also used for local improvements (such as better streets, lighting, and sports fields), as well as support for cultural programs, artists, tour guide training, workshops, travel for local artists and musicians, and many other items related to tourism. However, tourist destinations with limited financial resources for marketing activities are facing serious difficulties in producing an impact on the tourist market. It is therefore vital for the destination study to adopt a marketing policy and directing efforts towards clearly defined targets and using the most effective marketing tools (Mazilu, 2011).

More investors, especially large capital owners, are attracted to the destination making competition stiffer than before. In this regard, local people are likely to lose control over tourism development since they often have limited financial resources and therefore it gradually becomes more difficult for them to open large scale businesses (Tosun, 2000).

Tosun (2000) also suggests that there should be a deliberate need to empower local people at the initial stage of tourism development to enable them to keep control over tourism development in their area through removing barriers that hinder local communities' effective participation in markets.

2.5.6 Marketing and Promotion

Marketing comprises all the activities and processes used to bring buyers and sellers together, including creating, distributing, promoting, pricing and innovating ideas to facilitate satisfying exchange relationships in a dynamic environment. To compete in today's tourism marketplace with its increasing global competition, organizations of both, the public and private sectors must know who their customers are and what they want. They must also be able to communicate the availability of tourism products and services to potential customers and convince them to become actual customers (UNWTO, 2010). For communities that hope to compete for their share of visitors, the marketing of a distinctive culture, attractions or outstanding amenities might be the central theme. Promotion is essentially communication with the goal of changing the behavior of the consumer, specifically to purchase a tourism product such as air travel, hotel accommodations, restaurant meals, tours, or a complete destination package and understanding where potential buyers are in terms of readiness to buy is important in setting appropriate objectives and developing effective promotional material.

2.6 Challenges of sustainable tourism development

Over the past decade, tourism has become the largest industry worldwide in terms of employment and share of global gross domestic product. The tourism industry has been growing rapidly as well as changing at a fast rate. Local communities may benefit in economic terms as well as create a commitment to conservation and sustainable development. Tourism in a generic sense should develop in an environmentally, economically, and socially sustainable manner. However, it has been difficult to assess

the success of initiatives that aim to benefit local communities and the environment while also being financially viable (UNWTO, 2004).

Planners and policy-makers must also keep in mind certain realistic truths about tourism: it consumes resources, creates waste and requires certain kinds of infrastructure; it creates conditions for possible over-consumption of resources; it is dominated by private investment with priority on maximizing profits; its multi-faceted nature makes control difficult; and it may be seen as simply entertainment services consumed by tourists. The challenge of sustainable tourism development, therefore, is to balance the principles with these truths, and this can be done only through integrated, cooperative approaches involving all stakeholders and related economic activities in the area (ESCAP, 2001).

According to UN ESCAP (2001), the following challenges are the major obstacles in creating economic development thorough tourism development.

A. Market obstacles

The potential for a region or municipality to attract tourists on a long-term basis is a key factor. The ability of a destination to conduct a reliable market survey, identify a positioning strategy and promote itself is essential. However, this requires skill and knowledge that is often lacking in many areas. In addition, cooperation in the marketing effort is important but difficult to achieve in many urban and rural settings. The marketing challenge in STD is similar to that in other areas: how to increase visitors to a site or Community, how to increase their length of stay, how to increase their spending per day, and how to ensure that they come back are the main marketing challenges.

B. Community obstacles

Tourism activities are not generally viewed as viable or appropriate business ventures. Generally, tourism is viewed as a short-term activity until more appealing and profitable employment can be found, since many tourism positions pay low wages and are seen as low-status occupations. Younger residents of tourist destinations sometimes express the belief that tourism is a positive force in creating a less rigid society. This loosening of

traditional restrictions is often associated with a phenomenon called the “demonstration effect”. For example, local and usually younger residents who are exposed to Western tourists are likely to emulate their dress and habits. While this may seem to be a positive impact for those residents who adopt the more relaxed standards, it can be seen as a dangerous and negative trend to older or more traditional residents. Such differences in perception can lead to conflict within communities.

Tourism can further contribute to community conflict indirectly through the creation of new job and economic opportunities. Although residents regard new economic and employment options as a major positive impact from tourism, such opportunities are not always evenly spread across communities. For example, tourism typically provides a large number of jobs for women in resort communities.

C. Lack of Infrastructure

There are a number of infrastructure elements that are crucial to the success of tourism at all levels of a country or region. As tourism tastes change and become more sophisticated, and as the competitive environment further develops, countries and destinations will require adequate infrastructure to meet market demands as well as environmental regulations. However, many tourism destinations require financial assistance to improve their infrastructure given the essential role that clean air, sanitation, clean water and public safety play in ensuring quality sustainable tourism development. Examples of this type of assistance include funds for improvements in waste management, water supply, air quality and traffic management, and basic services (fire, police, and first aid). Infrastructure should not only help to attract and satisfy visitors, but also to serve the needs of residents (roads and visitor center) are examples of this potential.

D. Lack of integration

There is limited integration and cooperation between many tourism businesses given that the local tourism industry tends to be fragmented or lacking in tourism expertise.

Governments must ensure close integration between tourism and poverty reduction policies, and can use a range of instruments to influence action, such as planning controls, legislation, enterprise support, and marketing.

E. Institutional obstacles

There is very little coordinated governmental support and promotion for tourism development and initiatives. In addition, governmental activities are often poorly structured to help plan and manage tourism. In other instances, political and other ideologies make tourism planning and management difficult to implement. Inadequate coordination is often the cause of unbalanced growth, as well as the failure to fully reap the benefits of tourism. Lack of coordination is not, of course, unique to tourism. However, tourism cuts across several sectors, including transport, finance, immigration/foreign affairs, and culture/nature/ environment. Coordination across ministries and departments within ministries can be promoted through establishment of working groups, boards, and other fore. In addition to requiring the benediction and support of environmental agencies, a prerequisite for the development of sustainable tourism is new institutions that can assist in the development of a private sector tourism industry that is compatible with the environmental qualities of the area. These institutions need to provide training in business management, market development, guiding and languages.

F. Employment and training obstacles

There is a serious lack of training and education opportunities in tourism planning and management. The training that is available is often very narrow in focus, and does not address the broader context of tourism and the range of potential opportunities. The scarcity of employment equity opportunities for women is a serious obstacle in ensuring

an equitable distribution of the benefits of tourism activity. In addition, access to education and training is limited for a number of disadvantaged groups. It is clear from this discussion that there are a number of factors and obstacles that need to be considered in the expansion of tourism. Many countries lack the required range of skills and knowledge that is essential to ensure authentic heritage resource management and a high-quality tourism product. A key principle of sustainable tourism is the provision of benefits, especially economic opportunities to local residents. These benefits can be achieved through resident participation in tourism or ancillary industries (e.g., farmers selling food to restaurants). The challenge is to facilitate the integration of residents and local firms into the tourism economy, to increase the local economic linkages within tourism, which conversely reduces the leakages.

G. Carrying capacity obstacles

Environmental planning approaches and carrying capacity analysis are important techniques for preventing environmental and socio-cultural problems resulting from tourism. Application of environmentally friendly technology can greatly assist in reducing the adverse effects of tourism development. While carrying capacity is a useful concept, it is difficult to implement in a practical way to help develop sustainable tourism.

Conceptual framework

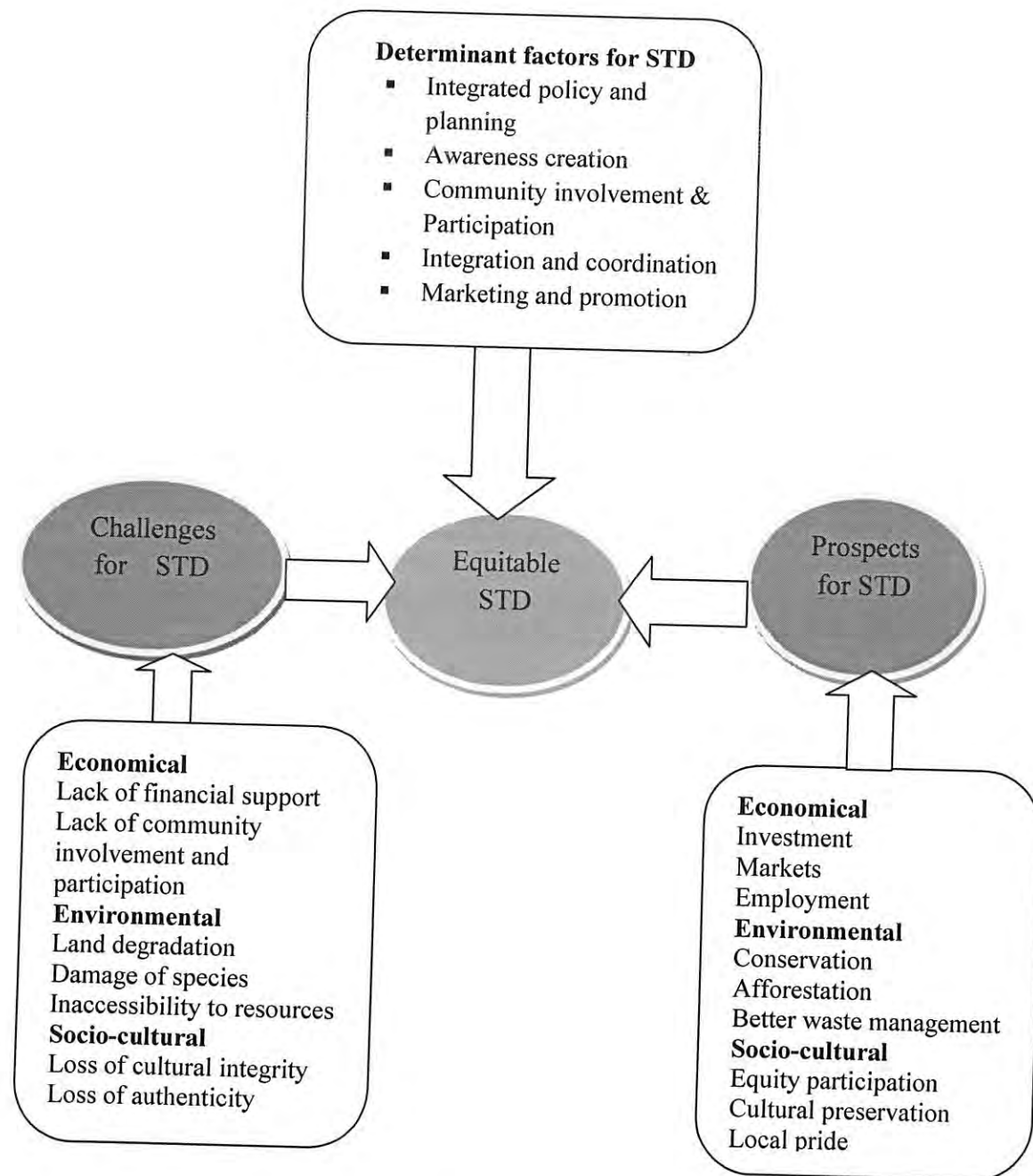


Fig 1: Conceptual framework (Source: Researcher's: 2012/2013)

Chapter Three

METHODOLOGY

3.1 Description of the study area

3.1.1 Gorgora

Gorgora is a town and peninsula on the shore of Lake Tana with elevation of 1800 meters located in Dembia district in the Semien Gondar Zone of the Amhara Region. It has a latitude and longitude of 12°14'N 37°18'E / 12.233°N 37.3°E with annual rainfall 1083 mm. It is situated 65km south of Gondar and about 95km from Bahir Dar and covers about 4.89 km square area. Based on figures from the Central Statistics Agency in 2008, Gorgora has an estimated total population of 4782, of whom 2500 are men and 2282 are women. It is one of many medieval towns of Ethiopia that served as temporary capital and seat of emperor Susenyos, father of emperor Fasilides in the early 17th century.

Gorgora was important in the past as the site of an important Jesuit residence (The site where Jesuits settled was called Gorgora Nova) and known for the churches, its many monasteries, the palace of the Emperor Susenyos located nearby, and the Portuguese cathedral that was abandoned after Emperor Fasilides expelled the Jesuits. Standing on a commanding hill, the monument of Mussolini offers an excellent look at Lake Tana and the fertile plains of Dembya. It is believed that it was built as a beacon for motorboats from the Lake. In addition to its cultural richness, Gorgora also allows a paradise birds view for bird watchers. Their economy depends primarily on trading, farming, fishing, gathering the fuel wood, and others are retired soldiers.

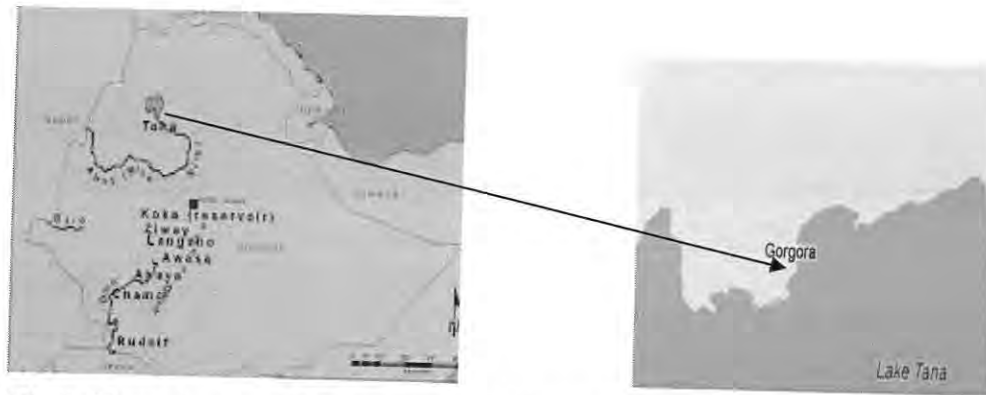


Fig 2: Tourist Map of the study area (Source: Researcher's and Google 2013)

3.2 Research design

The main concern of the study was to assess the challenges and prospects sustainable tourism development in Gorgora and its surrounding monasteries. Therefore to serve this proposes, descriptive research design was used as an appropriate design to obtain reliable and relevant information about the issue under the study hence the design is characterized by prior formulation of specific research questions. The study employed both qualitative and quantitative approaches so as to answer the research questions and achieve the stated objectives. The qualitative method was applied for informal interview, focus group discussion, observation and content analysis. The quantitative method applied for questionnaires of local communities and international tourists. Hence, on the basis of these arguments, it was found to be convincing to employ descriptive design predominate by qualitative approach.

3.3 Research instruments

For the purpose of this research and in order to achieve the objectives, the researcher collected both primary and secondary data. The primary data was collected by employing a questionnaire survey, key informant interviews, focus group discussions, and observation. Secondary data including different news paper; books, pamphlets, journals, bulletins, magazines, internet materials, some published and unpublished materials were used to obtain appropriate information for the study.

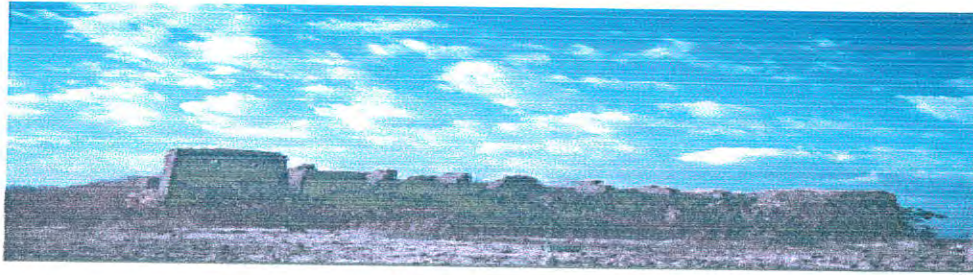


Fig. 6: Natural view of the peninsula (Source: Researcher's:2013)

E) Scenic Natural View

The nature in and around Lake Tana is also overwhelming in Gorgora. The lake itself is known for its abundance of bird species. Along the shore and on the lake's islands there are ancient trees in which many species of birds, such as weavers, brood and hatch their young. The lake also attracts any number of water birds including fish-eagles, ibises, storks, silver herons, pelicans and kingfishers. Aside from birds, the lake is home to hippo, baboons, antelope, Nile lizards, hyena and many other species.



Fig. 7: Natural view of the peninsula (Source: Researcher's:2013)

Despite the fact that Gorgora is endowed with various cultural and natural attractions, the number of tourists who visited the area in the previous years didn't show significant increase in comparison with its abundant tourism potentials for the development of sustainable tourism.

Table No. 5: Int'l tourists' purpose of visit, source of information, duration & mode of travel

<i>Item</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Purpose of the visit</i>		
(a) Holiday	27	67.5
(c) Business	2	10.0
(d) Attending conference	1	2.5
(e) Education/ Research	7	17.5
(f) Others	3	7.5
<i>Source of information</i>		
(a) word of mouth	21	52.5
(b) internet	4	10.0
(c) mass media	2	5.0
(d) guide book	9	22.5
(e) others	4	10.0
<i>Trip duration</i>		
(a) 1 day	22	55.0
(b) 2–3 days	11	27.5
(c) 4–6 days	6	15.0
(d) 7–11 days	1	2.5
(e) 12 days or more	-	0.0
<i>Mode of travel</i>		
(a) package tour	28	70.0
(b) Independent travel	12	30.0

Source: Researcher's own survey 2013

As stated in table No 5 above, 67.5 % of international tourists responded that they were mainly visiting Gorgora and its surrounding environs for the purpose of holiday followed by 17.5 % for Education/Research. 10% and 2.5% of international tourists were visiting for the purpose of Business and conference respectively. The remaining 7.5% of tourists are under the purpose of other category. 52.5% of international tourists were visiting the Gorgora and its environs with information obtained from friends and relatives (word of mouth). This clearly indicated that efforts have not made yet regarding the marketing and promotion of the image of the destination with its diversified cultural and natural attractions using advanced communicational technologies/media such as internet, websites, television etc.

With regard to tourist length of stay/duration, 55% of international tourists were excursionist/same day visitors. This clearly indicated that international tourists were not satisfied with the facilities and the service delivered in the destination or accommodation services which oblige most tourists to return back to their original home without spending their money in the destination and benefiting the local community from tourism.

Finally, as depicted from the above table, 70% of international tourists were traveling under an inclusive tour package. This clearly pointed out that every tourists spending were determined by tour operators. This means international tourists will visit the attractions and use any form of tourist facilities including food and beverages, transport services and others, only on the basis of their itinerary and package agreement with tour operators. Thus, local communities, Hoteliers and any other form of tourism related services couldn't be benefited from tourists.

In addition, the question what kind of touristic activities do you take part in and around Gorgora was asked for international tourist respondents so as to find out the types and popularity of the touristic activities found in the destination and analyzed as follows:

Table NO. 6: Distribution of tourist activities in and around Gorgora

<i>Item</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Tourist activities</i>		
(a) Trekking (long distance nature walk)	2	5.0
(b) Visiting historical attractions	15	37.5
(c) Pleasant weather	7	17.5
(d) Camping	2	5.0
(e) Bird watching and photographing	4	10.0
(f) Observing natural resources	9	22.5
(g) Other activities	1	2.5

Source: Researcher's own survey 2013

According to the analysis on table 6 above, a considerable of 37.5% of the international tourists stated that it was mainly visiting historical attractions such as ancient churches, Monasteries and palaces that motivated them to visit Gorgora and its surrounding environs. 22.5% replied that observing natural resources and 17.5% listed the peninsula's pleasant weather conditions, bird watching and photographing (10.0%), trekking and camping 5% each and other activities had value of 6.7%.

As indicated in the above table most of the international tourists initially had indicated that they had decided to visit Gorgora and its environs mainly because of cultural, natural attractions and pleasant weather conditions. However, they also listed many alternative forms of tourism activities including trekking, bird watching, photographing and camping. This is clearly pointed out that although the destination is well known by its cultural and natural resources, there is also a demand for several types of touristic activities. Therefore, it can be argued that Gorgoa and its surrounding environs have a great potential for the development of sustainable tourism.

4.3 The contribution's of tourism benefits to the local economy

Sustainable tourism can bring national and regional development, bringing employment, exchange earnings, balance of payments advantages and important infrastructure developments benefiting locals and visitors alike if there is a strong linkage between tourism stakeholders. Since the tourism industry is labour-intensive, it has great potential in creating employment opportunities, particularly in economically depressed regions like Gorgora. However, only a minimum of residents work in the tourism industry analyzed as follows:

Table No.7: Distribution of tourism benefits to the local economy

<i>Item</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Benefits to the local residents</i>		
(a) Employment creation	5	6.3
(b) Business opportunities	7	8.8
(c) Development of infrastructure	1	1.3
(d) providing raw materials	0	0.0
(e) others	67	83.8
<i>The most beneficiary from tourism</i>		
(a) The Government	27	33.6
(b) foreign lodge and camp site owners	35	43.8
(c) Boat operators and travel firms	12	15.0
(d) Local residents	3	3.8
(e) Monasteries and churches	2	2.5
(f) others	1	1.3

Source: Researcher's own survey 2013

As shown in the above table, only 8.8% of local residents stated that the development of sustainable tourism created business opportunities for the residents followed by 6.3% of local respondents who stated benefit from employment opportunities and development of infrastructure with a value of 1.3%. However, almost the majority of local respondents (83.8%) were under other categories and they specified the reason is that they are not benefited from the tourism industry except only a smaller proportion of the community.

Respondents were also stated that the most beneficiary from tourism industry are hotelier and lodge owners with a share of 43.8% followed by Government (33.6%). boat service providers and local guiders had value of 15%. Monastery and churches 3.8% and local residents had value of 2.5%. Nevertheless, 1.3% of respondents are under other categories.

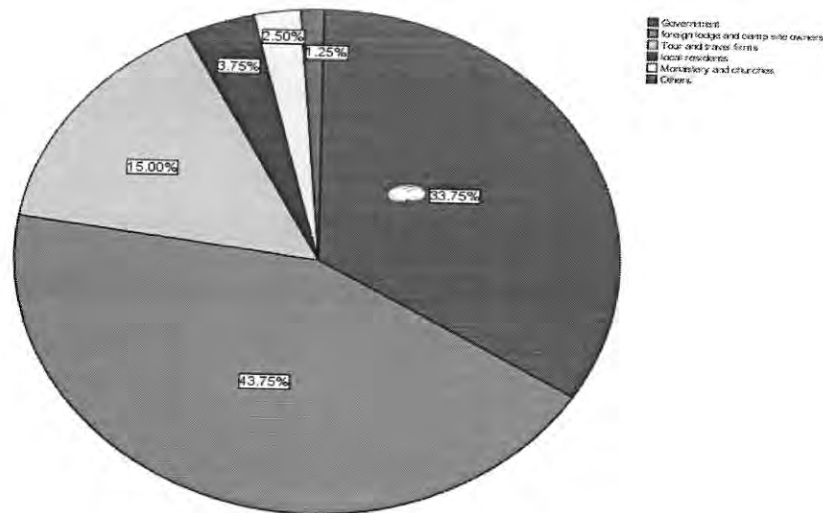


Fig 8 Share of benefits from tourism

Therefore, it can be argued that the development of sustainable tourism in Gorgora brought a little benefit to the local community in terms of job creation and business opportunities and the most beneficiary are Hoteliers, foreign lodge and campsite owners and government.

Interviews and focus group discussion were conducted with key stakeholders to assess the major contribution of tourism to the host communities in Gorgora and they supported the above argument. According to the response of the interview with administrator of the locals, managers of hotels and lodges, some members of the communities and officials in KCTO, only a small proportion of the local communities who engaged in tourism businesses such as local guiding, boat services, and employed in hotels and lodges have been beneficiary from tourism. The primary concern of tourism is its potential to create employment for the people of Gorgora and its surrounding areas. Accommodation establishments and facilities such as Port Hotel, Tim and Kim camp site and lodge, Nova resort, and Birhan hotel could play a major role for the socio-economic benefits of the local economy because of the significant amount of revenue they generate and the number of people they employ.

However, there were only about 80 people employed in the above mentioned tourism establishments during this study conducted as of the responses from the interviewed individuals and focus group discussion with Port hotel employees. While the tourism industry provides few employment opportunities to the people of Gorgora, locals generally hold poor quality and low paying jobs that mostly involve manual work. Most of them are employed in low positions and work as cleaners, kitchen hands, cooks, watchmen, and waiters with a few employed as professional guide and assistant managers particularly in port hotel (Government owned) and foreign private lodges and hence are low paid.

Regarding the involvement of local communities in tourism related activities around 20 people in association engaged in boat service activities with 5-7 own motor boats. They have been giving transport service from the port to Birgida kidane Mihret and Angara Teklehayimanot monasteries (15 and 17 km from the port) with a charge of 350 birr and 380 respectively. 750 birr to Mendaba monastery and 1350 birr to selassie washa and it is estimated that they earn around 4500 birr each per month during peak season and 1000 birr each during off season. In addition, informal interviews were conducted with local guides and they replied that around 6 local guides engaged in interpretation practices for tourists in the main attraction sites. However, they are not well benefited with the exercise of this activity because of the seasonality nature of the industry and lack of training and financial support from the sector.

According to the officials in KCTO, the number of people supported financially by people employed and engaged in tourism and related activities such as hotels, lodges, Boat services, and guiding is estimated at 250 people. This is about 5% of Gorgora's population of about 4782 people. Since Gorgora and its surrounding areas are characterized by a shortage of facilities and industries and are inhabited by the poorest people in the society, earnings from STD could be an alternative means of survival for locals and means of reducing poverty in this area through the provision of employment for locals. It is known that the employed people often use their wages to assist family members financially, their by improving their living conditions and are used for various

activities, including the payment of school fees, the buying of food and clothing and the construction of traditional dwellings/huts etc. unfortunately, the findings from the interview indicates that only a smaller portion of the locals are employed and engaged in tourism.

In general, the result of interviews with key local members in Gorgora and officials from KCTO clearly pointed out that benefits that local communities obtain from tourism are insignificant when compared to those obtained by the private owners or by government. This means tourism in and around Gorgora does not have substantial and meaningful economic benefits to the local people in which tourism takes place and resources are located. Hence, its sustainability in terms of socio-economic benefits becomes questionable.

4.4 Problems facing sustainable tourism development in and around Gorgora

The problems facing the development of sustainable tourism in and around Gorgora are diverse and has analyzed with relating to the three dimension of sustainable tourism (economical, socio-cultural and environmental) perspectives. Interview and survey were conducted with different tourism stakeholders to find out the major challenges faced in this marvelous tourist destination on the basis of the above three dimensions of sustainable tourism development as follows:

4.4.1 Economical challenges of sustainable tourism development

An assessment of tourism's contribution to economic development in host regions requires an analysis of the backward and forward linkages between tourism and other sectors, an understanding of the spatial location of tourism activities and identification of the beneficiaries of its economic and other impacts (Glasson 1999). This means if tourism is to have a major influence on the economy of Gorgora's scenic attractions, it should have strong linkages with the rest of the domestic economy. Therefore, Tourism can be a catalyst for Gorgora tourism development, bringing employment, exchange earnings,

balance of payments advantages and important infrastructure developments benefiting locals and visitors alike.

However, despite Gorgora peninsula has a variety of cultural and natural resources, the economic benefits and contribution of tourism to the development of local economy is minimal in comparison of its abundant resources. This can be attributed to a number of factors, including poor coordination between private sector and the local communities, absence of quality tourism products and lack of interpretive practices, local communities' absence of entrepreneurship and management skills to participate in the tourism business in this area. Residents were asked if they have benefited from tourism with their variety of resources as follows:

Table No.8: level of tourism benefits for local economy

Are there any tangible benefits you get from tourism in your destination?	<i>Variables</i>	<i>Frequency</i>	<i>Percentage</i>
	Yes	10	12.5
	No	70	87.5
	Total	80	100.0

Source: Researcher's own survey 2013

As shown in table 8 above, relatively few residents (12.5%) said that they are benefited from tourism activities, while, the majority of local respondents (87.5%) didn't not benefit from tourism and tourism related businesses. According to them much of the revenue generated from tourism accrue to private tour operators, foreign investors i.e. Tim and Kim lodge, and to a limited extent to government in the form of tax revenues rather than to the local communities on which tourism takes place and resources are located. This is mainly because the local communities lack the necessary entrepreneurship and management skills to participate in the tourism activities in this area.

As one of the officials in KCTO explained that although the numbers of tourists have been increasing steadily over time, benefits in terms of financial benefits to community

members and employment creation to the community have not been increased and the big challenge that affects tourism's economic contribution to the local economy in Gorgora peninsula is lack of partnership arrangement between communities and private sectors who engage in hospitality industries. This prevents the locals to supply the necessary raw materials to the existing tourism establishments such as hotels and lodges. On the other hand, some interviewed individuals replied that, these establishments are not aware of and volunteer to use locally available knowledge, skills and materials for the construction of new establishments or for sustaining their existing establishments. Some of them also explained that lack of knowledge to participate in tourism and related businesses, policy and decision making process are other challenges that tackles local communities benefiting from tourism sector.

A. Lack of community involvement and participation

One of the key principles of sustainable tourism is that the local population is placed at the center of tourism development interventions in terms of participation in the decision making process and benefit sharing. The participation of local stakeholders is a key factor in making sustainable tourism development programmes a success. If local people are not involved in tourism development strategies, they can obstruct the development process due to the lack of benefits they will accrue. Without local participation, tourism will fail to realize its full potential as a catalyst for the development of local communities and environments (Kruk, 2007). It is at the community level where tourism impacts are mostly felt, conservation challenges must be met and culture is most affected.

The involvement and participation of local communities leads to local empowerment, a better quality of life for the community and allows communities to define their needs as well as the means to meet them (Roseland, 2005). Residents living in historic centers, near or close to natural scenic areas in Gorgora peninsula can play a key role in the conservation of those resources if they can derive benefit from them. However, Results from this study indicate that local communities in Gorgora and its surrounding monasteries are not involved in planning, management, development and decision-

3.4. Population and Sampling design

3.4.1 Questionnaires survey

The study population consisted of :(I) local people living in Gorgora and (II) international tourists visiting the area during the survey

I. Residents Questionnaires

According to Black and Champion (1976), sample is a portion of elements taken from a population, which is considered to be representative of the population. The target population of the survey for this study was household heads of the local communities in Gorgora. A list of local communities' households or sampling frame was a prerequisite to select a representative sample from which to collect the desired information. The selection of units to be included in the sample was on the basis of the judgment of the researcher since most of the information required elicited through questionnaire survey and interviews with key informants. The total number of households for this study(sample size) were determined on the basis of Gomes's (2008) formula from the total population of households in Gorgora based on a report of Central Statistics Agency assuming a 95% confidence level and precision 5%. According to CSA (2008) Ethiopia's census, Gorgora has a population of 4782 and 860 households. Thus the sample size will be determined as, $n = \frac{N}{1 + N(a)^2}$, where, n=sample size required, N=number of Households in the population, e= precision/sampling error. By using this formula, the sample population of households for the residents is 269, but because of factors like inaccessibility, time and budget constraints, 105 individuals from the sample population were selected. Purposive and convenience sampling were used to choose the sample from the total households on the basis of knowledge of information and ease of access.

II. Tourists Questionnaires

Questionnaires were prepared for tourists consisting of both open and closed ended questions. In order to determine the sample size of visitors, data were used from KCTO. According of the report from the office, 5250 tourists visited Gorgora peninsula and its surrounding monasteries in 2011/12. Hence, using the Gomm's (2008) formula similar to the above, the sample size will be determined as, $n = \frac{N}{1 + N(e)^2}$, where, n=sample size required, N=number of sampled visitors and e= precision/sampling error. Thus, sample size of tourists is 372. But because of factors like seasonality, inaccessibility and shortage of any other resources, this study took only 55 international tourists from the sample by using both purposive and convenience sampling techniques and the questionnaires were self completed.

3.4.2 Interview survey

The technique of personal interviewing was undertaken in order to reach the objectives since it is the most versatile and productive method of communication. For the purpose of this project semi-structured face to face interviews were contacted with local authorities, accommodation providers and managers, port hotel managers, Religious leaders, Domestic and international tourists, Local guides, Tim and Kim lodge owner, Nova rock resort supervisor, KCTO and GCTO and so on.

3.4.3 Focus group discussion

Focus group discussion and informal discussions were conducted with key informants of the local community and port hotel employees to explore their respective experiences about the major constraints and prospects of sustainable Tourism development in and around Gorgora, and to assess participant's views on how the future directions will be regarding the development of sustainable tourism.

3.5 Methods of Data analysis

After the completion of the data collection, all the survey visitors and residents information were coded and enter into statistical package for social science (SPSS) version 16.0 for analysis. The researcher used descriptive statistics of frequency and percentage and to analyze quantitative data from the responses of questionnaire survey to come up with results and discussions. The researcher used tables and pie charts to present the results of the analysis. Qualitative data from key informant interviews, focus group discussion and observation were analyzed using thematic narration

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 General Characteristics of sampled respondents

This part of analysis comprises the basic characteristic of questionnaire survey and interviewed respondents.

4.1.1 Demographic characteristics of questionnaire survey respondents

A total of 160 questionnaires were distributed to respondents of the study area based on the sampling technique described in chapter three. Out of the total questionnaires, 105 questionnaires were distributed to local respondents who live in and around Gorgora and 55 questionnaires were distributed to foreign tourists who had visited Gorgora's attractions during the survey. However, only 80 questionnaires of local respondents (76.2%) and 40 of tourist respondents (75.7%) filled and analyzed since some of them refused to take part and due to limited number of tourists during the study.

I. Demographic characteristics of local respondents

The respondents are characterized on the basis of gender, age, educational background, marital status and religion. As shown from table 1 below, 66.3 % of local respondents participated in the survey of the study were male, whereas the remaining 33.6% of the respondents were female. The age of local respondents in between 25 and 44 had the greater value among others with a share of 37.5% followed by 27.5 % age range of 44-54 years old. Nevertheless, Age range of 18-24, 54-64 and ≥ 65 years old of local respondents had value of 17.5%, 10.0% and 7.5% respectively.

According to the analysis stated on the table below, 53.8% of the local respondents who answered the questionnaire were high school completed followed by 26.2% educated at primary level where as 12.5%, 3.8% and 1.2% of the respondents share value of college diploma, university degree and post graduate respectively. Others 2.5% of the

respondents educated by other factors such as traditional school, experience etc. in addition, those respondents who answered the questionnaires consisted of the highest ranking of married individuals (61.2%) followed by single individuals (33.8%). The remaining local respondents were widowed and divorced with a share of 2.5% each.

Table No.1: Distribution of demographic characteristics of local respondents

<i>Item</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Gender of local respondents</i>		
(a) Male	53	66.3
(b) Female	27	33.7
<i>Age of local respondents</i>		
(a) 18-24	14	17.5
(b) 25-44	30	37.5
(c) 44-54	22	27.5
(d) 55-64	8	10.0
(e) >=65	6	7.5
<i>Educational background</i>		
(a) Elementary	21	26.2
(b) High school	43	53.8
(c) College Diploma	10	12.5
(d) University Degree	3	3.8
(e) Post graduate	1	1.2
(f) others	2	2.5
<i>Marital status of local respondents</i>		
(a) Single	27	33.8
(b) Married	49	61.2
(c) Divorced	2	2.5
(d) Widowed	2	2.5
<i>Religion of local respondents</i>		
(a) Orthodox	75	93.8
(b) Muslim	4	5.0
(c) Protestant	1	1.3
(d) Catholic	0.0	0.0
(e) Others	0.0	0.0

Source: Researcher's own survey 2013

With regard to their religion as stated in the above table, the majority of the local respondents who consisted of 93.8% share among others were Orthodox followed by Muslim with a total value of 5%. Protestant religion followers shared value of 5% among others.

II. Demographic characteristics of tourist respondents

As depicted from table 2 below, 60% of male tourist respondents participated so as to give appropriate answer for the questionnaires provided in this study where as female tourist respondents shared value of 40%. This indicates that a little proportional difference of gender variations occurred while tourists visited tourist attractions in and around Gorgora during the survey. Those foreign tourist respondents with age range of 18-24 had a great share of 57.5% to take in part in the study among others followed by 27.5% of tourist respondents with age range of 25-44. Nevertheless, age range of 45-54, 51-60 and above 60 shared 10%, 2.5% and 2.5% respectively of value among others.

According to table 2 demonstrated below, those tourist respondents who answered the questionnaire were from seven different countries, the majority being from Spain (30%), England (22.5%), USA (15%), France (13.3%), Germany (10.0%), Belgium (6.7%) and South Africa (2.5%) and the majority of tourist respondents (50%) who answered the questionnaire were Diploma holders followed by 25% of university degree holders. 10% foreign tourist respondents were post graduate holders, 10% high school completed and the remaining 5% of tourist respondents had value in other categories.

With regard to their marital status and religion, those tourist respondents who answered the questionnaire were married with a share of 47.5% among others followed by single respondents with a value of 40.0 %. The remaining respondents were divorced and widowed with a share of 7.5% and 5% respectively.

Table No.2: Distribution of demographic characteristics of tourist respondents

<i>Item</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Gender of tourist respondents</i>		
(a) Male	24	60.0
(b) Female	16	40.0
<i>Age range of respondents</i>		
(a) 18-24	23	57.5
(b) 25-44	11	27.5
(c) 44-54	4	10.0
(d) 55-64	1	2.5
(e) >=65	1	2.5
<i>Nationality of tourists</i>		
(a) Spain	12	30.0
(b) France	6	15.0
(c) Belgium	3	7.5
(d) USA	6	15.0
(e) England	9	22.5
(f) South Africa	1	2.5
(f) Germany	3	10.0
<i>Educational background</i>		
(a) Elementary	--	0.0
(b) High school	4	10.0
(c) College Diploma	20	50.0
(d) University Degree	10	25.0
(e) Post graduate	4	10.0
(f) others	2	5.0
<i>Marital status of tourist respondents</i>		
(a) Single	16	40.0
(b) Married	19	47.5
(c) Divorced	3	7.5
(d) Widowed	2	5.0
<i>Religion of tourist respondents</i>		
(a) Orthodox	1	2.5
(b) Muslim	4	10.0
(c) Protestant	6	15.0
(d) Catholic	21	52.5
(e) Others	8	20.0

Source: Researcher's own survey 2013

As shown in Table No 2 above, the majority of tourist respondents who answered the questionnaire consisted of 52.5% share among others were Catholic followed by protestant with a total value of 12.5%. Orthodox and Muslim followers shared value of 5% and 10.0% respectively. The remaining 20% were under other categories.

4.1.2 Characteristics of interviewed individuals

As shown in table No below 3, semi structured interview was held with one official in Koladiba (Dembia Woreda) culture and Tourism Office, three monks in the monastery of Debre Sina and one monk in Mendaba monastery, five key informants in the local community, three local guides, one monastery administrator, one official in Gorgora administrator, two foreign and four domestic tourists, Tim and Kim lodge manager, Nova resort manager, port hotel manager and five port hotel employees were the individuals who interviewed for this study.

Table No. 3: characteristics of interviewed individuals

Interviewed individual	Numbers (No=30)
Officials in KCTO	1
Officials in GCTO	1
Monks in the monastery	4
Local communities	5
Local tour guides	3
Monastery administrators	1
Local administrator	1
Tourists	6 (2 foreign and 4 domestic tourists)
Tim and Kim lodge manager	1
Nova rock resort manager	1
Port hotel manager	1
Port hotel employees	5

Source: Researcher's own survey 2013

prevents tourist preferences to visit most of the attractions in and around Gorgora which in turn reduces the occupancy rates of theirs' accommodation.

By contrast, one of the officials in KCTO said that the number of tourists who comes to visit Gorgora attractions has increased slowly from year to year but it was not sufficient and effective in comparison with its abundant potential attractions and possibilities. The interviewee emphasized that community involvement to participate in tourism and tourism related activities should be encouraged to increase and enhance the number of touristic activities in and around Gorgora. In addition, the long-run potential of the area for both domestic and international tourism should be considerably managed and controlled working with key tourism stakeholders in collaboration so as to enhance conservational practices and minimizing its multitude problems. If certain measures have made to alleviate both touristic and local problems in this destination, all of them were optimistic about the prospects for increasing the number of tourist in and around Gorgora attractions.

**Table No. 4: Domestic and Foreign Tourist Arrivals in and around Gorgora
From 2007-2012**

Year	Domestic and foreign tourist arrivals(No's)			%age change over the Previous year
	Domestic	Foreign	Total	
2007	3220	720	4080	----
2008	4490	1055	5545	35.9%
2009	5207	1272	6479	16.8%
2010	7860	2320	10180	114.4%
2011	8655	3456	12111	19%
2012	9210	5250	14460	19.4%

Source: Kola Diba Culture and tourism Office, 2013

As shown in the above table, the growth rate in the tourist arrivals from 2007-2012 which was estimated by KCTO revealed that the trend has been showing an increased

movement year after year with its great tourism potential and possibilities to attract both domestic and international tourists although the area lack development of facilities and greater awareness about sustainable tourism option. Based on interviewed individuals and observations, there are various places of attractions in and around Gorgora that have been visited by both domestic and international tourists, but most of them are untapped. The area is particularly well known for its many historical and cultural attractions, scenic location on the shore of Lake Tana, conducive climate and various natural attractions as follows:

A) Debresina Maryam monastery

Near Gorgora, there are impressive monasteries of the 14th century of which the most inspiring site is the nearby ancient monasteries of Debresina Maryam inside the beautiful garden of Gorgora port Hotel encircled by its own fence.

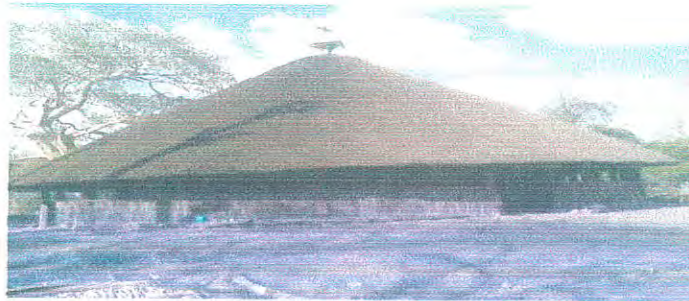


Fig 3: Debre Sina Monastery (Source: Researcher's: 2013)

The monastery was founded by a monk called Hesterus and built by Emperor Amade Tsion in 1334 which could be a fine example of a tached circular church. The murals of Debre Sina Maryam rank with the most complex and vivid to be seen in the Tana region and claimed to be Medieval in origin. This ancient monastery is remarkably adorned with the very old frescoes, religious book like Ethiopia hymun, the 16th century painting of Fasiledes sister Meleketawit and other holy artifacts.

B) Mendaba monastery

The ancient monastery of Mendaba that was established by Tsadiku Abune Assay, the son of Amade Tsion in 1334 is also located at the headlands of Gorgora peninsula. The monastery gets its name from the legend that Aba assay's usually travelled by wide stone on Lake Tana visiting as a ferry. This miracle was mind boggling by the local people and they said who can do like Aba by explaining the legend to the elder associated the name of the monastery with the Assay's miracle.

The ancient stone of Aba assay's ferry, well paintings and different holy artifacts are found in Tikul musem found there. The monastery is being enclosed by a high wall and no woman is allowed inside its gate. There are 150 residents monks, and the monastery is governed by an Abbot who has the power of putting refractory monks in chains, and is all powerful in his own monastery. So, In addition to its abundant cultural heritages and histories, the living style of the mosaic community and scenic view of the area along with Lake Tana can reflect the areas great potential to draw numerous domestic and international tourists.



Fig 4: Mendaba Monastery (Source: Researcher's:2013)

C) Island monastery of Angara Tekle Hayimanot

Lake Tana is the biggest lake in Ethiopia and the 3rd biggest lake in Africa covering an area of 3600 square kilometers. It is a natural lake fed by a multitude of rivers and streams from the northern highlands. Between the 13th and 17th centuries many orthodox

Christian kings and princes left an abundant heritage of palaces, castles, monasteries and churches in and around Lake Tana islands and peninsulas. Among these, A few kilometers far from Gorgora the ancient monastery Angara Teklehayimanot is worth visiting for both domestic and international tourists. The monastery houses old paintings, icons, gold crosses, and old parchments. The living style of monastic community in the vicinity with their marvelous natural setting is also other wonder in this island monastery and also shows the areas great potential to draw large amount of tourists.



Fig 5: Angara Tekle Hyimanot (Source: Researcher's: 2013)

D) Susenyos palace and Cathedral

Gorgora peninsula became the royal camp or ketema of King Susenyos, who had decided to abandon Dankaz due to an endemic caused by the place's poor health conditions. The palace was built in 1626, under the supervision of Brother Juan Martinez, by direct order of King Susneyos who wished that a Catholic church in stone and mortar be erected in Gorgora peninsula and entrusted to the Jesuits for their missionary work. Due to negligence, this wonderful heritage has being collapsed. The only standing walls of a royal palace particularly the southern tip of the high altar and the lower part of the outer wall indicates the richness and sophistication of the stonework and the overall monumental scale of the building.

making processes. According to the interviewed officials of Gorgora administrator and KCTO, Local people are rarely involved in the provision of the core and profitable tourism and hospitality services such as transportation, accommodation, catering services and management of tourism facilities but there has been a call in recent years to get communities involved in tourism to ensure that they benefit from their cultural and natural resources.

The questions are you actively participating in the planning, development and management of tourism in your localities? Was asked in order to find out the major reasons but they responded that they didn't get any significant opportunity to participate in the tourism development and management process as follows:

Table No. 9: Level of Local participation

Are you actively participating in the planning, development and management of tourism in your localities?	<i>Variables</i>	<i>Frequency</i>	<i>Percentage (%)</i>
	Yes	6	92.5
	No	74	7.5
	Total	80	100.0

Source: Researcher's own survey 2013

According to the above table, almost the majority of the respondents (92.5%) replied that they didn't participate in any of tourism activities in their locality. on the contrast, only 7.5% of respondents participated in different tourism management and development processes. This indicated that local communities lack certain skills and knowledge about the benefits of tourism to the local economy because it is obvious that locals couldn't be benefited from tourism and other related activities unless initiative bodies create awareness to support and encourage participation of the host communities in the planning, management and decision-making process of sustainable tourism options. The researcher asked the respondents to know the reason for their absence of participation and they explained as follows:

Table No. 10: Reasons preventing local communities from participating in tourism

<i>Reasons</i>	<i>Frequency</i>	<i>Percentage (%)</i>
Lack of knowledge and awareness	27	33.8
problem of funding and incentives	21	26.2
lack of integrated policy & management planning	16	20.0
Others	16	20.0
Total	80	100.0

Source: Researcher's own survey 2013

As stated in the above table, 33.8% of the local respondents replied that lack of knowledge and awareness is the major problem that hinders the locals from being participating in the management and development of sustainable tourism process. 26.2% and 20% of local respondents replied problem of funding and incentives, and absence of integrated tourism policy and planning respectively, the remaining 16% of the local respondents were under others category.

B. Lack of partnership and cooperation among tourism stakeholders

The implementation of the sustainable tourism development strategy depends on the partnership between public sector investment, local businesses and private sector enterprises. At every stage of implementation, there is a need for governments to stimulate private investment by creating a favorable context for investment in general with specific tourism-related fiscal, financial and other incentives. It is important to recognize that there are many other benefits from collaboration such as resource and expertise sharing, mutual capacity and knowledge building, enhanced visitor experience, and conflict management. Collaboration and partnerships with the industry are also important in awareness raising and capacity building for tourism development. The finding from this research indicates that links between the key tourism sectors (the industry, the host community and private sectors) are often very weak.

Table No. 11: cooperation and partnership between tourism stakeholders

Is /Are there any partnership and cooperation between the local communities and private sectors in running STD?	<i>Variables</i>	<i>Frequency</i>	<i>Percentage (%)</i>
	Yes	19	73.8
	No	61	76.2
	Total	80	100

Source: Researcher's own survey 2013

As depicted from table 11 above, 73.8% of local respondents replied that there is no partnership and cooperation among tourism stakeholders particularly the industry, the local authorities, the host communities and private sectors who engaged in tourism businesses in Gorgora and its surrounding monasteries. The interviewed individuals including the site administrator and the employees from port hotel and Tim and Kim lodge also support this argument. With regard to the tourism industry, the government officials has been given low attention to this attractive tourist destination and ignoring the local communities to build locals capacity through training, seminars and workshops about the contribution of sustainable tourism to the local economy, means of sustaining its natural and cultural resources for the future needs, and how the local communities work together with other key tourism stakeholders.

Moreover, there is also poor administrative and regulatory system in many of the attraction sites that affects the involvement of private sectors in tourism and tourism related business activities which in turn hinders the development and maintenance of the qualities and standards of tourism facilities, products and services as well as the establishment of many alternative tourism businesses particularly, resorts, lodges, well standard hotels and infrastructural development in many of attraction sites of the area.

As explained by officials in KCTO, the local communities are not aware of the benefits from the development of sustainable tourism and how to engage in tourism businesses. But they didn't deny their failure to give appropriate training for the locals on the factors that mentioned before and how to integrally work with other tourism players. Eventually, private sectors were not voluntary to support the local communities to participate and

work in their businesses; they are also not permitted to use local materials during their construction and to buy raw materials from them. Hence, a more coordinated and collaborative approach between the industry, the host communities, the private sectors and other key industry players would be beneficial in many of the attractions studied to ensure local benefits and sustainable tourism development in and around Gorgora.

B. Absence of Marketing and promotion

Marketing and Promotion is an essential communication tool with the goal of changing the behavior of the tourists, specifically to purchase a tourism product such as air travel, hotel accommodations, restaurant meals, tours, or a complete destination package. However, the result of this study revealed that most international tourists obtained the necessary information about Gorgora as a tourist destination through word of mouth/ from friends and relatives. Marketing and promotion of tourist attractions in and around Gorgora attractions mostly depends on private tour operators and limited range of government in providing guide book. However, local communities lack what and how attractions should be marketed in tourist-generating countries. Hence, the image of Gorgora that appears in guide books and brochures may not necessarily represent the economic interests and cultural values of the local people. In addition, the lack of knowledge and understanding of the global tourism market, and financial constraints are other challenges that tackle local people from these processes.

According to the officials from KCTO and GCTO, although Gorgora and its surrounding areas have diverse cultural and nature-based attractions, the image of the destination didn't present to tourist generating countries through advanced technological means of promotional tools. It has also been observed that international tourists are usually given inaccurate and exaggerated information concerning the local security situation. Tour guides inform tourists that remote areas have high rates of crime and mugging. This is intended to discourage tourists from venturing into any other areas of town apart from prescribed sites.

4.4.2 Environmental challenges of sustainable tourism development

The concept of sustainable tourism development itself is generally associated with alternative forms of tourism referring to natural-based, ecological, environmentally-friendly, green, cultural, indigenous, and eco-tourism. The ultimate aim of sustainable tourism development is to make tourism businesses, as well as travelers 'environmentally and culturally sensitive by building environmental and cultural awareness into all aspects of the travel product and its consumption and is crucial to the attractiveness of almost all travel destinations and recreation areas. The idea of STD is also to halt the decline and degradation of natural resources through the involvement and participation of local communities in resource management (Ashley, 1995). Hence, the environment dimension in tourism is an important factor, because areas where nature is spoiled and polluted are less attractive to tourists. Tourists are attached to areas with environmental quality and recreation or tourism amenities.

Based on secondary data and through observations and informal interviews with key informants, the development of sustainable tourism in Gorgora faced a number of environmental challenges, sustainable tourism is affected in a negative way by low-quality environment. Natural resources are being lost in both quality and quantity because of intensive demand and use for wood and charcoal. According to the officials from KCTO, Land degradation, pollution, desertification, waste, damage of species and inadequate utilization of natural resources have caused many natural resources to be endangered or even destroyed in Gorgora attractions and its beautiful scenic landscapes.

It is obviously known that Lake Tana housed a variety of endemic and international migratory birds, hippopotamus, and several endemic fishes and aquatic plant species. However, they are being destructed and decline in number because of several reasons. As two of the interviewed individuals from the host communities and port hotel manager revealed that noise pollution from engine boats and unplanned fishing activities in the lake are the major reasons for the destruction of the species. Hippo populations, nesting birds, crocodile and other aquatic animals in the peninsula are being diminished because

of the fast movement of engine boats that create waves which disturb these species. The boat traffic in the area amounts to 5-10 engine boats passes a day for fishing activities and transporting tourists from the port to the monasteries of Birgida Kidane Mihret, Angara Kidane Mihret and Mendaba monastery.

In addition, engine ship transport service by Gorgora port, under the supervision of Lake Tana water Transport Authority, also often gives permanent transport service from Gorgora to Kunzila, Seidebr via Bahir Dar. This severe damage to coral reefs and other marine resources may not only discourage further tourism and threaten the future of local tourist industries, but also damage local fisheries. In general, The crowding of tourist facilities and the noise pollution generated by engine boats and ships in these area suggests that the peninsula is likely to be degraded in the near future if measures are not taken to address the problem.

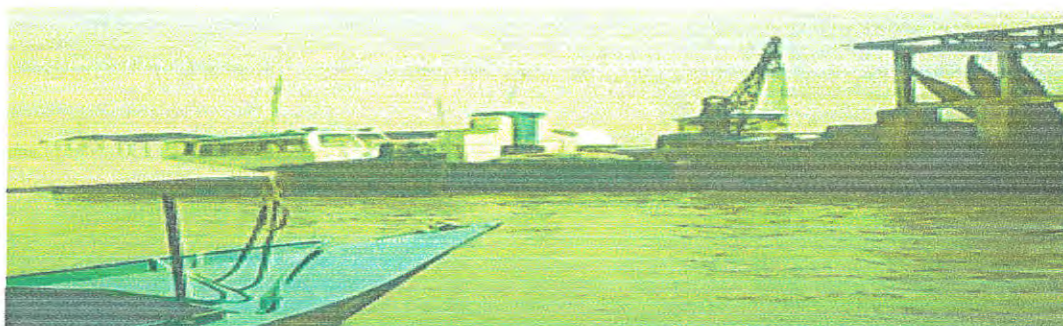


Fig 9: Boat and ship services in Gorgora port (Source: researcher's: 2013)

On the other hand, the interviewed officials from KCTO and locals administrator emphasized that Poor quality of waste management systems such as littering especially plastics, papers and solid wastes, and domestic wastes became a common sight in the lake as well as around the major attraction sites have negatively being affected the sanitation systems and the environment in this scenic tourist destination. Moreover, the discharged waste and sewage from hotels and lodges often enters into the lake and results in contamination of drinking water supplies since the local communities in the peninsula are highly depending on the lake for drinking purposes. One expert from Gorgora health center supports this argument and revealed that water contamination by facial bacteria

and the blue green algae has become a serious problem for the local communities which cause them for dysentery and other water related diseases. Moreover, severe damage to coral reefs and other marine resources may not only discourage further tourism and threaten the future of local tourist industries, but also damage local fisheries.

The other commonly observable environmental challenges in and around Gorgora is that destruction of natural landscapes and wild lives through deforestation and soil erosion. As two of the interviewed individuals from members of the community revealed that the high demand for wood and charcoal by the local communities has been increasing at alarming rate and this illegal use of wood for fuel can be considered as the major problem for the destruction of many endemic plants and wild animals particularly in the forest from Gorgora along Mendaba monastery. This often results not only in the destruction of endemic flora and fauna, but also in accelerating processes of erosion and landslides which in turn reduce the value of tourism. In addition to this, asphalt roads which were constructed during Derg regime inside the beautiful garden of port hotel deteriorated because of touristic activities. According to them, although they asked government officials to renew the asphalt road they didn't give due attention for this destination.

According to experts from KCTO and GCTO, there are numerous factors that encourage the destruction of natural tourism resources in Gorgora. The major observable problem is that lack of the involvement of local people in conservational practices which have contributed to loss of many resources, this is partly because the local communities are not aware of and understood properly the importance of conserving and protecting the destruction of natural and cultural resources and their short term and long term effect on the issue of sustainability. Moreover, Investors and tourists do not necessarily possess awareness on how to use natural and cultural resources sustainably, and subsequently over utilization often leads to a degradation of resources.

Two interviewed domestic tourists also emphasized that fragmented rules and regulations by the public sector has encouraged local communities and hoteliers for illegal use of forest woods for fuel and construction of traditional dwellers/huts. When negative

externalities arise from private sector and locals', it is mainly government actions regarding the environmental impacts of tourism development to be involved in planning and regulating development to minimize negative environmental, cultural or social impacts.

Therefore, it is critical to integrate protection of the environment into tourism management practices to improve visitor satisfaction, enhance marketing, and satisfy emerging consumer demands. If we are to experience a higher quality of life for future generations, we must sustain our environmental resources and environmental problems need to be addressed and resolved in order to achieve sustainability on the short and long term. Residents were also asked about their level of knowledge and awareness to conserve natural and cultural attractions that are found in and around Gorgora and analyzed as follows:

Table No. 12: Level of awareness to conserve tourism resources

How is your level of knowledge and awareness about conservational practices in your locality?	<i>Item</i>	<i>Frequency</i>	<i>Percentage (%)</i>
	very good	1	1.2
	Good	2	2.5
	Fair	10	12.5
	Poor	20	25.0
	Very poor	47	58.8
	Total	80	100.0

Source: Researcher's own survey 2013

As shown in the above table (12), the majority of the local respondents (58.5%) replied that they had very poor knowledge and awareness about the conservational practices of tourism resources in their area. Only 1.2% of the respondents have very good knowledge and awareness about conservational practices. It is therefore, can be argued that the local communities in Gorgoa peninsula lack the necessary skills and knowledge to conserve the natural and cultural tourism resources located in their areas.

Table No. 13: Reasons for lack of knowledge and awareness for conservation practices

<i>Reasons</i>	<i>Frequency</i>	<i>Percentage (%)</i>
lack of incentive and subsidy	39	8.8
Lack of consistent tourism strategies and policies	20	25.0
unavailability of initiative bodies	14	17.5
lack of training and capacity building	7	48.8
Total	80	100.0

Source: Researcher's own survey 2013

As depicted from table No 13 above, 48.8% of local respondents stated that absence of training and capacity building from concerned bodies was the major reason for their failure to lack the necessary skill and knowledge to conserve the cultural and natural resources in and around their area. 25% of respondents revealed that lack of consistent tourism strategies and policies that could focus on local community benefits and develop their skills how to conserve and protect tourism resources are the major reasons, 17.5% of respondents stated lack of initiative bodies and 8.8% of local respondents replied that lack of incentive and subsidy that could encourage local communities to conserve the resources are their main reason to aware for conservational practices.

4.4.3 Socio-cultural challenges of sustainable tourism development

The growth and increased numbers of tourists can have a combination of positive and negative impacts on the environment, society and culture. As tourism grows and expands to more locations, the negative impact could affect the long term sustainability of tourism, especially in places where appropriate control is lacking. Sustainable tourism development must be considered as the essence of tourism and applied fully in all countries, since tourism is based on the diversity of natural, social and cultural resources which attracts tourists in the first place.

While infrastructure development such as the lodges and resorts are an important socio-economic development to the hospitality and tourism industry, informal interviews with local guides and local people in Gorgora indicate that the development of tourism is also associated with negative socio-cultural impacts as well although it takes long time to see the effects of negative impacts on this issue. According to them the major observable socio-cultural challenge in Gorgora is that the local communities are being suffered from loss of senses of place as their surrounding is transformed to accommodate the requirements of a foreign-dominated tourism investors such as Tim and Kim lodge, Nova resort and other foreign agro-industry investors.

Interviews with the local people and local guides in Gorgora peninsula indicate that there is a general assumption that the peninsula has been taken from the host communities by government and given to foreign investors. As a result, citizens view the approach negatively because they perceive the domination by non-citizens as selling out of their resources. Because tourism industry is pre-dominantly foreign owned and controlled indicates that there is no equal access to the use of resources and decision-making along with the local communities in which tourism takes place. According to the interviewed individuals the number of the employees in Gorgora port hotel (Government owned) before five years was three times exceeding what currently existed in the hotel. The reason behind is that international tourists has been shifting to foreign owned accommodation establishments such as Tim and Kim lodge.

On the contrast, the number of tourists who reserve in this attractive government owned hotel and the revenue generated from tourism has been reducing at alarming rate. As a result, many permanent employees dismissed from the hotel and didn't get a chance to other establishments. In addition, foreign owned accommodation i.e. Tim and Kim lodge and camp site is characterized by high prices charged in tourist facilities and services, such prices become unaffordable to the majority of the local people. On average, a tourist (domestic and international) is expected to pay 460 birr as accommodation charge per night in Tim and Kim tourist camp or lodge and 25 birr entrance fee for the local people.

Moreover, they didn't allow recruiting adequate amount of the host communities and buying local raw materials.

Moreover, port hotel manager and other key informants explained that the involvement of Tim and Kim campsite in tourism businesses in and around Gorgora had negative impact not only to the local community but also to government reducing the income tax and profit of government owned hotel. According to them the objective of setting up the lodge was initially as a non-profit organization namely, Tim and Kim village foundation that will benefit to the villagers and profits will go towards resolving the problems of the society such as hygiene, malaria and Aids as well as combating destructions of natural resources by planting trees and teaching the local communities enabling to take proper care of tourism resources and creating community based tourism in and around Gorgora and profits back into the host community in the form of education, water and sanitation projects. After they obtained requisite permits of three hectare plot of land from government, they turned their aim only to satisfy their business need. They didn't make any attempt to give training and workshops for host communities to involve in tourism businesses, to conserve natural resources and any encouragement to facilitate schools. They emphasized only how to run their businesses and achieving sufficient profits. They recruit around ten locals in the position of cooks, gardeners, cleaners and security guard and establish water pipe only by putting tanker that doesn't supply appropriate water.

We, the local communities loss our identity, the couples, Tim and Kim are obtaining donation and subsidies throughout the world by the name of the locals in addition to their huge profits from their establishments. In general, by putting and showing insignificant benefits, they are selling the region under the umbrella of community based tourism and non-profit organization or foundation. Owing to this, antagonism often emerges between the local communities and tourists if efforts are not made to include the local communities in the tourism business and to protect such illegal organizations that trade in the name and identity of the host communities in which tourism resources are located.

Table No.14: Nature of relationship between tourists and local communities

How is the nature of relationship between tourists and local communities?	<i>Variables</i>	<i>Frequency</i>	<i>Percentage (%)</i>
	Very good	12	15.0
	Good	16	20.0
	Fair	8	10.0
	Bad	24	30.0
	Extremely bad	20	25.0
	Total	80	100.0

Source: Researcher's own survey 2013

As shown in the above table, considerable level of the local respondents (30%) replied that the nature of the relationship between tourists and host communities are bad. 25% of the respondents replied that there is worse relation between the host communities and tourists. However, 20% and 10% of the respondents replied that there is a good and fair relationship between the host communities and tourists. Therefore, the nature of relationship between the host communities and tourists in and around Gorgora is more or less bad. Local respondents were asked for the reasons of bad relations between the host communities and tourists and analyzed as follows;

Table No.15: Reasons for strained relationship between locals and tourists

<i>Reasons</i>	<i>Frequency</i>	<i>Percentage (%)</i>
Sense of place/ ownership	39	48.8
Unemployment in tourism businesses	14	17.5
Lack of locals and tourists awareness about STD	7	8.8
lack community involvement and participation	20	25.0
Others	-	-
Total	80	100.0

Source: Researcher's own survey 2012 and 2013

According to the above table (15), 48.8% of the respondents pointed out sense of place/ ownership by the locals is the major reason for their bad relation. 25% of the respondents

replied that lack of community involvement and participation in tourism businesses, lack of employment in tourism businesses (17.5%) and lack of community and tourist awareness about STD (8.8%) are the reasons behind for bad relationship between tourists and host communities in and around Gorgora peninsula. Therefore, enhancing participation and building partnerships that promote greater involvement of local communities in tourism development and developing the capacity of locals about the benefits of tourism can be recommended to avoid the hostility of the local community towards tourists. Moreover, The Government, the private sector and stakeholders should be encouraged to take collaborative action to develop enterprise and employment opportunities for the local communities in and around Gorgora.

4.4.4 Problems of STD in monasteries around Gorgora

Gorgora has numerous impressive monasteries which can attract both domestic and international tourists. The most inspiring sites near Gorgora are the ancient monasteries of Debresina Maryam, Angara Teklehayimant, Birgida Kidane Mihret and Mendaba monastery. In addition to theirs' long history, the monasteries and churches faced various challenges that could affect the development of sustainable tourism in the destination. Based on Interviews with religious leaders and monks in the monasteries, absence of infrastructure development particularly, accessibility problem to the monasteries hindered the development of sustainable tourism since many of the monasteries around Gorgora are found inside Lake Tana which depends on boats and ferries or tankwa. It is obvious that a lot of domestic tourists that come directly from Chuahit, Koladiba, Gondar and other towns often visit Gorgora for recreation and then return back to their place of origin by only visiting Debresina (on the boarder or shore of the lake) and overlooking the monasteries inside the lake because of the high cost of boat services. This in turn reduces the revenue generated from tourism in the monasteries inside the lake because of the fact that domestic tourists constitute the majority of tourist to Gorgora.

The interviewed monks from Debresina revealed that those monks and priests who give religious services have suffered because of inadequate amount of money earned from

parchments, old murals and paintings for those who visit the monastery. Some local guides often go with tourists in the monastery for guiding; however, they lack adequate skill of interpretation since most of them gain their skill from experience. They try to reveal what they know, but not complete. These conditions always decrease the level of tourist satisfaction in the monasteries and then are not spending the appropriate revenue in this area.

4.4.5 Tourist problems faced in and around Gorgora

The quality of the tourism business and infrastructure within a country provides a key driver for the growth and competitiveness of the tourism industry. The development of tourism relies on the availability of conducive business environment and the development of appropriate infrastructure which service tourists' needs and encourages the development of sustainable tourism in a given destination. In addition to the provision of the general infrastructure, the success of any tourism destination is dependent to a large degree on the nature of the facilities and services infrastructure that are available to the tourist since they are more interested to those place which have adequate facilities and services, good safety and security and scenic cultural and natural attractions. International tourists were asked regarding the challenges they face in Gorgora peninsula that hinders the development of sustainable tourism in the destination.

Table No. 16: Distribution of tourist problems faced in Gorgora peninsula

<i>Challenges</i>	<i>Frequency</i>	<i>Percentage (%)</i>
Lack of awareness and knowledge	13	43.3
Limited access to monasteries	4	13.3
Lack of adequate facilities	3	10.0
Lack of diversified tourist attractions	0.0	0.0
Little evidence of signing of attractions	6	20.0
Poor quality of interpretive practices	4	13.3
Total	30	100.0

Source: Researcher's survey 2013

According to them the tourism sector didn't make any attempt to create awareness for the local communities through capacity building such as training and workshops about the importance of conserving heritages and their role for the development of sustainable tourism in Gorgora and its environs.

In addition, the local communities in Gorgora and its environs has still spent poor quality of life or are under severe poverty due to absence of job opportunities including in tourism and other related businesses. This adverse situation discouraged the local communities to conserve their tourism resources and to engage in tourism and other related businesses. The officials from KCTO also explained that:

Due to negligence and other several reasons, the palace of emperor susenyos is almost destructed. So, the only alternative means is to give immediate maintenance on the remaining part to retain for the future generation but not to return back the original and can be a motivational factor for tourism stakeholders to insight on and conserve other cultural heritages learning from the deterioration of Susenyos palace and cathedral. But the issue is a matter of lack of consultation and implementation on how to raise funds and work together to conserve this palace and other heritages.



Fig 10: Image of Gorgora palace in the past and the present respectively.

(Source: photo Ramos in 1930 and researcher's:2013)

Informal Interviews with two international tourists also stated that many of the heritages in Gorgora and its surrounding environs were amazingly ornamented but now they are not in a good conditions to sustain its long term existence for the next generation due to

negligence of conservational practices of the host communities and lack of development cooperation agencies like USAID, UNESCO and other non-governmental organizations that could play a vital role in terms of financial support such as grants, incentives and subsidies for implementing conservational practices in many of heritages in and around Gorgora. In addition, this area suffered from absence qualified guides to describe the past history and situation of the palace in a way tourist could understand and in turn will reduce the quality and level of tourist experience to stay longer and spend appropriate amount of money in this destination.

4.5. An assessment of stakeholders' awareness and their coordination towards STD in and around Gorgora

An integrated approach to tourism development is necessary, since tourism is integrally and structurally linked to most economic sectors. Achieving sustainable tourism must therefore be the objective of everyone involved in the tourist industry. The main players are the tourists, the tourism sector, the local community, the public, and the national, regional and local authorities. All the partners have their own roles which may lead to emphasize different social, economical, cultural and ecological factors. The management of sustainable tourism requires active and cooperative between all these stakeholders. However, all stakeholders do not need to be involved equally in the decision making process, but it does require that all interests are identified and understood since failure to identify the interest of even a single primary stakeholder group may result in the failure of the process of sustainable tourism development (Donaldson & Preston 1995).

4.5.1.1 The private investors

The private investors who engaged in hospitality industry in and around Gorgora are not aware of and worried about the principles and practices of sustainable tourism development although their base is currently small in this area. The expert from KCTO expressed as,

sites, rich plants, mountain areas, plateaus and lake which can serve both domestic and international tourists for recreation and leisure. This study has also demonstrated that the future of Gorgora peninsula is very problematic and holds many uncertainties regarding the development of sustainable tourism.

Such uncertainties include the establishment of community businesses such as community lodge, the development of tourism infrastructures and, enactment of effective rules and regulation regarding environmental destruction and quality of standards, the appearance and diversification of new alternative form of tourism products, assertion of tourism benefits to the host communities because such developments might be difficult due to high development costs and the strong resistance of several key tourism stakeholders such as government, private sectors and NGO,s to work in collaborating with the local communities. However, if favorable conditions are created, the future prospects of sustainable tourism development in terms of arrivals and revenue generation for the local communities would be brilliant and increase in the near future because of its greater tourism potentials and the emergence of new alternative form of tourism in the destination.

5.2 Recommendations

Based on the finding of this study, the following suggestions and recommendations are provided to make Gorgora tourism more sustainable:

- ❖ Raising awareness about the benefits of tourism to the local economy and enhancing the skill of the local community to enable their participation in tourism through the provision of training, capacity building and credit facilities should be encouraged.
- ❖ It is recommended that effective planning, development and marketing programs should be designed in Gorgora and its surrounding touristic sites to maximize the potential of their attractions and optimize the effectiveness of their resource allocations.
- ❖ It is recommended that effective and workable strategies should be developed in and around Gorgora with an emphasis to increase local participation and enhance the use of local knowledge, material and labour in order for local people to obtain meaningful benefits from the tourism business in collaboration with tourism stakeholders.
- ❖ Tourism offices should be created in Gorgora to control and manage tourism impacts effectively and Dembia woreda tourism offices should create awareness and knowledge for the monks and priests in the monastery regarding the benefits of tourism and how to distribute the money they incurred from tourism for conservational practices.
- ❖ Tourism offices should enact effective rules and regulations to protect illegal organizations that trade on a name of non-profit organization and illegal actions on tourism resources.
- ❖ Tourism offices and experts should create fund raising programs to build community lodge and other tourism establishments in and around Gorgora to enable the host communities benefiting from the tourism industry.

- ❖ It is recommended that key tourism stake holders that include government, the private sector and NGOs should collaborate and integrate in the planning, coordination and implementation actions at the local levels in order to preserve the cultural heritages, protect the environment and ensure more equitable distribution of economic benefits.
- ❖ It is recommended that there should be adequate information centers, signage, billboards and interpretation practices to facilitate tourists coming to visit Gorgora and its environs and to increase the attractiveness and satisfactions of visitors and avoid any confusion.
- ❖ It is recommended that local people particularly the more vulnerable groups such as women and youth need to be provided with a chance to get encouragements such as incentives and grants to engage in tourism and other related businesses so as to assure their livelihood security.
- ❖ Local government should prevent Pollution of ground and Lake Tana waters and control tourism investors to establish proper sewage treatment facilities so as to use appropriate waste disposal systems.
- ❖ Tourism offices should organize skills development of the local communities particularly in relation to hospitality, housekeeping, food and beverages, sanitation awareness and hygiene maintenance, local guiding, leadership development, destination management, and the diversification of handicrafts.
- ❖ New activities/tourism products such as trekking, canoeing, adventure tourism should be developed and encouraged to lengthen the stay of tourists in and around Gorgora.
- ❖ The Government, the private sector and stakeholders should be encouraged to take collaborative action to develop enterprise and employment opportunities for host communities in Gorgora including improvement of the quality of work, capacity and skills of the host communities through training.

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although the private sectors who involved in hospitality and tourism in Gorgora are very small in number, they are responsible for delivering the products and services to tourists and therefore, they should take the responsibility for the protection of cultural and natural attractions by minimizing the negative impacts, which causes environmental damage in the area they are operated. However, they lack the necessary knowledge and skill to implement the principles and practices of sustainable tourism development in the area rather they are working only to satisfy their business interest.

The interviewed domestic tourists in this area also support the above argument and explained as, most of the time international tourists who visit in Gorgora peninsula reserve in Tim and Kim lodge and campsite that established on the boarder of Lake Tana. As a result, they often release their wastages directly to the lake which in turn negatively affects the ecosystems inside the lake. In addition, since the local communities highly rely on the lake for drinking purpose, a lot of people are vulnerable for water related contaminated diseases. The researcher visited the lodge and interviewed the guide who employed in this foreign owned lodge and campsite as follows;



Fig 11: Tim and Kim lodge (Source: Researcher's: 2013)

According to the guide, Tim & Kim Village is a campsite of over three hectares just outside the village of Gorgora and situated in a quiet spot on the banks of Lake Tana and established in 2008 by Holland owners (husband and wife). He denied the claim of the interviewed domestic tourists about the wastage problems they release into Lake Tana and revealed that the site has simple solar-heated showers and clean toilets and a 24-hour

security guard and didn't release any waste into the lake. In addition to this, the owners and employees in this lodge and campsite have good awareness and knowledge about the principles and practices of STD. especially, the owners give due attention for local benefits, they constructed water pipe for locals from underground water outside the village although it doesn't supply adequate water supply and many of the construction material during the establishment of the lodge ware from locals.

But the major problem is that the locals are not motivated for work in tourism businesses and none of them produced handicrafts or souvenirs to sell for tourists rather than looking tourist arrivals and spending in our lodge and other establishments. There was no attempt to integrate and coordinate local communities and private owners by government or any concerned bodies to work together and bring the development of sustainable tourism in and around Gorgora. This creates a negative perception for locals against private investors and international tourists.

On the other hand, the interviewed employees from port hotel revealed that lack of awareness and knowledge among stakeholders particularly the host communities and service providers about the benefits of tourism and its negative impacts, ways of ensuring tourist satisfaction and lengthening their stay hinders the development of sustainable tourism in this beautiful destination. The local government, the regional government or the federal government didn't attempt to give capacity building such as training and workshops for the locals, the service providers or tourists regarding the benefits of tourism and its sharing, how to integrate or work together, how to conserve cultural and natural attractions and so on. As a result, those investors who involved especially, in hospitality industry are only working to satisfy their business interest and didn't want to worry about the benefits of local community and the destruction of natural and cultural attractions in the area they are operated. In general, it can be argued that those investors who engaged in tourism businesses in and around Gorgora lack the necessary awareness and coordination towards the development of sustainable tourism in and around Gorgora.

4.5.1.2 Local communities

The involvement and participation of local communities in tourism and tourism related businesses leads to local empowerment, a better quality of life for the community and allows communities to define their needs as well as the means to meet them (Roseland, 2005). In addition, the participation of local community is important in ensuring that visitors get an unforgettable, pleasant tourist experience, while at the same time enabling the community to derive benefits from their visits and to provide helpful input in decision-making processes and, therefore, it is essential that they are actively involved in tourism planning and developments. However, the host communities in and around Gorgora are not actively involved in tourism businesses or any decision making processes about the development of sustainable tourism in this area since they lack appropriate awareness and knowledge about the principles and practices of sustainable tourism development. Local residents were asked about their level of awareness and knowledge towards the principles of STD and analyzed as follows:

Table No.17: level of Locals knowledge and awareness about STD

How do you rate your level of awareness about the principles of STD?	<i>Variables</i>	<i>Frequency</i>	<i>Percentage (%)</i>
	Very good	2	2.5
	Good	3	3.8
	Fair	5	6.3
	Poor	20	25.0
	Very poor	50	62.5
	Total	80	100.0

Source: Researcher's own survey 2013

As shown in table No.17 above, 62.5% of local respondents stated that they were very poor regarding the knowledge and awareness of the principles and practices of STD followed by 25% of respondents with poor value. 6.3% and 3.85 of local respondents had value of fair and good respectively. However, only 2.5% of local respondents have very good awareness and knowledge about the principles and practices of sustainable tourism

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Appendices

Appendices -1

Addis Ababa
University
(Since 1950)



Addis Ababa University

College of development studies

Tourism and Development program

A Research Questionnaire prepared for respondents on the challenges and prospects of sustainable tourism development in and around Gorgora.

Dear participant,

This questionnaire is designed to make an assessment on the challenges that hinder the development of sustainable tourism and find out opportunities and its future prospects in Gorgora and its surrounding monasteries. The questionnaire is an invitation to consider participating in a study I am conducting as part of my master's degree in the program of Tourism and Development at Addis Ababa University, Ethiopia, under the supervision of Dr J. Tribhuvan. Your collaboration to fill the questionnaire is very essential for the successful accomplishment of the research and you had better not hesitate to give the appropriate and honest information because it is used only for academic purpose and the information's confidentiality is strongly protected.

If you would like to add anything more to your answers, or if you have any questions about the study, please contact me at getachewmolla75@yahoo.com or Mobile phone +251918816054

Many thanks for your collaboration and willingness to give the honest information.

Getachew Molla

Questionnaires for International tourists

Instruction-Please read the questions carefully and show your preferences by making “√” “in boxes, if your answer is not included in the alternative provided, please write your own genuine response in the blank space provided. N.B, you don’t have to write your name

1. sex: ☐ Male ☐ Female
2. Age Range
☐ 18-28 ☐ 29-39
☐ 40-50 ☐ 51-61 ☐ >=62
3. Nationality-----
4. Educational status:
☐ Elementary ☐ High school
☐ College Diploma ☐ University degree
☐ Post graduate ☐ if other, please specify-----
5. Marital Status:
☐ Single ☐ Married
☐ Divorced ☐ Widowed
6. Religion:
☐ Orthodox ☐ Muslim
☐ Protestant ☐ others
7. Purpose of visiting
☐ Holiday
☐ Business
☐ Attending Conference
☐ Education
☐ Others
8. Source of information about Gorgora’s attractions
☐ Word of mouth/friends and families
☐ Internet
☐ Mass media
☐ Guide books

☐ Others

9. Modes of travel

- ☐ An inclusive tour package
- ☐ Independent travel arrangement
- ☐ Others

10. Trip duration

- ☐ 1 day
- ☐ 2-3 days
- ☐ 4-6 days
- ☐ 7-11 days
- ☐ 12 days or more

11. Knowledge and awareness of tourists regarding the development of sustainable tourism in a given destination

- ☐ Very good
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Very poor

12. What kind of tourist activities do you take part in and around Gorgora's attractions?

- ☐ Trekking
- ☐ Visiting historical attractions such as Debre sina, Mendaba and Brigida monasteries
- ☐ Water sports
- ☐ Camping
- ☐ Bird watching and photographing
- ☐ Observing natural resources
- ☐ Other activities

13. How do you rate the quality of accommodations including eating and drinking establishments

- ☐ Very good
- ☐ Good
- ☐ Fair
- ☐ Poor

14. If your answer for No.15 is poor, what are these?

- ☐ Poor quality of products and services

- ☐ Unfair prices of products and services
- ☐ Poor interpretation of employees to guests
- ☐ Absence of services and facilities
- ☐ Unavailability of adequate alternatives
- ☐ Poor safety and security
- ☐ Others

15. How is each stakeholder group performing in respect of activities that provide visitor satisfaction?

- ☐ Very good
- ☐ Good
- ☐ Not bad
- ☐ Bad
- ☐ Very bad

16. If you select bad for No. 17, what do you think the reason behind?-----

17. What challenges have you observed in and around Gorgora that hinders the development of sustainable tourism?

- ☐ Lack of awareness and knowledge
- ☐ Lack of adequate facilities
- ☐ Limited access to the monasteries
- ☐ Problems of safety and security
- ☐ Lack of well developed and diversified tourist attractions
- ☐ Little evidence of signing of attractions, accommodations or designed site
- ☐ Poor quality of interpretive practices
- ☐ If other, please specify-----

18. What should be done to enhance sustainable tourism development in and around Gorgora?

- ☐ Achieving coordination and partnership among tourism stakeholders
- ☐ Raising the quality of interpretive practice through capacity building
- ☐ Maximizing benefits to the local communities and minimizing the costs of sustainable Tourism development in the destination
- ☐ Fund raising and incentives for conservation practice
- ☐ If other please specify-----

Appendices- 2

Questionnaire for Local community

1. Knowledge and awareness to conserve the natural and cultural tourism resources in and around Gorgora
 - ☐ Good
 - ☐ Fair
 - ☐ Bad
 - ☐ Not sure
2. If say bad, for No 1, what are the reasons?
 - ☐ Lack of incentives and subsidies
 - ☐ Lack of consistent tourism strategies and policies
 - ☐ Unavailability of initiative bodies
 - ☐ Lack of training and capacity building by concerned bodies
 - ☐ Others
3. Are there any community empowerment made by concerned bodies providing local residents with training needed for better jobs in the industry?
 - ☐ Yes
 - ☐ No
 - ☐ Not sure
4. If say, no for No, 3 what are the reasons?
 - ☐ Unavailability of development cooperation
 - ☐ Failure of destination management organizations, such as local authorities, to build community networks
 - ☐ Lack of government attention to the destination
 - ☐ Lack of public sector involvement
5. How do you rate the level of private sector involvement in Gorgora's attractions?
 - ☐ Very good
 - ☐ Good
 - ☐ Fair
 - ☐ Poor

- ☐ Very poor
6. If say yes for question No, 5, what types of activities do the private sectors carry out in the peninsula?
- ☐ Lodging and camping
 - ☐ Manufacturing
 - ☐ Transport such as Boating
 - ☐ Packaging
 - ☐ Interpretation
 - ☐ Marketing
7. Are there any partnership arrangements between the local indigenous community and a private sector?
- ☐ Yes
 - ☐ No
 - ☐ Not sure
8. If say yes, what initiatives have been undertaken through this partnership?
- ☐ Awareness raising
 - ☐ Fund raising and incentives
 - ☐ Capacity building through training and workshops
 - ☐ If others, please specify-----
-
9. How is each stakeholder group performing in respect of activities that provide visitor satisfaction?
- ☐ Very good
 - ☐ Good
 - ☐ Fair
 - ☐ Poor
 - ☐ Very poor
10. Are there any projects that help the local communities to establish their own community businesses so as to benefit with the existing tourism businesses?
- ☐ Yes
 - ☐ No
 - ☐ Not sure

11. Are there any tangible benefits for the local community from visitors coming to observe attractions in Gorgora?

- ☐ Yes
- ☐ No
- ☐ Not sure

12. If yes, what is/ are the benefits you get from tourism activities in your area?

- ☐ Tour guiding
- ☐ Sales of souvenir products
- ☐ Employment opportunity from tourism establishments
- ☐ Providing raw materials to restaurants
- ☐ Boating services
- ☐ If other, please specify-----

13. If still say yes, for No, 13, how this is shared on an equitable basis throughout the community-----

14. Are there any organizations that offer capacity building, marketing and monitoring of quality standards?

- ☐ Yes
- ☐ No
- ☐ Not sure

15. If say no, what are the reasons-----

16. Are you actively participating in the planning, development and management of the tourism resources in your locality?

- ☐ Yes
- ☐ No
- ☐ Not sure

17. If say no, what are the reasons?

- ☐ Lack of knowledge and awareness
- ☐ Problem of funding and incentives
- ☐ Lack of integrated tourism policy and management planning
- ☐ If other, please specify-----

18. How is the nature of relationships between tourists and local communities around tourist attractions and establishments?
- ☐ Very good
 - ☐ Good
 - ☐ Fair
 - ☐ Poor
 - ☐ Very poor
19. If you select the choice poor, what do you think the reason is/are?-----

20. What are the problems that challenge the development of sustainable tourism in and around tourist attractions of Gorgora?
- ☐ Lack of knowledge and awareness about principles and practices of sustainable tourism development
 - ☐ Lack of local participation and ownership of tourism resources and businesses
 - ☐ Lack of tourism budget and finance from government (low attention paid by government)
 - ☐ Lack of tourism infrastructures and facilities around tourism attractions
 - ☐ Shortage of tourism professionals
 - ☐ If other, please specify-----
21. What are the opportunities to enhance sustainable tourism development in Gorgora?-----

22. How is the level of local awareness to enhance the development of sustainable tourism development in and around Gorgora?-----

23. How is the coordination b/n stakeholders be towards the development of sustainable tourism in and around Gorgora ?-----
24. How do you see the future prospects of sustainable tourism development on Gorgora? -----

Appendices- 3

INTERVIEW GUIDE

INTERVIEW GUIDE FOR KOLADIBA CULTURE AND TOURISM BUREAU

1. Do you have awareness and knowledge about the principles of STD?
2. What roles the officials in your office do play for the development of sustainable tourism development in your Gorgora peninsula?
3. What problems have you observed in Gorgora that hinders the development of sustainable tourism in Gorgora attractions?
4. Do you have a training program for the local communities regarding cultural integrity, tourism benefits and conservational practices?
5. What mechanism you take to enhance tourism related activities in the local communities?
6. Do you have integrated tourism policy and planning to facilitate sustainable tourism development?
7. Do you think the local communities are beneficiary from tourism?
8. How is the income generated from tourism distributed in equitable basis for locals, the region and the country?
9. What roles you play to attract the private sector to participate in tourism and hospitality industry?
10. Do you have any agreement with development cooperation agencies to support the development of sustainable tourism in the region?
11. Have you made any fund raising program for the enhancement of infrastructure in Gorgora attraction areas?
12. Do you give any subsidy and incentives for local communities to conserve cultural and natural attractions in the destination?
13. Do you enact any rules and regulations to protect deforestation and illegal guides and the quality of tourism products?

14. Do you support and encourage for making partnerships between the local communities and private sectors?
15. Do you establish Strategies to create entrance fees in the monastery to provide revenues needed to maintain and upgrade sites?

INTERVIEW FOR LOCAL COMMUNITIES

1. Is/ Are there any networking or linkage between tourism local communities and other key stake holders?
2. Is the income generated by tourism also being used locally for nature conservation in the broadest sense?
3. Have you been participated in planning and decision making process of STD?
4. Are you participating in conservational practices in and around Gorgora?
5. Is the collection of fees from attractions being informed of how they are to be used?
6. Do you think the earnings from tourism exceed the tourism-specific infrastructure and management costs?
7. Is the level of acceptance for nature and resource conservation measures growing along with tourism development?
8. Have equitable joint ventures been developed between companies and the local population?
9. Is there any awareness of a link between income from tourism and nature conservation?
10. What roles you play for the promotion of sustainable tourism in your area?
11. What are the challenges facing the development of sustainable tourism in and around Gorgora?
12. Is/ Are there any efforts made to empower and encourage local communities to play an active role in the preservation and enhancement of cultural, environments and ecotourism sites
13. What efforts have made to develop strong institutions that are charged with the responsibility of managing and protecting national cultural sites and ecologically sensitive attractions of Gorgora peninsula?

14. Are there any Economic linkages between local residents, private business, and non-governmental organizations
15. Do you think that NGOs and government agencies work together to ensure that the bulk of tourist generated revenues remain within the local communities?

INTERVIEW FOR TORISTS

1. Are you aware of for the principles and practices of STD?
2. How do you see the hospitality of locals in and around Gorgora?
3. What do you think the roles of tourists be regarding the promotion of sustainable tourism in this destination?
4. How long and how have you been involved in Gorgora Tourism? How would you describe your role, responsibilities and tasks?
5. What is your underlying motivation to be involved in and around Gorgora attractions?
6. How would you describe the current growth trends in Gorgora tourism?
7. What have been the most important factors driving and constraining the development of sustainable tourism in and around Gorgora?
8. What is your top concern with regard to the future of the development of sustainable tourism in and around Gorgora?

INTERVIEW GUIDE FOR MONKS

1. Are you aware of about the benefits of tourism and its impacts in your area?
2. What are the major challenges you faced in and around your monastery?
3. How is the benefit from tourism distributed among the mosaic community?
4. Do you think that the money from entrance fee will be used for conservational practices of cultural and natural heritages
5. How do you see the current growth of tourist flows in your monastery?
6. What activities you perform relating with tourism in and around your monastery?

INTREVIEW GUIDE LINE FOR TIM AND KIM LODGE MANAGER

1. Are you knowledgeable and aware of about the principles of STD?
2. What roles you play for the locals to be beneficial from tourism and participate in tourism businesses?
3. Were you using the necessary local raw materials during your establishment of the lodge?
4. How do you see the integration between tourism stakeholders in and around Gorgora?
5. How do you see the role of government towards the encouragement of foreign private investors?
6. Do you give employment chance for local communities particularly at the supervisory and managerial level?
7. How do you compare the current and past tourist flows in and around Gorgora?
8. What are the major opportunities for the development of sustainable tourism in and around Gorgora?
9. What are the major environmental impacts of tourism in this area?
10. How do you see the future prospects of sustainable tourism development in and around Gorgora?

INTERVIEW GUIDE FOR LOCAL ADMINISTRATOR

1. What measures do you take for local communities to engage in tourism businesses in your locality?
2. What are the major benefits of tourism for the local economy in and around Gorgora?
3. Do you give capacity building program such as training and workshops about the benefits of tourism and its negative impacts on tourism resources?
4. How do you see the performance of boat and ship services with environmentally and economically issues?
5. Do you have partnerships and development cooperation that supports the conservational practices of tourism resources in your area

INTERVIEW GUIDE FOR MONASTERIES ADMINISTRATOR

1. What kind of benefit you get from tourism in and around your monastery?

2. Are you knowledgeable to share the benefits in equitable manners including conservational issues of heritages?
3. What negative impacts you observed as a result of tourism in your environs?
4. Are there any alternative means of income gaining in addition to tourism?

INTERVIEW GUIDE FOR NOVA RESORT MANAGER

1. Are you using local available materials during the construction of the resort?
2. What motivates you to involve in hospitality industry in Gorgora peninsula?
3. Do you have some information about this area before?
4. How do you see the integration and coordination between tourism stakeholders in and around Gorgora?
5. Do you think local communities will benefit from your establishments?

INTERVIEW GUIDE FOR PORT HOTEL (GOVERNMENTEL) MANAGER

1. Are you aware of about the principles and practices of STD?
2. How do you see the current trends of tourism growth in and around Gorgora?
3. How do you rate the number of employees in this hotel comparing with the past?
4. Do you think that the profit of the hotel exceeds the past?
5. How do you see the future prospects of sustainable tourism development in and around Gorgora?

DECLARATION

I, the undersigned, declare that this thesis entitled: "**Challenges and Prospects of Sustainable Tourism Development in and around Gorgora, North Gondar, Amhara Region, Ethiopia**", is my original work and has not been presented for a degree in any other University, and that all information sources and literature used for the thesis have been duly acknowledged.

Name: Geachew Molla

Signature: 

Date: 26/06/13

This thesis has been submitted for examination with my approval as University advisor.

Name: Dr. J.Thirubhuvan (Associate Professor)

Signature: 

Date: 26-06-13